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UNIFEM Appoints HRH Princess Basma bint Talal of Jordan as Goodwill Ambassador

United Nations, New York — Noeleen Heyzer, Director of the United Nations Development Fund for Women (UNIFEM), announced today that Her Royal Highness Princess Basma bint Talal of Jordan has been appointed as a UNIFEM Goodwill Ambassador effective on International Women's Day celebrated on 8 March.

It is with great pleasure I announce the appointment of Princess Basma as UNIFEM's Goodwill Ambassador" said Ms. Heyzer during a luncheon of more than 125 friends of UNIFEM organized by the United States Committee for UNIFEM. "There is much work to be done, as we seek to help women in developing countries transform their lives. The Princess brings vast knowledge of the needs of women in Jordan and the Middle East, and will play a key role in our efforts to bring the voices of these women into the international forum."

Princess Basma has been extensively involved in women's issues for many years, both in her own country and through international channels. As founder and chair of Jordan's Queen Alia Fund for Social Development, (re-named the Jordanian Hashemite Fund for Human Development) Princess Basma works to improve the social and economic well-being of women and children through health, education, and entrepreneurial assistance programmes. Princess Basma serves as the Chairperson of the Jordanian National Commission for Women (JNCW), which is the highest policy-making body in Jordan on women's issues both on the government and NGO level. Internationally, the Princess is affiliated with numerous international organizations, and served as the head of both the Jordanian official delegation and the Jordanian non-governmental organizations' delegation to the Fourth World Conference on Women in Beijing, in September 1995.

UNIFEM, the voice and conscience of women within the UN system, works to promote and operationalize the political and economic empowerment of women. Princess Basma will assist the Fund in its work to ensure that development policies, programmes, and resources address the realities of women's lives and respond to women's needs and contributions. UNIFEM has 20 years of accomplishments working as a vehicle for change in women's lives in Asia, Africa, Latin America and the Caribbean.