

# World Economic Forum Annual Meeting

Improve the State of the World: Rethink, Redesign, Rebuild  
Davos-Klosters, Switzerland 27-31 January 2010

## Programme

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Tuesday 26 January

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| 18.30 - 21.30 | <p>Cocktail</p> <p><b>Welcome Reception</b></p> <p>Professor Klaus Schwab and Mrs Hilde Schwab, together with the Managing Board, will host a welcome reception to reconfirm the spirit of friendship and community that are the hallmarks of the World Economic Forum Annual Meeting.</p> |
| 20.00 - 21.00 | <p>Cocktail</p> <p><b>Gathering for Newcomers</b></p> <p>A get-together for participants who are coming to the Annual Meeting for the first time to introduce them to the "Spirit of Davos".</p>   |
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Wednesday 27 January

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| 09.00 - 10.00 | <p>Debate</p> <p><b>What Is the "New Normal" for Global Growth?</b></p> <p>Despite an upward revision of the International Monetary Fund's most recent World Economic Outlook, average real GDP growth of the global economy over the next five years is expected to be less than that of the five years (2003-2007) before the crisis.</p> <p>In partnership with Time magazine, industry leaders, economists and policy-makers rethink the "new normal" for key economies going forward</p> <p>Simultaneous interpretation in German.</p> |
| 09.00 - 10.15 | <p>Interactive Session</p> <p><b>Rethinking Security in the 21st Century</b></p> <p>Global defence spending is estimated to have reached US\$ 1.464 trillion in 2008, which represents a 45% increase over the last 10 years.</p> <p>How can international security cooperation be improved in the absence of a G20 on security issues?</p>   |
| 09.00 - 10.15 | <p>Interactive Session</p> <p><b>Skills Creation: The Future of Employment</b></p>  |

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- Although unemployment rates continue to rise, there are still 2.6 million jobs unfilled in the US and 4 million in Europe because of a shortage of skilled workers.
- What imbalances in terms of human capital should be addressed for a sustainable post-crisis recovery?
- 09.00 - 10.15 **Interactive Session**  
**Germes and Globalization**
- Concern over the spread of the H5N1 strain of avian flu in 2003 and now the H1N1 strain of swine flu illustrates how the threat from an influenza pandemic constantly changes.
- What pathogens present the greatest danger to the population in a globalized world?
- 09.00 - 10.15 **Interactive Session**  
**Rethinking Systemic Financial Risk**
- In 2009, the G20 tasked the Financial Stability Board (FSB) and the Basel Committee on Banking Supervision to develop "macro-prudential tools" to combat systemic risk.
- What structural deficiencies still persist in the regulation of systemic financial risk and how will they be addressed in 2010?
- 09.00 - 11.00 **Workshop**  
**The Growing Influence of Social Networks**
- Social networks and blogs are now ahead of personal e-mail in terms of online activities and account for almost 10% of time spent on the Internet.
- How is the growth in social networks changing society?
- 10.30 - 12.00 **Debate**  
**The Next Global Crisis**
- The G20 is focused on preventing a repeat of the financial crisis, but the next global crisis to threaten the global economy is likely to be off the radar screen of policy-makers, as have previous ones.
- What warning signals need our urgent attention?
- In partnership with the World Economic Forum, CNBC hosts this debate focusing on the challenges and choices to be made to prevent the next great global crisis.

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- 10.45 - 12.00 **IdeasLab**  
**IdeasLab with INSEAD**  
Join INSEAD in the IdeasLab to discover the latest insights and perspectives on CEO performance and the paradox of control.
- 10.45 - 12.00 **Interactive Session**  
**Trouble with Bubbles**  
The US dollar has become the major funding currency of carry trades as investors borrow at 0% interest rates in search of higher returns around the world.  
  
How can potential asset bubbles be spotted and addressed before they emerge?
- 10.45 - 12.00 **Interactive Session**  
**Chronic Diseases: A Global Challenge**  
Sixty per cent of all deaths are caused by chronic diseases such as heart disease, stroke and diabetes.  
  
How can the private and public sectors work together more effectively to manage chronic diseases?
- 10.45 - 12.00 **Interactive Session**  
**Rethinking Values in the Post-Crisis World**  
Values are commonly considered important and enduring principles, which are correct and desirable in life, shared by members of a community.  
  
What values need rethinking in the wake of the "Great Recession"?
- 10.45 - 12.00 **Interactive Session**  
**Financing Low-Carbon Growth**  
Estimates show that about US\$ 500 billion needs to be invested yearly between now and 2030 to address climate change.  
  
What financing mechanisms and partnerships are needed to stimulate a new wave of sustainable growth?
- 10.45 - 12.00 **Studio Session**  
**Arts, Culture and the Digital Age**  
Digital technology, online platforms and mobile devices expand across the world at an incredible pace.  
  
How will they impact the consumption of arts and culture?

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- 12.00 - 13.30 **Buffet**  
**Opening Buffet**  
Participants and their spouses are cordially invited to a buffet in the Congress Centre.
- 13.30 - 14.45 **Interactive Session**  
**Rethinking Risk in the Boardroom**  
The responsibility of risk management within an organization ultimately rests with its board of directors.  
  
How can corporate governance be redesigned to strengthen risk management and restore stakeholder confidence in board oversight?  
  
Simultaneous interpretation in Chinese.
- 13.30 - 14.45 **Interactive Session**  
**Rethinking Energy Security**  
Shifts in demand and supply as well as challenges posed by climate change will exert an ever greater pressure on both corporate and national energy planning over the next decades.  
  
What is needed to tackle the interlinked issues of energy security, economic growth and climate change?
- 13.30 - 14.45 **Interactive Session**  
**Who Is the New Consumer?**  
Two billion new consumers from the developing world will enter the global economy by 2030.  
  
Who is the "new consumer" who will drive future global growth?
- 13.30 - 14.45 **Studio Session**  
**Life on Other Planets?**  
Scientists confirmed the discovery of the first earth-like planet outside the boundaries of our solar system in 2009.  
  
How will space research redefine life as we know it?
- 13.30 - 15.00 **Brainstorming Session**  
**2010 World Economic Brainstorming: Redefining the Global Commons**

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Despite universal awareness that we live in an interdependent world replete with systemic risks and governance gaps, there is no shared agreement on what comprises the global commons.

If the oceans and ozone layer met this definition only in the last century, how should the global commons be redefined in an era when the Internet is critical to commerce and rain forests to fight climate change?

The World Economic Brainstorming (WEB) will examine this timely and important question in all its dimensions.

WorkSpace

14.00 - 16.30

**Business Solutions to Rural Poverty**

Seventy-five per cent of extreme poverty in the world occurs in rural areas.

Join CEOs, global leaders and Social Entrepreneurs to discuss how to bring prosperity to rural areas through innovation in finance, agriculture, technology and policy

Workshop

15.00 - 17.00

**Lead on the Business Stage: Lessons from Shakespeare**

Join us for a workshop on leadership based on Shakespeare's heroic history play, Henry V. As the Bard says: "There will be much throwing about of brains!"

