

UNITED NATIONS



NATIONS UNIES

POSTAL ADDRESS - ADRESSE POSTALE: UNITED NATIONS, NY 10017  
CABLE ADDRESS - ADRESSE TELEGRAPHIQUE: UNATIONS NEWYORK

EXECUTIVE OFFICE OF THE SECRETARY-GENERAL  
CABINET DU SECRETAIRE GENERAL

REFERENCE:

24 March 2014

Dear Mr. Engelsen,

On behalf of the Secretary-General, I would like to thank you for your letter dated 24 October 2013, inviting him to speak at the IS Copenhagen Summit, to be held in Copenhagen on 8 April 2014.

The Secretary-General appreciates your kind invitation. Unfortunately, I regret to inform you that he will be unable to attend the event, in view of prior commitments and pressing demands already on his schedule on the said date. Nevertheless, allow me to take this opportunity to convey his best wishes for a successful Summit.

Yours sincerely,

A handwritten signature in black ink, consisting of a large, stylized 'S' and 'M' intertwined.

Susana Malcorra  
Chef de Cabinet

Mr. Christian Engelsen  
Chief Executive Officer  
IS  
Copenhagen

RECEIVED

APR 15 2014

EOSS/CENTRAL

13-09640

5CH/08/002, com/11/001



**Response to Invitation to the Secretary-General: IS Copenhagen Summit,  
Copenhagen, 8 April 2014**

Jackilyn Punsal to: tn

24/03/2014 12:06 PM

Cc: Alexandra Barahona Posada

Date	Subject

Dear Mr. Moran,

Grateful if you can convey the attached scan of formal communication from the Executive Office of the Secretary-General to Mr. Christian Engelsen, Chief Executive Officer, IS, in regard to the above-mentioned subject.



Response to invitation\_IS Copenhagen Summit.pdf

The original has been sent via mail. Kindly confirm receipt of this email.

Thank you.

Sincerely,  
Ms. Jackilyn Punsal  
Scheduling Office of the Secretary-General  
Executive Office of the Secretary-General  
United Nations  
Room S-3862  
Tel: 212-963-7428  
e-mail: punsal@un.org



Re: For Advice: SG to Speak at Scandinavian and European Private-Public  
Sector Business Leaders Summit\_ 08 April 2014 Copenhagen

Alexandra Barahona Posada to: Georg Kell

07/11/2013 03:28 PM

Cc: Da Woon Chung, Jackilyn Punsal, Josiane Ambiehl, Sanghwa Lee

Date		Subject	
	Georg Kell	29/10/2013 05:56 PM	Re: For Advice: SG to Speak at Sc
	Georg Kell	07/11/2013 02:30 AM	Re: For Advice: SG to Speak at Sc
	Alexandra Barahona Posada	07/11/2013 03:28 PM	Re: For Advice: SG to Speak

Thank you v. much, Mr. Kell.

We will proceed to close this case by issuing a letter of regret to this invitaiton

Kind regards,  
Alex

Georg Kell	Dear All, We advice the SG declines. There is n...	07/11/2013 02:30:05 AM
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From: Georg Kell/NY/UNO  
To: Alexandra Barahona Posada/NY/UNO@UNHQ, Da Woon Chung/NY/UNO@UNHQ  
Cc: Josiane Ambiehl/NY/UNO@UNHQ, Sanghwa Lee/NY/UNO@UNHQ, Jackilyn Punsal/NY/UNO@UNHQ  
Date: 07/11/2013 02:30 AM  
Subject: Re: For Advice: SG to Speak at Scandinavian and European Private-Public Sector Business Leaders Summit\_ 08 April 2014 Copenhagen

Dear All,

We advice the SG declines. There is no need to designate SG representation.

This is a fairly new organisation in an already very crowded meeting circuit with quite limited geographical draw (mostly northern Europe). The event does not have an apparent affinity with UN goals.

Georg

Alexandra Barahona Posada	Dear Donna, We have receive the a...	10/29/2013 04:51 PM EDT
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**For Advice: SG to Speak at Scandinavian and European Private-Public Sector  
Business Leaders Summit\_ 08 April 2014 Copenhagen**

Alexandra Barahona Posada to: Georg Kell, Da Woon Chung

29/10/2013 04:51 PM

Cc: "Josiane", Sanghwa Lee, Jackilyn Punsal

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Dear Donna,

We have received the attached invitation for the Secretary-General (attached for ease of reference).

