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Co-Chairmen

Emilio Azcárraga, Grupo Televisa

Luis Alberto Moreno, IDB

RECONCILIATION

WASHINGTON, D.C., MARCH 18-20, 2009

“ TRUE RECONCILIATION IS NEVER CHEAP, FOR IT IS BASED ON FORGIVENESS, WHICH IS COSTLY. FORGIVENESS IN TURN DEPENDS ON REPENTANCE, WHICH HAS TO BE BASED ON AN ACKNOWLEDGMENT OF WHAT WAS DONE WRONG, AND THEREFORE ON DISCLOSURE OF THE TRUTH. YOU CANNOT FORGIVE WHAT YOU DO NOT KNOW. ”

ARCHBISHOP DESMOND TUTU, NOVEMBER 30, 1995

Every day, somewhere in the world, enmity fueled by real or perceived differences stokes violence. Virtually all ethnicities, religious sects, tribes, and nationalities have suffered this fate at some time in their histories. In recent years, of course, the Middle East, the Balkans, Central America, Rwanda, South Africa, and Northern Ireland have provided the lion's share of lessons for those who've risen to the arduous and elusive calling known as reconciliation. Today, the fires of ethnic, religious, and other forms of sectarian conflict seem to burn more deeply and broadly than ever, as we add Iraq, Pakistan, India, Afghanistan, Myanmar, Sudan, and other lands to the lamentable list. Thus, the demand for reconciliation, and people who can make it a reality, is all the more urgent.

Many people, especially in the so-called developed world, seem to have lost sight of how possible, and powerful, true acts of reconciliation can be. To foster progress in the way groups that are divided by race, religion, ethnicity, nationality, social strata, and gender approach and practice reconciliation, the Americas Business Council (ABC) is proud to host the ABC Reconciliation Forum in Washington D.C., March 18- 20, 2009. The invitation-only event will bring together prominent political leaders, academics, activists, philanthropists, performers, artists, and others for discussion and debate at venues throughout the U.S. capital. Archbishop Desmond Tutu, a Nobel Peace Prize winner, is the forum's Honorary Chairman. Emilio Azcárraga, Chairman and CEO of Mexico's Grupo Televisa, and Luis Alberto Moreno, president of the Inter-American Development Bank, will serve as forum Co-Chairmen.

Other prominent participants include former Soviet president Mikhail Gorbachev, and Luis Moreno Ocampo, Prosecutor of the new International Criminal Court. Sessions will explore a wide array of reconciliation efforts past and present, including those related to the Holocaust; guerrilla warfare in Colombia; and the Israeli-Palestinian conflict. Other panels will grapple with ideas for reconciliation processes still to come, in such countries as Sudan, Sierra Leone, and Cuba.

It is our hope that over the course of these three days attendees of the ABC Reconciliation Forum will engage one other in a level of discussion and inquiry that illuminates our understanding of the forces that divide people and ignite conflict but also those that can forge reconciliation and its ultimate goal, lasting peace.



THE EVENT

Attendees

Activists, architects, artists, athletes, bloggers, brainstormers, creative visionaries, business advisers, business leaders, change agents, concerned citizens, designers, doctors, educator/teachers, engineers, environmentalists, explorers, filmmakers, heads of state, iconoclasts, idea generators, influencers, journalists, lawyers, media tycoons, musicians, opinion leaders, philanthropists, performers, prime ministers, rain makers, revolutionaries. For a complete list of confirmed attendees, please refer to page 7.

Schedule

WEDNESDAY, MARCH 18

The ABC Reconciliation Forum begins on the evening of Wednesday, March 18 at the National Portrait Gallery at 7pm with a cocktail reception. The evening will feature images from the work of James Nachtwey, an acclaimed photojournalist who has documented conflicts around the world for the past three decades. The Archbishop Desmond Tutu will inaugurate the Forum with an opening address alongside Rabbi Lau, the Chief Rabbi of Israel and the President of Yad Vashem. This address will be followed by a dinner, produced by world-renowned hostess Jennifer Rubell. The evening will end with a keynote address by Luis Moreno Ocampo, the Chief Prosecutor of the International Criminal Court.

