

MEDIA RELEASE

Seven secure Oslo Business for Peace awards for 2010

Oslo, 4 October 2010 – The Business for Peace Foundation and the International Chamber of Commerce (ICC) are pleased to announce the seven honourees for the 2010 Oslo Business for Peace Awards.

Ratan Tata (India), Stef Wertheimer (Israel), Francis Yeoh (Malaysia), Roberto Servitje Sendra (Mexico), Venkatramani Srivathsan (Nigeria), Emily Cummins (UK) and William Rosenzweig (USA) will receive their Awards during a special ceremony on the 18 October, taking place as part of the Oslo Peace through Trade Summit in Oslo City Hall, Norway.

The Award committee comprises Professor Muhammad Yunus (winner of the Nobel Peace Prize for 2006), Professor Wangari Muta Maathai (winner of the Nobel Peace Prize for 2004), and Professor A Michael Spence (winner of the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel for 2001).

The Oslo Peace through Trade Summit will focus on the relationship between peace and trade. This year's keynote speakers are Rajat K. Gupta, Chairman of ICC and Jeremy Rifkin, President of the Foundation of Economic Trends. The one-day event will conclude with the formal presentation of the Oslo Business for Peace awards to the seven selected recipients listed above.

"ICC founders were committed to international cooperation, calling themselves 'the merchants of peace'. Today we still believe in the vast potential of the private sector to contribute to world peace and are honoured and dedicated to support the advancement of the Business for Peace Award, to become the highest form of recognition that can be bestowed upon a person in business," said Rona Yircali, Chairman of the ICC World Chambers Federation.

"The aim of these awards is to inspire business people worldwide to recognise the role of responsible commercial ethics in strengthening the business case, through a marriage of performance with higher purpose which leads to businessworthy behaviour," says Per Leif Saxegaard, chair of the Business for Peace Foundation.

The Business for Peace Foundation was founded in 2007 in the belief that socially responsible and ethical initiatives are not merely window dressing, but will stand the test as a business case and gradually, as the moral culture of corporations matures, constitute an integral part of modern business.

Supporting partners of the Business for Peace Foundation, headquartered in Oslo, are ICC, the City of Oslo, the Oslo Chamber of Commerce and the initiators of the Oslo World Trade Centre.

About this year's seven honourees:

Ratan Tata

Ratan Tata is chair of the Tata group, India's largest conglomerate. He has more than once declared that his group is not driven to grow "over everybody's dead bodies". His personal view is that the group's sense of social responsibility does not collide with the creation of shareholder value. Tata

gives away on average eight to 14 per cent of its net profits every year through dedicated philanthropic programmes.

Stef Wertheimer

Stef Wertheimer is the founder and honorary chair of Iscar Metalworking Company, one of the world's largest manufacturers of carbide cutting tools. He employs an integrated workforce of Arabs, Jews and Christians. In his company, employees work side by side towards a common goal, shedding the stereotypes so prevalent in the Middle East. Wertheimer believes in the importance of quality technical education as a basis for a better society. To this end, he has initiated the Arab-Jewish Executive Development programme, bringing together Jews and Arabs in intensive courses on entrepreneurship.

Francis Yeoh

Francis Yeoh is managing director of the YTL Corporation Berhad, Malaysia's leading integrated infrastructure conglomerate. He believes that a sustainable business means one which can thrive in the long term and that true sustainability has four equal components: social, economic, environmental and cultural.

Roberto Servitje Sendra

Roberto Sendra is chair of Grupo Bimbo, a multinational baking enterprise. Early in its rise, he stated that the group's goal was to be "altamente productiva y plenamente humana" – highly productive and truly humane. Grupo Bimbo has a significant social responsibility programme, which is tightly related to health, the environment, society (poverty and food distribution) and the wellbeing of its workers. In terms of health, the group has been making serious efforts to promote exercise as a way of life. On the environmental front, it has set a leading example through its efforts to recycle and to reduce water consumption while supporting a major reforestation campaign in Mexico.

Venkatramani Srivathsan

Venkatramani Srivathshan is managing director of Nigerian operations at Olam, a leading global supply chain management company for agricultural products and food ingredients. He has created the rice extension farming and out-grower programme in collaboration with farmers' organisations and NGOs. This programme has allowed Olam Nigeria to increase overall returns to rice farmers through enhanced productivity, improved quality and guaranteed buy-back of crops.

Emily Cummins

Emily Cummins designs products to improve the quality of life in developing countries. She designed and created a multi-bucket water system to transport water effectively across southern Africa. Her sustainable fridge uses solar heat to provide refrigeration cheaply and easily. Cummins selflessly gave her design away because she wanted as many people as possible to build their own sustainable refrigerators. Her product is now serving the everyday refrigeration needs of countless families across southern Africa.

