



الجماعة الإسلامية للتجارة والصناعة والزراعة  
Islamic Chamber of Commerce, Industry & Agriculture  
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture

**Report on the Activities of the  
Islamic Chamber of Commerce, Industry & Agriculture (ICCIA)  
For submission to the  
36<sup>th</sup> Session of the COMCEC  
(25-26 November 2020, Virtual Meeting)**

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**Introduction:**

ICCIA has been working in line of the OIC-2025 Programme of Action, which called for the enhancement of intra-Islamic trade, through its programmes of bringing the Private Sector together to expand their trade and contribute to enhancement of intra-Islamic trade. The share of intra-OIC trade in the total trade of Member States has increase from 18.69% in 2016 to 21.22% in 2018, representing an increase of 13.5%. ICCIA continues with its efforts to further the new intra-OIC trade target of 25% in the year 2025.

- 1) In view of the current economic challenges and available opportunities, the ICCIA has developed a strategic plan to implement the following objectives:
  1. Contribute to building trade relations within the OIC system, and between them and the rest of the world
  2. Effective Cognitive Contribution through strong content to each event
  3. Building a Permanent Mechanism to Promote Investment Opportunities
  4. Introducing the most important components of the regions of the Islamic world
  5. Encourage the development of Traditional Industries and Crafts
  6. Empowering Entrepreneurs and Small Enterprises
  7. Promoting the most important Characteristics and Components of Investment for each country through Specialized Forums
- 2) This could be achieved through undertaking the following:-
  - a) To organize new specialized events aimed at representing the OIC countries, which makes it a magnet for all those interested in the world in the OIC countries
  - b) Partnership with existing and scalable events by making the Chamber a real partner in them.
  - c) Events Associated with Board Meetings (Focus on the region)
- 3) Establishing new companies in sectors that need to be supported. Once such as Halal company.
- 4) Developing the capacities of the Member Chambers in a sustainable manner with strategic plans, by way of adopting technology and utilizing the digital transformation for the benefit of the private sector.

Achieving sustainability of the Chamber of Commerce is a strategic requirement that the Board of Directors of any Chamber should strive to achieve. To achieve this sustainability, the following must be done through a long-term project:

- (1) Strategic Planning of the Chamber:
- (2) Developing an appropriate Statute for the Chamber aimed at achieving the Statutory and Administrative Stability of the Chamber and to ensure being at par in best practices with the developed Chambers and NGO's
- (3) Special training for upper management officials and Capacity-Building for Heads of Departments
- (4) Digital Transformation to cope with the fast global advancement.

The ICCIA focuses on the development of Digital Transformation, taking into consideration that the Fourth Industrial Revolution is fundamentally changing the way people live and work and the way customers relate to businesses and service providers. The technologies that are leading digital transformation are the Internet of Things, artificial intelligence, 3-D printing, biotechnology, nanotechnology, quantum computing, machine learning among others. Combined use of these technologies generates changes at an exponential rate, at a great scale and scope. These technological breakthroughs are affecting every sector in every industry in every country, disrupting the established ways of doing business. These changes are transforming how businesses produce, operate, manage and what governments regulate and how they govern, leading to a systemic change in the world. The developments in these fields build on each other and push digital transformation by creating endless possibilities to innovate and improve human lives and business practices.

In addition, the ICCIA also undertakes programmes, focused on promotion of intra-Islamic trade, capacity building, commodity exchange forums, business leadership development, promotion of tourism, poverty alleviation, upgrading marketing and managing skills, value-addition, gender development, promotion & development of Small & Medium Enterprises, utilization of microfinance, development of Halal & Halal Tourism, promoting green economy, developing Entrepreneurship through IT, particularly in women and the youth.

In undertaking its programmes, the ICCIA is working in close collaboration with the General Secretariat of the OIC and its Institutions as well as other related International Organizations on common goals & objectives. As part of a mechanism to further enhance its activities, hereunder are the broad areas and salient aspects of the ICCIA activities, which are under the framework of the implementation of the OIC 2025 Program of Action:

### **Enhancing the Role of the OIC Private Sector, through Forums:**

The ICCIA General Secretariat is developing a new strategy for its activities. This strategy includes the comprehensive development of the private sector forum so as to be one of the most important international events, keeping in mind the new trends in the global economic environment, focusing on the concept of the fourth industrial revolution. It also includes the transformation of the Private Sector Forum into Specialized Sector Forums that are to be held periodically to represent an integrated system of investment and commercial forums.

The Islamic Chamber has been holding Private Sector Meetings to provide a common platform for the business community to interact and conduct B2B Meetings. In addition, the Islamic Chamber has also been organizing Sector-wise Commodity Exchange Forums, Business Leadership Workshops. These activities have shown concrete results as business deals have been conducted, exchange of expertise has taken place, best practices have been learnt and skills have been developed. The ICCIA has so far, held sixteen (16) Private Sector Meetings.

