



World Urban Forum 4

第四届世界城市论坛

03-06 November 2008, Nanjing, China



Private Sector Participation Prospectus

Fourth session of the World Urban Forum

Celebrating and Challenging Business Solutions for Harmonious Cities

The World Urban Forum is a biennial gathering attended by a wide range of partners, from non-governmental organizations, community-based organizations, urban professionals, academics, to governments, local authorities and national and international associations of local governments. It gives all these actors a common platform to discuss urban issues in formal and informal ways and come up with action-oriented proposals to create sustainable cities.

The World Urban Forum was established by the United Nations to examine one of the most pressing issues facing the world today: rapid urbanization and its impact on communities, cities, economies and policies. A major challenge is to minimize burgeoning poverty in cities, improve the urban poor's access to basic facilities such as shelter, clean water and sanitation and achieve environment-friendly, sustainable urban growth and development.

A Forum hosted by the Government of China

There can be no better place than China for celebrating and challenging innovation for sustainable and harmonious cities. In China, cities are the engines of national economic growth, contributing 70% of its annual gross domestic product.

The fast expansion of Chinese cities has hugely contributed to the country's rapid economic development over the past two decades. Today, the country has about 660 million people living in urban areas, almost 40 percent of its total population, a share that has doubled since 1980. It is projected that, in less than a decade, more than half of the Chinese population, some 870 million people, will be urbanites.

Addressing growing needs of expanding cities

The volume of China's recent additions to its urban-built environment is unprecedented. China now accounts for half of all new building area in the world. The construction industry, real estate and energy sector are thriving towards creating new products and designing business models to address the growing demand for better housing and services in fast expanding cities.

Sharing business solutions and innovations

China has become a laboratory and an incubator of innovation for technology and design to improve the quality of life and the business efficiency of cities. China is therefore an ideal location for the World Urban Forum - to share and discuss technologies and business solutions to the global urbanization challenge.

Private sector is a vital partner for the world's cities to achieve sustainability and harmony

Nanjing

Nanjing is the capital of the Jiangsu Province, the most densely populated province in China, located on the Yangtze River.

With a vibrant economy, the Jiangsu province is one of the best locations in China to conduct business. Nanjing is home to 4 million people and the Jiangsu Province has a population of about 75 million.

The province's economic growth in 2006 was 14.9%, China's highest, and accounts for 15 percent of the country's overall industrial output and 10 percent of its GDP.

Jiangsu has a strong private sector. By the end of 2006, there were almost 600,000 private enterprises. Principal manufactures include cement, fertilizer, chemicals, electronic equipment, iron and steel, motor vehicles, and machine tools.

Jiangsu Province pursues fast economic growth via science and technology advancement.

The province is also described as the flagship of the country's green development. In 2003, according to the standards for "national environmental protection model cities", the Jiangsu Province was awarded the title of "National Environmental Protection Model Cities" by the State Environmental Protection Administration.

We welcome the private sector

We live at a time of unprecedented, rapid, irreversible urbanization. Today, more than half of humanity lives in towns and cities. The cities growing fastest are those of the developing world. And the fastest growing neighbourhoods are the slums. Another and unacceptable feature of the new urban age is that the global number of slum dwellers has also reached the one billion mark.

Given the enormity of the urban challenge, UN-HABITAT is well aware that the private sector is not merely a part of the solution, but instead is a vital partner that must be engaged if the world's cities are to achieve sustainability.

The Fourth World Urban Forum will provide a platform for partners to express views and share policy options and technologies for a more harmonious urbanization. We believe that the business and private sector community should play a key role at this Forum. We all know that private sector partnerships and technologies are key to practical sustainability in cities, particularly in delivering sustainable urbanization at scale.

I look forward to welcoming the private sector representatives in Nanjing and to continue rallying the business community to the cause of harmonious and sustainable cities.

Anna Kajumolo Tibaijuka
Executive Director
UN-HABITAT



**Online registration for the Forum will be at:
www.unhabitat.org/wuf**

Who Should Attend?

The WUF4 Business Events are of interest to business owners, managers, purchasing agents, sales people, human resource managers, CEOs and all decision-makers from large to small companies, as well as urban professionals (urban planners, architects, surveyors, etc.), civil society organizations and research partners working towards better cities with the business community.

Industry sectors that are addressed in the Forum cover manufacturing industries, resource industries, service industries and technologies and include in particular, not restricted to, the following: materials and construction, infrastructures, real estate, transport, finance, energy, information technology and communication.

How many participants can we expect?