William Rosenzweig

William Rosenzweig is managing director of Physic Ventures, whose purpose is to invest in companies which create value through delivering innovative solutions for preventing disease, promoting consumer-driven health and ensuring a sustainable planet for future generations. His vision achieves a union of business performance with a higher purpose by creating strong clusters of experienced enterprises working with companies in developing countries to create an ultimate benefit which goes far beyond bottom-line considerations.

Additional facts about the keynote speakers at the Oslo Summit 2010:

Rajat K. Gupta became Chairman of the International Chamber of Commerce on 1 July 2010. He is also the Senior Partner Emeritus of McKinsey & Company. Mr. Gupta served as the Managing Director Worldwide of McKinsey from 1994 to 2003, and as Senior Partner Worldwide from 2003 to 2007. Mr. Gupta is an independent Director of Procter & Gamble, AMR Corporation, Harman International, Qatar Financial Centre, and a Strategic Advisor to Sberbank. He is also the Chairman of the Board of Genpact and New Silk Route Private Equity. Mr. Gupta possesses an in-depth knowledge of the United Nations, having served as the UN Secretary-General's Special Advisor on UN Reform. He is on the Board of the Rockefeller Foundation and is active in many non-profit institutions focused

on education, health and development, including, Chairman of the Board of the Indian School of Business, Board of Associates of the Harvard Business School, Chairman Emeritus of the Global Fund for AIDS, Tuberculosis and Malaria, Chairman of the Public Health Foundation of India, Chairman of the Advisory Board of the Bill & Melinda Gates Foundation, and Co-Chair of the American India Foundation. Mr. Gupta joined McKinsey's New York office in 1973, assumed leadership of its Scandinavian offices in 1981 and its Chicago office in 1989. In his 34-year career in consulting, he has served many leading companies on a broad set of topics related to strategy, organization and operations.

Jeremy Rifkin is president of the Foundation on Economic Trends and the author of 17 bestselling books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment. His books have been translated into more than 30 languages and are used in thousands of universities, corporations and government agencies around the world. His most recent works include *The Empathic Civilisation*, *The Hydrogen Economy*, *The European Dream*, *The End of Work*, *The Age of Access*, and *The Biotech Century*. Rifkin has been an advisor to the European Union for the past decade. He advised the government of Spain during its presidency of the EU (1 January-30 June 2010), and also served as an adviser on issues related to the economy, climate change, and energy security to president Nicolas Sarkozy of France, chancellor Angela Merkel of Germany, prime minister Jose Socrates of Portugal and prime minister Janez Janša of Slovenia during their respective European Council presidencies. He currently advises the European Commission, the European Parliament, and several EU heads of state, including Merkel and prime minister Jose Luis Rodriguez Zapatero of Spain.

Media contacts

Business for Peace Foundation
Per Leif Saxegaard, Founder, Chairman,
Phone: +47 23 11 68 00
E-mail: per@businessforpeace.no

Business for Peace Foundation
Bjørn Richard Johansen, Media and press liaison
Mobile: +47 47 800 100
E-mail: brj@firsthouse.as

International Chamber of Commerce
Anthony Parkes, Director, ICC World Chambers Federation,
Phone +33-1-4953 2944
E-mail: anthony.parkes@iccwbo.org

International Chamber of Commerce
Dawn Chardonnal, Communications Manager
Phone +33-1-49 53 29 07
E-mail: dawn.chardonnal@iccwbo.org

Oslo Chamber of Commerce/Oslo Handelskammer
Lars-Kåre Legernes, Managing Director
Mobile +47 913 46 426
E-mail: lars-kare.legernes@chamber.no

About the Business for Peace Foundation

The aim of the Business for Peace Foundation is to increase the awareness of the businessperson as an individual about the strength of the ethical business case, and thus inspire business people as individuals to help foster peace and stability through their work and what the Foundation calls "businessworthy behaviour". The ICC has entered into a formal agreement with the Business for Peace Foundation with the mutual goal of identifying business people worldwide who are showing the way on ethically responsible business practices.

About ICC

The International Chamber of Commerce is the largest, most representative business organization in the world. Its thousands of member companies in over 120 countries have interests spanning every sector of private enterprise.

A world network of national committees keeps the ICC International Secretariat in Paris informed about national and regional business priorities. More than 2000 experts drawn from ICC's member companies feed their knowledge and experience into crafting the ICC stance on specific business issues.

The United Nations, the World Trade Organization, and many other intergovernmental bodies, both international and regional, are kept in touch with the views of international business through ICC.

For more information please visit: www.iccwbo.org

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