



PRESS RELEASE

Call for Business Leadership at Lisbon Globalization Forum

Geneva, 31 October 2007 – At the opening of the ILO’s Forum on “Decent Work for a Fair Globalization” in Lisbon, Daniel Funes de Rioja, Executive Vice-President of the International Organisation of Employers (IOE¹) underlined the vital importance of communication to help allay people’s concerns about globalization.

Mr Funes reminded participants of the massive gains globalization has provided in many countries in the last three decades – particularly in dynamic ones such as China or India – and that taking the magnifying glass to certain areas, only in order to discredit the progress made overall, does nothing constructive to answer people’s perceptions and concerns.

“Business needs to stand up for global integration and fair trade openness ; speak of its benefits ; provide answers to the challenges ; and contribute to national policy discussion on how to maximize the benefits for those who feel marginalized.”

He said that in the absence of a balanced communication, uncertainty can fuel calls for reactionary policies that could roll back the benefits that global economic integration has thus far provided – which is in nobody’s interest.

“Furthermore, business needs to explain why profits matter and how investment and job creation depend heavily on them. The public and society at large have a very real interest in the health of the business sector: for where business prospers, jobs and society prosper as well.”

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¹ The IOE is an international member-based organization founded in 1920 representing the business community social and labour policy. Its membership numbers 145 national employer federations in 138 countries.