IdeasLab

15.15 - 16.30

**IdeasLab on the Global Redesign Initiative (Values and People)**

The Global Redesign Initiative aims to improve international cooperation on the pressing challenges of the 21st century.

Join experts from various domains in the IdeasLab to explore innovative proposals to address global challenges

IdeasLab

15.15 - 16.30

**IdeasLab with MIT**

Join the Massachusetts Institute of Technology in the IdeasLab to discover the latest insights and perspectives on the nature of intelligence

Interactive Session

15.15 - 16.30

**Rethinking Compensation Models**

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A 2009 study revealed that 70% of the 200 largest companies (by market capitalization) in the S&P 500 Stock Index reported changes to their executive compensation programmes.

How should compensation systems be redesigned in the wake of the "Great Recession"?

Interactive Session

15.15 - 16.30

**Rebuilding Economics**

Although economists continue to debate whether the "efficient market hypothesis" was a major cause of the financial crisis, the discipline's predictive and prescriptive track record is nevertheless wanting.

What is needed to rebuild the reputation of economics as a social science?

Interactive Session

15.15 - 16.30

**Rethinking Population Growth**

The UN estimates that by 2050 world population will increase from 6.8 billion today to 9.2 billion.

How can the major risks associated with population growth be managed?

Studio Session

15.15 - 16.30

**Design for Sustainability**

Sustainability is both the biggest challenge and most exciting opportunity for design today.

What are the products, services and systems that are considered as truly sustainable?

Reception

16.30 - 17.30

**Opening Reception**

Plenary Session

18.45 - 19.15

**Presentation of the Crystal Awards**

The World Economic Forum's Crystal Award honours artists who have used their art to improve the state of the world.

Come to recognize this year's award winners

Simultaneous interpretation in all languages.

Interactive Dinner Sessions

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- 20.00 - 22.00      **The Long Shadow of Alzheimer's Disease**  
 The number of people living with Alzheimer's disease and other dementias is expected to almost double to 65 million by 2030, with 72% of cases in the developing world.  
  
 How can a strong collaborative platform be created to increase public awareness and treatments?  
  
 Interactive Dinner Sessions
- 20.00 - 22.00      **Crisis and Culture**  
 Throughout history, economic and political crises have influenced the work of art and cultural leaders.  
  
 How has the "Great Recession" influenced today's culture?  
  
 Interactive Dinner Sessions
- 20.00 - 22.00      **Piracy and Pandemic: From Past to Present Dangers**  
 Forgotten as global challenges from a past millennium, incidents of piracy and outbreaks of pandemic are making headlines today.  
  
 What dangers from the past should the world prepare for?  
  
 Interactive Dinner Sessions
- 20.00 - 22.00      **Rethinking Philanthropy**  
 Philanthropic donations in the US are expected to decline by 9% in 2009 and continue to fall in 2010.  
  
 How should philanthropy strategies adjust to the post-crisis world?  
  
 Interactive Dinner Sessions
- 20.00 - 22.00      **The Economics of Happiness**  
 The Easterlin paradox -- happiness at a national level does not increase with wealth once basic needs are fulfilled -- has been challenged by recent studies positing that absolute income (versus relative) tends to bring happiness even if it does not guarantee it.  
  
 How should happiness be measured from the perspective of economics?  
  
 Interactive Dinner Sessions
- 20.00 - 22.00      **The Art and Science of Imagination**  
 Developmental psychologists suggest there is a trade-off between our ability to generate ideas and our ability to apply what we know and put it to use.  
  
 How do successful leaders stimulate and maintain their imaginative edge?  
  
 Interactive Dinner Sessions
- 20.00 - 22.00      **The Power of Music**

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The language of music, through its ability to influence, transform and communicate, can shed light on what unites us as human beings.

Join a discussion with artists from around the world to explore how music can enhance the way we interact.

20.00 - 22.00 Interactive Dinner Sessions

**Reading the Minds of Leaders**

Great books have had enormous impact on the economic and political systems underpinning today's global economy.

What classic and contemporary books shape the personal and professional values of today's leaders?

20.00 - 22.00 Interactive Dinner Sessions

**Groundbreaking Discoveries in Science and Technology**

Emerging technologies are expected to deliver breakthroughs in energy, food and medicine.

What are the latest scientific discoveries that are expected to change the way we live?

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08.00 - 10.15 WorkSpace

**Making Cap and Trade Work**

As the US, EU, Australia, Canada and Japan have all embraced cap and trade as a central element of their climate strategy, there is an increased call for a shared vision on the global carbon market.

How can different stakeholders help to construct effective carbon markets?

09.00 - 09.45 Studio Session

**Rethinking the Global Commons: Biodiversity I**

There is growing scientific evidence that the substantial dying off of amphibians and other plant and animal species occurring today might result in a new mass extinction event -- an event that has only happened five times in our planet's history.

In this International Year of Biodiversity, how can the preservation of biodiversity and the protection of fragile ecosystems be improved dramatically?

09.00 - 10.00 Interactive Session

**Overcrowded World**

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Thursday 28 January

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By 2050 three-quarters of the world's population will live in urban areas and without careful planning, the rapid rate of urbanization could lead to overcrowding, severe poverty and slums.

How can businesses and governments meet the demands of growing urban populations?

09.00 - 10.00 **Interactive Session**  
**Rebuilding Trust in Business Leadership**  
A global survey in January 2009 revealed that only 29% of respondents trust information communicated by CEOs, down from 36% in 2008.

What steps should business leaders take to rebuild trust among their stakeholders?

09.00 - 10.00 **Interactive Session**  
**Rethink: Ageing Population**  
Over the course of the last century, life expectancy in industrialized countries has grown from roughly 50 to 80 years. As more people live long and active lives beyond 65, how do we redesign work and retirement?

09.00 - 10.00 **Interactive Session**  
**Redesigning Consumption Patterns**  
Consumption is currently seen to drive growth rather than value, evidenced by over 90% of consumer products being thrown away within six months.

How should business models be redesigned to create sustainable value for the consumer?

09.00 - 10.00 **Interactive Session**  
**Global Energy Outlook**  
Despite the major decline in energy prices from their peak in 2008, energy security concerns have increased as major producing and consuming economies differ significantly on how to develop a more secure and stable energy system.

How can producers and consumers develop mutually beneficial approaches to energy security?

09.00 - 10.00 **Interactive Session**  
**Rethinking Humanitarian Assistance**  
As a result of natural disasters, over 350 million people worldwide are in need of immediate assistance each year.

How can the private sector mobilize resources to enhance the international community's response to humanitarian crises?

