



Public-Private Partnerships to End Human Trafficking and Forced Labour: New Business Solutions to a Global Challenge

Peninsula Hotel, Hong Kong
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To multiply the success of the Athens Roundtable in other regions, *the Business Leadership Summit* is being held in the Hong Kong to promote the Athens Ethical Principles in the Asia-Pacific region. The Summit aims to engage more business leaders in the fight against human trafficking in the region. The co-organizers include CSR Asia, Manpower Inc, Microsoft Inc, End Human Trafficking Now, the United Nations Office for Prevention of Drugs and Crime (UNODC), and Vital Voices Global Partnership.

The Summit offers a great opportunity for leading business representatives in the region to learn about successful business practices in addressing the issue of human trafficking and will also enable the exchange of views with world political leaders and major international and local organizations working on this issue in the Asia Pacific region.

Hong Kong is a global business centre with a large number of corporate regional headquarters in East Asia. The business community is an essential leader of anti-trafficking efforts because of its immense potential to mobilize community participation and encourage cross-sectoral collaboration among business leaders, media representatives, government officials, law enforcement agents and nongovernmental organizations.

Expected outcomes of the Summit include to:

- Increase the number of businesses signing on to the Athens Ethical Principles and joining the anti-trafficking campaign;
- Showcase successful government-business-NGOs partnerships to combat human trafficking;
- Inspire more companies to implement anti-trafficking programmes in their contexts.

For more information about the Summit, please contact Ms. Karen Troll at k.troll@smwipm.ch or +41 22 716 53 34.

For more information about the End Human Trafficking Now campaign, please visit www.endhumantraffickingnow.com



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