THURSDAY, MARCH 19

Formal discussions commence on Thursday, March 19 at the Inter-American Development Bank, with remarks by Forum Co-Chairmen: IADB president Luis Alberto Moreno and Televisa Chairman and CEO Emilio Azcárraga. The premiere of a short film on reconciliation by Jesse Dylan will follow. The Thursday morning sessions fall under the rubric "Reconciliation in the Americas."

Aldo Civico, director of Columbia University's Center for International Conflict Resolution, leads a discussion about balancing justice and reconciliation. Panel members include former Peruvian Prime Minister Yehude Simon, who was jailed during Alberto Fujimori's dictatorial regime and Oded Grajew, president of the Ethos Institute of Business and Social Responsibility. Brazilian pop music star and former culture minister Gilberto Gil will also offer his experiences during this session.

Also Thursday morning, David Adams, the Latin America correspondent for the St. Petersburg Times, moderates "Cuba's Reconciliation Inside and Out," a discussion between Frank Mora, Professor of National Security Strategy at the National War College, with Philip Peters, vice president of the Lexington Institute and Julia Sweig, Director for Latin American Studies at the Council on Foreign Relations, and Damian Fernandez, Provost of Purchase College.

Thursday's events conclude at the Holocaust Museum, with the session, "Remembering the Holocaust and Modern Genocide." Speakers for this session include former Polish president Aleksander KwaŃniewski and Sara Bloomfield, Director of the Holocaust Museum.

FRIDAY MARCH 20

Discussions resume Friday morning at the Inter-American Development Bank with a joint presentation by Zogby International, PODER Magazine and Newsweek Magazine, "Zogby Reconciliation Poll: Americas' Young Globals." The session will feature John Zogby, President and CEO of Zogby International, Jonathan Tepperman, a journalist for Newsweek Magazine and Daniel Eilemberg, US Editor for PODER Magazine.

This will be followed by a session entitled "Children: The Most Innocent Victims of Conflict." The session will be moderated by Emilio Azcárraga, Chairman and Founder of the Americas Business Council with speakers including Ishmael Beah, former child soldier in Sierra Leone, Francis Bok, who was enslaved in Sudan when he was a boy, and Lina Marcela Ortiz Restrepo a victim of Guerrilla violence in Colombia. After this session, the Forum will feature a session entitled "When the Walls Came Down" – an interview of former Soviet President Mikhail Gorbachev by Moises Naim, the editor in chief of Foreign Policy Magazine.

On Friday afternoon the Forum delves into one of its most troubling themes with “Closing the Chapter of Genocide.” Featured speakers for this session include Paul Rusesabagina, founder of the Paul Rusesabagina Hotel Rwanda Foundation; Manute Bol, a former NBA basketball star now helping to build schools in his native Sudan; and John Prendergast, founder of the ENOUGH Project to End Genocide Everywhere.

Steve Killelea, the creator of the Global Peace Index and chairman of Integrated Research Ltd, presides over “Leveraging Profits Through Business, Peace and Reconciliation,” which will explore the humanitarian potential of capitalism. He will exchange ideas with international business experts, including Ethan Allen Interiors CEO Farooq Kathwari, Frederick Barton, senior adviser in the CSIS International Security Program, and Georg Kell, executive head of the United Nations Global Compact.

This session will be followed by a session featuring James Nachtwey, a world-renowned and award-winning photojournalist who will provide images for many of the narratives of conflict of the Forum. Nachtwey has been covering global conflicts for over 30 years. In 2001, he became one of the founding members of the VII photo agency. This session will be followed by a session on the “Power of Repentance,” moderated by Fernando Rodriguez-Vila, Managing Director of the Reconciliation Forum and will feature Frank Meeink, a former skin-head and founder of the Hockey for Harmony Foundation whose life inspired the film American History X.

Friday afternoon will also discuss one of the world’s most reconciliation-proof conflicts in a session entitled “Closing the Chapter in the Middle East.” The session will feature James Zogby, Arab-American Institute president, former U.S. ambassador to Israel Martin Indyk, and Itmar Rabinovich, former Israeli Ambassador to the U.S. And Israel’s former Chief Negotiator with Syria.

The 2009 ABC Reconciliation Forum closes Friday night at 6pm at the Inter-American Development Bank with a final reflection by Archbishop Tutu.

