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Advertising Industry Leadership Meeting with United Nations Secretary-General Ban Ki-moon.

September 22nd 2008.

Michael Lee
Executive Director
International Advertising Association
Opening Remarks

Good Morning.

Mr Secretary-General, you have spoken fluently and passionately about the problem of climate change. You recently stated "Climate Change is not science fiction, it's a fact. It's not a future threat, it's happening now".

The idea of this meeting, at the start of our Advertising Week, and your 63rd General Assembly, has its origins in the plain and unmistakable fact that good and responsible advertising and communications can accomplish great things. Such responsibilities and actions have been encouraged and championed by the International Advertising Association, as well as other key industry associations for decades.

That the leaders of the world's largest advertising and communications agencies are seated around this table, is a testament to the fact we share your concerns, and sense your urgency on climate change.



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So let's see what happens when the power of communications, together with the power of responsibility, and crafted with the best available talent is unleashed on what is truly the challenge of our times.

Mr Secretary-General. I want to thank you on behalf of everyone for meeting with us in what I know is an exceptionally busy week. We hope the 63rd General Assembly is productive and successful.

Unquestionably much work lies ahead. But with the teams we'll put in place we relish the opportunity to make a lasting contribution. And long after we have left this historic place, we intend to look back and know we made a difference.

Thank you.