

World Economic Forum Celebrates Fifth Anniversary of Official Establishment in China

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[Chinese中文](#)

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- First Chinese delegation participated in the World Economic Forum 's Annual Meeting in Davos, Switzerland in 1979
- First World Economic Forum China Business Summit was held in Beijing in 1981 and until 2006
- Inaugural Annual Meeting of the New Champions (" Summer Davos ") was held in Dalian in 2007
- More information is available at www.weforum.org

Beijing, People ' s Republic of China The World Economic Forum will today celebrate the fifth anniversary of its official establishment in China at the Beijing Diaoyutai State Guest House and inaugurate its expanded China Representative Office in Beijing, newly located in the central business district. The World Economic Forum China office serves as the centre of excellence for the development of the World Economic Forum ' s operations and activities in China and plays a unique role in the global integration of China in the world.

The celebration will be attended by Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, senior members of the Chinese central and provincial governments, key Chinese business members of the Forum and leading Chinese academic and media leaders.

" The World Economic Forum has created a strong partnership with China since 1979. To strengthen this partnership, the World Economic Forum has established its physical presence in Beijing 5 years ago. This office has led to an even better integration of Chinese priorities into our thinking and activities, " said Klaus Schwab, Founder and Executive Chairman of the World Economic Forum.

" I would like to congratulate the fifth anniversary of the establishment of the World Economic Forum's presence in China. We are glad to see the ever-increasing number of Chinese constituents at Forum events. The Chinese government will continue supporting the development of the Forum in China, " said Zhang Xiaoqiang, Vice-Chairman, National Development and Reform Commission, People's Republic of China.

The World Economic Forum recognized China's promise more than three decades ago and welcomed the first Chinese delegation to its Annual Meeting in Davos, Switzerland, in 1979. The Forum also held its first China Business Summit in Beijing in 1981 and until 2006, and its first Annual Meeting of the New Champions, known as the " Summer Davos " , in 2007 in Dalian, People ' s Republic of China.

The World Economic Forum Beijing office is the first international foundation legally recognized and registered in the People ' s Republic of China. Incorporated as a not-for-profit organization, it is impartial and tied to no political, partisan or national interests. With 20 full-time staff members, the Beijing office continues to diversify and expand its China-based communities and activities with record participation of Chinese senior state leaders and Forum Members and constituents over the last years.

From 14 to 16 September 2011, the World Economic Forum will host its fifth Annual Meeting of the New Champions in Dalian, People ' s Republic of China. The Meeting will be held under the theme Mastering Quality Growth and will convene to gain strategic foresight on key economic, industry and technological developments that are reshaping consumer behaviour, business models and financial markets.

Introduced in 2007, the Annual Meeting of the New Champions has become the foremost global business gathering in Asia. Over 1,500 business, government and civil society leaders from 90 countries have annually participated in the three-day Meeting, which is hosted in partnership with the Government of the People ' s Republic of China, represented by the National Development and Reform Commission. The first Meeting was held at a critical time as the world sought new ways to move forward from the global economic crisis. The Meeting focuses on the response for the new generation of fast-emerging multinational companies to the current economic challenges and future opportunities.

This year ' s select group of business leaders who will act as Meeting Mentors are Fu Chengyu, Chairman, China Petroleum & Chemical Corporation (Sinopec Group), People's Republic of China; Klaus Kleinfeld, Chairman and Chief Executive Officer, Alcoa, USA; Ma Weihua, President and Chief Executive Officer, China Merchants Bank, People ' s Republic of China; Vineet Nayar, Vice-Chairman and Chief Executive Officer, HCL Technologies, India; David T. Seaton, Chief Executive Officer, Fluor Corporation, USA; and Tidjane Thiam, Group Chief Executive, Prudential, United Kingdom.

For more information about the Meeting, please visit the Forum ' s website at:
<http://www.weforum.org/events/annual-meeting-new-champions-2011>

Notes to Editors

View the best pictures from the Forum on Flickr at <http://wef.ch/pix>
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The World Economic Forum is an international institution committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with 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 independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations (www.weforum.org).



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