

Up to three representatives plus CEO or board member from the following companies, organisations and institutions are invited:

adidas AG
BASF SE
Danone AG
Deutsche Telekom AG
E.ON AG
General Electric Company (GE)
Intel Corporation
Otto GmbH & Co. Kg
SAP AG
Veolia Water STI
Volkswagen AG
California State University Channel Islands, USA
Freie Universität Berlin, Germany
HEC, France (École des Hautes Études Commerciales de Paris)
Kyushu University, Japan
Rikkyo University, Japan
University of Glasgow, UK
Grameen Trust, Bangladesh

...as well as more of Professor Muhammad Yunus' close partners and friends.

"There are a few companies, whose leaders are sincerely interested in social change."

Professor Muhammad Yunus



Professor Muhammad Yunus, Nobel Peace Prize Laureate

Professor Muhammad Yunus
invites to

1st Global Grameen Meeting
November 7, 2009

Autostadt in Wolfsburg

Dear Mr. Marzouk,

Social business in the worlds of business, science, and politics has emerged as a local movement as well as an innovative business model with the potential to solve global challenges.

The joint ventures that have been realised between partners and companies like yours with Grameen demonstrate that a worldwide culture of cooperation, in which the participating parties mutually complement one another, is the key to solving many worldwide problems. This leads to the conclusion that the struggle against poverty is a team effort.

The goal of the first Global Grameen Meeting is to convene the partners and supporters of the Grameen Social Business movement to share experiences and develop new ideas.



The Global Grameen Meeting supports this by:

- ▶ Exchanging experiences and knowledge among project participants' field reports, existing social business joint ventures and other Grameen social business projects (strategic and operative dimensions), thereby developing the culture of knowledge regarding Grameen social business
- ▶ Fostering intensive networking and discussion of new social business ideas in an intimate circle with Professor Yunus
- ▶ Creating a platform for interactions between social business experts and potential partners from the 'classical' world of business
- ▶ Announcing Professor Yunus goals for 2015
- ▶ Committing to reduce poverty worldwide
- ▶ Reinforcing the friendship between Professor Yunus and your company
- ▶ Facilitating global cooperation

The Global Grameen Meeting is an integral part of the series of events to celebrate the 20th anniversary of the fall of the Berlin Wall under the motto 'Another Wall to Fall'. With you, we would like to make the wall of poverty fall.

The Global Grameen Meeting will take place on 7 November 2009, at the Autostadt in Wolfsburg near Berlin. The marketing and communications platform of one of the world's largest automobile group will host the event, thereby making a considerable contribution to furthering the development of social business partnerships.

The meeting begins at noon and is followed by an evening dinner and networking session. Those who are invited to participate in this intimate circle with Professor Muhammad Yunus include CEOs, board members, sustainability experts, as well as 'directors' of social business projects.

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