



106, route de Ferney
1202 Genève
Tél: 022/546.14.44
Fax: 022/546.14.45
E-mail : Secretariat@csp.ge.ch
Site Web : www.pressclub.ch

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Invitation to the Press and to all the members and partners of the Club

suisse de la presse
has the pleasure to invite the international, the Swiss press and
its members to a press meeting introducing the

3rd Session of the Global Platform on Disaster Risk Reduction

(Geneva, 10 -13 May 2011)

with

Margareta Wahlstrom

*Special representative of the United Secretary General
for Disaster Reduction*

Toni Frisch

*Ambassador, Deputy Director General, Swiss Agency for Development and
Cooperation, Swiss Federal Department of Foreign Affairs)*

Selina Jackson

Special Representative to the UN and the WTO, the World Bank

Thursday 28th April 2011

at 11a.m.

« La Pastorale » Route de Ferney 106, Genève
(Bus 5 - Direction : Aéroport - Arrêt : Intercontinental)

Countries around the world have incurred massive and costly damage in the first quarter of 2011 alone, including (among others) US\$300 billion as a result of Great East Japan Earthquake; US\$8.5 billion from the earthquake in Christchurch, New Zealand; and US\$9.5 billion from the floods in Australia, perhaps a foreshadowing of what to expect in the year ahead.

"We referred to last year as a record year in terms of losses, with damages tripling in 2010 compared to 2009. But it seems that this year, economic losses will be even higher after what happened in Australia, New Zealand and Japan," noted Margareta Wahlström, Special Representative of the United Nations Secretary General for Disaster Reduction and she adds "Economic loss risk will continue to rise across the world, and in particular, in high income countries if we do not manage to reduce vulnerabilities and build safer societies, and this message is equally true for rich and not so rich countries."

UNISDR and its partners are calling on world leaders to join the dialogue at the Third Session of the Global Platform on Disaster Risk Reduction Global Platform, to be held from 10 to 13 May in Geneva, to discuss and decide on immediate actions that will reduce the economic cost of damage. Under the theme: "Invest today for a safer tomorrow: Increase investment in local action," the forum expects more than 2,000 representatives from government, civil society and the private sector to discuss how international and national actions can help local communities reduce disaster risks. Participants will also have the opportunity, for the first time, to attend the first World Bank Reconstruction Conference that will be held in the same premises, and which constitutes one of the main pillars of the Global Platform.

A drink will be served after the meeting.
I look forward to seeing you at this occasion.

Guy Mettan, Director Executive