



Family Business for Sustainable Development

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World Investment Forum (WIF) Family Business Conference (online) **25 February 2021, 14:00 – 16:00 CET** *(UNCTAD in partnership with the Family Business Network)*

To deliver on the Sustainable Development Goals by 2030, an ambitious global effort is required over the next decade to accelerate sustainable solutions to the economic, environmental, social and governance challenges at the speed and scale required. All sectors of society, including business, are called upon to demonstrate leadership towards a transformative and sustainable future.

The WIF Family Business Conference features keynote addresses by eminent thought-leaders, followed by an interactive dialogue with family business representatives, practitioners, academia, and United Nations experts on how family business can be galvanized to align the sustainability agenda with corporate strategy. UNCTAD and FBN are formally launching their joint global [Family Business for Sustainable Development \(FBSD\) Initiative](#) and family business representatives will share their first experiences.

Tentative programme

14:00-14:10

Opening remarks

James Zhan

Senior Director, Investment and Enterprise Division, UNCTAD
(FBSD Executive Board Co-chair)

Alfonso Libano

Vice Chairman of Cobega, S.A., Spain and Chairman FBN Polaris
(FBSD Executive Board Co-chair)

Segment 1

14:10-14:25 **Keynote addresses**

Keynote addresses by eminent thought-leaders offer a global perspective on the opportunities and challenges for business to “build back better” after the global pandemic and the implications for delivering on the 2030 Agenda.

Professor Jeffery D. Sachs

Director, Center for Sustainable Development, Columbia University
(FBSD Advisory Council Co-chair)

Dame Polly Courtice

Founder Director, University of Cambridge Institute for Sustainability Leadership (CISL)
(FBSD Advisory Council Co-chair)

Followed by:

14:30-15:15 Interactive panel dialogue (moderated by Alexis du Roy de Blicquy, CEO, FBN)

Family business representatives, academia, UN experts and practitioners discuss the opportunities and challenges for family business to align business strategy with the SDGs and to spearhead sustainable solutions with a focus on impact and scale for future generations.

Barbara Kux
Supervisory Board Member, Grosvenor Group & Henkel, Vice Chairman Firmenich

André Hoffmann
Vice Chairman, Roche Holding

Farhad Forbes
Chairman, Forbes Marshall, India, FBN President

Nicolas Fleury
Deputy Secretary-General, ISO

15:15 -15:25 Q&A and sum-up (moderator)

Segment 2:

15:25-16:00 Launch of the joint global UNCTAD-FBN Initiative: “Family Business for Sustainable Development” (FBSD)

Presentation of FBSD – Objectives and framework
James Zhan
Senior Director, Investment and Enterprise Division, UNCTAD
(FBSD Executive Board Co-chair)

Testimonials
Sumitra Aswani, Executive Director, Ishk Tolaram Foundation, Singapore
Günseli Ünlütürk, Co-founder, Sun Tekstil A.Ş., Turkey

Call to Action
Alfonso Libano
Vice Chairman of Cobega, S.A., Spain and Chairman FBN Polaris
(FBSD Executive Board Co-chair)

Next steps

16:00 Close-out