

“ Ask a Leader ” at the Annual Meeting in Davos

17 January 2011

Davos, Switzerland, 17 January 2011 –

Ask a Leader

Today, the World Economic Forum launched the first “ Ask a Leader ” series on youtube.com/davos. Ask a Leader challenges the public to submit their most pressing questions to youtube.com/davos. The Forum will put a selection of the top-voted questions to the world leaders at the World Economic Forum Annual Meeting when they come to the YouTube booth, giving the public direct access to some of the most powerful and influential people in the world. The Annual Meeting 2011 will take place in Davos-Klosters, Switzerland, on 26-30 January. Go to <http://www.YouTube.com/Davos> today and ask a leader.

For the very first time, the Forum will also crowdsource questions that will be put to the Russian President Dmitry Medvedev during the opening plenary session of the Annual Meeting. The president will answer three questions from the general public. You can follow the session live on Livestream (<http://wef.ch/live>) on Wednesday 26 January 2011 at 18.30 CET.

Shawn Ahmed Wins Davos Debates

Shawn Ahmed, 29 years old from Toronto, is this year ' s 2011 Davos Debates Winner. Shawn founded “ The Uncultured Project <http://uncultured.com/>) and has competed in the Davos Debates for the past four years. Shawn will participate in the event in Davos, interact with world leaders and represent the general public in dialogue.

In December 2010, The World Economic Forum launched the Davos Debates online at youtube.com/davos. The videos answered questions addressing the theme of the 2011 Meeting, “ Inclusive Growth ” .

During the past seven weeks, over 100 videos were uploaded in the Davos Debate. YouTube users shared their ideas on how to better close the gap and illustrate the importance of inclusive growth for sustainable economic growth.

All 100 videos can be viewed at <http://wef.ch/DavosDebates2011>.

Notes to Editors

For more information about the Annual Meeting 2011 <http://wef.ch/Davos2011>

View the best pictures from the Annual Meeting on Flickr at <http://wef.ch/pix>

Watch live webcasts of the sessions on Livestream <http://wef.ch/live>

Watch the sessions on demand on YouTube <http://wef.ch/youtube> or <http://wef.ch/youku>

Ask a world leader on YouTube <http://wef.ch/davosdebates>

Become a fan of the Forum on Facebook at <http://wef.ch/facebook>

Follow the Forum on Twitter at <http://wef.ch/twitter> and <http://wef.ch/livetweet>

Read the Forum Blog at <http://wef.ch/blog>

Read Forum reports on Scribd at <http://wef.ch/scribd>

Follow the meeting on the iPhone <http://wef.ch/iPhone>

Upcoming Forum events at <http://wef.ch/events>

Subscribe to Forum News Releases at <http://wef.ch/news>

For more information about the Annual Meeting, please visit our website at <http://www.weforum.org>

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).



World Economic Forum, 91-93 route de la Capite, CH-1223 Cologny/Geneva
Tel. +41 (0)22 869 1212, Fax +41 (0)22 786 2744, <http://www.weforum.org>