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| 09.00 - 10.00 | <p>Interactive Session</p> <p><b>The Future of Journalism</b></p> <p>The press is often treated as a public good, but "free" online content and "citizen journalism" have decimated the media industry's traditional business model.</p> <p>How can journalism survive the structural changes affecting the media industry?</p>   |
| 09.00 - 10.00 | <p>Interactive Session</p> <p><b>Viruses -- The Alien among Us</b></p> <p>Viruses are the most prevalent life form on earth, potentially reaching 200 million light years into space if lined up head to tail; yet their richness and impact on our lives and ecosystems is poorly understood.</p> <p>How do these organisms shape our lives and ecosystems on earth -- and perhaps beyond?</p> |
| 09.00 - 10.15 | <p>IdeasLab</p> <p><b>IdeasLab on the Global Redesign Initiative (Economic and Social Welfare)</b></p> <p>The Global Redesign Initiative aims to improve international cooperation on the pressing challenges of the 21st century.</p> <p>Join experts from various domains in the IdeasLab to explore innovative proposals to address global challenges</p>                                    |
| 09.00 - 10.15 | <p>IdeasLab</p> <p><b>IdeasLab with Social Entrepreneurs</b></p> <p>Join Social Entrepreneurs in the IdeasLab to discover creative solutions designed to address society's most pressing needs.</p>   |
| 10.15 - 11.00 | <p>Studio Session</p> <p><b>Next Generation Materials</b></p> <p>Materials science has advanced to where a skyscraper can now be built with transparent material three times stronger than steel.</p> <p>How can advances in materials science change the world?</p>  |
| 10.30 - 10.50 | <p>Plenary Session</p> <p><b>Special Address by</b></p>   |

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As the 2010 Chair of the G20, South Korea will be the first Asian country to host the G20 Summit in November.

In a critical year for the global economy, what will be the key priorities for the G20?

Simultaneous interpretation in all languages.

Studio Session

11.30 - 12.15

**The Information Age and Human Behaviour I**

A recent study revealed that Americans who use social networks are 30% less likely to know their neighbours, while the circle of close friends for mobile phone users tends to be 12% larger than for non-users.

What new insights will the information age reveal about human behaviour?

Interactive Session

12.20 - 12.30

**Introducing the Open Forum**

Debate

12.30 - 13.30

**Will India Meet Global Expectations?**

Multilateral trade, climate change, Millennium Development Goals and nuclear non-proliferation are just some of the items on the global agenda in which the world expects India to play an active and constructive role.

What does the world expect from India and what does India expect from the international community?

In partnership with the World Economic Forum, NDTV hosts this debate focusing on the global expectations for and from India.

Interactive Lunch Sessions

12.30 - 14.00

**Rebuilding Long-term Economic Growth**

The financial crisis exposed the short-term orientation of today's capital markets but has yet to trigger longer term thinking in government and business.

With the global economic recovery in sight, what policies and actions will ensure sustained economic growth over the long term?

Interactive Lunch Sessions

12.30 - 14.00

**Revamping Development Aid**

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- Despite a global official development aid commitment of USD 150 billion for 2010 made by bilateral and multilateral donors, development aid architecture remains inefficient and “unfit for purpose”.
- How should international aid architecture be redesigned?
- Interactive Lunch Sessions
- 12.30 - 14.00 **Rebuilding Fragile States**
- One-third of the world's poor live in countries where the state lacks the will or the capacity to create economic opportunities for its citizens.
- How can fragile states be strengthened?
- Interactive Lunch Sessions
- 12.30 - 14.00 **Redesigning the International Monetary System**
- Approximately 60% of global currency reserves are in US Dollars, leading some to call for a 'new global currency' such as Special Drawing Rights or other 'baskets' of currencies.
- What practical steps should be taken to adapt the exchange rates system and international monetary cooperation to the changes in the world economy?
- Interactive Lunch Sessions
- 12.30 - 14.00 **Redirecting Marketing**
- Marketing is most often identified with encouraging consumption, but it is also acknowledged as a means to create positive social change.
- How can marketing be redesigned to deliver global social change?
- Interactive Lunch Sessions
- 12.30 - 14.00 **The Power of Women Consumers**
- The projected worldwide increase of women's income by 2013 is US\$ 5.1 trillion, which is greater than China's expected growth of US\$ 3 trillion over the same time period.
- How is women's increase in purchasing power transforming markets and society?
- Interactive Session
- 12.30 - 14.00 **Switzerland: Misfit or Model?**

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Switzerland has been criticized lately: On the one hand, Switzerland's direct democracy is a showpiece; on the other hand, it unleashes worldwide consternation. International pressures on bank secrecy lead to concessions in the exchange of fiscal information. The accusation of cherry-picking comes up regularly.

Does Switzerland have to fear for its reputation and economy?

Did Switzerland react accordingly to the international pressure on tax issues?

What consequences will this have on Swiss diplomacy and its role as a mediator in international conflicts?

This session is co-organized with the Federation of Swiss Protestant Churches (SEK-FEPS).

Simultaneous interpretation in English and German

Studio Session

14.00 - 14.45

**The Information Age and Human Behaviour II**

A recent study revealed that Americans who use social networks are 30% less likely to know their neighbours, while the circle of close friends for mobile phone users tends to be 12% larger than for non-users.

What new insights will the information age reveal about human behaviour?

IdeasLab

14.00 - 15.15

**IdeasLab on the Global Redesign Initiative (Global Risks)**

The Global Redesign Initiative aims to improve international cooperation on the pressing challenges of the 21st century.

Join experts from various domains in the IdeasLab to explore innovative proposals to address global challenges

IdeasLab

14.00 - 15.15

**IdeasLab with Yale University**

Join Yale University in the IdeasLab to explore creative ideas on economic literacy and decision-making

Debate

14.30 - 15.30

**Rethinking the Balance of Power in the Middle East**

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Classical rivalries, demographic trends and investment patterns point to a changing balance of power in the Middle East.

What are near and longer term implications of a different power equation in the region?

In partnership with the World Economic Forum, Al Arabyia hosts this debate focusing on the shifting power equation in the Middle East.

Simultaneous interpretation in Arabic.

- 14.30 - 15.30
- Interactive Session  
**Enrichment through Music**  
"Through music I want children to see a different dimension of life. I want to show them how music can help them achieve their dreams," said Lang Lang.  
How can we enrich the lives of children through classical music?
- 14.30 - 15.30
- Interactive Session  
**Europe under New Leadership**  
The President of the Council and the High Representative for Foreign Affairs will be joined by a new roster of European commissioners to usher in a new era in the management and leadership of the European Union.  
What are the main leadership and management challenges of this new and enlarged leadership team?
- 14.30 - 15.30
- Interactive Session  
**Rebuilding Critical Infrastructure**  
An estimated US\$ 2 trillion investment is needed each year over the next 20 years to improve water, road, port and air traffic control systems around the world.  
Given unprecedented growth in government deficits, how should critical infrastructure investment gaps be addressed?
- 14.30 - 15.30
- Interactive Session  
**US-China: Reshaping the Global Agenda**  
China is now the largest creditor to the United States, the largest economy in the world.  
How will future US-China relations (the G2) reshape the global agenda?  
Simultaneous interpretation in Chinese.
- 14.30 - 16.30
- Workshop  
**Redesigning the C-Suite**

