

## Media Accreditation Opens for the World Economic Forum on the Middle East, North Africa and Eurasia

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- World Economic Forum on the Middle East, North Africa and Eurasia will take place in Istanbul, Turkey, on 4-6 June 2012
- Media accreditation is now open; please register online at [www.weforummedia.org](http://www.weforummedia.org)

**Geneva, Switzerland, 2 April 2012** – For the first time in its 42-year history, the World Economic Forum will hold an event that focuses on multiple regions. Taking place in Istanbul and co-hosted by the Government of Turkey, the meeting will highlight Europe, the Middle East, North Africa and Central Asia and their interrelationships.

The theme of the meeting is “Bridging Regions in Transformation”. The World Economic Forum will bring together 1,000 leaders of government, business, media and civil society from Europe, the Middle East, North Africa and Central Asia to foster partnerships for growth and human development.

In light of the global economic contraction, participants will be asking how governments and business leaders can design and deliver new models for driving innovation and economic agility in this region.

“The pace and complexity of global change has been unprecedented in recent years and leaders in government, religion, business and civil society are being challenged to improve the state of the world for future generations. The countries of Europe, the Middle East, North Africa and Central Asia are a key in this regard,” said Stephen Kinnock, Director and Head of Europe.

The Co-Chairs of the meeting are:

**Frederico Curado**, President and Chief Executive Officer, EMBRAER, Brazil

**Ibrahim S. Dabdoub**, Group Chief Executive Officer, National Bank of Kuwait, Kuwait

**Ditlev Engel**, President and Chief Executive Officer, Vestas Wind Systems, Denmark

**Muhtar A. Kent**, Chairman of the Board and Chief Executive Officer, The Coca-Cola Company, USA

**Andrey L. Kostin**, Chairman and Chief Executive Officer, VTB Bank, Russian Federation

**Giuseppe Recchi**, Chairman, Eni, Italy

**Güler Sabanci**, Chairman and Managing Director, Hacı Ömer Sabancı Holding, Turkey

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 May 18, 2012. As the number of accreditations will be strictly limited, the Forum 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-middle-east-north-africa-and-eurasia-2012>.

## Notes to Editors

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