



The International Public-Private Preparedness Summit: *The Florence Forum*

New York University's Villa La Pietra Campus
Florence, Italy

May 3-4, 2007

Purpose: To maintain an ongoing international forum to address emergency readiness, response and recovery on a joint public and private sector basis. The objectives of the Forum are to:

- Bring senior public and private sector crisis leaders together
- Develop relationships in advance of major events
- Identify lessons learned from recent crises
- Determine critical needs for cooperative action
- Take action on targeted initiatives



Forum Participants: Once again, the Forum will be inviting prominent senior public and private sector officials including:

- **Leaders of Interpol, U.N. Safety and Security, U.S. Department of Homeland Security, and other G-8 national security and civil defense organizations,**
- **Executives from Global 1000** companies responsible for global security, risk management and corporate resiliency.

The Steering Committee will again set the agenda for the Forum. It has been drawn from senior management of the Global 1000 and senior public sector officials and reflects the active involvement of such firms as Microsoft, General Electric, IBM, Wal-Mart, Morgan Stanley, BNP Paribas, Target, Citigroup, Deutsche Bank, FM Global Insurance and others. Members come from some of the world's largest corporations and governments and are leaders responsible for:

- Global Risk Management
- Corporate Security
- Organizational Resiliency
- Business Continuity
- Contingency Planning
- Emergency Management
- Public Safety / Security & Civil Defense

Program: The Forum will again address key current issues as well as look over the horizon to evolving issues of importance to both the public and private sectors. The agenda will address:

- **Recent Catastrophes** to offer first hand reports of challenges and lessons learned.
- **Evolving Threats** to address issues such as Avian Flu, terrorism and cyber-threats as well as preparedness approaches for each.
- **Strategies for Cooperation** to focus on communication and partnerships for cooperation before, during and after crises.

The 2007 Forum will follow an off-the-record facilitated roundtable discussion format which emphasizes the sharing of insights and experience in this vital arena.

The International Center for Enterprise Preparedness (InterCEP) IS THE WORLD'S FIRST ACADEMIC CENTER DEDICATED TO PRIVATE SECTOR EMERGENCY PREPAREDNESS. IT IS A PROGRAM OF THE **Center for Catastrophe Preparedness and Response** AT NEW YORK UNIVERSITY, A UNIVERSITY-WIDE, CROSS-DISCIPLINARY CENTER TO IMPROVE PREPAREDNESS AND RESPONSE CAPABILITIES TO CATASTROPHIC EVENTS.

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