



Kai Bucher, Senior Media Manager, Tel.: +55 21 7586 0008 – kai.bucher@weforum.org
Mirjam Schöning, Senior Director, Tel.: +55 21 75860053 – mirjam.schoening@schwabfound.org

Português

LATIN AMERICAN SOCIAL ENTREPRENEURS OF THE YEAR 2009 AWARDED IN RIO

- The Schwab Foundation announces the new selection of leading Latin American Social Entrepreneurs 2009 at the Opening Plenary of the World Economic Forum on Latin America, in the presence of President Lula and President Uribe
- One Brazilian, one Chilean and two Colombians recognized for their innovative models and path-breaking achievements in land rights, education and rainforest conservation
- More information about social entrepreneurship is available at: <http://www.schwabfound.org>

Rio de Janeiro, Brazil, 15 April 2009 – Four social entrepreneurs have been recognized as Latin American Regional Social Entrepreneurs 2009 during the opening plenary session of the World Economic Forum on Latin America, held in Rio de Janeiro on 15 April. Andre Cavalcanti de Albuquerque, Founder of Terra Nova, had previously been recognized as Social Entrepreneur of the Year Brazil. The other three winners are Veronica Abud from Chile, and Marta Arango and Martin von Hildebrand from Colombia. They received their awards in the presence of President Lula of Brazil and President Uribe of Colombia.

Profiles of the winners at: http://www.weforum.org/pdf/schwabfound/seoy/Flyer_SE_LATAM_2009.pdf

“This crisis teaches us that we need to refocus the economy on serving society. It is these social entrepreneurs that show us the way to a sustainable future,” said Klaus Schwab, Executive Chairman of the World Economic Forum and Founder of the Schwab Foundation for Social Entrepreneurship. Social entrepreneurs emphasize long-term sustainability instead of short-term gains. Their primary focus is to maximize benefits for society and the environment by implementing innovative approaches to the key challenges the world is facing. They operate social businesses or organizations that are a mixture of non-profits and for-profits.

The Schwab Foundation for Social Entrepreneurship, an affiliate organization of the World Economic Forum, conducts the search and selection of social entrepreneurs in Latin America, Africa, the Middle East, India and South-East Asia. It selects 3-5 social entrepreneurs per year from each region. Selected social entrepreneurs are connected to the world’s business, political and media leaders through the events and initiatives of the World Economic Forum.

Notes to Editors

For more information about the **Schwab Foundation**, visit the Foundation’s website at <http://www.schwabfound.org>.

The host broadcaster for the World Economic Forum on Latin America is TV Cultura.

For more information on the meeting, visit

World Economic Forum on Latin America at: <http://www.weforum.org/latinamerica2009>

Programme at: <http://www.weforum.org/latinamerica2009/programme>

Press Kit for the meeting: <http://www.weforum.org/latinamerica2009/presskit>

Summaries from key sessions at: <http://www.weforum.org/latinamerica2009/summaries>

Webcasts from the meeting available at: <http://www.mogulus.com/worldeconomicforum>


Photos from the meeting, free of charge at: <http://www.weforum.org/latinamerica2009/photos>

Become a fan of the Forum on **Facebook** at: <http://www.facebook.com/worldeconomicforum>

Befriend the Forum on **MySpace** at: <http://www.myspace.com/worldeconomicforum>

Follow the Forum on **Twitter** at: <http://twitter.com/davos>

Press Releases at: <http://www.weforum.org/pressreleases>

For updates about the activities of the World Economic Forum, subscribe to: [RSS feed](#) 

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging leaders in partnerships to shape global, regional and industry agendas.

Incorporated as a foundation in 1971, and based in Geneva, Switzerland, the World Economic Forum is impartial and not-for-profit; it is tied to no political, partisan or national interests (<http://www.weforum.org>).



If you do not want to receive further Press Releases from the World Economic Forum, click [here](#).