We would be grateful if Global Compact can coordinate with relevant colleagues and provide final recommendation on the following:

- (1) If this event merits the participation of the Secretary-General or if it should simply be regretted
- (2) In case it merits the participation of the SG but the Secretary-General is not able to attend this event even after recommending, we would appreciate receiving advice as to whether this event merits the need of representation. If so, grateful to receive advice as to the name/title of the UN Senior Official who should be designated to attend this event on behalf of the Secretary-General
- (3) Whether it would be necessary for the SG to send a message to the event.

Most grateful to receive Global Compact's advice for CdC's final approval.

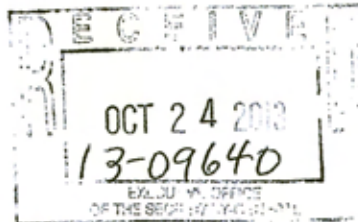
Thank you,  
Alex



13-09640.PDF annex.pdf



ABP: pls consult Georg Kell.



IS

October 24, 2013

His Excellency Ban Ki-moon  
Secretary-General  
United Nations  
777 44<sup>th</sup> Street  
New York  
NY 10017

ACTION JA

COPY

RA  
(w. pdf)

(w. env. ltr.)

Dear Mr Secretary-General,

On behalf of IS, a Danish organization with an executive network of some 2,500 top-level Scandinavian and other European private and public sector business leaders, I write to invite you to speak at our April 8, 2014 Copenhagen Summit. The summit will take place in the Copenhagen Concert Hall designed by Jean Nouvel.

I understand that you are not permitted to accept an honorarium, but please know that if it is appropriate, we would be delighted to make a donation on your behalf to a charity or NGO of your choice. In addition, if it is allowed, we will cover first class travel expenses, accommodation and ground transportation.

The theme for this season's summit is 'Business Development & Entrepreneurship'. We are therefore looking for a business leader with a strong global focus, and we feel that you, more than anyone, fit that description. You will be speaking to an audience of top-level European business leaders at what is an exclusive, peer-to-peer networking and informative event. The goal of the conference is to engage the audience in a broad and free-ranging conversation on the most salient global business and management strategies of our time.

I am sure your colleagues in Denmark will confirm that we are a highly reputable firm. You may learn more about IS by logging on to our web site: [www.is.dk](http://www.is.dk) and still more about our previous summit by going to: <http://is.dk/summit/september-2013/>.

We ask that you make a 25 minute presentation – a speech, really – and then you will be interviewed on stage by a leading English-speaking Danish Journalist for 30 minutes. We are happy to confirm Sir Richard Branson as guest speaker at our next Summit. Last year's keynote was given by former CEO and Chairman of General Electric, Jack Welch, and previous speakers have included the former Prime Minister of the United Kingdom, Gordon Brown, CEO of Nissan & Renault, Carlos Ghosn, the Chairman of Philips Electronics, Jeroen van der Veer, the President of DuPont Europe, Middle East & Africa, Ian Hudson, and the President of Iceland, Olafur-Ragnar Grimsson, among others. Furthermore, you may see videos of our previous speakers on the following link: <http://is.dk/copenhagen-summits/>.

If you would like to contact me, please do so by contacting Executive Assistant Thomas Moran at +44-203-630-0173 or via email at [tn@is.dk](mailto:tn@is.dk).

It would mean a great deal to have you with us and I assure you that you will be received with enormous enthusiasm by our audience. We very much hope to see you in Copenhagen on April 8, 2014.

Sincerely,

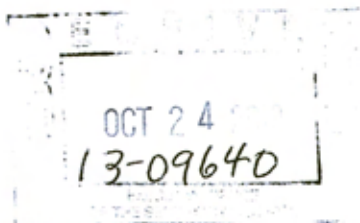
Christian Engelsen  
CEO

SCH/08/002; COM/11/001

IS

October 24, 2013

His Excellency Ban Ki-moon  
Secretary-General  
United Nations  
777 44<sup>th</sup> Street  
New York  
NY 10017



ACTION JA

COPY

(w. eval.)  
RA  
(w. self)

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Sincerely,

Christian Engelsen  
CEO

SCH/08/002; COM/11/001



COPENHAGEN SUMMITS - SEPTEMBER 30, 2013



## LILLIAN GJERULF KRETZ

Author, DR, TV Journalist

Lillian is a trained journalist and has reported from many of the world's hotspots, such as Afghanistan and Lebanon.

