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## BP Chairman Peter Sutherland UNIDO Goodwill Ambassador

*Vienna, Austria, 2 March 2005*



Chairman of BP, Peter Sutherland was at UNIDO HQ in Vienna on 2 March, 2005 to personally accept his designation as UNIDO Goodwill Ambassador from UNIDO Director-General, Carlos Magariños.

In his acceptance speech, Mr. Sutherland drew attention to the important difference between the help that is given developing countries through humanitarian assistance aid, and help that is given through technical cooperation that gives the developing countries capacities to participate in global economic development. "... The key element is the engagement in the process of globalization, which really presents us with opportunities" he said. He referred to those who attack the process of globalization on the basis that it has damaged some in the global community as presenting a simplistic argument. "It seems to me that globalization

"for centuries the hegemony and the power of nations has been used in a rule-less society in a way which has been damaging to the interests of the weak" UNIDO Goodwill Ambassador Peter Sutherland (above with UNIDO DG (left)) [larger photo here](#)

however, has passed by significant quarters of the world because of their inability to participate in it. But the principle of opening markets, of providing opportunities and creating a rule-based global economic system, cannot be disputed. Nor can it be disputed that for centuries the hegemony and the power of nations has been used in a rule-less society in a way which has been damaging to the interests of the weak."

Referring to the recently published [Report on the Future of the WTO](#), he said that what the Commission (which he chaired) had tried to say, among other things, was that "this rule-based system was the key element for securing a better world. If we don't have rules, we don't have any chance of developing opportunities. But of course, rules, and basic aid are not enough in themselves either. Countries must have the capacity to participate." He referred to UNIDO as one of the "unsung but vital components" in the process of international development and that "the process of the development of interdependence in terms of economic relationship between states and peoples is the core element of any realistic endeavour to reach the UN development goals. It is the key element in creating the possibility of creating a world which has a greater sense of justice as between peoples, and which reduces the disparities that exist."

Peter Sutherland has played an important role in trade liberalization for the past 20 years. As Director-General of GATT, he was instrumental in the creation of the WTO, which he also led afterwards. Previously he had served as EU Commissioner and Attorney General of Ireland, and on various commissions such as the Human Security Commission and the Helsinki Process. In addition to being Chairman of BP p.l.c., Peter Sutherland is European chairman of Goldman Sachs, the investment bank, and Chairman of the Advisory Board to the Director-General of the WTO. Eight countries have decorated him for his work on European and global economic integration. Goldman Sachs International

Responding to Mr. Sutherland's comments, UNIDO Director-General Magariños said he was "personally extremely happy to have my opinion counted together with the very heavy weighed opinion of Peter Sutherland" in important issues in the international development debate, and that the new Goodwill Ambassador had "summarised very clearly the core purpose of the programme: which is to move forward some ideas we believe need to be present in the international development debate to help to achieve the goals of the international community to reduce poverty and increase prosperity in the world as a whole. I am sure his participation in this programme will help us to shape as well our contributions at the forthcoming debate at the United Nations level on how we can better organise the tradition setting of the UN to cope with the challenge of reducing poverty by 2015." The Director-General has just published a book entitled [Economic Development and UN Reform](#) on reinvigourating the economic development functions of the UN system.

Mr. Sutherland joins Goodwill Ambassadors Mamadou Mansour Cama, Sir Ronald Grierson ([see UNIDOScope 17 - 23 October, 2004](#)), Yongtu Long and Jorge Alberto Blanco Villegas ([see UNIDOScope 12 - 18 Dec](#)), who were designated UNIDO Goodwill Ambassadors in two separate ceremonies held in Vienna last year. The UNIDO Goodwill Ambassadors have been selected because of their experience with the private sector and international trade and on the basis of geographic region. They will raise awareness of the strong links between the poverty alleviation aspects of economic growth, private sector development, and participation in international trade.

Director-General Magariños believes there is not enough awareness of the critical role that private sector development plays in making human development efforts sustainable. Following the ceremony, the Director-General and UNIDO senior executives had a working session with the new Goodwill Ambassador on the practical aspects of the advocacy role.

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## UNODC and UNIDO join forces to fight drug trafficking and improve economic development

*Vienna Austria, 3 March, 2005*



Joining forces: UNODC Executive Director Antonio Costa and UNIDO Director-General Carlos Magariños ([larger photo here](#))

Executive Director of the United Nations Office on Drugs and Crime ([UNODC](#)), Antonio Maria Costa, and UNIDO Director-General Carlos Magariños, today signed a Memorandum of Understanding to improve their abilities to fight drug trafficking and improve development in some of the poorest nations on earth.