### **Formation of OIC Arbitration Centre:**

The COMCEC mandated the ICCIA to set-up OIC Arbitration Centre, affiliated to the Islamic Chamber in collaboration with TOBB in Istanbul, which would serve the business community of the OIC Countries. This project is an excellent example of the successful partnerships between the ICCIA and its distinguished member TOBB.

The two sides formed an establishment committee to undertake all the preparatory foundational work for the OIC Arbitration Center. The hosting agreement was signed with the Government of the Republic of Turkey and after completion of the necessary procedures, the OIC Arbitration Center will be launched. In spite of the obstacles resulting from the spread of the Coronavirus and its repercussions, the Islamic Chamber on its part, works on two tracks, the first track promoting and marketing the OIC-Arbitration Center within its member institutions by introducing it and asking them to encourage their member businessmen and investors to avail of its services. While the second track entails to work in cooperation with the TOBB to complete its establishment process and secure its launching operation in the manner that will fulfill the desirable objectives, as a reputable global arbitration center providing high-level international arbitration services.

### **Cooperation with International Organizations:**

ICCIA's objective is to become partner of choice for International Organizations to develop and execute projects that are aligned with ICCIA's objectives to create Investment opportunities for its member states.

### **Development of Halal:**

The issue of Halal is of great concern to all the Muslims. By establishing its Halal Company, the ICCIA will not compete with its Member Institutions, but would rather work for organizing the market and focus on accreditation, quality control and evaluation. The company will work on launching a mobile application for the purpose of evaluating halal standards for goods and products in a manner that ensures their accuracy through this service.

Also, the ethical dimension is the first motivation for the project before any commercial dimension, and the primary purpose is to reach the final consumer to reassure him of the source of his food and that he is in compliance with Sharia, and in this context the chamber works with all concerned parties in order to achieve harmony and congruence in the various fields related to the halal industry. The Islamic Chamber is to actively participate in seminars and conferences in the field of halal.

### **Sharing of Best Practices for the Benefit of the Private Sector in Microfinance: Establishing an Institution that provides Microfinance and contributes to creation of Micro-enterprises**

ICCIA contributed to the establishment of the Family Bank in Sudan with a capital of US\$35 Million. The said Bank's portfolio provides micro-financing on Sharia terms for start-ups, productive families, women and youth. The Bank has gradually expanded all over Sudan with 41 branches, offering services to the targeted segments of the society.

The Project was submitted to the 7<sup>th</sup> Ministerial Conference on Women's Role in the Development of OIC Member States, held in Ouagadougou, Burkina Faso, in November 2018. The Conference has adopted a Resolutions calling for the possibility of establishing similar entities in other OIC Countries. The group of Five Sahel countries from Sub-Saharan Africa (G5), namely Burkina Faso, Chad, Mali, Mauritania and Niger, have been selected to implement the project with the objective of achieving economic empowerment of women and youth.

### **Objectives of the Project:**

- 1- Providing financial services to the economically active poor, graduates, small-scale farmers, and artisanal herders, and enabling them to manage economic activities that are appropriate to their circumstances.
- 2- Attracting local and foreign resources in order to re-employ them for the benefit of the targeted groups.
- 3- Practicing other banking activities in accordance with the laws and regulations.
- 4- Raising the banking and savings awareness among the targeted segments.
- 5- Preparing the human element in alignment with the requirements of the bank's work and training them on the concepts and mechanisms of practicing microfinance.
- 6- Contributing in creating job opportunities for the poor.
- 7- Contributing to the flow of integrated resources from the informal and formal sectors for the benefit of the targeted groups.
- 8- Transforming informal sectors into organized sectors that contribute in the economic development.
- 9- Revitalizing the poor economically and integrating them into the development movement.

### **Current Stage:**

ICCIA in cooperation with OIC General Secretariat is in touch with the National Teams in G5 Sahel Countries individually, to check on their needs and term of references. ICCIA has invited to a virtual following up workshop which has been held on 23 July 2020 with the participation of the National Teams of the G5 Sahel Countries, OIC General Secretariat and all the related OIC organizations.

ICCIA held Individual meetings with each National Team from G5 Sahel Countries, during August 2020. The objective of the meetings was to check on the details of their needs and to finalize the term of references.

ICCIA has selected a proposal for a technical and financial franchise model and it is currently checking with OIC related institutions as well as the international organizations for a fund to start the work on the model study.

### **The outputs are as follows:**

1. Establishing a microfinance institution in each of the G5 countries.
2. Determining the first country from the G5 countries eligible to establish the microfinance institution.
3. The measures and priorities on the basis of which the first country was chosen.
4. Setting a comprehensive business and strategic plan for establishing the banks based on five main axes as follows:
  - a. Brand Identity: Define the new brand's strategy and requirements.
  - b. Operating Strategy: Defining the requirements and procedures for implementation and operation of new brand's operations.

