News Release

WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

Young Global Leaders at the World Economic Forum Annual Meeting 2010

27 January 2010

Geneva, Switzerland – The 40th World Economic Forum Annual Meeting, under the theme Improve the State of the World: Rethink, Redesign, Rebuild, will bring together 181 Young Global Leaders (YGLs) from 42 countries. The YGL Private Programme will have its full focus on YGL ideas for redesign.

The YGL community, lead by a Steering Group directed by YGL H.K.H. Crown Prince Haakon of Norway, has been working on ideas of the next generation of leaders for improving international cooperation and collaboration. The Steering Group coordinates the various task forces created by YGLs on the issues they are most passionate about, providing guidance and ensuring accountability to reach the milestones needed to integrate these projects into the overall efforts of the World Economic Forum.

The following sessions on the YGL Global Redesign Initiative (GRI) task forces will be open to the media. If your would like access to any of these sessions, please contact Charlotte Ducrot or Yann Zopf (contact details below) by Tuesday 26 January.

Rethinking Business Ethics, Thursday 28 January 20.00 - 22.00, Hotel Waldhuus, Dischma

As part of the YGL Oath Task Force, this session will discuss how the financial crisis of 2008 highlighted shortcomings of simply teaching the analysis of ethical problems to prepare future business leaders for the paradoxes of the real world. This concrete YGL Task Force has created the " Global Business Oath " – a set of principles similar to the Hippocratic Oath in medicine – and is working to change business leadership for the better.

More than 200 leaders have already pledged to lead their organizations according to these principles and, over the course of 2010, the YGL Oath Task Force will be looking to expand the reach and impact of the oath.

YGL Oath Task Force – www.globalbusinessoath.org

" Learn Money " School Visit with Muhammad Yunus, Friday 29 January 09.00 - 11.00, Swiss Alpine High School (SAMD) – Auditorium
Financial education is critical in understanding how today ' s society operates. However, currently it is not part of the standard school curriculum. The Nobel Peace Prize Laureate, Professor Muhammad Yunus, will address and inspire Davos school children and the YGLs on the importance of financial literacy, especially in the context of social business. The interactive session is organized and hosted by the Learn Money Task Force, which is dedicated to improving financial literacy among young adults.

Public Service: Attracting the Best and the Brightest? Friday 29 January 20.00 - 22.00, Derby Hotel Davos, Fluela 1 + 2 + 3
Many young, talented individuals who aspire to public service instead direct their creativity and drive to the private sector. How can tomorrow ' s leaders be ensured that public office is also a path worth taking?

As part of the YGL Next Generation Leadership Task Force, this session will tackle the difficult question of why young, promising professionals are not looking to public office as a path worth taking. Over the past seven months, this group has been confronting these questions and has recently polled the YGL community to look at these issues. This discussion will be supplemented by some early results from that poll.

IdeasLab with Young Global Leaders, Saturday 30 January 09.00 - 10.15, Congress Centre, Forum IdeasLab
The Global Redesign Initiative aims to improve international cooperation on the pressing challenges of the 21st century.

Join Young Global Leaders to explore " open source " innovations in:

- Engaging youth in policy-making – YGL Youth Task Force – http://taskforce.tigweb.org/yglyouth
- Mainstreaming the MDGs – YGL Millennium Development Goals Task Force
- Rethinking intellectual property – YGL Democratization of Innovation Task Force
- Ensuring rights to public information – YGL Right to Public Information Task Force
- Restoring the health of oceans – YGL Restoring Ocean Health Task Force
- Fostering the " missing middle " entrepreneurs – YGL Entrepreneurship and Development on Africa – The Missing Middle Fund Task Force

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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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