



A powerful
and balanced
voice for business



Dear Members and Partners,

As you are aware, **2020 marks the centenary of IOE**. The formal constitution of the International Organisation of Industrial Employers (IOIE) (later IOE) took place in March 1920 during the Governing Body session of the International Labour Organisation (ILO), with a General Assembly convened for October of the same year.

The IOE Centenary provides a unique opportunity to commemorate the founding of the very first organisation dedicated to the representation of employers on the international stage; to celebrate its longevity, evolution and achievements; and, perhaps most crucially, to set it on the path to a sustainable and relevant future in what will be a very different world of work to the one for which it was established. We are looking forward to a year of debate, reflection and celebration through a series of dedicated events and initiatives that will advance the global agenda of employers with ambition and leadership.

The IOE Centenary will be officially launched at a reception on **19 March 2020** during the 338th Session of the ILO Governing Body.

The central event – **the IOE Centenary Summit** – will take place on **24 May 2020**, the eve of this year's International Labour Conference, in the extraordinary setting of the human rights council room in the *Palais des Nations* (the home of the United Nations) in Geneva, with the participation of IOE members and partners, of heads of state and government, the Deputy Secretary-General of the United Nations, H.E. Amina J. Mohammed (tbc), CEOs from leading global companies, world-renowned policy experts, and high-level representatives of selected UN agencies. A **Gala Dinner** will be held on **31 May** at the Four Seasons Hotel des Bergues.

You are cordially invited to the [IOE Centenary Summit](#) and [Gala Dinner](#) and we hope you will join us for this important event.

We also encourage our members to take advantage of the IOE Centenary to promote and showcase our joint global work at national level. We stand ready to help you to organise events, social media campaigns or short articles for your website.

Over the coming months, we will be uploading communication materials to an online platform known as *Trello*. This platform is a web-based tool for sharing digital files to a wide group of people.

Here is the link to the #IOE100 [Trello account](#). You can already access the **Centenary logo** and the current list of **Key Events**. Please do not hesitate to display the logo, **in its entirety**, on your website.

We only ask that you use all the elements – the IOE logo, tagline (a powerful and balanced voice for business) and 100 logo.

By end January, you will find **Twitter cards with key IOE Centenary messages** designed for posting on your Twitter account, adding a message about your IOE-related work.

By end February, the platform will host **a photo exhibition of some 20 images** from IOE's past and present. You may want to combine these with photos from your own archives to create your own exhibition of joint initiatives with IOE.

When we upload a new piece of communication material you will receive an email alert.

Other communication initiatives in the pipeline include social media video clips, featuring Members talking about their vision for IOE's direction and evolution over the next 100 years. We will also post photos on Twitter "From our archives" highlighting influential figures and events from IOE's past.

We would be pleased to promote your activities through our social media channels. Please reach out to Jean Milligan, Director of Communications at milligan@ioe-emp.com and María Roldán, Communications Officer at roldan@ioe-emp.com to let them know your plans. We might also want to feature a short article on our website about your initiatives.

Please follow us on Twitter and LinkedIn and share our posts celebrating IOE and its global membership! We will keep you informed regarding the re-launch of our Facebook page. Together, we will create a social media movement that showcases the positive values and contributions of business worldwide.

Please contact Elodie Richter at richter@ioe-emp.com if you have any logistic questions about IOE Centenary initiatives and events.

We look forward to your full involvement in IOE's Centenary and wish you all the best for 2020!

Yours sincerely,

Roberto Suárez Santos
Secretary-General