In addition to her work as a journalist, Lillian is a moderator, presenter, and the author of several books. In 2006, she was the host of a globally transmitted conference, held in Copenhagen, by the International Olympic Committee and she covered the 2012 Olympic Games in London.

Lillian has hosted several successful Danish TV programs and today she presents the news on Denmark's public TV station, Denmark's Radio.

## THE SUMMIT IS HELD IN THREE SESSIONS ON SEPTEMBER 30, 2013 IN THE CONCERT HALL

A summit on the future of the world's oceans will be held in the Concert Hall on September 30, 2013. The summit is organized by the Danish Ministry of the Environment and is part of the Danish Ocean Summit 2013.





## WINNING STRATEGY

*"The essence of strategy is choosing what not to do"*  
- Michael Porter.

In the ever-changing world it becomes still more crucial to constantly evaluate your strategy and adjust it to internal and external events.

So how do business leaders work with their strategy to assure that it is always up to date and adjusted related to new challenges and opportunities?

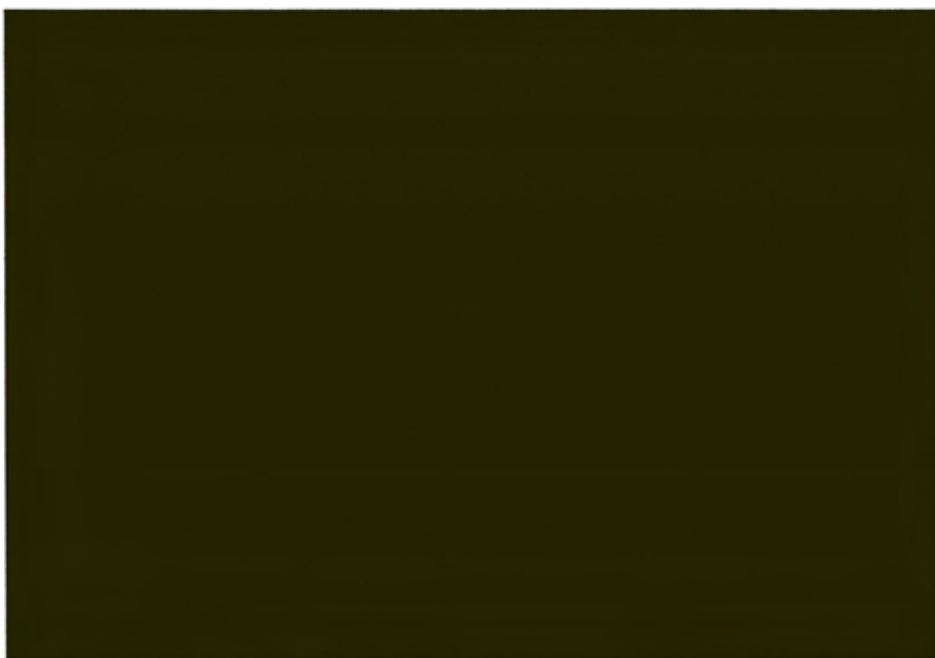
There are countless theories on strategy, and for many leaders, strategy is a time-consuming struggle. Despite all the different strategy tools available (or perhaps because of them), strategy can seem mysterious and scary, with huge rewards for success, disastrous implications for failure and many unknown dangers lurking along the way.

Strategy is about choice; it is a set of choices about what you will do, and what you will not do, so as to create advantage over the competition.

At this season's summit, we will hear from global leaders and experts, how they plan and execute their strategy.

- How do they ensure that the strategy is communicated to and accepted by their organisation?
- Which influence has the financial crisis had on their strategy process?
- How do they avoid that a strategy is out-dated when it is to be implemented?

Which differences and similarities are there between the approach of a Swedish automotive giant and an American technology startup?



