News Release

WORLD ECONOMIC FORUM

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Norwegian Red Cross Chief to Join World Economic Forum

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Geneva, Switzerland – Børge Brende, the Secretary-General of the Norwegian Red Cross, will join the World Economic Forum as Managing Director with responsibility for policy initiatives and engagement of the Forum's non-business constituents, particularly civil society.

" I am delighted to welcome Børge back to the leadership team of the World Economic Forum. He rejoins with an extended remit. Børge ' s experience and his commitment and insights into public service make him a great asset to the top management of the Forum, " said Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum.

Commenting on the move, Brende said: " My career in public service has only strengthened my awareness of the crucial need for collaboration on a global level to meet the challenges that all of us face. The Forum is uniquely placed to help meet those challenges, and I look forward to contributing to and furthering its mission. "

Brende is a former Norwegian Minister and Member of Parliament, and was Norway ' s Minister of the Environment and Minister of Trade and Industry. He served on the Managing Board of the World Economic Forum from 2007 to 2009.

Brende chaired the United Nations Commission on Sustainable Development (CSD) from 2003 to 2004, and played a key role in forums such as the UNEP Global Ministerial Environment Forum, the UN Johannesburg World Summit and the Conference of the Parties of the United Nations Framework Convention on Climate Change. Brende is currently Vice-Chairman of the China Council for International Cooperation on Environment and Development (an advisory board to the State Council).

As Norwegian Minister of Trade and Industry, Brende improved the framework conditions for trade and industry, and for innovation and industrial development. By the end of his term in office, funding for innovation and research had increased by 30%. As Minister of the Environment, he oversaw an increase of the national park area of Norway of more than 50%.

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