



NORWAY

**General Assembly
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Third Committee
12th meeting**

Advancement of women

Check against delivery

STATEMENT

By

**Ms Mona Juul
Ambassador
Deputy Permanent Representative**

New York, 15 October 2008

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Mr. Chair,

Women represent half the talent, half the market, and when included in decision making, a better bottom line and better corporate governance. Extensive international research backs this claim. It is obvious that if you disregard a large segment of the talent pool, you are missing out on a significant portion of the market. This is not just a matter of fairness, but of good business sense. Companies that embrace diversity and inclusion are more innovative, more resilient, and more successful in the long run. We need to ensure that our organizations are not only inclusive but also effective. Let's work together to create a more equitable and prosperous future for all.