

MEDIA ADVISORY

36,000 PEOPLE ARE VICTIMS OF HUMAN TRAFFICKING EACH DAY

ASIAN BUSINESS, GOVERNMENT & NGO LEADERS SUMMIT

**PUBLIC-PRIVATE PARTNERSHIPS TO
END HUMAN TRAFFICKING AND FORCED LABOR
NEW BUSINESS SOLUTIONS TO A GLOBAL CHALLENGE**

**19 April 2007
Peninsula Hotel, Hong Kong**

Since the Athens Roundtable of January 2006, where business companies declared a zero tolerance against human trafficking and adopted a set of Ethical Principles, the fight against this scourge had grown up.

Today, in Hong Kong, this Summit will be the launch of a two-year initiative that will focus attention on corporate social responsibility to combat human trafficking and forced labor in Asia. It will showcase innovative business practices that have already helped curb human trafficking and forced labor.

Speakers and workshops will address specific challenges faced by businesses in the region and how they can work together with government and NGOs to develop effective solutions.

A platform for action will be developed for businesses to support an ongoing campaign to combat human trafficking and forced labor in Asia and elsewhere.

Facts about Human Trafficking and Forced Labor

- Human Trafficking is a form of global illicit trade that generates an estimate US\$ 32 billion annually, ranking 3rd in the most profitable organized crimes, just after the illicit trade of drugs and weapons.
- According to the International Labor Organization, 24 million people are trapped in forced labor conditions.
- UNICEF estimates over 300,000 children (under the age of 18) are exploited worldwide as child soldiers in over 30 armed conflicts.
- The US Department of State estimates that 80% of all trafficking victims are female and up to 50% are children.
- Asia is important as an origin as well as a destination region for trafficking. The traffic is mainly intra-regional, but Asia is also concerned as a transit platform to other regions of the world.

For more detailed information about the summit, please visit: http://www.vitalvoices.org/desktopdefault.aspx?page_id=430



UNITED NATIONS
Office on Drugs and Crime



EILEEN
FISHER



Microsoft

Examples of Innovative Business Practices

Microsoft

Under its community initiative, Unlimited Potential, Microsoft committed over \$1.2 million in 2006 in cash and software to projects that teach basic information and communication technology skills to potential and actual trafficking victims. Microsoft invested \$2 million in 2003 to develop the technical expertise of Asian law enforcement officers, prosecutors, judges and regional non-governmental organizations in combating human trafficking. Microsoft has partnered in the development of dedicated software applications that track children who have 'gone missing' and to protect potential victims.

Manpower

Manpower was the first company to sign the Ethical Principles against Trafficking in Human Beings, especially Women and Children (Athens Ethical Principles). The Principles declare a "zero-tolerance" policy for human trafficking amongst Manpower's clients, vendors and business partners. Manpower, Inc. devoted a prominent place to the End Human Trafficking Now campaign in the corporate social responsibility chapter of its website. Manpower's website also includes a link to the End Human Trafficking Now campaign's website. Moreover, it invites other companies to sign on the Athens Ethical Principles by completing a form on its website. They are also leading the effort to get 1,000 of the world's leading corporations to join us in signing the Principles and declare that they, too, will have zero tolerance for this inhumane abuse. Together with Orascom Telecom, Manpower Inc. cosponsored and assisted the production of a 90-second vignette against human trafficking to be disseminated in TV channels worldwide, as well as a 3-minute film to be used in conferences and events for raising awareness among business leaders.

Eileen Fisher

Eileen Fisher, along with Microsoft, has made a commitment to Vital Voices' initiative entitled "A Call to Action: Asian Business Leading the Campaign to End Human Trafficking." Participation in this summit, Public-Private Partnerships to End Human Trafficking and Forced Labor is part of this initiative. Eileen Fisher also actively promotes fair labor practices.

Useful Information

- The Summit will be held on April, 19th, in Hong Kong, Peninsula Hotel, Salisbury Road, Kowloon, from 9 a.m. to 7 p.m. in Salisbury Room 1-3
- The press conference will be held on April 19th from 12.30 to 1 p.m. in Nathan Room 1-2
- To register, please go to: <http://www.vitalvoices.org/events/hongkong07/signup.html>
The Summit is open to public upon registration.
- For more information about the Summit, please contact Wenchi Yu Perkins at wenchiyuperkins@vitalvoices.org or +1 312 371 2795

Vital Voices Global Partnership is a global non-governmental organization that believes in the transformative value of women's participation in society. It is dedicated to supporting emerging women leaders who are pioneers of economic, political and social advancement in their societies. One of its highest human rights priorities is to end the exploitation of women and children in human trafficking and forced labor.

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