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**LAUNCH OF EHTN-HEC GENEVA END HUMAN TRAFFICKING AWARD  
21 NOVEMBER 2011, GENEVA UNIVERSITY**

**MR. CHARLES ADAMS**

**BOARD MEMBER EHTN AND MANAGING PARTNER, AKIN GUMP HAUER & FELD LLP**

On behalf of End Human Trafficking Now, I would like to begin by thanking Professor Michel Léonard and his team in HEC for partnering with us in this groundbreaking initiative, and for hosting us today.

I would like to also extend our appreciation to ManpowerGroup for its sponsorship and ongoing support. Above all, let me acknowledge the students, represented by the Cercle HEC, for embarking on this innovative project. It is through forward-thinking initiatives like these that we will continue to make a difference and I am delighted to be a part of this.

It is wonderful to see you – the students – taking an interest in such pertinent global challenges such as human trafficking. The competition we are launching today will give you the opportunity to express your creativity, and to inspire us with your original perceptions and thoughts related to this issue.

Often described also as a modern form of slavery, human trafficking is a criminal offence and a violation of international human rights. It is one of the gravest and most complex human rights challenges of our time, generating profits of US\$ 30 billion up a year. It represents an enormous obstacle to our freedom, and to our ability to live in peace and security. And it happens in all countries worldwide.

It goes without saying that any corporation today would not consciously choose to traffic or enslave people. However, companies today may be implicated in a way that obscures the places their products come from, and the people doing the work for them. Whatever their size, companies routinely outsource many vital business functions, such manufacturing, sourcing, financing and hiring. This is carried out on many levels of their supply chain, with a large number of supplier and subcontractor relationships – making it almost inevitable for situations of vulnerability to violation and abuse.

Now let me turn to the reason why we are gathered here today. You will find all details of the competition in the folders distributed, as well as on the EHTN, HEC and the Cercle websites. Your papers need to be submitted by 30 June 2012. They will be evaluated on an anonymous basis by a Jury composed of representatives of EHTN, HEC, the Cercle and ManpowerGroup.

While the Jury will select three winners, we will follow up on all interesting papers and look for ways to push forward your suggestions. Every participant will be a “winner” in one way or another.

Although you have some questions enumerated in the proposal, do not feel limited by them. Be creative! We are extremely interested in your ideas and we want to see your recommendations.

Good luck to all the students!

I look forward to seeing you all here next year during the award ceremony!

Thank you.

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