Thursday 28 January

- The write-down of assets in the US, Europe and Japan totals nearly US\$ 4 trillion, a record-setting destruction of wealth.
- How should corporate governance be redesigned for optimal performance, and factors such as compensation, board structures and risk review be rethought?
- Workshop
- 14.30 - 16.30 **Better Food for Better Health**  
Hippocrates advised: "Let food be thy medicine, and medicine be thy food."  
How can we learn to enjoy and create nutritious and healthy meals on a daily basis?
- Workshop
- 14.30 - 16.30 **Managing the Global Commons**  
Many low-carbon energy solutions, such as solar farms, biofuel refineries and clean coal plants, could consume billions of gallons of fresh water and significantly change land use.  
How can unintended consequences and systemic risks in managing global commons be moderated?
- Workshop
- 14.30 - 16.30 **Redesigning with Technology Pioneers**  
Technology Pioneers have developed innovative and transformational technologies in a variety of sectors such as IT, renewable energy and health.  
How can these technologies help us redesign society, values and institutions?
- Studio Session
- 15.15 - 16.00 **Does an Algorithm Run Your Life?**  
An algorithm is a set of instructions for solving problems, such as determining the right dose for a medicine, finding the lowest price for a product or matching a résumé with a job opening.  
What algorithms are running our lives?
- IdeasLab
- 15.45 - 17.00 **IdeasLab with EPFL-ETH**  
Join EPFL-ETH in the IdeasLab to discover creative technological solutions for the ageing population
- IdeasLab
- 15.45 - 17.00 **IdeasLab on the Global Redesign Initiative (Security Challenges for the 21st Century)**

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The Global Redesign Initiative aims to improve international cooperation on the pressing challenges of the 21st century.

Join experts from various domains in the IdeasLab to explore innovative proposals to address global challenges

- 16.00 - 17.00      **Interactive Session**  
**Rethinking Africa's Growth Strategy**  
 Africa's growth strategy is developing new plot lines as the International Monetary Fund expects growth in sub-Saharan Africa to be 1% above the global average; trade with China now tops US\$ 100 billion a year.  
  
 How is Africa's growth strategy changing and what will it reveal in 2010 and beyond?
- 16.00 - 17.00      **Interactive Session**  
**Towards Low-Carbon Prosperity**  
 A paradigm shift to a low-carbon economy has the potential to drive forward the next chapter of technological innovation but it requires a third -- this time green -- industrial revolution.  
  
 How can low-carbon growth solutions be catalysed?
- 16.00 - 17.00      **Interactive Session**  
**Rethinking the Global Commons: Fisheries**  
 Ninety per cent of the large fish in the oceans is gone, with estimates suggesting that stocks of all currently fished species will collapse by 2048.  
  
 How can the international community collaborate to prevent the collapse of major fisheries worldwide?
- 16.00 - 17.00      **Interactive Session**  
**State Leadership: An Opportunity for Global Action**  
 Globalization has signified the expansion and interconnection of world markets, but paradoxically stronger and more effective national action is essential to achieve global governance.  
  
 How can global cooperation be advanced as nation states become more interdependent?
- 16.00 - 17.00      **Interactive Session**  
**The New Growth Narrative**

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Emerging and developing countries accounted for 43% of global FDI receipts (\$730bn) in 2008 but they also delivered nearly 20% (\$351bn) of global outward investment flows.

What has changed in the global economy, development models and demographic trends to propel this growth in investment in these "new" markets?

Studio Session

16.30 - 17.15

**Constructing the Ephemeral: Light in the Public Realm**

Natural light -- its transmission, reflection and refraction -- is a major influence in architecture because of its environmental beauty.

Join to explore how architects and designers are merging ecological and aesthetic goals through the innovative and creative use of light

Plenary Session

17.45 - 18.45

**Global Governance Redesigned**

As the G20 becomes the primary platform for international policy-makers, 2010 will be the last year in which the G7 and G8 will hold formal meetings.

What challenges and opportunities will emerge from this historic transition?

Simultaneous interpretation in all languages.

Plenary Session in Parallel

17.45 - 18.45

**Rethinking Market Capitalism**

A sudden global recession, massive government bail-outs and a steep loss of public trust in corporations have forced a re-examination of the spirit and structure of capitalism.

What elements of market capitalism should be rethought?

Reception

18.45 - 20.00

**Tianjin Reception**

Interactive Session

19.00 - 20.30

**After the Financial Crisis: Consequences and Lessons Learned**

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The financial crisis has caused an economic crisis around the world. Drastic state measures have prevented the collapse of the economic system: governments have established rescue funds for failing banks or nationalized banks for relaunching economic growth. At the same time, central banks have intervened with important injections of liquidity and have lowered interest rates.

What were the causes of the financial crisis?

In the future, how can such crises be prevented?

What effect will state measures have in the long term?

What will a global adjustment of the financial system look like? Who should develop and apply the rules?

This session is co-organized with the Federation of Swiss Protestant Churches (SEK-FEPS).

Simultaneous interpretation in English and German

WorkSpace

19.30 - 21.45

**2010 Investment Heatmap**

After a severe fall in private investment flows last year and this year, recovery is expected in 2010. In particular, emerging markets are forecasted to see high year-on-year growth, e.g. private flows in Central and Eastern Europe are predicted to be nearly eight times higher than in 2009.

Which regional and currency exposure will investors be seeking next year?

Interactive Dinner Sessions

20.00 - 22.00

**Breast Cancer**

In 2010, more than 1.3 million women will be diagnosed with breast cancer, the most lethal form of cancer in women.

Join this session to learn about the latest advances in breast cancer detection, treatment and prevention

Interactive Dinner Sessions

20.00 - 22.00

**Rethinking Business Ethics**

The financial crisis of 2008 highlighted that shortcomings of simply teaching the analysis of ethical problems to prepare future business leaders for the difficult trade-offs and paradoxes that they will face in the real world.

How can a "global business oath" - similar to the Hippocratic Oath in medicine - change business leadership for the better?

Interactive Dinner Sessions

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- 20.00 - 22.00     **A Future by Design?**  
 The world's best designs solve problems, but new designs also run the risk of creating them.  
  
 What are the greatest hopes and worst fears, according to the world's leading designers?  
  
 Interactive Dinner Sessions
- 20.00 - 22.00     **Restoring Faith in Economics**  
 Adam Smith believed that markets could not flourish without a strong underlying moral culture "animated by empathy and fellow-feeling."  
  
 How can the moral spirit of capitalism be reclaimed?  
  
 Interactive Dinner Sessions
- 20.00 - 22.00     **Rethinking the Global Commons: Space**  
 A single piece of man-made space debris, about 1 centimetre long, forced the evacuation of the International Space Station.  
  
 How can a future tragedy of the commons in outer space be avoided?  
  
 Interactive Dinner Sessions
- 20.00 - 22.00     **Latin America: Democracy versus Development?**  
 A recent study shows that over 50% of Latin Americans would be willing to sacrifice a democratic government for real social and economic progress.  
  
 How can democracy meet the social and economic demands of the region?  
  
 Interactive Dinner Sessions
- 20.00 - 22.00     **Right and Wrong: What Science Tells Us**  
 Research suggests that a surprising amount of our behaviour, including the way we deal with moral issues, is hardwired in our brains.  
  
