



THE FOURTH ANNUAL
**OSLO SUMMIT ON
PEACE THROUGH
TRADE**

New Times
Oslo City Hall, October 18th, 2010



Partners in collaboration:



In association with:





“The Just Man” by the artist Bruce Naigles, symbolizes the bond of trust between two people joining in a handshake to confirm their commitment to each other.

A human flexes and raises a mighty form. It is the “Wheel of Life” – the primal symbol of continuity. Naigles’ “Wheel of Life” does not join in a circular end, it is bisected by “the handshake that obligates” Through an ethical act, human beings contribute and become part of the cosmic order. The sculpture hints that ethical obligation is not a pre-given, but has to be carried forth by each and every human being – again and again and again ...

Description by Bjørn Li

The Oslo Business for Peace Award

 Bruce Naigles
 (b. New York 1958):
 “The Just Man”

New Times

Struggling to get out of a financial crisis and recession, the world economy is out of balance, and there’s a risk of nations retrenching to currency wars and protectionism. The gap between the vitality of emerging markets and the sluggishness of many rich countries, raises numerous problems and implies some challenging years ahead.

It is precisely in such times that it is worth reminding decision makers everywhere of the potential of business to contribute to stability and peace. This potential is increasingly recognized through both actual experience and academic studies.

A precondition for business to be able to contribute to stability and peace, is that it must adhere to strong ethical principles. Adam Smith put it most succinctly when he stated that “Markets could not flourish without a strong underlying moral culture, animated by empathy and fellow-feeling, by our ability to understand our common bond as human beings and to recognize the needs of others.”

The Business for Peace Foundation was initiated in 2007 in recognition of this logic, and in the firm belief that an ethical and responsible approach to business will prove increasingly critical to building relations across national and cultural boundaries.

The awareness and values orientation of the public have changed significantly over the last thirty years, a change that has been further accelerated by globalization, the internet and the emergence of social media. Those subjected to the pros and cons of business decisions have become aware of their power as consumers and voters. As people become more aware of the potential consequences of business decisions, they have demanded greater accountability. Business must respond to these demands, and responds best through a marriage of performance with a higher purpose.

The Foundation works to increase the awareness of businesspersons to the merits of ethical and responsible approaches to business; and to the resulting benefits for society, as well as for oneself as an individual. Through the Oslo Business for Peace Awards, our aim is to recognize the outstanding business leaders who have shown an ability to achieve success in a manner that is appreciated by the communities in which they are active. We wish to recognize examples of what we term “businessworthy behavior,” which is business conducted according to principles of collaboration and mutual growth that have stood the test of time.

We wish you a warm welcome to the 2010 Oslo Summit on Peace through Trade and the Business for Peace Award Ceremony.



Per L. Saxegaard
 Business for Peace Foundation /
 World Trade Center Oslo



Kjell Magne Bondevik
 President, The Oslo Center for
 Peace and Human Rights



Øystein Sjøtveit
 Commissioner of Business Development
 and Public Property, City of Oslo.



Unni Sjøflot
 Chairman of the Board
 OHK



AWARD COMMITTEE:



**Professor Muhammad Yunus,
Winner of The Nobel Peace Prize
2006**

Mohammad Yunus and the bank he founded, Grameen Bank, won the Nobel Peace Prize for "for their efforts to create economic and social benefit from below." Grameen Bank was established in the belief that

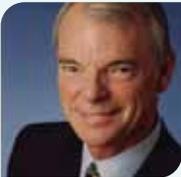
credit is a fundamental human right and with the objective to help poor people escape from poverty by providing loans on terms suitable to them. Replicas of the Grameen Bank model currently operate in more than 100 countries worldwide.



**Professor Wangari Muta Maathai,
Winner of The Nobel Peace Prize
2004, Green Belt Movement Founder**

Dr. Wangari Maathai is the founder of the Green Belt Movement, a non-profit, grassroots non-governmental organization (NGO) based in Kenya. Dr. Wangari and the GBM was awarded the Nobel Peace Prize in 2004 for "their contribution to sustainable

development, democracy and peace".



