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EXPERTS TO SHOWCASE BUSINESS MODELS THAT DO GOOD WHILE MAKING A PROFIT

Businesses do not have to choose between profits and contributing to inclusive growth. The International Trade Centre (ITC), at an event to be held within the framework of Rio+20, will demonstrate this through business models which turn a profit while also integrating marginalised communities in a sustainable way. 'Good Business Models for a Sustainable Future' will be held on 17 June 2012 from 2:00- 5:30 at the Windsor Barra Hotel. It is part of the United Nations Global Compact's Corporate Sustainability Forum.

ITC will also launch an International Advisory Committee at the event. The committee will receive business proposals from entrepreneurs from developing countries to provide practical advice and create linkages for bankable projects. The purpose is to connect businesses to take action, striking a balance between profit and impact.

'Even in the most challenging contexts, there are opportunities for businesses to develop strategies which are socially and environmentally responsible,' said Simone Cipriani, Chief of ITC's Poor Communities and Trade Programme and its Ethical Fashion Initiative. 'At our event, we will explore concrete solutions to the multifaceted challenges of poverty through smart business models.' The Ethical Fashion Initiative will be used as a case study of a business plan which is fair, green and benefits the poorest of the poor.

Internationally-known speakers include Ilaria Venturini Fendi, designer at Italian company Carmina Campus; Oskar Metsavaht, founder and designer at Brazilian company Osklen / E-Institute; Leonardo Boff, Professor at the University of Rio de Janeiro; Aurret van Heerden, President of the Fair Labor Association; and social activist Aminata Traore. ITC has also invited 100 low-income entrepreneurs from favelas across Brazil so they can benefit from the expert business knowledge and learn how to apply sustainable business models for profit.

For more information on 'Good Business Models for a Sustainable Future', please visit <http://www.intracen.org/about/itc-partners/rio20/>. Follow ITC's involvement at Rio+20 on Twitter @itcnews. For more information on ITC's Poor Communities and Trade Programme, please visit <http://www.intracen.org/exporters/ethical-fashion/>.



ITC is the joint agency of WTO and the United Nations and is devoted to helping small and medium enterprises in developing countries become more competitive in global markets and thus to speed up sustainable economic development and contribute to the achievement of the Millennium Development Goals.

For more information:

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