

In search for new leadership models

The European Parliament, Brussels, will host the World Forum for Ethics in Business' 7th Annual International Leadership Symposium

Brussels, 7th November, 2010 - "Leadership in the 21st Century - Time for a Paradigm Shift?!" is the theme of the 7th International Leadership Symposium on Ethics in Business, being hosted at the European Parliament in Brussels and the Hilton Hotel, on November 18th and 19th, 2010.

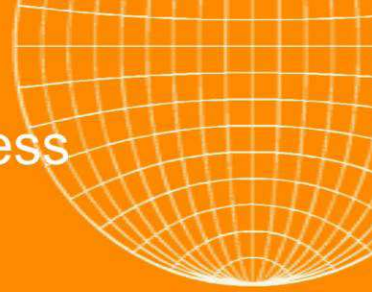
The forum, organised by the World Forum for Ethics in Business (WFEB), aims to explore the leadership paradigms which are relevant to the dynamic and complex economic, social and political times of today. Exceptional leaders from around the world will share their personal leadership stories and lessons learnt as a source of inspiration and empowerment. What innovative and unorthodox approaches to leadership have become in demand in the current dynamic environment? What are the leadership styles that will ensure sustainable long term impact on the organizations? How can basic values of integrity and ethical conduct form the core of an organization?

The International Leadership Symposium on Ethics in Business will be inaugurated with a gala dinner and opening remarks on 18th November at the Hilton Hotel. On 19th November the Symposium will be opened in the august premises of the European Parliament at 9 AM featuring an interactive panel and action workshop format to support fruitful dialogue and build active engagement.

The high-level Symposium will gather more than 400 leaders from organisations of diverse disciplines, policy makers and leaders of the economic, social, academic, scientific and political worlds participate, amongst them almost 150 participants from Africa. The conference format, which is a combination of panel discussions, leadership roundtables and interactive workshops, will engage the global delegates into reflecting on the theme of ethical leadership and making decisive plans for the way ahead.

Amongst the much awaited top speakers 2010 are Sri Sri Ravi Shankar, India's most popular spiritual leader and the inspiration behind many sustainable global service and peace initiatives; Mr. Mahmoud Mohieldin, Managing Director, World Bank and former NASA Astronaut Dr. Franklin Ramón Chang-Díaz, President and CEO, Ad Astra Rocket Company.

In the past seven years over 3000 leaders have had an opportunity to participate in this conference and innumerable stories of transformation at a professional as well at a personal level have taken place. In 2010 the conference has expanded its advocacy platform by reaching out to new geographies: in September the conference was held in Poland and Russia where actions were being worked on to implement ethics on a local level. Prior to this year's conference, WFEB is also partnering with the World Bank for the "A Conference on Strengthening Responsible Business and Good Governance" at the Financial Management Tower in Brussels, Belgium on November 17–18, 2010.



“Over the last seven years the forum has examined new ways for business leaders to evolve leadership styles that are sustainable and socially responsible, yet profitable for their organisations. This year’s symposium seeks to move to another level of broadening and deepening impact through scaled-up actions. An overarching theme will be on the crucial need for visionary, inspirational and skilful leadership to navigate ethical and profitable business in post-crisis recovery. This calls for a paradigm-shift: from motivation through salary perks to inspiration through shared vision and common values”, said Mr. Nirj Deva, Member of European Parliament and Founding Member, WFEB, and host of the conference in the European Parliament.

The conference not only challenges the leaders of today, it also provides a rare opportunity for 25 young professionals from 10 countries to articulate their vision for a sustainable future. The youth will participate in a one week long World Youth Forum, which includes interaction with top leaders and the preparation of a presentation at the European Parliament. Among the participants at the World Youth Forum are young leaders with an astonishing track record of performance and/or social responsibility.

On this occasion the Symposium will also announce the winner of the Ethics in Business Award 2010. Previous winners include ING-Bank, TATA and Prof. Eigen, Founder of Transparency International. Dr. Brigitte Mohn, Executive Board Member of the Bertelsmann Foundation, and 2009 Winner in the category Outstanding Individuals will announce and honour the 2010 Award Winner.

The conference is co-chaired by Mr. Nirj Deva, Member of European Parliament, Dr. Sanjay Pradhan, Vice-President World Bank Institute and Sri Sri Ravi Shankar, Founder International Association for Human Values.

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The World Forum for Ethics and Business is a registered public interest foundation based in Belgium (N° 822.216.342). The mandate of the Forum includes all manners of pursuing and establishing the indispensable ethical foundations of business in a globalized world. Providing a platform for the promotion and defence of ethical approaches to business enterprise and corporate governance and facilitating global dialogue and fostering cooperation among the private sector, the academic world, government agencies, international organisations, the media, spiritual as well as secular communities and all other stakeholders are among the organisation’s main objectives. Partners of WFEB are World Bank Institute, the Earth Charter and the International Association for Human Values.