

Invitation to the launch of the 2012 Nestlé Prize in Creating Shared Value

Encouraging innovative approaches
in Rural Development, Nutrition and Water

Join us on the
11th February
17:30-19:00
Mumtaz Mahal
Taj Palace Hotel
New Delhi,
India



Nestlé, with the participation of International Development Enterprises (IDE) Cambodia, cordially invites you to the launch of the 2012 Nestlé Prize in Creating Shared Value.

The event will be followed by a reception.

Through its Creating Shared Value approach to doing business, which focuses on rural development, nutrition and water, Nestlé plays a concrete role in addressing some of the critical challenges brought forward by the International Food Policy Research Institute in the framework of their conference on "Leveraging Agriculture for Improving Nutrition and Health".

Going beyond its own efforts, Nestlé also encourages and rewards the most innovative examples of Creating Shared Value in action through the Nestlé Prize in Creating Shared Value.

With an investment of up to **CHF 500 000** (approximately,

USD 480 000) for the Prize Laureate, the Nestlé Prize in Creating Shared Value is awarded in alternate years to an outstanding innovation or project for improving access to and management of water, improving the lives of farmers and rural communities, or delivering high nutritional value to populations suffering from nutritional deficits.

The 2010 Prize Laureate, International Development Enterprises (IDE) Cambodia, will be present to explain how the Nestlé Prize is helping scale up their Farm Business Advisors Programme, one of the most innovative rural development projects in Asia. And, of course, to give hints and tips to prospective applicants.

You will also have the opportunity to meet Nestlé's regional and international experts and discuss Nestlé's Creating Shared Value strategy, our commitment to the South Asia region and beyond, and ask questions about the Nestlé Prize nomination process.

We look forward to welcoming you on the 11th February at 17:30 in the Mumtaz Mahal at the Taj Palace Hotel.

For further information, please go to:

 www.nestle.com/csv or
www.ide-cambodia.org