## FUTURE

- 12:30 Arrival / Registration / Lunch buffet
- 13:40 Welcome: Lillian Gjerulf Kretz, DR, TV Avisen
- 13:50 Keynote & Interview: Ray Hammond, Futurist
- 14:30 Keynote & Interview: José María Figueres, President, Carbon War Room

## BUSINESS

- 15:10 Break / Networking / Refreshments
- 16:00 IS Update: Christian Engelsen, CEO, IS
- 16:05 Keynote & Interview: Olof Persson, CEO, Volvo Group
- 16:50 Break / Networking / Refreshments
- 17:30 Interview: Jack Welch, Former CEO & Chairman, General Electric

## TECHNOLOGY

- 18:30 Break / Networking / Dinner
- 19:20 Keynote & Interview: Jim McKelvey, Co-Founder, Square
- 20:10 Keynote & Interview: Vivek Kundra, EVP of Emerging Markets, Salesforce.com
- 20:55 Closing remarks: Lillian Gjerulf Kretz, DR, TV Avisen
- 21:00 Music / Champagne



**RAY  
HAMMOND**  
Futurist

Ray Hammond is Europe's most experienced, most successful and most widely published futurist. At the summit, Ray will talk about the trends and threats facing our businesses and how a winning strategy can lead the company in the right direction.

For over 30 years he has researched, written, spoken and broadcast about how major trends will affect society and business in the future.

Ray is the author of 18 books about the future, a body of work, which he began in 1969 and which stands as testament to the long-term accuracy and reliability of his foresight.



**JOSÉ MARIA  
FIGUERES**  
President  
Carbon War Room

The Costa Rican businessman and politician, José María Figueres, was in March 2012 appointed by Sir Richard Branson as the new President of the Carbon War Room - an independent non-profit organisation focused on the global transition to a low carbon economy.

Figueres' political career includes four years as President of Costa Rica from 1994-1998. Prior to arriving as President he was Minister of Foreign Trade (1987-1990) and Minister of Agriculture (1986-1990).

In 2000 he joined the World Economic Forum and became its first CEO in 2003.





**OLOF  
PERSSON**  
CEO  
Volvo Group

Olof Persson is President of the Swedish multinational vehicle manufacturer AB Volvo and Chief Executive Officer at the Volvo Group, which he has been since 2011. Persson is Chairman of the Board in the German-Swedish Chamber of Commerce and member of the Volvo Board as well as The Swedish-American Chamber of Commerce.

Compelling in the tough automotive industry demands constant focus on developing and evaluating the strategy in order to make it a winning one. Persson will share his and Volvo's strategic considerations and experiences from implementing a strategy across an organization with 115,000 employees.



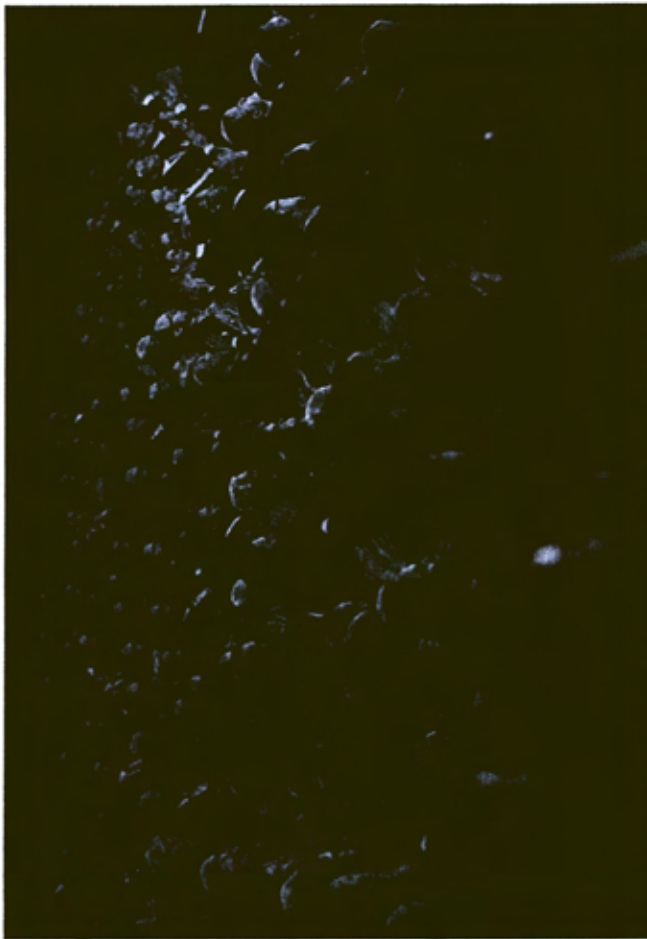
**JACK  
WELCH**  
Former CEO & Chairman  
General Electric

"Change before you have to." "If you don't have a competitive advantage, don't compete."

