

# PERSONAL INVITATION

You are personally invited to an exclusive business reception on the

**25th January, WEF Global Conference Week Davos-Klosters Switzerland**

The reception marks the occasion of the official, global launch of the book *The Trillion Dollar Shift*, the first business book on the opportunities the Sustainable Development Goals offer for business.

Marga Hoek is an international Non Executive and a recognized thoughtleader on sustainable business and capital. Her former book *New Economy Business* was awarded management book of the year. She published numerous articles as a global voice in G7, Cop 23 Climat Change and is a blogger for HP.

To encourage business to shift to business for good, at the scale needed to achieve the SDGs, *The Trillion Dollar Shift* will be published by Routledge as an open access e-book in addition to the printed version.

## PROGRAMME:

17.15 - 17.30	Reception
17.30 - 18.00	Launch with opening remarks by inspiring CEO's-Chairman, providing an overview of global developments of business' action to achieve the SDGs. Launching speech by the author Ms. Hoek. Drinks will be served.

Please confirm your attendance by RSVP:

[info@businessforgood.world](mailto:info@businessforgood.world)

+31610013318 (sms-app or call)

All personal invitees receive an exclusive signed, hard cover book at the launch.



## LOCATION

WFP Tent, in front of the Derby Hotel  
Promenade 139  
Davos Dorf  
No Badge required



# OFFICIAL LAUNCH

## The Trillion Dollar Shift

Achieving the Sustainable Development Goals;  
Business for Good is Good Business

**"WE CAN BE SURE THIS INSPIRING BOOK WILL REACH  
INTERESTED READERS ACROSS THE GLOBE."**

PAUL POLMAN, CEO UNILEVER

**"THIS BOOK OFFERS BUSINESS LEADERS MANY INSIGHTS,  
IDEAS AND PRACTICAL CASES ON HOW BUSINESS CAN  
CONTRIBUTE TO A SUSTAINABLE WORLD."**

FEIKE SIJBESMA, CEO AND CHAIRMAN DSM

**"PROVIDES US WITH SUCH A THOROUGH YET  
INSPIRATIONAL BOOK ABOUT THE SYNERGY BETWEEN  
BUSINESS, CAPITAL AND THE SDGS."**

GÉRARD MESTRALLET, CHAIRMAN ENGIE