 What do latest discoveries in brain and behavioural research reveal about moral behaviour?  
  
 Interactive Dinner Sessions
- 20.00 - 22.00     **"The Bard and the Buck"**  
 Join a theatrical dinner to explore the trials and tribulations of today's economy through the plays of Shakespeare  
  
 As the Bard asks: "How camest thou in this pickle?"  
  
 Interactive Dinner Sessions
- 20.00 - 22.00     **The Year of the Flood: Speculative Fiction or the Edge of Reality?**

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Thursday 28 January

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A bioengineered world and the resurgence of one of history's greatest pathogens are clearly plausible developments in the 21st century.

Join Margaret Atwood in a discussion about the genre of speculative fiction.

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Friday 29 January

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Studio Session

09.00 - 09.45

**Diary of a Wimpy Kid: Lessons on Reconnecting with Children**

Diary of a Wimpy Kid, a "book series in cartoons", captured the imagination of a generation of children weaned on television and the Internet.

Join Jeff Kinney to learn how to capture the attention and imagination of children and adolescents in the "online" age.

Debate

09.00 - 10.00

**BBC Debate**

In partnership with BBC World News, this session examines the unanswered questions on the future of the global economy.

Interactive Session

09.00 - 10.00

**Meeting the Millennium Development Goals**

The combination of food and financial crises trapped an estimated 50 to 90 million people in extreme poverty in 2009.

How can the Millennium Development Goals for 2015 be met in the wake of the "Great Recession"?

Interactive Session

09.00 - 10.00

**Creating Jobs and Strengthening Social Welfare**

Unemployment rates continue to reach new highs for the decade and 200 million workers, mostly in developing economies, could be pushed into extreme poverty.

What can be done to assist countries that are seeking to increase job creation and strengthen their social insurance systems?

Interactive Session

09.00 - 10.00

**Redesigning Capital Markets**

The 1987 US stock market crash and the 1997 contagion of Asian financial markets both led to long-term structural changes in global capital markets.

How should capital markets be redesigned so they are resilient and remain open?

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Friday 29 January

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- 09.00 - 10.00 **Interactive Session**  
**Nuclear Non-Proliferation: Getting to Zero**  
The 189 Members of the Treaty on the Non-Proliferation of Nuclear Weapons will meet in 2010 for a major review on how to rid the world of an estimated 23,000 nuclear warheads.  
  
How can countries best be deterred from developing nuclear weapons?
- 09.00 - 10.00 **Interactive Session**  
**Personalized Medicine**  
Personalized medicine has the potential to transform healthcare through earlier diagnosis, tailored treatments for more effective prevention and reduced drug side-effects.  
  
What is needed to realize the full potential of personalized medicine?
- 09.00 - 10.00 **Interactive Session**  
**Achieving Social Goals: The Power of Behavioural Science**  
Research shows that simply informing homeowners of the energy saving efforts of their neighbours triggers more energy saving than traditional policies do to reduce energy consumption.  
  
How can concepts from behavioural economics, such as social norms, complement public policies from the bottom up to improve decisions and enact change?
- 09.00 - 10.00 **Interactive Session**  
**Technology for Society**  
Some of the same technologies, such as cloud computing and semantic search, that make the most popular social networking applications possible, are now being applied to healthcare delivery, development and education.  
  
How can these readily-available technologies be best leveraged to address complex issues?
- 09.00 - 10.15 **IdeasLab**  
**IdeasLab on the Global Redesign Initiative (Resources and Sustainability)**  
The Global Redesign Initiative aims to improve international cooperation on the pressing challenges of the 21st century.  
  
Join experts from various domains in the IdeasLab to explore innovative proposals to address global challenges
- 09.00 - 10.15 **IdeasLab**  
**IdeasLab with Oxford University**

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Friday 29 January

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Join Oxford University in the IdeasLab for new thinking on managing the global commons

10.15 - 11.00 **Studio Session**  
**From Alexander to the Last Legion: Science and the Historical Novel**  
Join Valerio Massimo Manfredi to discover how his scientific expeditions and archaeological explorations have inspired him to write 13 historical novels, including the Alexander trilogy and The Last Legion: A Novel.

10.30 - 11.30 **Plenary Session**  
**After Copenhagen: What's Next?**  
The UN Climate Change Conference in Copenhagen appears unlikely to lead to a definitive global solution on carbon emissions.  
  
What immediate steps should governments, businesses and civil society take towards a long-term climate path that is both environmentally effective and economically efficient?  
  
Simultaneous interpretation all languages.

10.30 - 11.30 **Plenary Session in Parallel**  
**Rethinking Government Assistance**  
The long-term effect of massive government assistance to aid struggling "national champions" and "too big to fail" firms is yet unknown.  
  
How will current political mandates reshape competition within global industries?

10.45 - 12.00 **Interactive Session**  
**Reshaping World Trade in the Aftermath of the Financial and Economic Crisis: American and Swiss Perspectives**

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Swiss and US leading government and business figures explore how trade might recover and evolve after the latest economic developments by addressing inter alia the following issues:

What is the contribution of the multilateral trade framework in the present economic environment?

What policy mix is needed to achieve more balanced trade between the major partners?

What are the major trade concerns for business and how can they be alleviated?

Interactive Lunch Session

12.30 - 14.00

**Will Soil Become More Precious Than Oil?**

To meet at least a 50% increase in global demand for food, bio-fuel and fibre commodities by 2030, the world's land use productivity will need to increase dramatically, and ownership structures will need to be re-examined.

What steps need to be taken to face up to the land productivity challenge over the next decade?

Interactive Lunch Sessions

12.30 - 14.00

**Brazil: What Is Next?**

Despite the global financial crisis, Brazil's economy is growing again at a rate of 5% and is expected to become the world's fifth largest economy by 2020.

What are the fundamental drivers of Brazil's growth and what challenges lie ahead?

Interactive Lunch Sessions

12.30 - 14.00

**Redesigning Government Exits**

Governments around the world have spent almost US\$ 11 trillion bailing out failing banks and trying to repair the financial system.

Given the trajectory of the global economy, how should governments exit from their stimulus packages and bail-out plans?

Interactive Lunch Sessions

12.30 - 14.00

**Emerging Multinationals and Global Innovation**

The largest global growth markets in sectors such as telecommunication, transportation and retailing are now in the developing world.

How are emerging multinationals redefining global innovations?

