

## Media Accreditation Opens for the 2011 World Economic Forum on Europe and Central Asia

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- World Economic Forum on Europe and Central Asia in Vienna, Austria, 8-9 June 2011
- Media accreditation is now open. To apply, please register online at [www.weforummedia.org](http://www.weforummedia.org)

Geneva, Switzerland The World Economic Forum will take place in Vienna, Austria, gateway between Eastern and Western Europe. Under the theme “ Expanding the Frontiers of Innovation ”, the programme will explore how the economies of Europe and Central Asia can integrate with each other more effectively to enhance competitiveness and deliver growth across the region.

Co-organized with the government of Austria, the World Economic Forum on Europe and Central Asia will bring together more than 500 heads of state and government, key decision-makers from European institutions, top international and regional business executives, as well as the most prominent leaders from media, civil society and academia.

The international character of the business participants and the spirit of Eastern Europe meeting Western Europe are reflected in the Co-Chairs of the meeting: Herman Gref, Chairman of the Board and Chief Executive Officer, Sberbank, Russian Federation; Kairat Kelimbetov, Chief Executive Officer, Samruk-Kazyna, JSC, Kazakhstan; and Sir Michael Rake, Chairman, BT Group, United Kingdom.

Media accreditation for the event is now open. If you would like to cover this event, please register online at [www.weforummedia.org](http://www.weforummedia.org).

The registration deadline is Tuesday 31 May 2011. As the number of accreditations issued will be strictly limited, we will not be able to accommodate late registrations. No accreditation will be granted on site.

For more information about the meeting, please visit the Forum ' s website at <http://www.weforum.org/events/world-economic-forum-europe-and-central-asia-2011>

### Notes to Editors

View the best pictures from the Forum on Flickr at <http://wef.ch/pix>  
Watch sessions on demand on YouTube at <http://wef.ch/youtube> or <http://wef.ch/youku>  
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The World Economic Forum is an independent international organization committed to improving the state of the world by engaging business, political, academic and other leaders of society to shape global, regional and industry

agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is tied to no political, partisan or national interests ([www.weforum.org](http://www.weforum.org)).

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