



PRESS RELEASE

Business leaders convene in Luxor to step up anti-trafficking efforts

Eminent personalities take stock of the last ten years since the inception of the UN Protocol to prevent human trafficking at the Luxor International Forum

LUXOR, 10 December 2010—End Human Trafficking Now: Enforcing the UN Protocol, the landmark conference on human trafficking, opened today with the participation of more than 300 leading anti-trafficking experts and personalities from the media and business world. The event is organized by End Human Trafficking Now, the first global campaign to involve the business community in anti-trafficking efforts, and the United Nations Global Initiative to Fight Human Trafficking (UN.GIFT).

The Forum is a platform to engage the private sector in the fight against human trafficking. CEOs from major corporations of a wide range of sectors –the oil, tourism and garment industries – are represented, to acknowledge good business practices since the signing of the Palermo Protocol, and focus on moving forward towards a zero-tolerance policy against human trafficking.

“Has Palermo really made a difference in 10 years?” asked Mrs. Mubarak to Conference participants at the opening session. “My answer is yes. However, our struggle is ongoing”, she added.

An estimated 2.5 million people are currently victims of human trafficking. The Luxor International Forum underlines the pivotal role of the business community in reversing this global scourge that profits from the most vulnerable. According to the ILO, victims of forced labour lose an estimated US\$ 20 billion every year in unpaid earnings. This provides a powerful economic argument for stepping up action against forced labour.

“Human trafficking is a low-risk, high-profit business for criminals. It is estimated that the total market value of human trafficking is 32 billion U.S. dollars annually”, said Mr. Yury Fedotov, Executive Director of the United Nations Office on Drugs and Crime (UNODC) in his remarks.

The Luxor Forum will be the inaugural presentation of the Business Leader’s Award to Fight Human Trafficking, which aims to recognize and commend those leaders already committed to cleaning up their supply chain to end all forms of exploitation. The trophy was created by Chopard, designer of the Cannes Film Festival’s Palme d’Or, and will be awarded by a prestigious jury that includes Princess Mathilde of Belgium and the Aga Khan.

An e-learning tool developed by Microsoft, in partnership with End Human Trafficking Now and UN.GIFT will be presented to the business community to promote the importance of training to build awareness throughout the supply chain against human trafficking.

About End Human Trafficking Now

End Human Trafficking Now is the first global anti-trafficking campaign to engage the private sector. Whilst striding to put an end to human trafficking altogether, the campaign emphasizes the role of the business community and puts business companies at the forefront of anti-trafficking efforts. The campaign seeks to integrate the business community into the solution of ending this illicit trade. End Human Trafficking Now was created in 2006.

About UN.GIFT

The Global Initiative to Fight Human Trafficking (UN.GIFT) is a multi-stakeholder initiative providing global access to expertise, knowledge and innovative partnerships to combat human trafficking. This is done by supporting State and non-state actors with capacity development activities focusing on prevention, protection and prosecution so that they can better respond to the human trafficking challenge. UN.GIFT was launched in March 2007 by the International Labour Organization (ILO), the Office of the United Nations High Commissioner for Human Rights (OHCHR), the United Nations Children's Fund (UNICEF), the United Nations Office on Drugs and Crime (UNODC), the International Organization for Migration (IOM) and the Organization for Security and Cooperation in Europe (OSCE).

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