



International Trade Policy Business Council

The International Trade Policy Business Council (ITPBC) within the International Trade Council is a dedicated forum committed to dissecting, understanding, and influencing the ever-evolving landscape of global trade policies. Recognizing the complexities inherent in cross-border commerce, the council aims to support businesses by demystifying international trade regulations, highlighting policy shifts, and promoting best practices in compliance, due diligence, and corporate responsibility.

LEADERSHIP

Board Chairperson:

- Adrienne Braumiller, Founding Partner, [Braumiller Law Group](#) [[LinkedIn](#)]

Deputy Chairperson:

- Peter Benjamin Chen, Chairman & Founder, G8 Management Pty Ltd & The Sabina Group [[LinkedIn](#)]

Board Members:

- Paul Mutuku, Commissioner of Legal Services and Board Coordination, Kenya Revenue Authority
- Paul Baker, Chairman, [International Economics Consulting](#) [[LinkedIn](#)]
- Ravindra Puttewa, Founder & CEO, [Aiditi IT Services Private Limited](#) [[LinkedIn](#)]

AREAS OF FOCUS

- » **Trade Policy Analysis:** The council routinely studies and analyzes international trade policies, interpreting their implications for various industries and sectors, thereby assisting businesses in strategic decision-making.
- » **Sanctions:** With economic sanctions becoming a pivotal tool in geopolitics, the ITPBC offers insights into the latest sanction regimes, their ramifications, and compliance strategies.
- » **Know Your Customer (KYC):** Emphasizing the importance of understanding and vetting business partners, the council promotes best practices in KYC to mitigate risks and ensure legitimate trade transactions.
- » **Anti-Money Laundering (AML):** The ITPBC delves into AML standards, offering guidance on international regulations, detection techniques, and compliance strategies to prevent illicit financial activities.
- » **Due Diligence:** Recognizing the importance of thorough business investigations, the council underscores the need for comprehensive due diligence in international trade, be it in mergers, acquisitions, or partnerships.
- » **Protecting Companies:** Beyond compliance, the council emphasizes strategies and tools to safeguard businesses from potential threats, such as fraud, IP theft, or unfair trade practices.
- » **Latest Policy Changes:** With trade policies subject to rapid changes, the ITPBC ensures members are abreast of the latest policy modifications, trade agreements, and shifts in international trade dynamics.
- » **Trade Advocacy:** Acting as a voice for the international trade community, the council engages with policymakers, advocating for favorable trade policies and reforms that can facilitate smoother global commerce.
- » **Networking and Collaboration:** The ITPBC offers a platform for businesses, policy experts, legal professionals, and regulators to interact, share perspectives, and collaborate on pressing trade policy issues.
- » **Capacity Building and Training:** With the belief that informed businesses are empowered businesses, the council organizes workshops, seminars, and training sessions on critical trade policy topics, compliance, and best practices.
- » **Trade Dispute Resolution:** Providing resources on mechanisms for addressing trade disputes, the council also emphasizes international arbitration, mediation, and other conflict resolution methods.
- » **Future Policy Trends:** Anticipating the trajectory of international trade, the council forecasts potential policy shifts, helping businesses prepare and adapt to the future trade landscape.

ABOUT BUSINESS COUNCILS

A business council, within the framework of the International Trade Council, is an assemblage of volunteer professionals, possessing deep industry knowledge and expertise. They collaborate to shape the Council's research, education, networking, and outreach initiatives, thereby ensuring their relevance to the current global business climate.

These industry experts meet regularly, whether in-person or virtually, to propose and guide the Council's research undertakings. They examine industry trends, scrutinize emerging markets, and explore technological advancements, providing valuable insights that the Council transforms into action-oriented research projects.

The business council acts as an advisory board, contributing to the development of educational resources tailored to the needs of businesses operating in international markets. They bring their firsthand experience to the fore, identifying the critical competencies necessary for success and helping devise educational programs that equip members with those skills.

In addition, the council facilitates networking events and initiatives, creating opportunities for members to connect, collaborate, and forge strategic partnerships. They also play a crucial role in driving the Council's outreach programs, reaching out to potential members, sharing the Council's mission, and amplifying its impact across the global business community.

Moreover, business councils provide a forum for discussion, enabling the exchange of ideas, fostering innovation, and promoting best practices within their respective industries. They also help bridge the gap between industry and government, advocating for business-friendly policies and voicing industry concerns to policymakers.

Lastly, the business councils play a pivotal role in the International Trade Council's mission to support and promote international trade. Through their collective knowledge, experience, and guidance, they contribute to creating an environment where businesses can thrive in the global marketplace.

Information Site: tradecouncil.org

Member Portal: tradecouncil.net

Go Global Awards: goblobalawards.org

Business Confidence Survey: businessconfidence.org

info@tradecouncil.org 

The International Trade Council 

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An international, peak-body, chamber of commerce