

F2: Promotion du projet  
Congrès de l'UNIAPAC de Mexico  
octobre 2009

**XXIII** UNIAPAC  
WORLD  
CONGRESS



**VALUES**  
to build  
a better world

ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT

**May 20<sup>th</sup>-22<sup>nd</sup>, 2009**  
Camino Real Hotel, Mexico City

**Uniapac**  
Union Internationale  
Chrétienne des Dirigeants d'Entreprise

**USEM**  
UNIAPO MEXICO  
Confederación de las Uniones  
Sociales de Empresarios de México

## Business Economics for a Better World

We the business leaders of UNIAPAC from Americas, Europe, Africa and Asia participating in the XXIII World Congress: *“Values to build a better World”*, met in Mexico City. Eager to inspire our business activity in the Christian faith and under the protection of Mary, Our Lady of Guadalupe do declare that:

- a) An obvious gap of values and the consequent general loss of confidence in economic actors were the main causes of the financial, economic and productive crisis that shake the world.
- b) An excessive desire for profit, irresponsible speculation, selfishness and greed, allow the existence of an unrestricted capitalism that puts special interests above the Common Good and full respect of the human dignity of the person.
- c) To re-establish a market economy centered on the person, is not only a necessary environment for a healthy coexistence, but to encourage genuine development and acceptable conditions of fairness in different countries and regions.
- d) Therefore we value the business decision of those that in adverse global conditions, lead their businesses with efficiency, effort, spirit and quality risk management in order to overcome the difficult situations and adjust their organizations to new demands.
- e) In this context we believe that the authentic Corporate Social Responsibility focus on men, taking into account not only the material and human needs, but also the most transcendent and spiritual ones, is no only the “golden rule” of the committed Christian businessmen, but is the road that should be taken with conviction throughout the business community.
- f) During these meetings we have seen with satisfaction, many cases showing evidence that entrepreneurs can conduct business streamlining operations and achieving financial results that enable their sustainability, without limiting the persons making up the company and all the stakeholders associated with them.
- g) Given the urgency to address particular needs is important that beyond the necessary government policies that promote social welfare and income redistribution, companies and entrepreneurs assume an extraordinary effort to maintain employment and when this is not possible, take the necessary measures to facilitate the re-insertion of staff with whom we feel compelled.
- h) We believe that the coherence in the practice of the Christian Social Thought principles are a guide and inspiration for entrepreneurs, researchers and other economic agents to find a concrete way of putting the economy to the service of the common good and the construction of a better world focused on the centrality of the person.
- i) We encourage our governments and our society to create an environment of sustainable development through institutional strengthening, full transparency in government actions maintaining the rule of law, strong ethical behavior and participation culture and of citizen commitment.

UNIAPAC, International Union of Christian Businessmen

Mexico, October 2 2009