The quotes from Jack Welch are many and it's a great pleasure to present Mr. Welch as keynote speaker at the summit. During his 21 years as Chairman and CEO of General Electric, the company's value rose 4000% and Welch's achievements are considered epic. As a result, thousands of companies have adopted the Welch Way.

Jack Welch is the founder of the "Jack Welch Management Institute at Stayer University," a unique online MBA and Certificate program and since retiring from GE, Welch has written two best-selling business books.





**JIM  
MCKELVEY**  
Co-Founder  
Square

As Co-Founder of Square, Jim McKelvey has created a unique technology enabling businesses to accept credit cards on smartphones and tablets. Square was founded in 2009 and among their customers is Starbucks - and Starbucks' CEO Howard Schultz has recently become board member of Square.

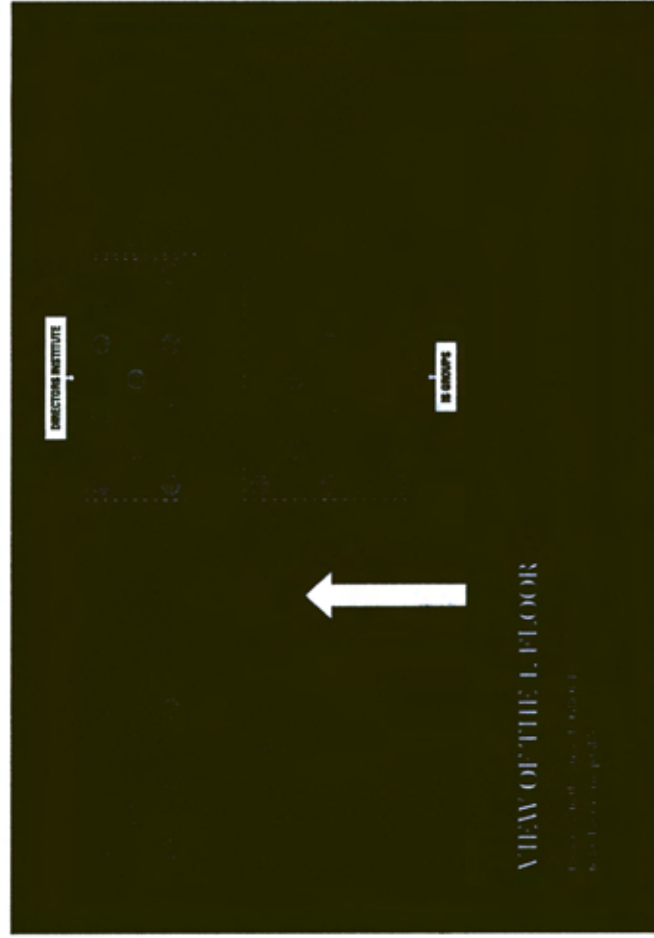
McKelvey gives a speech on entrepreneurship and how he has created a successful company through a winning strategy. In January 2013, McKelvey was profiled by CNN's The Next List, a weekly newsmagazine-style national television broadcast featuring "innovators, visionaries, and agents of change."



**VIVEK  
KUNDRA**  
EVP of Emerging Markets  
Salesforce.com

Vivek Kundra joined Salesforce.com in January 2012 after two years as the first Chief Information Officer of the United States - appointed by President Obama - where Kundra managed more than \$80 billion in technology investments in one of the world's largest information technology organizations.

Salesforce.com is named America's most innovative company by Forbes and Kundra's task is to expand the social, mobile and open cloud computing technologies to new markets. The World Economic Forum selected Kundra as a 2011 Young Global Leader, representing a group of exceptional young leaders who share a commitment to shaping the global future.



# VIEW OF THE 1. FLOOR

From the 1. floor, the 2. floor is visible through the glass.