I am delighted to send my greetings to the Sixth Asian Forum on Corporate Social Responsibility and the launch of the Global Compact Network in Vietnam.

It is very fitting that this year’s Forum is taking place in Vietnam, which has in recent years undergone an economic transformation of nearly unmatched proportions.

I am heartened to see how much progress has been made -- in Vietnam and elsewhere in the region -- as entrepreneurship flourishes and as more and more people discover new economic opportunities.

But with growth comes responsibility -- your responsibility as business leaders to ensure that the long-term success of your operations is fuelled by a commitment to universal values, such as those promoted by the Global Compact.

The moral case for corporate responsibility remains as strong as ever. Business leaders everywhere are coming to understand the business case for being better corporate citizens. What is good for employees, communities and the environment is also good for the bottom line. It is a very simple message, and it resonates well, in the North just as much as in the South.

As emerging economies in Asia are finding their way in the global economy, the challenge will be to adapt their strategies and operations to the shifting expectations of markets and consumers. Indeed, a commitment to good environmental and social performance can be a strong driver of business success.

When you join the Global Compact, the world’s largest voluntary corporate citizenship initiative, you gain access to a global network of like-minded business leaders committed to making a difference. But the Global Compact not only connects you to other businesses, it also connects you to the world and to the United Nations.

The objectives and priorities of the international community and the business world are more aligned than ever before. We all share the same aspirations and dreams -- from market-building to environmental production and social inclusion. We all long for peace and prosperity. This is our shared mission.
By exercising corporate social responsibility, you become advocates and ambassadors of this mission. And by generating wealth, providing employment and promoting stability, you are well placed to contribute to the Millennium Development Goals – our shared blueprint for creating a better world for all by 2015.

In that spirit, I wish all of you a most productive meeting. And I welcome the business leaders of Vietnam into the Global Compact.
To John Hendra <john.hendra@undp.org>
cc michael.coleman@undp.org, irene.leino@undp.org.vn, mari.huseby@undp.org, helena.kekki@undp.org, NathanHenninger/NY/UNO@UNHQ

Subject SG message to 6th Asian Forum on Corporate Social Responsibility (AFCSR) and the launch of the Global Compact Network in Vietnam, Ho Chi Minh City, 27-28 September

Dear Mr. Hendra,

Further to your request I am pleased to send you the Secretary-General's message to 6th Asian Forum on Corporate Social Responsibility (AFCSR) and the launch of the Global Compact Network in Vietnam, along with our best wishes for successful events.

Your sincerely,

Ruxandra Ferascu
Communications and Speechwriting Unit
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Annika Savill/NY/UNO

To John Hendra <john.hendra@undp.org>@UN-MAILHUB
cc "Ruxandra Ferascu" <ferascu@un.org>, michael.coleman@undp.org

Subject request for SG video message to 6th Asian Forum on Corporate Social Responsibility (AFCSR), Ho Chi Minh City, 27-28 September

Dear John,

I write in response to your letter to the Secretary-General of 17 May (attached), requesting a video
message to AFCSR in September.

While we regret that a video message will not be possible, the Secretary-General would be delighted to provide a written message for the occasion. I do hope that is agreeable to you.

All best wishes,
Annika

Annika Savill
Deputy Director, Speechwriting
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Fax: 1 212 963 5965
Email: savill@un.org
Dear Mr. Secretary-General,

The United Nations Country Team in Viet Nam kindly requests your assistance in offering welcoming remarks on behalf of the United Nations to the Sixth Asian Forum on Corporate Social Responsibility (AFCSR) to be held in Ho Chi Minh City on 27 and 28 September.

The AFCSR is the foremost Corporate Social Responsibility event in the Asian region. This year the event expects to attract 500 to 600 high-ranking local, regional and international delegates from business, government and major non-government organizations. In addition to the keynote speakers, over sixty chief executive officers and senior managers from the region and beyond will address the workshop this year.

The theme of the forum is “CSR - A Driving Force for Growth and Development: How CSR reduces poverty, generates investment and enhances trade”. By focusing on practical ways in which CSR can alleviate poverty, generate investment and enhance trade, the forum emphasizes business as a driving force for growth and prosperity.

The United Nations will play a significant role in the forum as a sponsor and participant. In addressing prominent issues on the UN agenda, the forum presents an outstanding opportunity to enhance awareness of the linkages between the Millennium Development Goals and business. The forum will also feature the Global Compact initiative and its ten principles.

Viet Nam’s rapid economic growth has reduced poverty and improved the living standards of millions of Vietnamese people. The CSR initiative emphasizes the need to promote universal principles in the areas of human rights, labour, environmental protection and anti-corruption within the business community. The event will help the UN Country Team to raise the profile of the Global Compact in Viet Nam and to build linkages between the UN and business in this economically dynamic country.

Although we understand that you may not be able to be present at the forum, we would like to propose that you deliver your welcoming remarks and short intervention in the form of a video recording. This would enable you to greet the prominent business and government leaders in the audience and deliver a message on the role of the business community in realizing the Millennium Developmental Goals.

Mr. Ban Ki-moon
UN Secretary-General
Thank you very much for your kind attention and we hope that you will be able to fit this important initiative into your busy schedule.

Sincerely yours,

John Hendra
UN Resident Coordinator