SESSION TOPICS



Latin America

Latin America has had to confront a legacy of civil war or political repression, as well as the problems associated with the unequal distribution of wealth that has come during the integration of the region into the global market-based economy. Moreover, democratization has encountered a deep rooted and sometimes destabilizing colonial legacy of social and ethnic division, and the effects of power structures that existed long before democracy. The process has sometimes been painful, but the region as a whole moves forward as it gains self-confidence and embraces democracy. Reconciling its internal divisions will allow Latin America to realize its tremendous potential as a region.

Cuba

For almost half a century, the worldwide Cuban community has remained a fractured one. After Fidel Castro's revolution, there has been an active Cuban population living in political exile abroad. Interestingly, the Cuban population has largely managed to establish itself quite successfully, mostly in Miami, but also in New York, Madrid, and other cities around the world. Most of them, however, still long for a free Cuba. The Cuban population is at odds over the nation's human rights abuses, whether they are real or exaggerated, and how to address them. Moreover, the future of the nation and its relationship with the United States remains a bitterly divisive issue. A peaceful future in Cuba is impossible without a deliberate, and thorough process of Reconciliation.

Genocide

The 20th century will be remembered as a century of mass human genocide. With man's newfound power to build and create, came an equally effective power to destroy. The fall of the Berlin wall brought hope to many that a new world order was at hand, but in 1994 the Rwandan genocide served as a stark reminder that genocide was still possible. Today, the tragedy in Darfur weighs upon our moral conscience. The violence must stop now, but it must be followed by a reconciliation effort if Sudanese are going to co-exist peacefully.

Holocaust

The Holocaust is the greatest human right calamity in the history of mankind. The Nazi Regime systematically exterminated 9 million Jews, Slavs, Gypsies and others in death camps. It is also, however, a powerful example of reconciliation as Jews around the world were able to reincorporate themselves into western society peacefully. Although important progress has been made it is important to preserve this memory, so that it may never happen again.

Children

Our children constitute our future as a species, and we are leaving behind a world that is facing a momentous challenge in the form of climate change. The future generations will be charged with the great task of repairing the damage to the earth caused by their predecessors. 26,500-30,000 children die each day due to poverty, Around 27-28 percent of all children in developing countries are estimated to be underweight or stunted. The two regions that account for the bulk of the deficit are South Asia and sub-Saharan Africa. The situation is getting worse, not better. The time to change this is now.

Middle East

The Middle East has long been a region of extreme instability. Given its overwhelming abundance of oil, the crises in the region percolate into the rest of the world. At the heart lies the Israel/Palestine question. For decades, the struggle between Israelis and Palestinians has resulted in war and terror, causing the deaths of thousands people. Each side believes different versions of the same history. Each side views the conflict as wholly the fault of the other and expects an apology.

SPREADING THE WORD

The message of reconciliation is but a hope unless we are able to develop and disseminate it. Our goal is to use both traditional and innovative communication methods to spread our message – from our audience of top level leaders to any one person willing to lend us their ear. We hope to spread our message through the Forum but also through our partners, print materials, our interactive website, creative partnerships in design, and video production. Although we are working tirelessly to develop the full scope of our efforts, we know that at the end of the day our communications strategy goes back to one thing: the power of our message.

Viral Video

Beyond the actual Forum, we are working on a viral video that will take the discussion on reconciliation beyond the borders of the physical forum. Jesse Dylan has graciously agreed to direct this effort. Dylan directed the now-famous celebrity “YES WE CAN” music video in support of Barack Obama’s presidential campaign. He has also directed feature films, including *How High*, *Kicking and Screaming* and *American Wedding*. The diversity of Dylan’s creative work shines through in his current projects, which include a PSA for the 2009 ABC Reconciliation Forum, and prolific work for the TED Community (Technology, Entertainment, Design). As a member of TED, Dylan is creating inspired, socially conscious and highly praised works such as his PSA for Pangea Day 2008, the 2006 TED Prize Wish granted to Jehane Noujaim, and the eye-opening Charter for Compassion, a PSA for the 2008 TED Prize winner, Karen Armstrong. Dylan and crew have traveled the globe gathering testimonials from some of the world’s most influential lead-

ers, many whom will be attending the 2009 ABC Reconciliation Forum. The Forum's Honorary Chairman, Archbishop Desmond Tutu, started the process by agreeing to be the first interviewee. By uniting global leaders, the video will generate buzz for the event and spread the message of Reconciliation to the world.