**Professor A. Michael Spence,
Winner of The Sveriges Riksbank
Prize in Economic Sciences in
Memory of Alfred Nobel 2001**

A. Michael Spence is a senior fellow at the Hoover Institution and Philip H. Knight Professor Emeritus of Management in the Graduate School of Business, Stanford University. He is chairman of an independent

Commission on Growth and Development, created in 2006 and focused on growth and poverty reduction in developing countries.



**Endorsement by Mr. Kofi A. Annan,
Winner of The Nobel Peace Prize
2001**

"It is important to inspire and encourage business persons to be conscious of the role they can play as individuals to foster stability and peace. This is an element that should be incorporated as a matter of course into Corporate Social Responsibility Initiatives.

I think the idea behind the Oslo Award, and the potential impact it may have, is important and inspiring. I am happy to endorse the initiative and hope to see the vision come through.

*Yours sincerely
Mr. Kofi A. Annan"*

Program

SECTION ONE: THE OSLO SUMMIT 2010

16.00

Registration and welcome reception.

17.00

Summit opening

Welcoming address by City of Oslo
Commissioner of Business Development
and Public Property Mr. Øystein Sjøtveit

17.10

Keynote addresses, introduction by moderator of the debate Mr. Jan Egeland, NUPI. Mr. Egeland has been prominent in several peace processes that include the Oslo Agreement between Israel and the PLO (1993), and was Special Advisor to the UN Secretary General for Conflict Prevention and Resolution from 2006 - 2008.

The keynotes will be delivered by:

Mr. Rajat K. Gupta, chairman of International Chamber of Commerce (ICC) and Senior Partner Emeritus at McKinsey & Company. He has a long career from McKinsey and was Managing Director Worldwide of McKinsey from 1994 - 2003. Mr. Gupta is also chairman of the Advisory Board of the Bill and Melinda Gates Foundation. He is board member of World

Economic Forum and board member of many other boards and institutions.

Mr. Jeremy Rifkin, American economist, writer, public speaker, political advisor and activist. His latest book, "The Empathic Civilization," focuses on what he terms the Third Industrial Revolution, where an overarching empathy created through the new means of communication will promote the rise of ethical business practices.

17.45

Panel debate led by Mr. Jan Egeland. The panellists are Mr. Gupta, former Norwegian prime minister Mr. Kjell Magne Bondevik and the 2009 Business for Peace Honouree Mr. Anders Dahlvig, then CEO of IKEA.

18.30

SECTION TWO: THE AWARD CEREMONY FOR THE 2010 OSLO BUSINESS FOR PEACE AWARD

MUSICAL PERFORMANCE

The Norwegian Soloists' Choir

Welcome by the Master of ceremony
Mr. Einar Lunde

Opening remarks by Mr. Per L. Saxegaard, chairman of the Business for Peace Foundation

**PRESENTATION OF THE AWARD
COMMITTEE**

Nobel Laureates:
Professor Muhammad Yunus
Professor Wangari Muta Maathai
Professor A. Michael Spence

MUSICAL PERFORMANCE

The Norwegian Soloists' Choir

**INTRODUCTION OF THE 2010 BUSINESS
FOR PEACE HONOUREES**

Mr. Ratan Tata, India
Mr. Stef Wertheimer, Israel
Mr. Francis Yeoh, Malaysia
Mr. Roberto Servitje Sendra, Mexico
Mr. Venkataramani Srivathsan, Nigeria
Ms. Emily Cummins, UK
Mr. William Rosenzweig, US

**PRESENTATION OF THE 2010 OSLO
BUSINESS FOR PEACE AWARD**

MUSICAL PERFORMANCE

The Norwegian Soloists' Choir

The Oslo Business for Peace Award

Seven outstanding individuals have been selected as Business for Peace Honourees and nominees for the Oslo Award. They represent international businesspersons who, through action and commitments, have outstandingly promoted socially responsible and ethical business practices. The aim is to inspire business people as individuals to see the strength of the ethical business case, renewing the traditional vision of success through focusing on higher objectives.

THE 2010 OSLO SUMMIT ON PEACE THROUGH TRADE



Mr. Jan Egeland, Director, Norwegian Institute of International Affairs.
Mr. Jan Egeland was Special Advisor to the UN Secretary General 2007-08. Under Secretary General for Humanitarian Affairs and Emergency Relief Coordinator in the United Nations (2003-06). He was Secretary General of the Norwegian Red Cross (2001-03), Special Advisor to the UN, Secretary General for Colombia (1999-2001)



Kjell Magne Bondevik, President of the Oslo Centre for Peace and Human Rights
Kjell Magne Bondevik is a Norwegian Lutheran minister and politician. He served as Prime Minister of Norway from 1997 to 2000, and from 2001 to 2005. Currently, he is President of the Oslo Centre for Peace and Human Rights.