- c. Strategy and legal identity: Developing the legal identity and developing a financing model that is in line with the Islamic identity.
- d. Training and Development Strategy: Developing the necessary training manual for all other areas of study.
- e. Marketing and business development strategy: Developing a comprehensive marketing strategy for brand and business development.
- f. Implementation Plan: Setting a comprehensive implementation plan for the first target country.

### **Workshop on Islamic Organization for Food Security from Legal and Institutional Perspective, 10 June 2020:**

The ICCIA also attended the workshop of the Islamic Organization for Food Security organized a on the Legal and Institutional Perspective of the Organization. It was organized in a form of webinar and covered the IOFS from legal and institutional perspective and as a Subject of International Law in addition to the Institutionalization, Mission and Legal Mandate. Moreover, it also covered the aspects of Communication, Cooperation, Coordination and Capacity Building and the Decision Making by IOFS and the basics of the IOFS General Assembly.

### **Workshop on Development of National Gene Bank for OIC Member Countries, 5-7 July 2020:**

The Islamic Organization for Food Security (IOFS) has invited the ICCIA to attend its workshop on “Development of National Gene Bank for OIC Member Countries”, which was held online in a video conference format, from 5-7 July 2020. ICCIA took part in the important event that aimed to promoting intra-OIC food system, both during this emergency period and in the medium term.

### **ICCIA Leadership Talks:**

Since the launch of ICCIA Leadership Talks in June 2020, we have successfully delivered 5 sessions, engaging with 17 organisations from the private sector, government agencies as well as thought leaders to discuss targeted sectors. Details of each session mentioned below:

Theme 1: Moving to the Virtual World

- Session 1: Exploring the Virtual World (Link to view: [https://youtu.be/npZx\\_u\\_HwIQ](https://youtu.be/npZx_u_HwIQ))
- Session 2: Opportunities of the Virtual World (Link to view: <https://youtu.be/SICIEDglel>)
- Session 3: Challenges of the Virtual World, Link to view: <https://youtu.be/4amurwqzS38>)
- Session 4: Best Practices of the Virtual World (Link to view: <https://youtu.be/nbfqqPor7u8>)

Spotlight Focus Industry Webinar: Halal Food Value Chain  
(These details can be added if you feel they are required)

### Key learnings from the 1<sup>st</sup> session

- Broad discussion about the virtual world and its effect on the overall future of the ICCIA member countries.
- Whole brief on post-pandemic digital transformation scenario and how policy can enable a positive transition
- Industries within the ICCIA which are the ripest for digital and virtual disruption and explain a bit on how these disruptions look like
- Current Readiness of ICCIA Members according to Digital Readiness Index (CISCO) and Future of Production Report (WEF)
- Establishing a Macroeconomic framework on ICT, Financial and Logistical initiatives

### Key learnings from the 2<sup>nd</sup> session

- Overview of retail trends with reference to the technologies supporting the key factors for seamless experiences between online / offline purchases.
  - Future trends in retails and technologies that are making them happen.
- The technologies helping ensure “farm to table” as well as availability of good quality / halal food for the Muslim world.
  - Biggest opportunities in this sector and the success factors / determinants.
- Secure backend payment structures.
  - The top 3 opportunities for the ICCIA member countries in this sector.
  - The stack of various digital technologies and the interoperability of these technologies to function and most importantly be accessible at the SME level to increase trade.
- Data being the new gold and its benefit for the SMEs that do not generate that kind for themselves.

### Key learnings from the 3<sup>rd</sup> session

Based on our learnings from the last session on “Opportunities of the Virtual World”, below are the key areas identified for ICCIA member countries:

- Talent: Up skilling / Reskilling the Youth to provide the skills needed for this move & future proofing of economies
- Mindset:
  - Urgent change is needed at the Government level to expedite the development of the digital infrastructure and provide an enabling environment for the businesses and investors
  - Business leadership and Investors
- Branding: During the pandemic, the uptake of known brands has been higher than others because people bought what they trust. Unfortunately, in many of the ICCIA countries, branding has not a priority due to lack of knowledge and economic pressure

## Key learnings from the 4<sup>th</sup> session

COVID-19 pandemic has forced nearly all businesses to move towards the virtual world. Although this crisis will eventually subside, the business world will look different post COVID era. Many companies are reorganizing, moving part of their workforce to work from home models, while others are redesigning internal structures to benefit from the rise of digital trends. Below are the focus areas of the session:

- Employee Engagement & Wellbeing
- Technology Used
- Plan 2021 – which practices will be kept, and which will be let go of