250 Leaders To Unite The World, A Single Person To Summit Them

The 2009 ABC Reconciliation Forum has formed a partnership with JWT, the largest advertising agency in the United States and the fourth largest agency worldwide. In an effort to maximize the capacity of the Forum to mobilize our invited leaders, we have partnered with JWT to launch a contest to create the most effective communications strategy possible. The contest invites creative teams from JWT Canada, JWT USA and JWT Latin America to submit advertising campaign ideas for the Forum. The winners, who were chosen by a panel comprised of design experts and Forum partners, were announced in January and given an all expense-paid trip to attend the Forum, as well as the honor of creating its advertising campaign. We congratulate Jon Gordon and Bret Gunter from JWT Atlanta for their winning campaign, The World Will be Heard. The contest was an opportunity for the Forum to reach a diverse and extensive audience; furthermore, the partnership with JWT served to mobilize groups and individuals to find a place for reconciliation in their personal and professional lives. To see the terms of the contest, please go to <http://www.theworldreconciliation.com/eng/>

A Picture Is Worth A Thousand Words

As we hope for reconciliation and peace in the future, we look to lessons from past conflicts through the still image. We have partnered with James Nachtwey, a world-renowned and award winning photojournalist to provide images for our narratives. Nachtwey has been covering global conflicts for over 30 years. In 2001, he became one of the founding members of the VII photo agency. The 2009 Reconciliation Forum is honored to count James Nachtwey and VII as partners. Their photographs will provide powerful images of the horrors of conflict and the possibility for reconciliation. An exhibition of Nachtwey's work will be featured during the Forum. <http://www.jamesnachtwey.com/>

Design

In bringing together the narratives and images of reconciliation we have counted on PODER's Creative Director, Tailer Senior, to provide a powerful and cohesive creative vision. Senior is coordinating our partnership with design communications firm Taylor and Ives. Taylor and Ives support our communications strategy in creating the powerful aesthetic of our website and promotional materials.

DISTRIBUTION

www.reconciliationforum.com

In our wide-reaching communications campaign spreading the message of reconciliation, our website plays a central role. This effort will be a meeting point for several communications strategies. Our website will serve as a tool for updates and attendee registration, but also as a vehicle to spread our message. The website will bring together content, video and images to communicate our message of reconciliation.

Reconciliation Is In The Details

No event of this magnitude can come together without exhaustive attention to detail. We have partnered with Washington, D.C.-based FD Dittus to assist us in the management and strategic planning of the event. FD Dittus will be supporting us in guest and speaker registration, as well as the logistical details related to coordinating the many people and venues mobilizing for the Reconciliation Forum.

MEDIA

The 2009 ABC Reconciliation Forum will receive widespread media coverage and exposure through a variety of media agencies throughout the Americas and Spain. The Forum will be highly visible across ABC's media platforms including the various editions of PODER magazine – PODER Mexico, Colombia, Venezuela, Chile, USA and Miami, the magazine's website (www.poder360.com), and PODER TV, the organization's online news source. Additionally, the Forum will receive media exposure through the different media platforms of Grupo Televisa, including TV coverage and TV spots, magazine ads and exposure on the company's different Internet properties. The ABC is working on several fronts to secure additional media partnerships for the Reconciliation Forum. To date, we have confirmed coverage by the following media entities in the following regions:





Archbishop Desmond Tutu



Paul Rusesabagina



John Prendergast

HONORARY CHAIRMAN

ARCHBISHOP DESMOND TUTU

Chairman, The Desmond Tutu Peace Foundation

CO-CHAIRMEN OF AMERICAS BUSINESS COUNCIL

EMILIO AZCÁRRAGA

Chairman and CEO, Grupo Televisa

LUIS ALBERTO MORENO

President,
Inter-American Development Bank

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PAT MITCHELL

President, Paley Center for Media

MOISES NAIM

Editor in Chief, Foreign Policy

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ENRIQUE SENIOR

Managing Partner,
Allen and Company

DONNA BLACKWELL

CEO, Desmond Tutu
Foundation

BRUCE RAMER

Gang, Tyre, Ramer and Brown

LUIS FERNANDEZ

President, RTVE (Spain)

