

Business Humanitarian Forum hosts Russell representative to discuss common ground between investment and humanitarian interests

PRESS RELEASE

22 May 2002, Geneva - In an effort to promote the essential link between business investment and recovery in developing or post-conflict countries, the Business Humanitarian Forum invited Teresita Heiser, Head of Frank Russell Company's Russell EMPulse initiative, to speak with representatives of Geneva-based humanitarian organizations on May 22.

The meeting allowed for the sharing of different, but related, knowledge. The humanitarian organizations participated in order to gain a better understanding of business perceptions and thinking, and to discuss the relevance of such knowledge to humanitarian groups. Russell representatives gained insight into the complex aspects of humanitarian issues in developing nations.

The Business Humanitarian Forum and Russell share similar interests in various developing or post-conflict countries. The Business Humanitarian Forum explores ways in which investments can contribute to long-term reconstruction efforts and alleviate humanitarian problems in post-conflict and developing areas. In her briefing, Ms. Heiser explained that the Russell EMPulse initiative is a tool used by the Russell 20/20 Association to analyze investors' perceptions of emerging markets. The Russell 20/20 is a non-profit association of global pension funds and money management organizations.

Frank Russell Company created Russell EMPulse as a dialogue tool for Russell 20/20. The Russell 20/20 Association focuses on learning about the investment climate in major emerging markets. Russell EMPulse is a series of country reports that present the opinions of leading international money managers on critical issues related to the economic and investment climate in major emerging markets. The reports are based on interviews with approximately 50 money managers with expertise in the country of focus. The end result is a consolidated report of the money managers' perceptions of the ratings and trends on such issues as political stability, rule of law, competitiveness and illegal practices. The reports take into account both 'big-picture' topics and more specific factors necessary to gauge investment risks and rewards in emerging markets.

Understanding the investor's view of developing economies is essential to governments and heads of state, who may be inclined to improve practices in order to attract capital to their countries in the form of foreign direct and local investments, venture capital, equity and partnerships. The EMPulse interview reports may be an important tool with which to discuss the need for changes in developing countries. Post conflict transitional markets are especially vulnerable, and investors' perceptions certainly have an impact on moving a country towards stability and prosperity.

Russell EMPulse reports have been completed on 10 emerging economies in the Former Soviet bloc countries, Asia and Latin America.

Find more information on the Russell EMPulse initiative at:
http://www.russell.com/ww/About_Russell/EMPulse.asp