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17 February 2010

NOTIFICATION

MESSE NAGOYA 2010 International Trade Fair on Biodiversity Nagoya, 27-30 October 2010

Dear Madam/Sir,

The purpose of this notification is to draw your attention to MESSE NAGOYA 2010, entitled “*Environment and Energy: toward a sustainable society*”, which will be held on 27-30 October 2010 in Nagoya, Aichi Prefecture, Japan. The event will be jointly organized by Aichi Prefecture, City of Nagoya and Nagoya Chamber of Commerce and Industry.

MESSE NAGOYA is an annual international trade fair launched in 2006 and has provided an opportunity to showcase and exchange information on latest technologies, products and services of private companies within and outside of Japan.

In 2010, MESSE NAGOYA will be held in parallel to the tenth meeting of the Conference of the Parties (COP 10) to the Convention of Biological Diversity (CBD) with a focus on environment and biodiversity. The event is expected to promote innovative products and technologies to cope with environmental challenges including biodiversity.

In conjunction with this event, a high-level dialogue between business CEOs and Environment Ministers will be organized on 28 October 2010 at MESSE NAGOYA 2010. This dialogue will be organized by the Secretariat of the CBD in collaboration with Global Environment Facility (GEF), MESSE NAGOYA Executive Committee and other Japanese business organizations.

Building on the outcome of the Third Business and the 2010 Biodiversity Challenge Conference held in Jakarta, Indonesia, from 30 November to 3 December 2009, the high-level dialogue aims to highlight the best practices and further enhance mainstreaming biodiversity into business operations by considering the Jakarta Charter.

To: CBD National Focal Points

In view of the importance of engaging business community, the Secretariat of the CBD encourages the Parties to promote the participation of private companies and relevant organizations in their respective countries in MESSE NAGOYA 2010. The deadline for applications is set for **30 June 2010**. Further information of MESSE NAGOYA 2010 and the application procedure is available on the website of the Secretariat of MESSE NAGOYA Executive Committee at: <http://www.messenagoya.jp/english.html>. You may also contact messenagoya@nagoya-cci.or.jp, and copies of applications should also be sent to secretariat@cbd.int.

Please accept, Madam/Sir, the assurances of my highest consideration.

Ahmed Djoghla
Executive Secretary