HERNANDO DE SOTO

President, Instituto Libertad y
Democracia, (Peru)

HAIM SABAN

Saban Center for
Middle East Policy,
Brookings Institution

PAUL RUSESABAGINA

Former Hotel Manager,
Hotel Rwanda

DON AND MERA RUBELL

The Rubell Collection

DIEGO ARRIA

Former Venezuelan Ambassador
to the United Nations

EMILIO GONZALEZ

President, Indra Sistemas USA

MARTIN EDELMAN

Paul Hastings, of Counsel

JOEL SIMON

Executive Director,
Committee to Protect Journalists

JESSE DYLAN

Film Producer and Director

ALDO CIVICO

Director of Center for Conflict
Resolution, Columbia University

STEVE KILLELEA

Founder of the Global Peace
Index and Chairman
of the Institute for
Economics and Peace

JANET MURGUIA

President and CEO,
National Council of La Raza
(NCLR)

ODED GRAJEW

Chairman of the Board,
Abrinq Foundation for
Children's Rights

CONFIRMED ATTENDEES

DESMOND TUTU
Founder,
Desmond Tutu Foundation

JAMES NACHTWEY
War Photographer, VII Agency

JOHN PRENDERGAST
Co-Chair, ENOUGH Project

MIKHAIL GORBACHEV
Founder, Gorbachev Foundation

PAUL RUSESABAGINA
Former Hotel Manager,
Hotel Rwanda

ROBERTO BRODSKY
Chilean Author

PEDRO ANGEL PALOU
Mexican Author

CHERYL SABAN
Philanthropist and Author

ROSA SUGRAÑES
Chairman, Iberia Tiles

JAVIER AGUIRRE
Senior Advisor, Blackstone for
Spain, Portugal and L.A.

GEORGE TENET
Managing Director,
Allen and Company

PATRICIO NAVIA
Chilean Political Scientist
and Sociologist

GUSTAVO CISNEROS
CEO and Chairman,
Cisneros Group of Companies

JOSE MIGUEL CONTRERAS
President, laSexta (Spain)

ARIAN CAMPO-FLORES
Miami Bureau Chief, Newsweek

ANDRES HOLZER
President, Grupo Nivada

ISHMAEL BEAH
Author,
A Long Way Gone:
Memoirs of a Boy Soldier

BÉATRICE POULIGNY
Senior Consultant, Peace
Building Initiative

FELIX SALMON
Blogger, Portfolio Magazine

JIMMY CARTER
Former President
of the United States

JULIO VILLANUEVA CHANG
Founder,
Etiqueta Negra (Peru)

DANIEL TERRIS
Director of International
Center for Ethics, Justice and
Public Life, Brandeis University

JOE UVA
CEO, Univision
Communications Inc.

CESAR CONDE
Executive Vice President,
Univision Communications Inc.

ALFONSO de ANGOITIA
Executive Vice President,
Grupo Televisa, S.A.

GILBERTO GIL
Former Minister of
Culture of Brazil
Singer and Guitarist

MICHAEL SHIFTER
Director, Andean Program at
Inter-American Dialogue

FRANCISCO SANTOS CALDERÓN
Vice President of Colombia

MANUTE BOL
Former NBA Player, Activist

NESE GODIN
President,
Jewish Holocaust Survivors

MARTIN INDYK
Director, Saban Center for
Middle East Policy

CARLOS PENA GONZALEZ
Columnist, El Mercurio (Chile)
Dean, Universidad
Diego Portales

MAURICIO BANCHIERI
Manager, Pure Chile (NYC)

FAROOQ KATHWARI
Chairman and CEO,
Ethan Allan Interiors Inc.

ALEKSANDER KWASNIEWSKI
Former President of Poland

YEHUDE SIMON
Prime Minister of Peru

DAVID ADAMS
Latin American Correspondent
St. Petersburg Times

FRANCIS BOK
Sudan Sunrise

JAMES ZOGBY
President of
Arab American Institute

ITAMAR RABINOVICH
President
Tel-Aviv University

LUIS MORENO OCAMPO
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International Criminal Court

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ROEL CAMPOS
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RABBI MEYER LAU
Chairman Yad Vashem,
Chief Rabbi of Tel Aviv

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This event presented by:

