

January 22<sup>nd</sup>, 2014

## WORLD ECONOMIC FORUM

The World Economic Forum is a private and independent international organization founded in 1971 with headquarters in Geneva, Switzerland. It seeks to improve the international scene through dialogue at the highest level, addressing regional and global economic agendas. For the Forum's 44th edition topics revolve around four axes: inclusive growth, innovation, social expectations and sustainability.



President Enrique Peña Nieto attends the annual meeting of the World Economic Forum in Davos, Switzerland, on January 23<sup>rd</sup> and 24<sup>th</sup>, which will focus on "Redesigning the world: Implications for society, politics and business."

### INITIATIVES DEVELOPED IN THE WEF

The Forum seeks to improve an overall political, economic and social conscience. It functions as a critical platform for peace agreements and reconciliation around the world; it promotes understanding between East and West, and incorporates China and India to the international community.

1. **Global Compact (developed jointly with the UN)**, comprising companies in their strategies and operations under four thematic areas: human rights, labor standards, environment, and anti - corruption. In order to build a more stable, equitable and inclusive global market.
2. **GAVI Alliance**, a Global Alliance that reaches to improve health systems. Vaccination and Immunization.
3. **Global Education Initiative**, bringing more hardware equipment to schools and training teachers in e -learning. This educational model is reaching countries like Rwanda, Jordan, Egypt and India.
4. **Environment Initiative**, revised during the G8 Summit in Scotland, to facilitate dialogue with the business community and reduce emissions of greenhouse gas.

### ¿HOW DOES MÉXICO PARTICIPATE OF THIS FORUM?

Due to the importance of the transformation process affecting the country, this year's World Economic Forum opened an exclusive space President Enrique Peña Nieto as a Keynote Speaker, in which he will present his agenda and structural reforms. He is accompanied by Foreign Minister Jose Antonio Meade and by the Ministers of Finance, and Economy, as well as ProMéxico and PEMEX.

The President will also lead a meeting with the Business Interaction Group, to be attended by senior executives of global companies, and join a special session on the future and the prospects for the Pacific Alliance. He will hold bilateral meetings with several world leaders.

### ¿WHICH ARE THE KEY ISSUES OF THE WEF?

The annual meeting in Davos, gives industry leaders, government, academics, civil society and media, a useful solution platform to the major challenges facing our planet. Among the key issues for 2014, are: economic growth, environmental sustainability, financial systems, health and social development.

### ¿WHO ARE THE ACTORS OF THE WEF?

Participation in the event is required by invitation and constituted by the following communities: Directors and Presidents of the 1,000 companies that are partners or members; political leaders of the G20 countries and other relevant countries, Directors of international organizations; experts representing the Global Agenda Councils, representatives of civil society groups, Young Global Leaders, Social Entrepreneurs, Technology Pioneers, Global Configurators (under 30 years), media leaders, spiritual and cultural leaders.

### Highlights

- The central theme of 2014: "Redesigning the world: implications for society, politics and business."
- Four axes for dialogue: inclusive growth, innovation, social expectations and sustainability.
- The Forum opened an exclusive space for Enrique Peña Nieto's agenda and structural reforms.

### More information...

<http://www.weforum.org/>