



Global CEOs unite at Sustainable Markets Initiative's Hampton Court Palace Summit to drive private sector momentum on sustainability

Private sector leaders meet to drive next phase of delivery for sustainable transition at His Majesty The King's Sustainable Markets Initiative annual CEO Summit

- *SMI Roundtables & Exhibition taking place 11-12 March 2026 at Hampton Court Palace, London*
- *Landmark event celebrates 175th Anniversary of the Great Exhibition of 1851*
- *Hundreds of global CEOs, international delegations and innovators to attend*
- *Summit to demonstrate the economic case for the sustainable transition, cross-market opportunity and the growing connection between Earth and Space-based industries*

26 February 2026, London, UK: The Sustainable Markets Initiative (SMI), founded by His Majesty King Charles III when Prince of Wales, will bring together hundreds of global CEOs, international delegations and innovators at its annual *SMI Roundtables & Exhibition* on 11-12 March 2026 at Hampton Court Palace, to accelerate the transition to a sustainable global economy.

This global forum takes a 'private sector first' approach to delivering the transition, showcasing the SMI's significant progress across industries and markets worldwide, and providing a unique platform to build new cross-sector partnerships that accelerate pragmatic solutions at scale. The flagship Summit will unite global CEOs and industry leaders for a series of action-oriented roundtables, keynotes and plenary discussions, bringing together leaders from business, finance and government to show measurable results and agree on collective action worldwide through to 2030.

As the private sector's 'go to' CEO platform for driving the sustainable transition, the SMI brings together leaders at the highest levels of decision-making to tackle large-scale, cross-industry challenges that no single organization or sector can solve alone.

With over 300 participants expected to attend the two-day Summit, the programme will focus on five key areas:

1. Demonstrating the economic and business case for transition across global industries
2. Reinforcing the growing connection between industries on Earth and in space
3. Showcasing how AI is being applied to accelerate sustainable solutions and efficiencies
4. Delivering trillions in private capital towards a sustainable future
5. Accelerating real-world implementation through private sector diplomacy



Marking the 175th anniversary of the original 1851 Great Exhibition, and inspired by its pioneering legacy, the *SMI Roundtables & Exhibition* will also showcase a range of exhibitors from clean energy to space and sustainable materials to cutting-edge technology.

Commenting on the event, Jennifer Jordan-Saifi M.V.O., CEO of the Sustainable Markets Initiative, said:

“The SMI Roundtables & Exhibition provides a unique global platform for CEOs, international delegations and innovators to showcase inspiring examples of private sector progress to date and to advance commercially aligned opportunities. This is the ‘go to’ forum where leaders come to shape sustainable markets and build a sustainable future.”

Guided by its Mandates – the Terra Carta and Astra Carta – the SMI connects leading CEOs across industries, finance and countries to put Nature, People and Planet at the heart of global value creation.

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Notes to editors

About the Sustainable Markets Initiative

The Sustainable Markets Initiative (SMI) is the world’s go-to private sector organization for sustainable transition; characterized by our unique brand of 'private sector diplomacy'.

With the vision of our founder, His Majesty King Charles III, and our unique convening power, the SMI facilitates action between world leaders and CEOs to position sustainability at the heart of global value creation.

Together, we seek to mobilize the trillions of dollars required to achieve a sustainable future. Investment at this scale requires global systems-level change with a default sustainable orientation across markets, industries and supply chains. Here, our mandates, the [Terra Carta](#) and [Astra Carta](#), provide practical private sector trajectories.

The SMI believes that with bold ambition and courageous leadership, we can seize a new era of global prosperity that will last for generations to come. We call this ‘The Growth Story of Our Time’. Read more: www.sustainable-markets.org



About the Terra Carta

Launched by His Majesty, as the Prince of Wales, at the One Planet Summit in January 2021, the Terra Carta is the guiding mandate for the Sustainable Markets Initiative, providing a private sector roadmap to 2030 that puts Nature, People and Planet at the heart of global value creation. Read more: [Terra Carta](#)

About the Astra Carta

Recognising the growing role of the private sector in space activity and exploration, the Astra Carta offers an ambitious roadmap for the private sector to lead the acceleration of sustainable practices across global space-related industries. Revealed at the 2022 Space Sustainability Summit by His Majesty, as the Prince of Wales, it also recognises the unique role that space can play in creating a more sustainable future on Earth and the need for the stakeholders to consider environmental and sustainable impacts beyond our planet. Its ambitions encourage a focus on placing sustainability at the centre of space activity. Read more: [Astra Carta](#)