



PRESS RELEASE

Students in Swiss universities enter competition to write on human trafficking and implications for business

GENEVA, 21 November 2011— In partnership with ManpowerGroup and Cercle HEC, End Human Trafficking Now (EHTN) and HEC Geneva launched a competition for the best papers on human trafficking and its implications on business – a first for a Swiss university.

“Often described as a modern form of slavery, human trafficking is a criminal offence and a violation of international human rights,” said Charles Adams, EHTN Board Member and Managing Partner, Akin Gump Hauer & Feld LLP. “Two very vital components bring us here today – Youth and Entrepreneurship. When combined, as we are doing today with the launch of the competition, the potential of these two components is endless.”

Human trafficking is the third largest crime in the world today. Due to low costs and huge financial benefits, it has become one of the most lucrative illicit industries generating profits of over an estimated US\$ 32 billion per year. Although the connection between business and human trafficking may not be initially evident, trafficking in persons represents a pressing concern to business companies.

Even Switzerland is not immune to human trafficking, which is primarily a destination and, to a lesser extent, a transit country, particularly for women and children. In 2010, Swiss federal police assessed the total number of potential trafficking victims residing in Switzerland as between 1,500 and 3,000.

“The conditions of human trafficking seem to us as extreme within our democracies since our perception of human respect and human freedom goes against the very essence of universal irresponsibility,” said Michel Léonard, HEC Director. “But the notion of human trafficking is much more subtle than just slavery. This is why the HEC Department supports the creation of this award. Because it believes that the essential quality of a manager is to be responsible.”

Students enrolled in a Swiss university during the academic year 2011–2012 are eligible to enter the competition. The paper may be written by one or more students and should be submitted in either English or French.

Papers will be reviewed by a Jury that will select the winners. The award will consist of a certificate and a monetary reward of CHF 2'500, 1'500 and 1'000, respectively, for the three best papers. Their abstracts will also be published online by the partners involved in this competition as well as the press.

According to Emmanuel Josserand, HEC Professor and Editor-in-Chief of M@n@gement, “Management must reinvent itself, it's urgent. Our training and actions as academicians must contribute to the emergence of responsible managers. I'm sure this award will raise awareness on the issue of human trafficking, an unacceptable situation which is all too often accepted.”

The competition will run until close of business (6 pm CET) 30 June 2012. To find out more, write to award@ehtn.org or visit www.endhumantraffickingnow.com

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About End Human Trafficking Now

End Human Trafficking Now (EHTN) is the first worldwide initiative to engage the private sector in anti-trafficking efforts, with voluntary contributions by corporations for specific activities. Whilst striving to put an end to human trafficking altogether, EHTN seeks to integrate the business community into the solution of ending this illicit trade – enforcing its vision of zero tolerance to human trafficking. EHTN was created in 2006, and is an independent international association officially registered under Swiss Law. Learn more at www.endhumantraffickingnow.com

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