Afghanistan, Colombia, Laos, Morocco, and Nigeria are all plagued with underdeveloped private sector enterprise, rampant drug trafficking, or both. These nations will be the first to benefit from the new agreement.

"In failed states, or regions dominated by crime lords and drug traffickers, local people inevitably become willing or unwilling

accomplices to criminal pursuits. Farmers grow drug crops because they have no other choice. Drug crops exhaust the land, and wreak havoc on the environment. When we manage to push traffickers out and dismantle the criminal economy, one problem disappears but another takes its place: what do these people do now? How do they make a living? How do we restore the health of the environment? The private sector has to find new ways to guarantee sustainable development in these regions,” Costa said in an address before the signing.

Magariños added that “to alleviate poverty and achieve sustainable development, industrial development, drug control and crime prevention should complement each other. Ensuring economic growth is as important as enhancing human security. We will make the necessary human and financial resources available immediately to operationalize this agreement.”

UNIDO aims to improve the economic development of small and medium sized business enterprises, to assist the private sector in agro-industrial development, and to eliminate corruption to improve industrial performance. For UNIDO, this cooperation agreement is a new one in the series of strategic partnerships in the UN Reform context, following those already concluded with WTO ([see UNIDOScope 15-21 Feb 2004](#)) and UNDP ([see UNIDOScope 3-9 October, 2004](#)).

The main focus of the UNODC will be improving disposal of seized narcotics, and ensuring that the methods of disposal adhere to UNODC sustainable livelihood policies. UNODC will also work to improve the efficiency criminal justice systems in developing countries. The organizations will work together to improve technical research and analysis and to better control the disposal of chemicals both locally and globally.

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## Med-Interprise Morocco 2004



at Med-Interprise Morocco 2004 ([view larger picture](#))

companies from 6 EU countries in some 370 one-to-one-meetings  
view or download project profiles: in [English](#) or in [French](#)

Just three months after [Med-Interprise Morocco 2004](#) took place in Marrakech (6-8 Dec. 2004), negotiations for five joint projects have been concluded. Negotiations for a further 22 projects continue. Morocco's Minister of Employment, Mustapha Mansouri, after describing the relations between Morocco and the countries of the EU as "deep" and "very rich", said that in the economic area these relations have witnessed a particularly dynamic growth that touches both commercial exchanges and investment. Another example of this growing relationship was STEP (Sous-Traitance et de Partenariat) 2005, the subcontracting fair organized by the UNDO Subcontracting and Partnership Exchange (SPX) in Dakar and funded by the EU-ACP (Africa, Caribbean

and Pacific) partnership programme Pro€invest ([see UNIDOScope 20-26 Feb. 2005](#)). The objective of STEP 2005 was to encourage French and Moroccan companies to take advantage of outsourcing opportunities in Senegal in partnership with Senegalese National partners.

Co-financed by the [European Commission's MEDA programme](#), Med-Interprise Morocco 2004 was organised jointly by [ANPME](#), Morocco's National Agency for the Promotion of Small and Medium Sized Enterprises (SMEs) the UNIDO investment Promotion Unit ([IPU](#)) (one of the components of [UNIDO's Integrated Programme for Morocco](#)). Partners in the venture were: the Moroccan Leather Industry Federation; the Moroccan Textiles and Garment Industry Association; the Canning Industry and Farming Produce Federation; and the Chamber of Commerce, Industry, and Services of Marrakech.

Some 70 small and medium sized Moroccan enterprises operating in the food-processing, textiles, and leather sectors were selected by teams of experts from the ANPME and UNIDO's Investment Promotion Unit, in coordination with the sectoral associations. Profiles of the enterprises and descriptions of proposed co-operation projects were distributed in the six participant countries: Spain, France, Greece, Italy, Portugal and the United Kingdom (view or download project profiles: in [English](#) or in [French](#) - these files have been modified for easy download. The original files are available on ANPME's Med-Interprise pages at [http://www.anpme.ma/med\\_Intreprise2004/Documents%20promotionnels.htm](http://www.anpme.ma/med_Intreprise2004/Documents%20promotionnels.htm)). The UNIDO Investment Technology Promotion Offices ([ITPOs](#)) in Italy, France, UK and Greece, were, of course actively involved in the promotion.

A total of 106 companies actively participated in the event: 59 Moroccan and 47 European. Some 370 individual meetings took place between the participating companies. Participants were also able to attend seminars presenting development strategies and financial and support programmes, instruments and tools that are available for the leather textile and food-processing sectors. [The latest figures on follow-up of the event](#), (in French only) are available here for viewing or downloading.

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