

Media Accreditation Opens for Forum's First Meeting in Ethiopia This May

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- Media accreditation opens today at www.weforummedia.org
- World Economic Forum on Africa convenes in Ethiopia for the first time on 9-11 May 2012
- Over 600 participants will deliberate under the theme *Shaping Africa's Transformation*

Geneva, Switzerland, 14 February 2012 - With the support of the Government of Ethiopia, this year's World Economic Forum on Africa will be held for the first time in Addis Ababa, Ethiopia. Ethiopia is the second most populous country in sub-Saharan Africa and a prime example of the continent's fast-growing economies. Home to the African Union and the United Nations Economic Commission for Africa, Addis Ababa will offer an exceptional opportunity to bring together global and pan-African leaders to discuss the future of the region. Under the theme *Shaping Africa's Transformation*, the agenda will integrate three key pillars: Strengthening Africa's Leadership; Accelerating Investment in Frontier Markets; and Scaling Innovation for Shared Opportunities.

"We are excited about the opportunity this meeting will provide to share Africa's phenomenal growth story, understand the local and regional industries driving the growth, and explore related opportunities and risks. These factors will be key to transforming Africa's growth story into shared opportunities for future generations," said Elsie Kanza, Director, Head of Africa, World Economic Forum.

Media is invited to register for accreditation now at www.weforummedia.org. The deadline for accreditation is **Friday 13 April 2012** and only registrations submitted online will be considered. 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.

The Co-Chairs of the meeting are **Kofi Annan**, Chairman, Alliance for a Green Revolution in Africa (AGRA) and the Africa Progress Panel (APP), Switzerland; **Gao Xiqing**, President and Vice-Chairman, China Investment Corporation (CIC), People's Republic of China; **Bekele Geleta**, Secretary-General, International Federation of Red Cross and Red Crescent Societies (IFRC), Geneva; **Monhla Hlahla**, Chairperson, Industrial Development Corporation of South Africa Ltd (IDC), South Africa; **Donald Kaberuka**, President, African Development Bank (AfDB), Tunisia; **Doug McMillon**, President and Chief Executive Officer, Wal-Mart International, Wal-Mart Stores, USA; and **Tidjane Thiam**, Group Chief Executive, Prudential, United Kingdom.

Notes to Editors

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