"Sustainable urban development is one of the most pressing challenges facing the human community in the 21st Century,"
Kofi Annan, Secretary General of the United Nations

1st International Meeting Platform on Sustainable Urban Development

GENEVA PALEXPO, Switzerland
11 – 13 October 2005
www.s-dev.org
Sustainable Urban Development: a priority for everyone

The UN Millennium Development Goals (2000) and the local Agenda 21 initiatives have pushed the issue of Sustainable Development to the heart of international, national and local politics.

Now more than ever, Sustainable Development has reached a stage for concrete action. It is vital for synergies to be forged between governments, local authorities, civil society, and private enterprises.

“*We are aware that only by mobilising the private sector can we accomplish real progress*”, Kofi Annan, Secretary General of the United Nations during the Johannesburg World Summit 2002.

S-DEV Geneva 05: an essential debate

S-DEV Geneva has emerged as the practical and necessary response to the issue of Sustainable Urban Development. It provides an ideal interface for trade and meetings where transactions and partnerships can take place between players in the public sector and the commercial world:

- international organisations,
- governmental, regional and local authorities,
- non-governmental organisations (NGOs),
- private sector enterprises—multinationals or SMEs.

S-DEV Geneva meeting platform is composed of an Exhibition, a Conference and Workshops. Four major themes will be addressed at the 2005 event:

- sanitation and waste,
- urbanisation and transport,
- health and nutrition,
- integration and housing.

In collaboration with the Swiss Confederation via the Swiss Agency for Development and Cooperation (SDC), the City and Canton of Geneva, and with the solicited support of UN organisations, S-DEV Geneva 05 will be a leading international event.

An annual platform for interactions between your enterprise and all public sector participants.
The platform: three interdependent places to meet and exchange

S-DEV Geneva will consist of a lively Exhibition and diverse programme of Conferences and Workshops. This will stimulate the flow of ideas, encourage the development of shared visions and promote the exchange of skills and knowledge.

An Exhibition to facilitate interaction
The Exhibition will bring together several hundred exhibitors from all areas of activity: local communities, international institutions and in particular private companies—multinationals or SMEs.
The Exhibition will be the occasion to:

- promote your concrete solutions, products, services and commitment,
- meet with decision makers and build networks,
- form effective partnerships,
- benefit from the unique international media coverage.

An International Conference to transfer knowledge
S-DEV Geneva, with the solicited collaboration of UN organisations, will offer a conference programme presented by renowned speakers.
A series of high quality presentations to:

- prepare for the future challenges of your industry,
- promote new innovations and visions on the subject,
- discover new opportunities for your company,
- generate new projects and concrete experiences.

Workshops to promote action
Workshops will be run by private companies, local, national and international organisations, NGOs and participants from civil society.
The aim of the Workshops will be to:

- create new opportunities
- encourage the creation of trade networks
- transform the principals of Sustainable Development into concrete action
- assess the economic and social impact of measures undertaken

An Exhibition, a Conference and Workshops to develop and energise your activities.
The four major themes of S-DEV Geneva 05

For this first event, S-DEV Geneva will present four major themes responding to the growing needs of today's societies.

Sanitation and Waste
The development and introduction of technologies, known as “Environmentally Sound Technologies”, are of real benefit to communities and extremely profitable for the private sector. Less polluting technologies, more sustainable use of resources, better waste recycling are key issues in the urban environment, where waste and pollution are on the increase.

Urbanisation and Transport
The utilisation of resources and movement of people or goods are promising and rapidly expanding markets. This encompasses solutions to problems, including detailed planning of land usage, general logistics, strategies for improved traffic flow and access to public transport.

Health and Nutrition
The speed of urban growth demands continuous improvements to existing systems or the introduction of new measures in these particularly profitable economic sectors. This includes more efficient health systems, the production of drinking water and secure and closely monitored food chains.

Integration and Housing
Many sectors of economic activity require the pooling of competences related to urbanisation, architecture, civil engineering, sociology and culture. Profitable sectors include the creation of satisfactory housing, better social integration and the improvement of living conditions for urban populations.

