



CUTS' Daily Bulletin

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GRAND OPENING



The Opening Ceremony took place in the presence of a high level representation from the host country, Switzerland, UNCTAD member States, the global business community, civil society, as well as the United Nations and other organizations.

H.E. Mr Didier Burkhalter, President of the Swiss Confederation

He emphasised the need for a robust and equitable business plan in ensuring success of the SDGs. Some of the areas where Switzerland is active are training in agriculture and food, and responsible investment in these areas. Switzerland is at the heart of sustainable financing, including the birth of the Dow Jones Sustainability Index.

He said it is possible to realise financial success and sustainable investment at the same time. He emphasised that the World Investment Forum is an opportunity to improve livelihoods for decades to come through stakeholder collaboration.

Ban-Ki-Moon, Secretary-General of the United Nations

In a short video message, the Secretary-General of the United Nations commended UNCTAD for proposing a concrete Action Plan for private investment in the SDGs in its latest World Investment Report. This action plan presents a range of policy options that respond to challenges in mobilizing funds for investment in SDGs, channeling such funds to SDG sectors, and maximizing positive impacts while managing risks. Ban-Ki-Moon also emphasised that private sector approaches can help us to innovate. Finally, he noted that the World Investment Forum is an opportunity to contribute to better livelihoods for the future.

Mukhisa Kituyi, Secretary-General of UNCTAD

He recalled that this year's event was the first World Investment Forum to be organised in Geneva since its beginnings in Accra six years ago. He noted that each forum has since grown bigger, this year's forum being the biggest. Over three days about 3000 participants from over 150 countries will attend 50 sessions.

Attending participants will include parliamentarians, mayors, players in capital markets, media, academia and CSOs among others. This means that there is a growing interest in sustainable investment, and the need for a platform to discuss these issues is also recognised.

Despite recent progress, millions of people continue to live in extreme poverty and the number of challenges the world is facing is growing, e.g. climate change etc. These are being reflected in the SDGs and this year's UNCTAD World Investment Report identified areas of potential

The Bulletin

CUTS is partnering with UNCTAD to update you every day on this year's World Investment Forum in Geneva. This high-level multi-stakeholder gathering is designed to facilitate dialogue and action on the world's key emerging investment-related challenges.

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CUTS at Unctad World Investment Forum

investment like infrastructure to make a positive impact on development. The outcome of the WIF will also inform negotiations on SDGs.

Michael Miller, Acting Director-General at the United Nations Office in Geneva (UNOG)

In his welcoming remarks, he recalled that the UN Family in Geneva is working to promote peace and that the activities of UNCTAD to promote sustainable investment is an integral part of this work. These are not merely high-level technical debate, but should be owned by all stakeholders. Deliberations over the next three days will contribute to arrive at a transformative post-2015 sustainable development agenda, and will help find ways to create the right kind of investment that will promote jobs and human rights. He also emphasised the need to break silos both across stakeholders and issues to work together towards this goal.

Didier Drogba, Goodwill Ambassador of UNDP

He said that investment is necessary for development of countries like his own, Cote d'Ivoire. Like many African countries, his country is characterised by a young population, high child mortality rate, rapid urbanisation, and reliance on agriculture. He emphasised the need for investment in education, health (women and child, medical industry), agriculture (e.g. storage facilities, finance all along value chain etc.), SME finance among others. He created in 2007 the Didier Drogba Foundation to increase access to healthcare and education for the poor, as well as women entrepreneurship. As a goodwill ambassador of UNDP, he promised to make his modest contribution wherever possible.

Finally, he noted that the more ambitious SDGs are (spanning food security, education, health etc.), the more investment will be needed.

UNCTAD Investment Promotion Awards

The grand opening concluded with UNCTAD awarding the Investment Promotion Awards to investment promotion agencies who stand out by promoting sustainable investment, especially on the environment.

The four equal winners were:

- Rwanda Development board: for policies and investment promotion policies and efforts for attracting FDI. These efforts helped create 300 000 jobs in rural communities.
- InvesTT (Trinidad & Tobago): for targeting and securing South-South FDI projects on recycling.
- Trade and Investment South Africa: for food production in the Durban area
- UK Trade & Investment: attracting an FDI project for solar panel rooftops for 600 000 homes.



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