Interactive Lunch Sessions

12.30 - 14.00

**The Green Collar Solution?**

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- A recent study suggests that in the energy sector alone the deployment of new technologies such as wind, solar and biofuels, has the potential to create more than 20 million jobs by 2030.
- How can stakeholders work together to ensure that green and decent jobs become the drivers of a sustainable recovery?
- Interactive Lunch Sessions
- 12.30 - 14.00 **Rethinking E-governance**
- Voter turnout in democracies worldwide has decreased by 10% in the last 10 years; yet, the number of Internet users has grown by 362%.
- How can institutions better deploy information technology to increase the participation of citizens worldwide?
- Interactive Lunch Sessions
- 12.30 - 14.00 **Rethinking the Responsibility to Protect**
- The "Responsibility to Protect" is an emerging international concept to provide a legal and ethical basis for humanitarian intervention should a state be unable, or unwilling, to take action to stop gross violations of human rights within its borders.
- How can the international community exercise the "responsibility to protect" to prevent genocide, ethnic cleansing and crimes against humanity?
- Interactive Lunch Sessions
- 12.30 - 14.00 **A Global Solution to Illicit Trade?**
- Human trafficking and the illicit flow of arms, money, drugs, wildlife and counterfeit items are estimated to amount to US\$ 1-3 trillion or 7-10% of the world economy, a tenfold increase since 1990.
- What can global institutions, governments and multinationals do to fight the rise of illicit international trade?
- Interactive Lunch Sessions
- 12.30 - 14.00 **From Brain Drain to Brain Circulation?**
- A World Bank report in 2006 highlighted that skilled workers make up only 4% of the total workforce in sub-Saharan Africa, but they also represent more than 40% of the people leaving the country.
- How should migration policies be redesigned to address critical labour force challenges in the years to come?
- Interactive Lunch Sessions
- 12.30 - 14.00 **Redesigning a Healthy Start**

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Friday 29 January

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Malnutrition before the age of two is linked to income decreasing by half later in life.

What education, economic and healthcare changes are needed to eradicate child malnutrition by 2015?

12.30 - 14.00  
Interactive Lunch Sessions  
**The New Normal**

Experts predict that investors will look for more stability, be forced to use shorter investment horizons, and will no longer perceive risk the same way after the financial crisis.

What does the "new normal" look like for investors?

12.30 - 14.00  
Interactive Lunch Sessions  
**Entrepreneurial Science**

According to the US National Academy of Sciences, only 0.1% of all funded basic science research results in a commercial venture.

How can the commercial viability of scientific research be improved?

12.30 - 14.00  
Interactive Lunch Sessions  
**Rebuilding the Grid**

Estimates suggest that consumer savings from a "smarter" management of electricity could in the US alone amount to US\$ 227 billion over the next 40 years.

How will smart grids transform the way we produce, distribute and consume our energy?

12.30 - 14.00  
Interactive Lunch Sessions  
**South Africa in Transition**

Africa's largest economy is undergoing a leadership and economic transition, showing the first signs of economic recovery.

What are South Africa's priorities domestically, and in terms of its contribution to the global agenda?

12.30 - 14.00  
Interactive Lunch Sessions  
**Sustainable Investment Goes Mainstream**

Sustainable investment is expected to reach US\$ 25 trillion by 2015, approximately 20% of worldwide assets under management.

How can the potential of the sustainable investor market be leveraged to change business practices?

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Friday 29 January

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- Interactive Session**
- 12.30 - 14.00 **Climate Change: Financing Urgent Adaptation**
- The immediate and most critical consequences of climate change affect countries which have contributed least to global warming. Developing countries need up to 200 billion euros yearly to fight drought, lack of water, floods and deforestation limitation, and to introduce friendly energy sources. Therefore, immediate financial help from developed countries is of vital importance to such countries.
- How should adaptation measures be financed in fast-developing nations and developing countries to protect the climate? Which financing instruments are effective?
- How can international solutions coordinate climate change? What will be the results of the UN Climate Conference in Copenhagen?
- What are the costs of inactivity?
- What would a more radical questioning of our growth and prosperity mean?
- This session is co-organized with the Federation of Swiss Protestant Churches (SEK-FEPS).
- Simultaneous interpretation in English and German
- Debate**
- 13.00 - 14.00 **Redesigning the Global Dimensions of China's Growth**
- China's transition from a low-cost, export-driven developing economy into an advanced one with a diversified industrial base is happening faster than the rest of the world expected.
- What are the global dimensions of China's historic economic transition that need rethinking both in China and abroad?
- In partnership with the World Economic Forum, CCTV hosts this debate focusing on China's growth.
- Simultaneous interpretation in Chinese.
- Studio Session**
- 14.00 - 14.45 **Beautiful Science**
- Scientists continually unveil the beautiful secrets of nature, from Newton's decomposition of sunlight with a prism to the visualization of human DNA.
- What are the most intriguing pieces of "art" from the sciences?

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Friday 29 January

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- 14.00 - 15.15 **IdeasLab**  
**IdeasLab with Technology Pioneers: Betting on Green**  
Join Technology Pioneers in the IdeasLab to discover revolutionary solutions in green technologies.
- 14.00 - 15.15 **IdeasLab**  
**IdeasLab on the Global Redesign Initiative (New Institutional Approaches)**  
The Global Redesign Initiative aims to improve international cooperation on the pressing challenges of the 21st century.  
  
Join experts from various domains in the IdeasLab to explore innovative proposals to address global challenges.
- 14.30 - 15.30 **Interactive Session**  
**Rebuilding Peace and Stability in Afghanistan**  
Despite growing public doubts, the United States and United Kingdom -- the two largest providers of military personnel among the 43-nation coalition in Afghanistan -- intend to increase troops levels in a new bid to bring peace and stability to the country.  
  
What is needed from Afghanistan, the region and the international community to achieve success?
- 14.30 - 15.30 **Interactive Session**  
**Replicating the GAVI Success Story**  
Since its launch 10 years ago, the GAVI Alliance has saved over 3.5 million lives and has immunized an additional 250 million children in the world's poorest countries.  
  
How can the innovative and successful public-private partnership of GAVI be replicated to address other global issues?
- 14.30 - 15.30 **Interactive Session**  
**Global Industry Outlook: Finance, Services and Media**  
No industry is immune to the global, cyclical and structural changes reshaping the world economy.  
  
Chairs of the World Economic Forum Governors Meetings share their industry's evaluation of the most important challenges and opportunities in 2010.
- 14.30 - 15.30 **Interactive Session**  
**Managing the Proliferation of Nuclear Power**

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Friday 29 January

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There are 370 nuclear reactors operating today with six countries producing three-quarters of all nuclear electrical power, but forecasts suggest that the number will reach 1,800 by 2050 as energy demands increase in many countries.

How should nuclear power be deployed to address global concerns over energy security, climate change and non-proliferation?

14.30 - 16.30

Workshop

**Setting the Stage for the Girl Effect**

In the developing world every year of schooling is estimated to increase a girl's individual earnings by up to 20 percent, most of which she reinvests into her family.

How can business, government and civil society set the stage for the girl effect to materialize in economies around the globe?

14.30 - 16.30

Workshop

**Rethinking Economic Progress**

Despite their importance to society and industry, calculations for GDP do not consider spending on R&D, workforce training and product design as they are considered "intangible investments".

How should a country's economic well-being be measured in the 21st century?

14.30 - 16.30

Workshop

**Prepared for a Pandemic?**

A survey revealed that although 60% of CEOs believe the threat of a pandemic is real, only 22% have an emergency plan and only 27% are working on developing one.

What can industry and government do to improve their pandemic readiness?