### **Workshop on Promoting Green Growth and Technology in Food-Water and Energy Nexus for OIC Countries – Challenges and Opportunities, 2<sup>nd</sup> – 4<sup>th</sup> December 2019**

The Islamic Chamber of Commerce, Industry & Agriculture (ICCIA) in collaboration with the Perez-Guerrero Trust Fund for South-South Cooperation (PGTF) and the Food and Agriculture Organization of the United Nations (FAO) Regional Office in Cairo organized a Workshop on “Promoting Green Growth and Technology in Water, Food and Energy Nexus for OIC Countries – Challenges and Opportunities”, from 2<sup>nd</sup> – 4<sup>th</sup> December 2019 at the Headquarters of ICCIA in Karachi, Pakistan.

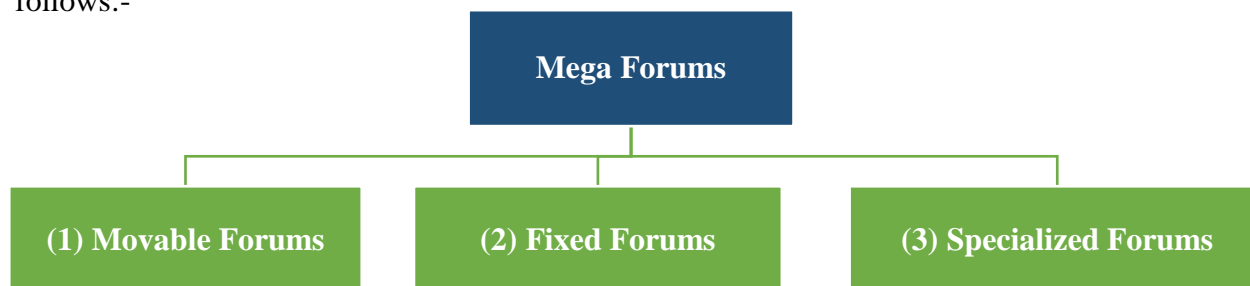
The Workshop was attended by more than 30 participants from 14 countries namely: Afghanistan, Azerbaijan, Egypt, Ethiopia, Indonesia, Iran, Kazakhstan, Malaysia, Morocco, Nepal, Nigeria, Palestine, Pakistan and Tajikistan, representatives of Private Sector; Green Technology; Social Sector working in the domain of environmental preservation; Chambers of Commerce and University representatives. In addition, representatives from United Nation Development Programme (UNDP), Pakistan and Food and Agriculture Organization of the United Nations (FAO) and the Statistical, Economic & Social Research & Training Centre for Islamic Countries (SESRIC) also participated the workshop. Some of the major recommendations are as follows:-

- There is a need to keep this momentum of cross learning across OIC Countries. Intensify ICCIA cooperation with FAO both at National and Regional Levels
- Need to tap IOFS to initiative some joint projects / research to further work on this Nexus.
- A multi-disciplinary team composed by different specialists from different areas of expertise to work together to solve agricultural issues and especially those related to WFE Nexus.
- Based on the overall state of the Water, Food and Energy Nexus, an ICCIA Policy be formulated for the OIC Countries be adopted in meeting the challenges.



## **Future events of the ICCIA:-**

The Chambers has categorized its future activities and events in to three categories as follows:-



### **(1) MOVEABLE FORUMS**

The first category is intended for organizing regular events with the change of the venue each time to specific member country. It can cover (presently planned for the following activities):

- Chamber of Commerce Forum
- Businesswomen and Women Executives Forum

### **(2) FIXED FORUMS:**

The second category for fixed events, which will be organized regularly in specific member country to strengthen its status as a hub for specific sector. This could cover the following activities:-

- Digital Economy Investment Forum
- Forum on Sustainable Tourism
- BIG3 Forum of Major Products: Tea, Coffee and Cocoa
- The Forum on Traditional Handicraft and Heritage Industries
- Health Tourism Forum
- Forum on Innovation in Halal Industries

### **(3) SPECIALIZED FORUMS:**

The third category is for the specialized forums which is held for specific reason, such as introducing investment opportunities of specific country, where focus will be made on those countries where the rate of commercial exchange and investment with the rest of the OIC Countries is low. Currently discussions are being held with more than a country to hold a Forum for creating awareness about investment environment and trade opportunities.

The ICCIA also plan to organize the following Specialized Workshops/Training Programmes:

- Study visit to learn the successful experience of the Family Bank in Sudan
- Training Program on Digital Transformation in Istanbul, Turkey
- Workshops on Strategic Commodities (Cassava),
- Training Seminar on Financial Action Task Force (FATF) & Anti-Money Laundering (AML)
- Preparing ICCIA Strategies on Green Waqf, Agriculture Commodity Exchange Market, Microfinance and Digital Transformation.

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