



**United Nations
Development Programme**



MEDIA ADVISORY

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 Derviş - UNDP Administrator
Adam Leach – CEO International Business Leaders Forum
Guy Sebban - ICC Secretary General

INTERVIEW OPPORTUNITIES

Name	Title
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 Derviş	UNDP Administrator
Rajat Gupta	Head of the 2008 WBD International Jury Panel and Senior Partner Emeritus of McKinsey & Company
Adam Leach	IBLF Chief Executive Officer
Guy Sebban	ICC Secretary General



**United Nations
Development Programme**



Winning companies	The ten 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 and 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 Mary Kelly, mary.kelly@iccwbo.org, + +33 1 49 53 29 87.

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

About the WBDA: The World Business and Development Awards (WBDA) are the first worldwide business awards to recognize the crucial role of the private sector, large and small, in implementing the Millennium Development Goals (MDGs). The World Business and Development Awards raise awareness, promote best practices, and encourage further action.

The WBDA raise awareness among governments and businesses on the advantages to join efforts for poverty alleviation by giving concrete examples and promoting best practices. The WBDA encourage action at the country level and create a network of companies and entrepreneurs. The WBDA are organized in 2008 for the third time by the International Chamber of Commerce (ICC), the United Nations Development Programme (UNDP) and The Prince of Wales International Business Leaders Forum (IBLF).

About ICC - www.iccwbo.org

The International Chamber of Commerce is the voice of world business, championing the global economy as a force for economic growth, job creation and prosperity. ICC activities cover a broad spectrum, from arbitration and dispute resolution to making the case for open trade and the market economy system, business self-regulation, fighting corruption and combating commercial crime.

About IBLF – www.IBLF.org

The International Business Leaders Forum works with business, governments and civil society to enhance the contribution that companies can make to sustainable development. Founded by HRH The Prince of Wales, the IBLF is an independent, not-for-profit organization currently supported by over 100 of the world’s leading businesses.

About UNDP – www.undp.org

UNDP is the UN's global development network, an organization advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. Working on the ground in 166 countries, the organization supports national partners to address development challenges and achieve the Millennium Development Goals.