

Annual Meeting of the New Champions 2009

Guidelines and General Information for Accredited Reporting Press

Dalian, People's Republic of China 10-12 September

Please note that, as this is a private Meeting, we ask you to respect the following guidelines. Members of the media who do not respect these guidelines may have their accreditation withdrawn for this Meeting and other World Economic Forum events.

Accreditation and Press Registration – All journalists and media technical staff (cameramen, soundmen, photographers, etc.) who wish to cover the Annual Meeting of the New Champions must be accredited by the World Economic Forum.

- **The deadline for press accreditation is closed.** For security reasons, no accreditation will be granted on the spot.
- **Press registration** for accredited journalists will be open on **Wednesday 9 September** in the Press Registration Area from 08.00 to 20.00. Registration will continue on Thursday 10 September and throughout the rest of the Meeting from 08.00 to 20.00 each day. The World Expo Center will be open to the press as of Thursday 10 September.
- Registration will be located near the World Expo Center:
Dalian Modern Museum
No 10, Huizhan Street
Shahekou District
Dalian
- To facilitate your registration at the Press Registration Desk, please bring your passport/identity card and press card.
- Upon registration, journalists will receive their personal security badge, the final programme and the final list of participants, as well as other relevant information.
- **Personal security badges** with photos will be issued at the Press Registration Desk and must be worn at all times during the Meeting. Only one security badge will be issued per journalist. The badge is valid for the three days of the Meeting: Thursday 10, Friday 11 and Saturday 12 September.
- Please note that badges **are not transferable or exchangeable**. Should this rule not be followed, you will immediately lose your accreditation.

Media Centre

- The Media Centre is located on Level 3 of the World Expo Center.
- The Media Centre is equipped with telephones, wireless Internet connection, computers with Internet access and Chinese keyboards, fax machines and power plugs. Local calls and limited international fax services will be provided, courtesy of the World Economic Forum.
- The Media Centre will also be equipped with screens with live transmissions of the plenary sessions.
- A light lunch will be provided, courtesy of the World Economic Forum.
- Coffee, tea and soft drinks will also be provided, courtesy of the World Economic Forum.
- Please do not leave your belongings unattended in the Media Centre. The World Economic Forum will not be responsible for any lost items.

Access to the World Expo Center/Meeting Area

- Once members of the reporting press have obtained their security badge, they can enter the Center starting on Thursday 10 September. Reporting press can only access the Center through the main entrance.
- TV crews will have access to the public area, ground floor, Level 2 and the media area located on Level 3 of the Center.

Access to Sessions

Members of the media must abide by the following regulations:

- **All plenary sessions** taking place in the Plenary Hall on Level 2, as well as in the Lugano and Davos rooms on Level 3, are on the record and open to the reporting press. All other sessions are *not* open to the press.
- **Please note that members of the reporting press are requested to refrain from asking questions in sessions. Questions should be saved for press conferences or interviews.**

Photographers, Television and Camera Crews

- Only international photo agencies will be granted accreditation for the Meeting as pool photographers. No other photographer will be accredited.
- **IMPORTANT:** Members of the media who have been accredited as reporting press and are found taking photos or video filming any of the sessions (i.e. do not abide by these media guidelines) will lose their accreditation for this Meeting and other World Economic Forum events.
- Filming or recording **is allowed only** in the plenary sessions taking place in the main Plenary Hall. Fixed positions for television cameras and photographers will be assigned.
- A separate seating area for reporting press will be reserved towards the back of the room during each Plenary Session.
- TV cameras and photographers should arrive 15 minutes prior to the start of a session to set up their equipment.
- Please bring a large/long zoom as the platforms for cameras will be set at the back of the Plenary Hall.

Host Broadcasters

The official co-host broadcasters for the Annual Meeting of the New Champions are Dalian TV and Eurovision. Should there be any special technical requests, please contact Yann Zopf at yann.zopf@weforum.org. For TV footage requests and to book a TV workspace, please contact:

Yifei Wang
EBU/Eurovision China
Tel.: +86 106 538 8018
Mobile: +86 139 0121 5969
E-mail: wang@eurovision.net

Acknowledgement Policy

The World Economic Forum requests that its full name be mentioned in all reports related to its Annual Meeting of the New Champions.

- **Print/Radio/Photo/Online Publications**
Any article, interview or photo derived from the **Annual Meeting of the New Champions** should mention both the World Economic Forum and the Annual Meeting of the New Champions. Should you wish to create a link to the World Economic Forum's website, please contact website@weforum.org.
- **Television**
Any programme or interview derived from the Annual Meeting of the New Champions should mention the World Economic Forum or visibly display the Forum's logo. Should you need a World Economic Forum logo or backdrop, please contact Yann Zopf, Senior Media Manager, at yann.zopf@weforum.org.

Language

The official language of the Meeting is English. Simultaneous interpretation in Mandarin Chinese and Japanese will be provided in most sessions. Interpretation in Vietnamese will also be provided in the plenary sessions.

Dress Code

A business suit is appropriate during the Meeting.

No Smoking Policy

Smoking is not permitted at any time anywhere inside the Dalian World Expo Center.

Venue

Dalian World Expo Center
F Area, No.10 Xinghai Plaza, Dalian, People's Republic of China
Post Code: 116023
Tel.: +86 411 8480 5577
Fax: +86 411 8480 2236
Website: www.dl-expo.com

Visa

We recommend that you immediately check with your local embassy/consulate for visa requirements. Should you need a supporting letter, please contact Kai Bucher at kai.bucher@weforum.org.

For further information, please contact the Media Team:

Kai Bucher, Senior Media Manager
E-mail: kai.bucher@weforum.org; tel.: + 41 (0)22 869 1377
Mobile: +86 15840889016 (as of 6 September)

Yann Zopf, Senior Media Manager
E-mail: yann.zopf@weforum.org; tel.: + 41 (0)22 869 1480
Mobile: +86 15840889181 (as of 6 September)

Cathy Li (for inquiries in Chinese)
E-mail: cathy.li@ogilvy.com; tel.: +86 108 520 6104; mobile: +86 139 1127 1800

For all information on the World Economic Forum's Annual Meeting of the New Champions, please visit www.weforum.org/newchampions

Useful links to keep you updated during the Annual Meeting of the New Champions

1. Everything about this year's Annual Meeting of the New Champions: <http://www.weforum.org/newchampions>
2. In-depth interviews with key participants: <http://www.weforum.org/newchampions/interviews>
3. Summaries from the Annual Meeting of the New Champions: <http://www.weforum.org/newchampions/summaries>
4. Photos for the media: <http://www.weforum.org/newchampions/photos>
5. Davos Debates in China - http://www.weforum.org/en/media/Latest%20Press%20Releases/PR_DDD
6. Befriend the Forum on MySpace: <http://www.myspace.com/worldeconomicforum>
7. Become a fan of the Forum on Facebook: <http://www.facebook.com/worldeconomicforum>
8. Webcasts of plenary sessions: <http://www.weforum.org/newchampions/webcasts>
9. Key quotes from the meeting on Twitter: <http://twitter.com/davos>
Twitter users: Please use the hashtag **#Dalian09** for all tweets about the event
The short URL to our website is <http://tr.im/Dalian09>. The official tag is **Dalian09**
10. Subscribe to the Forum's Press Releases: <http://www.weforum.org/pressreleases>