



Inaugural speech of

His Excellency Omar ZNIBER

*Ambassador, Permanent
Representative of the Kingdom of Morocco
on the occasion of the launching ceremony
of the Goodwill Ambassadors programme*

(Vienna, October, 14th, 2004)

Mister Director General,
Misters goodwill Ambassadors
Excellencies
Ladies & gentlemen,

Allow me, first of all, to convey my warmest thanks and sincere gratitude to the Director General and the Secretariat for granting me this honour to be with you here today for the launching ceremony of the Goodwill Ambassadors programme which aims at improving UNIDO's visibility, profile and global reach.

It fills me with bewilderment and awe to be able to present to you today some leading and renowned personalities filled with talent and rich experience in the world of business, economy and industry.

It is the first time we have the honour to welcoming them to the United Nations Industrial Development Organization as goodwill Ambassadors and messengers for our Organization. It is, therefore, an opportunity for all of us to get to know each other.

Mister Director General,
Misters goodwill Ambassadors
Excellencies
Ladies & gentlemen,

The role of the United Nations Industrial Development Organization is to help developing countries to build a solid industrial platform and enable them to profit successfully from technology. Nevertheless, our Organization is more than ever before in need of people as much as on governments to reach this noble objective.

Your presence here, Goodwill Ambassadors, is because you want these people to know about this objective and because you want to encourage them to do something about it and contribute positively to its achievement and concretization.

Your presence, here, today, representing so many different communities and spheres of life shows vividly that when it comes to working together for a better world and a noble cause, division between civilizations, thinkings, doctrines and beliefs becomes nonsense.

Your commitment, Excellencies, reflects the qualities, not the glitter of fame and celebrity on the outside, but the character of the human being inside, a human being who cares enough to stick to his mission and serves others with brave and great heart for the benefit of the humankind as a whole.

**Mister Director General,
Misters goodwill Ambassadors
Excellencies
Ladies & gentlemen,**

The choice for these goodwill Ambassadors, part of them present among us today, by the Director General of the United Nations Industrial Development Organization who will certainly be followed by others, is based, with regard to the specificity of UNIDO, on two areas of work where contributions can necessarily enhance the Organization programming development.

The first priority area, as you all know, concerns the private sector development programme for which -inter alia- an agreement was signed between the United Nations Industrial Development Organization and the United Nations Development Programme (UNDP) on September, 23rd, 2004.

The second area of concern relates to trade capacity building for which a Memorandum of Understanding was signed between UNIDO and the World Trade Organization (WTO), on September 10th, 2003.

Let us all welcome our first goodwill Ambassadors, Mr. Mamadou Mansour CAMA, a leading Senegalese businessman with

extensive experience in manufacturing, mining, real estate and water distribution occupying for the time being the function of the Chairman of the National Confederation of Employers and Chairman of the Senegalese Investment Holding Company.

Our second goodwill Ambassador for today is Sir Ronald GRIESON, a renowned British banker and industrialist. Sir GRIESON served as Director of S.G. Warburg from 1948 to 1985 and Vice-President of the General Electric Company from 1968-1996. He also held senior management positions in the United Kingdom Government and the European Commission. He equally served on the boards of many international companies.

**Mister Director General,
Misters goodwill Ambassadors
Excellencies
Ladies & gentlemen,**

By the end, I hope this first meeting can help our goodwill Ambassadors and messengers to enhance their understanding of the work UNIDO fulfills and thereby reinforce their ability and capability to act as advocates and spokespersons for the Organization family.

I am also quite sure that this first manifestation will enable us to learn from you how our Organization can make its message more effective, and get it across.

May the Almighty help all of you in this new task. We wish you all the best and would like to convey to you the Organization and the Member States thanks and gratitude.

Thank you all



Closing speech given by

His Excellency Omar ZNIBER

*Ambassador, Permanent
Representative of the Kingdom of Morocco
in Vienna*

Mister Director General,
Misters goodwill Ambassadors
Excellencies
Ladies & gentlemen,

I would like to address you, Excellencies, by saying that you are among the first advocates and spokespersons of our organization. Your role consists in bringing attention and hope to those UNIDO is more concerned with and try to address decision makers and all concerned actors in different countries.

We are all sure and well aware that your presence, your contribution and your future actions will bring experience and talent from many fields. With your commitment, we are all convinced, our Organization will be able to get its voice to a larger public and gain more credibility and esteem.

Trying not to be too long, I avail myself of this opportunity to renew to you, Excellencies, the Organization gratitude and thanks for your disposition to work together for this noble task assigned to UNIDO.

Please let us start, Excellencies, and use your talent and wisdom together with all the protagonists to help us make the world a better one for all people, especially developing countries. We look forward to hearing about your progress and achievements.

God help you.

Many Thanks