

In today's Germany we are in need of a new WUNDER in many, many areas. This is a time for people to roll up their sleeves. Would we even dare to think of the "Wunder of Bonn" becoming true one day? Get the spirit! You can do it!

I wish the Bonn Convention a bright future, many happy returns of this jubilee and sustaining results to come from this workshop.

Ladies and Gentlemen,

Welcome to everyone of you. Make this little corner of the "World of TUI" your waterhole and your place for one and a half day's-rest with a lot of "food for thought" on your enduring way forward.

You will allow me a quotation in the style of a famous writer: “The Convention is the Convention is the Convention...” But, ladies and gentlemen, it is the people who really make the difference to empowering the CMS. I am convinced that we shall see a lot of outstanding, committed people of this kind in the next two days.

Let me conclude by saying that I expect that Tourism can act as an important international multiplier of the CMS for billions of tourists, destinations worldwide and local communities as well stimulating the involvement of local businesses and developers. The tourism industry can help to raise the profile of the CMS globally and to support awareness campaigns and capacity building throughout the spectrum along the migration routes – specifically in developing countries.

Ladies and Gentlemen,

Is there anybody here who remembers 23<sup>rd</sup> June in the summer of 1979? When 38 states adopted the CMS high above the River Rhine and made it the “Bonn Convention”? What were the hopes for the Bonn Convention all those 25 years ago?

In Germany these days an expression became of almost patriotic value: “The Wunder of Bern”, which has nothing to do with the Bern Convention of 1979, not at all.. It is to commemorate Germany’s first World Cup victory in Bern, exactly 50 years ago, in Football!

because of the many catching headlines like “Chaos or Coherence?” or – reduced to the max – the question “Why fish?”. Breathtaking! I am sure, you will hit the nail on the head!

And as a last mouth-watering example of the workshop’s programme, the final question of Shakespearean dimensions “Why is it that knowing so much we can do so little”?

It is already too tempting for me now to glance at the “perspectives” from my point of view. Because this has been the focal point for TUI, the reason why we have joined this workshop today. “Where is the beef?” or where is the benefit for TUI?

I repeat what I have said at the beginning, TUI is primarily “seeking competence” for how to deal and how to comply with the CMS, where it touches on tourism development and tourism activities.

With your triple selling point of

- Linking Ecosystems – and may I add: linking players (actors) -
- Uniting Forces and
- Improving Knowledge, especially by the beneficial use of new information technologies like GROMS

you have already stated how to proceed successfully in the near future.

Bonn and Germany, being a unique part of the United Nations General Framework of Global Conventions.

Without having known too much about our linkages to the Bonn Convention, we have “in situ” some quite long-standing examples of good corporate practice on marine turtles, whales and dolphins, cranes and storks and many other migratory mammals and birds. This is where we have participated in many small-scale field projects with NGOs, some efficient and encouraging projects, and other politically very exhausting and disappointing projects. I am especially happy to meet here and to listen to the Whale and Dolphin Conservation Society (WDCS), which has given us so much beneficial and constructive input and advice in the past.

At the same time we have been fruitfully consolidating our international networking with UNEP and UNESCO, the EUROPARC Federation of National and Nature Parks, the Federal Agency for Nature Conservation (BfN) and scientists such as Mr Boris Culik. To put it in one sentence: the implementation, management and control of protected areas, marine and terrestrial, is at the core of our Biodiversity strategy.

Today’s and tomorrow’s programme at this international experts’ workshop on “Migratory Species: Linking Ecosystems and Disciplines” is extremely exciting for me, not only because of the “migratory speakers” from Cape Town, Moscow and Tirana/ Albania, from Belgium and the United Kingdom and their very specific, fascinating topics, but also

I expect this immediately raises in your minds a multitude of threats facing the marine turtles and the blue and humpback whales: habitat destruction, pollution, over-fishing, hunting and poaching and many more. Would you therefore consider tourism as friend or foe of the CMS?

One could convincingly argue that tourists and wild animal migrants have a great deal in common: both are nomadic, both are guests in foreign places, both depend on the hospitality of their hosts, both claim to have a fundamental “natural right” to travel, to discover, to explore, to migrate, to feed and to breed and to over-winter in a pleasant climate. But whilst we all admire so much the huge trampling herds of antelopes and similar mammals, we all abhor the image of trampling hordes of tourists, wherever they are in the world. Poor tourists, me and you!

Back to business, and in TUI’s case this means: back to nature. The conservation of biodiversity is our declared strategic objective. This might explain why the CBD is of such importance to TUI that TUI has been pro-actively involved since 1995 in the political stakeholder process of creating “guidelines for sustainable tourism” reflecting the targets set by the CBD. And, of course, alongside the CBD there are RAMSAR and CITES, in European countries there are also the FFH and Natura 2000 Guidelines and the Bern Convention. And then there is the one and only BONN Convention, which brings some national “pride” and “glory” to

I couldn't say it better than BirdLife International did:

“Migratory birds have inspired poets since the earliest days of literature. Flocks of migrating cranes and geese have, in the northern hemisphere, been regarded as a sign of winter for millennia.”

Winter? It is an unusually “frosty” key word for switching to TOURISM and the sunshine industry, isn't it? But nevertheless, here we are.

Five days ago we had invited the capital's eco-community for a B2B-dialogue at exactly the same location! B2B ordinarily means “business to business”-communication. But in this case it meant “Business towards Biodiversity”. Because biodiversity is the very nature of PARADISE and PARADISE is precisely what the tourists expect from a travel company like TUI.

With this in mind we are already on common ground with the CMS. And you will easily understand that the Tourism Industry is nothing else but a powerful NGO sharing not only natural heritage and common responsibilities, but also many identical interests with the CMS.

As from 1<sup>st</sup> June 2004 Mauritius, the sunny exotic tourist destination in the Indian Ocean, became the 86<sup>th</sup> Party to the Bonn Convention. Could you imagine a better example for a meeting place of tourism and migratory species than in the Indian Ocean?

**International Scientific Experts' Workshop  
on behalf of the 25<sup>th</sup> anniversary of the  
BONN CONVENTION  
Berlin, 22 June 2004  
Migratory Species: Linking Ecosystems and Discipline**

Opening Address of Dr. Wolf Michael Iwand  
Group Head Corporate Environmental Management  
TUI AG

Ladies and Gentlemen,

Could you imagine what interest it is of business to get up early in the morning in Berlin to host an international scientific experts' workshop on „Migratory Species“?

Is it philanthropy?

Is it ethics?

Is it PR-driven to gain a good image?

Or is it an emotional outburst by a hobby birder or whale-watcher?

None of these!

It is dedicated self-interest in gaining COMPETENCE by COOPERATION, even if today it's only one tiny step on a long way forward.