15.15 - 16.00

Studio Session

**Saving Art through Science**

Some of the world's greatest works of art from past centuries are being rediscovered, preserved and restored by unconventional applications of medical and military technology.

Join to explore the innovation and science behind the preservation of our cultural and artistic heritage

15.45 - 17.00

IdeasLab

**IdeasLab with Harvard University**

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Friday 29 January

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Join Harvard University in the IdeasLab to discover the latest creative solutions in healthcare

- 16.00 - 17.00      Interactive Session  
**Wanted: Capital**  
 Cross-border capital flows fell 82% in 2008 and severely disrupted the availability of capital for investment worldwide.  
 How can businesses finance capital investments in an era of global deleveraging?
- 16.00 - 17.00      Interactive Session  
**Redesigning Food Production**  
 Global food demand will double between now and 2050 as the world's population reaches 9.2 billion.  
 How can the increased demand for food be met in an economical and environmentally sustainable manner?
- 16.00 - 17.00      Interactive Session  
**Global Industry Outlook: Heavy Industries**  
 No industry is immune to the global, cyclical and structural changes reshaping the world economy.  
 Chairs of the World Economic Forum Governors Meetings share their industry's evaluation of the most important challenges and opportunities in 2010.
- 16.30 - 17.15      Studio Session  
**Neuroscience Update**  
 Brain research suggests that most things we 'see' do not enter through our eyes but emerge in our heads as hypotheses about reality.  
 How do latest developments in brain research change our understanding of the way we absorb and navigate our environment?
- 17.45 - 18.45      Plenary Session  
**Business Leadership for the 21st Century**

Friday 29 January

"Management is doing things right; leadership is doing the right things." Peter F. Drucker (1909-2005)

What are the pressing global, industry and societal issues that business leaders must address in the wake of the "Great Recession"?

Simultaneous interpretation all languages.

19.00 - 20.30 **Interactive Session**  
**Does Religion's Claim to Truth Lead to Violence?**  
Religions motivate people to relate to each other, to create understanding and to foster peace. But religions can be abused for political ideologies. Formulated as a universal right to truth, religion can turn into a claim to power, which may lead to violence. Recognizing this, the Ecumenical Council of Churches proclaimed the Decade for Overcoming Violence, which ends in 2010.

Does religion have a tendency to impose its claim to truth through violence? Under what conditions?

How is communal life possible in a society with multiple claims to truth?

Do political views promote a claim to truth, especially when they legitimize themselves religiously?

This session is co-organized with the Federation of Swiss Protestant Churches (SEK-FEPS).

Simultaneous interpretation in English and German

20.00 - 22.00 **Interactive Dinner Sessions**  
**Crisis and the Human Condition**  
True crises in human history, such as the Great Depression and Black Death, have brought about profound changes to societies' values and behaviors.

How have civilizations responded to crises in the past, and how will the current Great Recession affect social change?

20.00 - 22.00 **Interactive Dinner Sessions**  
**Do You Trust Your Data?**  
The volume of data created worldwide continues to double every 18 months; by 2012 it will reach 50 million times the information contained in all the books ever written.

Given the incredible quantity of data now generated, how can one tell fact from fiction?

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Friday 29 January

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- 20.00 - 22.00      **Interactive Dinner Sessions**  
**Engineering A Cooler Planet**  
 Solar shields, carbon sequestration, ocean fertilization, or engineered weather are examples of technologies that scientists and engineers propose as a 'quick fix' for our climate woes.  
  
 What is really possible through geoengineering?
- 20.00 - 22.00      **Interactive Dinner Sessions**  
**The Nature of Intelligence**  
 Experts now agree that intelligence is much more than just an innate ability and is subject to environmental factors.  
  
 How can organizations use culture and social context to improve results?
- 20.00 - 22.00      **Interactive Dinner Sessions**  
**Public Service: Attracting the Best and the Brightest?**  
 Many young talented individuals who aspire to public service instead direct their creativity and drive to the private sector.  
  
 How can tomorrow's leaders be ensured that public office is also a path worth taking?
- 20.00 - 22.00      **Interactive Dinner Sessions**  
**Prostate Cancer**  
 Prostate cancer is the second most frequently diagnosed cancer in men.  
  
 Join this session to learn about the latest advances in prostate cancer detection, treatment and prevention
- 20.00 - 22.00      **Interactive Dinner Sessions**  
**The Sustainability of a Community**  
 Anthropologists argue that the cognitive power of our brains limits the number of stable relationships that can be developed to roughly 150. This figure is reflected in many institutions, from Neolithic villages to subdivisions of the Roman army.  
  
 How can modern communities -- many of which are in large urban areas -- be economically, environmentally and socially sustainable?

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Saturday 30 January

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- 09.00 - 09.45      **Studio Session**  
**Walking the Green Talk**

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Saturday 30 January

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Patricia Glyn walked 2,200 kilometres from Durban in South Africa to Victoria Falls in Zimbabwe in the footsteps of her ancestors.

Come listen to a thrilling, amusing, heart-warming, emotional and tragic story from an incredible adventurer.

Debate

09.00 - 10.00

**The Gender Agenda: Putting Parity into Practice**

Companies perform better if their female talent is equally integrated, but a decade of data reflects only marginal change in this area.

How can we move beyond awareness towards action?

In partnership with the World Economic Forum, CNBC hosts this debate focusing on gender parity.

Interactive Session

09.00 - 10.00

**Rebuilding Education for the 21st Century**

For children to reach their full potential the gains in universal primary education need to be replicated at the next level; only 54% of children in developing countries attend secondary school.

How can education systems be rebuilt to deliver their full potential in the 21st century?

Interactive Session

09.00 - 10.00

**Securing Cyberspace**

A new piece of malicious software is introduced every 30 seconds.

What must be done to decrease the vulnerability of the Internet?

IdeasLab

09.00 - 10.15

**IdeasLab with University of Pennsylvania and the Wharton School**

Join the University of Pennsylvania and the Wharton School in the IdeasLab to discover the latest creative solutions in life sciences

IdeasLab

09.00 - 10.15

**IdeasLab with Young Global Leaders**

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Saturday 30 January

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The Global Redesign Initiative aims to improve international cooperation on the pressing challenges of the 21st century.

Join Young Global Leaders to explore “open source” innovations in engaging youth in

- policy-making
- mainstreaming the MDGs
- rethinking intellectual property
- ensuring rights to public information
- restoring ocean health
- fostering the “Missing Middle” entrepreneurs

10.15 - 11.00

Studio Session

**Revolutionary Architecture**

Toyo Ito has stretched the boundaries of architecture by embracing revolutionary techniques and technologies.

Discover his most salient works and the principles that inspired them

10.30 - 11.30

Plenary Session

**Global Economic Outlook**

The International Monetary Fund is forecasting positive growth in 2010; yet, it warns the pace of growth will be too sluggish to prevent further increases in unemployment across the global economy.

What is the outlook for the global economy in 2010?

Simultaneous interpretation all languages.

