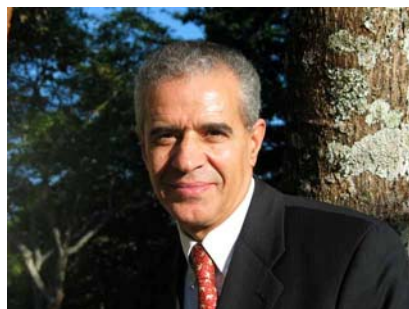


**MESSAGE OF DR. AHMED DJOGLAF,
THE NEW EXECUTIVE SECRETARY OF THE CONVENTION ON BIOLOGICAL DIVERSITY,
TO BUSINESS AND INDUSTRY**



Business and industry have a crucial role to play in all aspects of sustainable development, including the biodiversity component. This was recognized in Chapter 30 of Agenda 21, adopted in June 1992 in Rio de Janeiro, and by the Secretary-General of the United Nations at the World Economic Forum in 1999 when he called on companies to join forces with UN agencies, labor and civil society in a 'Global Compact' to support universal environmental and social principles. The 2002 World Summit on Sustainable Development reiterated the important role of business and industry in sustainable development, including in achieving internationally agreed development goals, such as the Millennium Development Goals and the 2010 biodiversity target.

In 2002, Parties to the Convention on Biological Diversity adopted a Strategic Plan, including the target to achieve, by 2010, a significant reduction in the rate of biodiversity loss. They also acknowledged the importance of engaging key actors and stakeholders in the implementation of the landmark international treaty and its Cartagena Protocol on Biosafety. As a steward of the Convention, and an integral part of United Nations system, the Secretariat of the Convention on Biological Diversity is committed to working with business and industry to minimize negative impacts on biodiversity, promote good biodiversity practice, facilitate knowledge-sharing and technology transfer, and mainstream biodiversity. To this end, the Secretariat and its partners have convened meetings in London (January 2005) and in São Paulo (November 2005) to explore ways and means of strengthening business engagement in the implementation of the Convention. The results of these discussions will be submitted to the eighth meeting of the Conference of the Parties in Curitiba, Brazil, from 20-31 March 2005. In addition, a dedicated business and industry focal point will be designated within the Secretariat.

The Millennium Ecosystem Assessment, in its business and industry synthesis report, indicates that if current trends continue, the ecosystem goods and services that businesses depend on for their productivity and profitability will soon become unavailable or more costly. Not only will this have direct impacts on business practices, but it will influence consumer and



shareholder expectations, the availability of finance and insurance and the regulatory framework within which business operates. Recognizing the need to minimize their impacts on biodiversity for their sustainability, and the emerging opportunities for green business, some companies are taking steps to implement and promote good biodiversity practice. However, if we are to meet the 2010 biodiversity target, all businesses must be engaged in the implementation of the Convention.

Thus, I call on you, as responsible business leaders and global citizens, to renew your commitment to the objectives of the Convention on Biological Diversity, and to join forces with Parties to the Convention, the Secretariat and other stakeholders to work towards the 2010 target. I further invite you and your representative organizations to participate in the eighth meeting of the Conference of the Parties in Curitiba, at which business engagement in the implementation of the Convention will be a key theme. I look forward to engaging in a dialogue with business and industry representatives in Curitiba to build on past experience and strengthen our partnership for the benefit of biodiversity, business and future generations.

Montreal, 3 February 2006