



Remarks by

H.R.H. Sheikha Sabeeka Bint Ibrahim Al Khalifa

Wife of King of Bahrain

at the

Opening Session of the

**END HUMAN TRAFFICKING NOW: ENFORCING THE UN PROTOCOL
Luxor International Forum**

11 December 2010
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Your Excellency,

Dear Participants,

It gives me great pleasure to be with you today. It has been almost two years since we last met in Manama for the conference “Human Trafficking at the Crossroads”. By that time, the financial and economic crises were at their peak. The concern of deteriorating effects of the crises on those who were already vulnerable was expressed by many, as well as the need to accelerate our action in tackling this modern slavery. It was in this context that we adopted the Manama Declaration.

This Declaration stays as relevant today as it was two years ago. It gives me great pleasure to walk you through some of the accomplishments reached in putting the Declaration into practice.

In Manama, we committed to work with the private sector to achieve zero tolerance for human trafficking by applying the Athens Ethical Principles. Since then, we have developed practical tools that will be launched in this Forum. **The E-learning tool** will help employees of corporations – from the bottom to the top – to understand human trafficking and will offer practical solutions to tackle it. **The Implementation Guidelines** for the Athens Ethical Principles will suggest companies’ set of practical steps to put these Principles into practice. I am confident that the business leaders present in this Forum will be among the first to make use of these tools.

In Manama, we agreed to publicly acknowledge ethically-based business practices as a major contribution towards restoring confidence in the private sector. In this Forum – for the first time in history – we will bestow the **Business Leader’s Award to Fight Human Trafficking** – an award to acknowledge vision, creativity and leadership of a business leader in fighting human trafficking. It will be a major opportunity to spread good initiatives and inspire ethical corporate behaviour.

In Manama, we urged the United Nations General Assembly to adopt a Global Plan of Action against Human Trafficking. I am glad to share with you that this year, the UN General Assembly not only **adopted the United Nations Global Plan of Action** but also established a **Voluntary Trust Fund for Victims**. Both are a great step forward to coordinate efforts in fighting this scourge and assisting victims.

In Manama, we encouraged the media, the cultural and artistic communities to continue their leadership in awareness-raising and disseminating best practices. Today, the issue of human trafficking is on the spotlight of the international media and their presence with us here is only an additional proof of it. End Human Trafficking Now developed documentaries and spots for the global advocacy campaign.

We worked with both CNN and BBC in highlighting the role of the business community, and in particular, positive examples of its engagement. We developed documentaries and spots for the global advocacy campaign.

In addition, artists have started to play an active part, and today we have among us actors, film directors and painters – each of them involved in specific initiatives – who will share with us their experience.

Finally, I would like to congratulate the organizers not only for choosing the magic city of Luxor but especially for the motivating agenda of the Forum. In particular, I would like to express my appreciation to Mrs. Mubarak's tireless engagement in the global fight against human trafficking. Her trust in the young generation brings among us a new, dynamic and strong force. It is very rewarding to see so many young people around, some of them coming from my country. I look forward to participating in this exciting Forum.

Thank you.