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BUSINESS
FOR PEACE
FOUNDATION

MEDIA RELEASE

Oslo Business for Peace Awards 2012 recipients announced

Oslo, 17 April 2012 – The Business for Peace Foundation and the International Chamber of Commerce (ICC) are pleased to announce the seven recipients of the 2012 Oslo Business for Peace Awards, the highest form of recognition that can be bestowed upon a person in business.

Honourees Ibrahim Abouleish (Egypt), Eduardo Eurnekian (Argentina), Vladas Lasas (Lithuania), David W. MacLennan (USA), Reginald A. Mengi (Tanzania) and Latifur Rahman (Bangladesh) will receive their Awards during a special ceremony on 7 May, taking place as part of the Oslo Business for Peace Summit in Oslo City Hall, Norway.
<http://businessforpeace.no/2012-honourees/>

Recipients are selected by The Award Giving Committee, comprising Muhammad Yunus (winner of the Nobel Peace Prize for 2006), and A Michael Spence (winner of the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel for 2001). For the 2012 Award, there were 90 nominees from 60 nations.

The Summit, entitled 'Essences of Trust in Business Today,' will feature Keynote speeches by Alexandra Christina, Countess of Fredriksborg, and Roberto Servitje Sendra, Founding Member and Chairman of Grupo Bimbo.

"The Business for Peace Awards demonstrate the potential of the private sector to contribute to world peace. ICC is honoured and dedicated to support the advancement of the Oslo Business for Peace Awards which also reflect the resolve of ICC founders to promote peace through private enterprise," said ICC Secretary General Jean-Guy Carrier.

"The aim of the Award is to inspire business people worldwide to recognize the role of responsible ethics in strengthening the business case, through a marriage of performance with higher purpose which leads to businessworthy behaviour," said Per Leif Saxegaard, Chairman of the Business for Peace Foundation.

The Business for Peace Foundation was founded in 2007 in the belief that socially responsible and ethical initiatives will stand the test as a business case and gradually, as the moral culture of corporations matures, constitute an integral part of modern business.

Supporting partners of the Business for Peace Foundation, headquartered in Oslo, are ICC, the City of Oslo, the Oslo Chamber of Commerce and the initiators of the Oslo World Trade Centre.

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About the Business for Peace Foundation

The Business for Peace Foundation believes the idea of Being Businessworthy, combined with the power of the Business for Peace Award, connects with business people around the world, and motivates them to rethink how they apply their business energy.

Combining strong business performance with reaching for a higher purpose can rebuild the trust proposition between business and society, and help promote stability and peace.

This is the essence of Being Businessworthy, which the Foundation defines as applying your business energy ethically and responsibly with the purpose of creating economic value that also creates value for society.

Each year, the Oslo Business for Peace Award is presented to seven Honourees, selected following a global search for candidates that meet the Foundation's Criteria for Being Businessworthy.

<http://businessforpeace.com>

About ICC

The International Chamber of Commerce is the largest, most representative business organization in the world. Its hundreds of thousands of member companies in over 120 countries have interests spanning every sector of private enterprise.

A world network of national committees keeps the ICC International Secretariat in Paris informed about national and regional business priorities. More than 2,000 experts drawn from ICC's member companies feed their knowledge and experience into crafting the ICC stance on specific business issues.

The United Nations, the World Trade Organization, the G20 and many other intergovernmental bodies, both international and regional, are kept in touch with the views of international business through ICC.

For more information please visit: www.iccwbo.org

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