

# BIIA

## Business Information Industry Association

### Concrete Benefits of a BIIA Membership:

#### Industry Advocacy

**Promote industry standards, best demonstrated practices and educating users:**

Case in point 1: In risk management user forums we discuss with users trends in risk management and the implications on information – members and users regard such interaction extremely important

Case in point 2: The People's Bank of China (Credit Information Bureau) sends representatives to BIIA Forums to hear an industry position rather than relying on expressed opinions of individual information suppliers

Case in point 3: The People's Bank of China and the IFC requested BIIA to speak on the value of positive data in credit transactions at their first user meeting in Tianjin, China

Case in point 4: A member requested BIIA to provide a neutral information industry perspective to a group of visitors from China

Case in point 5: A member's strategy group requested a global perspective of risk management services, to provide guidance on general industry terms and practices, customer behavior and trends. We believe the information was used as a supplement to what external consultants had provided

Case in point 6: BIIA participates in a World Bank task force on Credit Reporting Standards Setting (World Bank Group & Bank of International Settlements (BIS))

Case in point 7: BIIA participates in IFC (World Bank Group) forums and meetings on credit reporting

#### Defend information industry practices and standards against unreasonable regulatory requirements:

Case in point 1: The BIIA Regulatory and Compliance Committee worked diligently to rally members and key customer to develop and deliver a response to the China State Council Legal Affairs Office (SCLAO) on proposed credit information in China. As a result of BIIA intervention the SCLAO has started a new consultation process for the purpose of revising the proposed legislation

Case in point 2: BIIA Members of its Regulatory and Compliance Committee were part of an industry wide workshop with the Chinese Regulator to present BIIA's position on regulations of credit information services in China

#### Support efforts to secure access to and improve Public Sector Information (PSI)

Case in point 1: BIIA participated in two UNCTAD conferences on e-credit and e-credit information. The UNCTAD assumption was that ICT (Information / Communications Technology) were bottlenecks in the introduction of these solutions. BIIA stated that ICT was no longer an issue, but dysfunctional Public Sector Information in emerging markets was the cause of low economic value. Subsequently UNCTAD issued a protocol to 182 member countries recommending a review of Public Sector Information infrastructures

Case in point 2: BIIA joins the International Credit Insurance & Surety Association (ICISA), the largest group of trade credit information users, in an effort to improve access to and the quality of Public Sector Information

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#### Industry Advocacy (cont.)

**Support effective policies on the non-exclusive release of public sector information, which enhances transparency and which can have a positive effect on information industry growth and development:**

Case in point 1: Working with institutions such as the National Development and Reform Commission of China to provide a framework for public sector / private sector partnerships

Case in point 2: Discussion with the registrar of companies in India concerning plans to create a government owned value added distribution channel for the exclusive distribution of Public Sector Information. To counter this move BIIA lobbies for a public sector / private sector partnership

**Industry-wide Networking:** BIIA represents members at global and regional business information and b2b digital media conferences to assure that the concerns of its members are presented. BIIA engages affiliated industry associations in a dialog in the interest of sharing best demonstrated practices and set appropriate standards

**Pre-empt User Groups to form exclusive industry information pools without the involvement of other players in the industry:**

Case in point: The International Credit Insurance and Surety Association (ICISA) voiced the intent to create a user generated pool of negative trade information. BIIA is providing guidance to ICISA in this regard and hopes to convince ICISA to include the information industry in such an undertaking.

#### Informing a wide constituency of interested parties

**BIIA informs members on global, regional and local developments**

BIIA provides industry specific news and commentary from a local perspective

BIIA provides feedback to member companies so that they can assess whether particular developments are seen by the entire industry and do not just represent a single opinion

BIIA operates a reference site on its website [www.biia.com](http://www.biia.com) for users, governments, regulators and academia. BIIA does not replicate the services of its members – it acts as a channel to and from professional associations and information sources

**BIIA provides a platform for networking with industry experts and professionals:**

Risk management and digital information conferences are relatively sparse in Asia; hence Asian professionals appreciate the opportunity to network, either in conferences such as the recent BIIA Forum 2008 or through BIIA participation in local conferences. For events and BIIA news contact: <http://www.biia.com>

The BIIA network is resulting in direct member to member contacts for the purpose of exploring and forming potential partnerships. Members are interested in the convergence of industry specific data with company specific data

BIIA membership has become global with 50% of its members headquartered outside Asia. BIIA has become a 'window into Asia' for many industry players.

**BIIA Forums are neutral platforms for users, governments, regulators, academia and information content professionals to debate issues concerning information services**

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