



4th GENEVA BUSINESS DIALOGUE ROUNDTABLE HARNESSING BUSINESS RESOURCES TO MEET THE SDGS

Geneva, 9 May 2019, 17:00

Venue World Trade Organization, Centre William Rappard, 154 rue de Lausanne, 1211 Geneva 21

Dear Sir or Madam,

ICC Switzerland is the Swiss National Chapter of the International Chamber of Commerce, founded in 1919 with the objective to strengthen global prosperity and development through trade and investment. ICC is the only private business organisation that has been granted formal observer status to the United Nations General Assembly.

The USCIB is the US affiliate of the International Chamber of Commerce, Business at OECD and the International Organization of Employers (IOE) and boasts active participation of 300 multinational companies and business associations as members.

To stimulate and facilitate the exchange among international organisations and the respective diplomatic representations in Geneva, ICC Switzerland continues its Geneva Business Dialogue with a series of high-ranking panel presentations and roundtables. We are proud to invite you to the fourth of such discussions, on the topic of “harnessing business resources to help meet the SDGs”.

The event seeks to attract high-ranking representatives from international organisations in Geneva, diplomatic missions in Geneva, companies or business organisations in Switzerland and other countries. It is part of a weeklong USCIB Geneva programme to support an open dialogue among leaders in the business community, and United Nations and civil society leaders on best strategies for meeting the SDGs, and is a key part of the ICC’s 2019 centennial celebration.

The opening address will be followed by a panel discussion with representatives from International Organisations, Governments, Business and non-governmental organisations.

Please feel free to forward this invitation to a colleague in your organisation.

Yours sincerely,

Thomas Pletscher
Secretary General

Supported by



Harnessing Business Resources to Meet the SDGs

Geneva, 9 May 2019

PROGRAMME

17:00

Registration and welcome drinks

17:15

Opening Speech

Roberto Azevêdo, Director General, World Trade Organization

17:35

Welcome remarks

Norinne Kennedy, USCIB

17:40

Panel discussion with participation from the audience

- H.R.H. Prince Jaime de Bourbon de Parme, Senior Advisor for Private Sector Partnerships UNHCR
- Nora Kronig Romero, Ambassador, Head Division of International Affairs, Swiss Federal Office of Public Health FOPH
- Jerome Bellion-Jourdan, Senior Policy Adviser, Delegation of the European Union to the UN and other international organizations in Geneva, tbc
- John Fairhurst, Head Private Sector Engagement at The Global Fund to Fight AIDS, Tuberculosis and Malaria
- Helen Medina, Senior Public Affairs Manager, Government and Multilateral Relations, Nestlé SA
- Denise Weger, Global Health & Corporate Responsibility, Strategy & Stakeholder Engagement, Novartis International AG
- Melissa J. Kopolov McCall, Global Director of Policy, AB InBev.
- Crispin Conroy, ICC Representative Director in Geneva

Moderated by:

Michael A. McKay (Founder of the McKay Interview)

19:00

Closing remarks

Thomas Pletscher, Secretary General ICC Switzerland

19:10

Apéro riche

20:30

Closing