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EXECUTIVE OFFICE OF THE SECRETARY-GENERAL
CABINET DU SECRETAIRE GENERAL

REFERENCE

11 June 2007

Dear Conference Attendees,

On behalf of the United Nations Global Compact, I wish to welcome you to this important event, “Entrepreneurship and Sustainability”, presented by the Cal State East Bay Small Business Development Center.

The Bay Area has long been a center of innovation – and the sustainability field is yet another area where the region and its businesses are demonstrating leadership.

Globalization and the expansion of markets around the world present many new opportunities as well as challenges – for companies large, medium and small. The environmental and social issues confronting our planet and our communities are too large and complex for any one sector to solve alone – collective action is required, bringing companies together with civil society, governments and institutions such as the United Nations.

The UN Global Compact provides a platform for such collaboration and problem-solving, and conferences such as this one offer valuable opportunities to dialogue and share best and emerging practices. Today, the business case for such work and engagement is compelling and clear – markets can only thrive where societies are healthy.

I wish to applaud the vision of the Cal State East SBDC for convening this event, and wish you a successful and productive gathering.

Sincerely,

A handwritten signature in black ink, appearing to read 'Georg Kell'.

Georg Kell
Executive Director
UN Global Compact