

MEDIA ADVISORY - WORLD BUSINESS AND DEVELOPMENT AWARDS CEREMONY

For your diary:

THE 2008 WORLD BUSINESS AND DEVELOPMENT AWARDS CEREMONY
Celebrating Creative Business Initiatives

Established by the International Chamber of Commerce in 2000, the World Business and Development Awards (WBDA) recognize the contribution of the private sector to achieve the Millennium Development Goals (MDGs) through their core business. The 2008 WBDA received an unprecedented 104 applications from 44 countries.

The 10 winning companies will be recognized during the awards ceremony, as part of the high-level event on the Millennium Development Goals convened by the Secretary-General of the United Nations. During the ceremony, the global consortium for the Business Call to Action will be presented and new business commitments will be announced by international companies in support of the MDGs.

AWARDS CEREMONY

WHAT:

2008 World Business and Development Awards Ceremony

WHEN:

6.00 – 7.30P.M., WEDNESDAY, 24 SEPTEMBER 2008

WHERE:

Millennium UN Plaza Hotel, 44th Street, Between 1st and 2nd Avenue, New York City

WHO:

- Her Majesty Queen Rania Al Abdullah of the Hashemite Kingdom of Jordan
- His Excellency President Abdoulaye Wade of Senegal
- Douglas Alexander - UK Secretary of State for International Development
- Rajat Gupta - Senior Partner Emeritus of McKinsey & Company
- Kemal Dervis - UN Development Programme Administrator
- Adam Leach - CEO International Business Leaders Forum
- Guy Sebban - ICC Secretary General

INTERVIEW OPPORTUNITIES

Her Majesty Queen Rania
Queen of the Hashemite Kingdom of Jordan and Patron of the 2008 WBDA

President Abdoulaye Wade
President of Senegal and Patron of the 2008 WBDA

Douglas Alexander
UK Secretary of State for International Development

Kemal Dervis
UNDP Administrator

Rajat Gupta
Head of the 2008 WBDA International Judging Panel and Senior Partner Emeritus of McKinsey & Company
Adam Leach
IBLF Chief Executive Officer

Guy Sebban
ICC Secretary General

Winning companies

The 10 winning companies will send their CEO or Chair to accept the award during the ceremony. The winning companies come from the following countries:

ARGENTINA
GHANA
INDIA
KENYA
NIGERIA
PHILIPPINES
SPAIN
SWITZERLAND
THE UNITED KINGDOM

World Renowned Business leaders
Top CEOs will be available to discuss details on new initiatives to be announced as part of the Business Call to Action.

MEDIA QUERIES

For more information or to set up an interview, please contact:

Sausan Ghosheh,
sausan.ghosheh@undp.org, + 1 212 212-906-5390, or

Dawn Chardonnal,
dcl@iccwbo.org, +33 1 49 53 29 07.

Broadcast footage is available. For broadcast inquiries please contact Boaz Paldi on boaz.paldi@undp.org, + 212 991 8910.