News Release

WORLD ECONOMIC FORUM

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

13 February 2012

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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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