

## Invitation to the press

At the IUCN World Conservation Congress

Tuesday 7 October 2008 11.00 a.m. in the Media Lounge of the Media Center

Join the presentation of THE BOOK OF HOPE for THE AMAZON

You can SEE and TASTE sustainable PRODUCTS FROM THE AMAZON

**NEW: first show outside South-America of beautiful Amazon organic gem**

## **COMMERCIAL BUSINESS IS NOW SAVING THE AMAZON RAINFORESTS**

Businesspeople can make money, save nature and reduce poverty all at the same time. In the Amazon it is already happening. Best practices with impact indicators are presented in the book *Amazon Your Business*, the first ever guide to sustainable Amazon products from the rainforests and rivers of all Amazon countries: Brazil, Bolivia, Peru, Ecuador, Colombia, Venezuela, Guyana and Suriname.

*Amazon Your Business* presents more than **fifty (new) consumer products** such as body care products, cosmetics, essential oils, shoes of caiman leather, wild rubber bags, rings of gold, medicines, energy drinks, snacks, wild gourmet chocolate, food supplements and furniture. **These products are the basis of a sustainable forest economy which is now emerging in the Amazon.** *Amazon Your Business* includes interviews with ministers, entrepreneurs, local villagers, consultants, leaders of international organizations and a network section with contact info and important websites.

After publication at least **10 new entrepreneurs in Europe and the USA** are doing business with the producers in the book or are planning to do so.

**Tuesday 7 October author Meindert Brouwer will present the second, extended print of Amazon Your Business, which includes a remarkable interview with Emmanuel Ze Meka, Executive Director of ITTO, the International Tropical Timber Organization.** ITTO's 60 member states represent about 80% of the world's tropical forests and 90% of the global tropical timber trade.

At the presentation you will be able to taste wild jungle chocolate from the Amazon in Bolivia and an energy drink with forest ingredients from the Brazilian Amazon.

**The head of the IUCN-delegation from Brazil, WWF Brazil's director of conservation Claudio Maretti, will be present.** (To be confirmed.)

For more information, please contact author Meindert Brouwer:

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