Public authorities generate expenditure of dozens of billions of dollars each year in sectors relevant to Sustainable Urban Development. These budgets are relatively stable and are little affected by the economic situation. If well informed, the private sector can benefit in serving the development of urban zones.

Share your experience, develop networks and present concrete solutions to themes at the heart of your expertise.
Public-private: a winning partnership

S-DEV Geneva 05 will act as the catalyst for initiatives that serve the objectives of both Sustainable Urban Development and the commercial world. In real terms this will give you the opportunity to:

- **meet** with otherwise difficult to reach decision-makers in an informal setting,
- **promote** your commitment to Sustainable Development,
- **present** your products, services and know-how to a captive audience looking for concrete solutions,
- **exchange** information and skills with all of players in this field to better understand the realities of the market,
- **develop** new products, services and improved strategies,
- **discover** new markets and new applications for your products and services,
- **expand** your network of clients and prospects in other sectors of activity,
- **build** an effective network with clients, partners and investors.

S-DEV Geneva promotes the enthusiasm of the private sector and acts as a catalyst for positive change.
Over three days, S-DEV Geneva 05 will act as a meeting point for thousands of participants, all involved at different levels of Sustainable Urban Development.

- International Organisations
- Government Representatives
- Local and Regional Authorities
- Non-Governmental Organisations (NGOs)
- Representatives from Civil Society
- Small and Medium-sized Enterprises (SMEs)
- Multinationals
- Academic Community
- Foundations
- Media

- Mayors
- Local and Regional Elected Representatives
- Ministers of Transport, Energy and the Environment
- Ministers of Health, Town and Country Planning, and Education
- Ministers of Finance and Economic Affairs
- Experts on Development, Energy, Public Health or the Environment
- City Planners and Architects
- Technical Experts
- Decision Makers from the Public Sector
- Company Directors
- Representatives of Banks
- Scientists
- Insurance Agents
- Editorialists and Journalists...

High level participants and unique media coverage.
GENEVA PALEXPO: a favoured meeting place

Situated at the heart of Europe and with more than 180 nationalities, Geneva is a city open to the world. It is home to numerous international organisations: the United Nations (UN), World Health Organisation (WHO), International Labour Organisation (ILO), World Trade Organisation (WTO), World Intellectual Property Organisation (WIPO), European Organisation for Nuclear Research (CERN), International Red Cross (IRC), and many more!

Geneva is the ideal site for the first international multi-stakeholder platform on Sustainable Urban Development, being home to the Brundtland Commission, which gave birth to the definition of sustainable development in 1987.

S-DEV Geneva will take place at GENEVA PALEXPO—the largest centre for national and international exhibitions, conferences and events in the region—situated just 10 minutes from the city centre.

An international influence for an event of global impact
A Prestigious Patronage

S-DEV Geneva will be managed by GENEVA PALEXPO, assisted by UN organisations (presently being solicited), the Swiss Confederation via the Swiss Agency for Development and Cooperation (SDC), and the City and Canton of Geneva.

GENEVA PALEXPO will be aided by three committees composed of high level people from international organisations, academia, government local and Swiss authorities, as well as from the private sector:

- the Steering Committee,
- the International Advisory Committee,
- the Honorary Committee.

Operational management will be undertaken by GENEVA PALEXPO in collaboration with Otto Frei AG.

GENEVA PALEXPO, Geneva, Switzerland, www.geneva-palexpo.ch

The centre for exhibitions, conferences and events has more than 100 000 m² of covered space, 140 staff, and has previously welcomed and organised events similar to S-DEV Geneva such as: the World Summit on the Information Society (WSIS), ICT4D Platform, Aid and Trade, EMA, R’02, etc.

Otto Frei AG, Berne, Switzerland, www.ottofrei.ch

Otto Frei organises and manages large-scale international projects, exhibitions or conferences, such as the recent ICT4D Platform.

For further information please contact your representative:
Otto Frei AG
Tel. +41 31 311 35 66
Fax +41 31 311 35 67
E-mail: info@s-dev.org