



ICA Launch of the

International Year of Co-operatives General Assembly & related meetings

14-18 November 2011, Cancun, Mexico



16 June 2011

Dear Co-operators and Supporters

Invitation to the ICA launch of the International Year of Co-operatives (IYC), ICA General Assembly and related meetings, 14-18 November 2011

I have pleasure in inviting you to the ICA launch of the International Year of Co-operatives (IYC), ICA General Assembly and related meetings to be held from 14-18 November 2011 at the Moon Palace Golf & Spa Resort in Cancun, Mexico.

The Conference will address the theme "Co-operative Enterprises Build a Better World". We have gathered an exciting programme for this important event in our co-operative history. I am pleased to announce that our keynote speakers are:

- Sam Graham-Felsen will be our keynote speaker for the opening conference on Thursday morning; Sam will inform us about using social media to enact change. Sam was the Chief Blogger for the Obama campaign and works as a digital strategist, writer, and speaker.
- Philippe Cousteau - an expert in using television to raise public awareness, he is Chief Ocean Correspondent for Animal Planet, and works on nature documentaries including those on the BBC. He is also President of EarthEcho International and co-founder of Azure Worldwide. Philippe will speak at the closing plenary on Friday.

To view the programme for the week, including details on how to register, hotel and venue information, costs, and visas application processes visit our dedicated conference website at www.ica2011.coop.

This event marks the Official ICA launch of the International Year of Co-operatives and I hope that you will be able to join with our other global partners and co-operators on this historic occasion.

I look forward to seeing you in Cancun on the eve of our International Year.

With co-operative greetings,

Charles Gould
Director-General
International Co-operative Alliance (ICA)