News Release

WORLD ECONOMIC FORUM

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Davos Debates on YouTube focus on FIFA World Cup in South Africa

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Will the 2010 FIFA World Cup to be held in South Africa benefit much of the rest of the continent? That's the question that the World Economic Forum is posing via its "Davos Debates" on YouTube. The general public are invited tio share their thoughts on video and participate in the discussions

More than 6.6 million people have watched the Davos Debates to date. The World Economic Forum has launched the Davos Debates in Africa to coincide with its annual World Economic Forum on Africa in Cape Town on 10-12 June 2009. The Forum sees the Davos Debates as a way of encouraging public debate as well as interaction and discussion with global leaders about the key issues affecting our world.

The Forum invites YouTubers to share their thoughts on how the whole of Africa can benefit from the FIFA World Cup being staged in South Africa in June 2010. It is the first time Africa will host the Cup, and as part of the 2010 Africa legacy, related investment is being made in education, sports, development and infrastructure across the continent. Have your say on whether these investments will bring real benefits to the whole continent. Also, vote in the Debates ' poll.

The videos submitted by the YouTube community will become part of the discussions at the World Economic Forum on Africa looking at the Cup ' s legacy for the continent. In the Convention Centre in Cape Town, a dedicated video corner will allow the 800 registered leaders to reply directly to the videos submitted by the YouTube community.

"The football Cup is a proud moment for Africa, and the Davos Debates in Africa is just one way to engage people across the continent in a dialogue on how to create a lasting legacy for the continent as a whole," said Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum.

Launched at the World Economic Forum Annual Meeting 2008 in Davos, Switzerland, the Davos Debates have been watched over 6.6 million times. At the Annual Meeting 2009, world leaders such as Kofi Annan, Secretary-General, United Nations (1997-2006); Shimon Peres, President of Israel; Recep Tayyip Erdogan, Prime Minister of Turkey; Henry Kissinger and Mohammad Yunus, among many others, replied directly to the YouTube community. In January 2009, 24-year old Colombian student Pablo Camacho was chosen for the best video entry and was invited to the Annual Meeting 2009 as a YouTube citizen reporter.

The Forum hosted a similar public debate in the Middle East about the importance of role models where H.M. Queen Rania Al Abdullah of the Hashemite Kingdom of Jordan participated by uploading her video response. The Forum plans to host a debate at the Annual Meeting of the New Champions 2009 in Dalian, People ' s Republic of China (10-12 September).

Prominent leaders from Africa and other parts of the world will participate in the 19th World Economic Forum on Africa to be held under the theme Implications of the Global Economic Crisis for Africa. The distinguished Co-Chairs of the 2009 World Economic Forum on Africa are Kofi Annan, Secretary-General, United Nations (1997-2006); Member of the Foundation Board of the World Economic Forum; Soud Ba'alawy, Executive Chairman, Dubai Group, United Arab Emirates; Jiang Jianqing, Chairman of the Board, Industrial and Commercial Bank of China, People's Republic of China; Graham Mackay, Chief Executive, SABMiller, United Kingdom; and Ngozi Okonjo-Iweala, Managing Director, World Bank, Washington DC.

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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