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HEADLINE: Annan launches new UN-**private sector** alliance to fight poverty

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BODY:

United Nations Secretary- General Kofi Annan on Friday launched a new partnership with the global **private sector** to halve extreme poverty, halt the spread of HIV/AIDS and provide universal primary education by 2015.

The targets were set at the 2000 millennium summit. "We cannot reach these goals without support from the **private sector**," Annan said as he introduced the co-chairs of the **Commission on the Private Sector and Development**, former Mexican President Ernesto Zedillo and ex-Canadian Finance Minister Paul Martin, at the UN headquarters in New York.

"Most of all, we cannot reach them without a strong **private sector** in the developing countries themselves, to create jobs and build prosperity," Annan said of the new body, an initiative of the UN Development Program (**UNDP**).

"I very much hope that this **commission** will provide both a fresh analysis of these issues and practical proposals that can have an impact on the ground," he added.

Annan praised **UNDP** for having launched a series of initiatives for development, including the Global Compact, which unites companies and governments in joint actions in support of universal values.

"There is much to be done, and it is of crucial importance that we move forward," he said. "A large part of the work for development, after all, is about preparing the ground for sufficient **private sector** activity to provide jobs and income needed to build a more equitable and prosperous society."

Zedillo told reporters that the **commission** has a clear mandate and that is to foster the **private sector** in poor countries. He said it would not mechanically repeat what has been done in rich, developed nations.

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