Jeremy Rifkin, President of the Foundation on Economic Trends
Special advisor to the leaders of several G-20 nations and the European Commission. Mr. Rifkin has authored 17 best selling books on the impact of scientific and technological changes on the economy, the workforce, society and the environment.



Rajat Gupta, Chairman of the International Chamber of Commerce. Senior Partner Emeritus of McKinsey & Company. Independent Director of Procter & Gamble, AMR Corporation, Harman International, Qatar Financial Centre, and Strategic Advisor to Sberbank. Served as the UN Secretary-General's Special Advisor on UN Reform.



Øystein Sjøtveit - City of Oslo Commissioner of Business Development and Public Property
Mr. Sjøtveit has been a deputy member of the Norwegian parliament, and a member of the Oslo city council over a period of years. He has been a board member of Innovation Norway and the Norwegian Housing Bank, among other positions. In his present position, he is supervising the extensive commercial activities of the city of Oslo.



Anders Dahlvig, winner of the 2009 Business for Peace Award, is the former president of IKEA. Dahlvig is a member of European Retail Round Table and received the Swedish award for Good Environmental Leadership in 2002 for his independent and persistent work with environmental and sustainability issues. In 2006, he also received the U.S. Foreign Policy Association's Global Social Responsibility award.



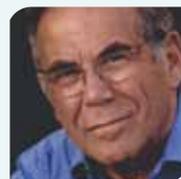
Einar Lunde is one of Norway's most famous TV personalities. He made TV history when he retired three weeks ago after 40 years of anchoring the main TV News. He has also hosted big TV fund raising shows and been foreign correspondent based in Nairobi, Kenya.

Foto: John Petter Reinertsen/Samfoto.

INTRODUCTION OF THE HONOUREES TO THE 2010 OSLO BUSINESS FOR PEACE AWARD:



Ratan Tata, India
The Tata Group has been engaged in philanthropy since the 19th century, and dedicates a substantial portion of its yearly net profits to causes aiming to improve the lives of people around the world. The group is particularly involved with public health issues, education and the struggle against poverty.



Stef Wertheimer, Israel
Mr. Wertheimer has approached the goal of bringing peace and stability to the Eastern Mediterranean through a series of effective and practical business decisions that challenge the stereotypes so prevalent in the region. His brave work through the influence of the Iscar Metalworking Company has fostered strong collaborations between groups traditionally seen to be at odds with one another.



Francis Yeoh, Malaysia
Francis Yeoh believes strongly that any business activity should be sustainable, and that in order to thrive it must demonstrate true responsibility in the social, economic, environmental and cultural dimensions of its activities. The YTL group provides solid evidence of the ethical and business sense of Mr. Yeoh's philosophy.



Roberto Servitje Sendra, Mexico
Mr. Sendra has ensured that the Grupo Bimbo lives up to his ideal of being "highly productive and truly humane." The group is a torchbearer for responsible business practices, and Mr. Sendra is tireless in his efforts to show that the path to long term business success lies in adhering to sound business ethics.



Venkataramani Srivathsan, Nigeria
Mr. Srivathsan has created collaborative clusters of NGOs, farmers' organisations, government offices and banks - all working together with Olam Nigeria to bring prospects of a better future to tens of thousands of farmers and their families. The work of Mr. Srivathsan is providing a framework for similar effective collaborations.



Emily Cummins, UK
Representative of a young generation of young entrepreneurs, Emily Cummins has already delivered proof of her ambition to create sustainable products that alleviate conditions for people in developing nations. Her ingenious "water and sun powered fridge" can be built from locally available materials, and is providing refrigeration for medicines and other crucial perishables across Southern Africa.



William Rosenzweig, US
Physic Ventures has as its goal to "invest in keeping people healthy." Their venture strategy provides capital and support to entrepreneurs focused on building exceptional science-based, consumer-directed health and sustainable living companies that contribute to personal and planetary health.