The number of people attending the World Urban Forum (WUF) has risen sharply from 1,200 at WUF 1 in Nairobi in 2002, to 4,400 at WUF 2 in Barcelona in 2004 and more than 10,000 at WUF 3 in Vancouver in 2006. Participation of the private sector increased at the last session. For WUF4, we aim to have private sector representation of at least 25%.

WUF4 BUSINESS FORUM

Show-casing and debating urbanization challenges

The Business Forum is a new feature of the World Urban Forum. It provides a platform to present best practices and innovation for sustainable and harmonious cities, from housing to basic services needs, real estate, finance and infrastructure to energy and transport.

Presentations and debates on business solutions and technologies to achieve harmonious and sustainable cities will be organized in five fora focusing on the following challenges:

- Challenge 1: Green technologies for cities**
(Energy, Transport, Construction)
- Challenge 2: Water, sanitation and waste management for healthy urban living**
(Infrastructure, Utilities)
- Challenge 3: Affordable land and housing**
(Real Estate, Finance, Construction)
- Challenge 4: Disaster prevention, management and reconstruction**
(Services, Construction)
- Challenge 5: The digital city**
(Information Technology, Communication)

Date and timing: to be confirmed

We invite your company/institution to make a presentation on one of the above challenges. For more information, contact the UN-HABITAT's Private Sector focal point at christine.auclair@unhabitat.org or bpsu@unhabitat.org.



WUF4 BUSINESS FORUM HIGH-LEVEL SESSION

Corporate Responsibility towards Harmonious Cities

Given the challenge of urban poverty, with 1 billion slum dwellers projected to rise to more than 1.4 billion by 2020, UN-HABITAT is well aware that the private sector is not merely a part of the solution, but instead is a vital partner that must be engaged if the world's cities are to achieve sustainability. The challenge is first and foremost to address the shelter and basic services needs of low-income segments in urban areas. A further challenge is to scale-up operations through new partnerships in order to address the daunting challenge of rapid urbanization. Ensuring harmonious cities starts by dealing with the slums and finding affordable solutions for those deprived of decent housing.

This meeting aims to bring together business entities committed to corporate responsibility and improving the lives of the urban poor towards harmonious cities. Its objectives are to identify key steps for improving the contribution to the urban poor through bottom-of-the-pyramid market approaches, and agree on core business principles for corporate responsibility for sustainable urbanization. The meeting should lead to a set of recommendations for UN-HABITAT and other partners on strategies and approaches for improving the contribution to the urban poor.

Invitees: Leaders from business and industry, policy experts, representatives of communities and other stakeholders working with the business sector.

For more information, contact the UN-HABITAT's Private Sector focal point at christine.auclair@unhabitat.org or bpsu@unhabitat.org.



WUF4 BUSINESS EXPO

Exhibiting Technologies and Business Solutions

- **Network with your peers and make new connections.**
- **Network with national government representatives, mayors and city decision-makers and expand your market opportunities.**
- **Network with non-governmental organizations and find new opportunities with communities for your work on the ground.**
- **Exchange with UN representatives on potential partnerships in your market niches.**

The Business Expo will be located under the overall WUF4 Exhibition to be held in a giant exhibition hall of 12,000 square meters, three times the size of the previous WUF exhibitions, providing space for informal discussions, side shows, book shows and the latest in urban living.

Designed to attract a large audience, exhibits will relate to the overall themes of the Forum. It will provide the opportunity for the private sector to demonstrate products, services and technologies to a large number of partners ranging from national government representatives, mayors and city decision-makers to NGOs and the international community.



Exhibit in your Sector :

- **Innovative products and building systems for better shelter solutions**
- **Innovative technologies for affordable water supply and sanitation**
- **Clean energy options for all and energy efficiency solutions**
- **Appropriate waste management solutions for human settlements**
- **Financial products and real estate solutions to address housing needs**
- **Training and IT solutions to strengthen urban entrepreneurship**
- **Other products and services for sustainable cities**

Standard booths (9 square meters) are available at US\$1400. Larger modular booths can be booked by combining several standard booths. For custom booths space is charged at US\$120 per square meter; the minimum size is 36 square meters.

To exhibit at WUF4, complete the WUF4 Exhibition registration form on the WUF4 website at www.unhabitat.org/wuf.

For more information:

WUF 4 Secretariat, UN-HABITAT
Tel: +254-20-762-3334/3903; Fax: +254-20-7624175; Email: wuf@unhabitat.org

UN-HABITAT Private Sector focal point:
Christine Auclair, Tel: +254-20-762-3694/3119 : +254-20-762-4588
Email: christine.auclair@unhabitat.org, bpsu@unhabitat.org