11.30 - 12.15

Studio Session

**Rethinking the Global Commons: Biodiversity II**

12.00 - 14.00

Buffet

**Buffet Lunch**

12.30 - 14.00

Interactive Session

**The Ageing Society -- Still Young at 65?**

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Saturday 30 January

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In 2030, one-quarter of the Swiss population will be older than 65. Life expectancy will continue to rise in the industrialized countries. The evolution will fundamentally challenge our social system and our working environment.

Which challenges are facing the ageing society?

What role will older people play in our society? Is getting old a loss of ability to work? What would a work environment for the ageing society look like?

What philosophy is our current health system based on? Are our attitudes to health, disease and death still up to date?

This session is co-organized with the Federation of Swiss Protestant Churches (SEK-FEPS).

Simultaneous interpretation in English and German

Studio Session

12.45 - 13.30

**Discover a Hacker's Mindset**

The original meaning of the word "hacking" meant an elegant, witty or inspired way of doing almost anything.

In this session, you will learn how a hacker's mindset can teach you to appreciate what is possible.

Debate

13.00 - 14.00

**The Great Shift East in the Global Agenda**

Nearly 3 billion people residing in the 21 economies of the Asia-Pacific Economic Community (APEC) account for more than half of the world's GDP.

What are the implications of the West to East power shift on the global agenda?

In partnership with the World Economic Forum, NHK hosts this debate focusing on the global implications of the West to East power shift.

Simultaneous interpretation in Japanese.

Studio Session

14.00 - 14.45

**Facing a Sea Change**

A "Great Pacific Garbage Patch", an island about twice the size of France comprised of plastic debris and other trash, is floating in the ocean.

How do we address the damage we have done to our oceans and prevent further destruction?

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Saturday 30 January

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- 14.00 - 15.00 **Interactive Session**  
**Redesigning Financial Regulation**  
An Internet search of "global financial regulation" results in over 17 million possible entries to explore.  
  
How should the largest financial institutions in the world be regulated domestically and internationally?
- 14.00 - 15.00 **Interactive Session**  
**Rebuilding Water Management**  
The number of people living in water-stressed countries will increase from 700 million today to more than 3 billion by 2025 -- 35% of the predicted global population.  
  
How can the protection and management of water be dramatically improved?
- 14.00 - 15.15 **IdeasLab**  
**IdeasLab with Global ChangeMakers**  
The Global Redesign Initiative aims to improve international cooperation on the most pressing challenges of the 21st century.  
  
Join six teenagers from around the globe, selected through the British Council's Global Changemakers programme, in the IdeasLab to explore innovative proposals to address critical systemic issues.
- 14.00 - 16.00 **Workshop**  
**Connecting a Carbon- and Time-constrained World**  
Transport-related energy use in the developing world is growing eight times faster than in OECD countries.  
  
What future institutions and business models will be needed to connect a carbon- and time-constrained world?
- 14.00 - 16.00 **Workshop**  
**The Art of Musical Improvisation**  
Creativity and innovation may be buzzwords in business, but they are essential skills for artists who perform music through improvisation.  
  
Join for a musical education on improvisation and "out of the box" thinking
- 15.30 - 16.30 **Interactive Session**  
**Global Industry Outlook: Health, Consumers, Tech and Travel**

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Saturday 30 January

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No single industry is immune to the global, cyclical and structural changes reshaping the world economy.

Chairs of the World Economic Forum Governors Meetings share their industry's evaluation of the most important challenges and opportunities in 2010.

- 15.30 - 16.45
- Interactive Session  
**Zero Option for Corruption**
- The cost of corruption is estimated to be more than 5% of global GDP, including over US\$ 1 trillion paid in bribes every year.
- How can zero tolerance towards corruption move from best practice to standard practice in the private sector?
- 15.30 - 16.45
- Interactive Session  
**Financial Risk Management 2.0?**
- Risk appetite has returned with spreads narrowing between high yield and high grade debt and with asset prices rising in emerging markets.
- How has financial risk assessment in the public and private sectors improved since the crisis of 2008?
- 15.30 - 16.45
- Interactive Session  
**Redesign Your Cause**
- "Truth never damages a cause that is just." Mahatma Gandhi (1869-1948)
- In partnership with the World Economic Forum, YouTube has engaged in a worldwide search for a person with a cause worthy of the world's attention.
- Join the creator of the winning YouTube submission and engage with the Davos community to rethink, redesign and rebuild how to tackle this issue
- 15.30 - 17.00
- Interactive Session  
**"Yes We Can?"**

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Saturday 30 January

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US President and Nobel Peace Laureate Barack Obama has awakened high expectations with his slogan "Yes, we can!" After one year of presidency, it can be seen where President Obama has introduced political innovation and where he has not.

To what extent has the impact of the financial and economic crisis been curbed in the US?

What are the relations between the US and the Arab countries?

To what extent has the international political situation on climate changed due to the new position of the US?

Does the Nobel Prize favour or harm Obama's Administration?

This session is co-organized with the Federation of Swiss Protestant Churches (SEK-FEPS).

Simultaneous interpretation in English and German

17.00 - 18.00

Interactive Session

**Japan in Transition**

The historic 2009 election victory of the Democratic Party of Japan has not diminished the threat to the country's economy by the return of deflation and a rapidly strengthening yen.

How will Japan's political revolution deliver an economic recovery?

17.00 - 18.00

Interactive Session

**The US Legislative Agenda: A Global Perspective**

The Obama administration is relying on the US Congress to deliver an ambitious agenda focusing on financial regulation, healthcare, energy and employment.

What are the global implications of implementing the 2010 legislative agenda?

17.00 - 18.15

Plenary Session

**Rethinking Trade and Climate Change**

Multilateral efforts to increase international trade and to reduce carbon emissions have surfaced important policy linkages between the two global issues.

How can trade and climate agreements be aligned so that trade becomes a driver for low-carbon growth, rather than carbon becoming the cause of trade conflicts?

Simultaneous interpretation all languages.

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Saturday 30 January

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- 19.00 - 20.30 **Interactive Session**  
**A World without Nuclear Weapons: Utopia?**  
 US President Obama and Russian President Medvedev want a follow-up agreement to reduce nuclear weapons. In other parts of the world, countries are seeking to build their own nuclear weapons: North Korea has developed nuclear capabilities, and Iran is soon able to produce a nuclear explosive device. India, China and Pakistan have modernized their nuclear armed forces
- Who could, or should, prevent the spread of nuclear weapons? Why do some countries have the right to own weapons of mass destruction and others do not?
- To what extent is the civil use of nuclear energy denied to countries -- out of fear for simultaneous use for military purposes?
- Why is Iran today striving for nuclear weapons, although it has rejected weapons of mass destruction for religious reasons for a long time? How do Iran's religious leaders explain the production of weapons of mass destruction?
- This session is co-organized with the Federation of Swiss Protestant Churches (SEK-FEPS).
- Simultaneous interpretation in English and German
- 19.20 - 20.30 **Concert**  
**Concert**  
 The Saturday evening concert will feature the Lausanne Chamber Orchestra.
- Christian Zacharias, Conductor and Pianist
- Beethoven : Concerto for piano and orchestra N° 1 in C Major, Op. 15  
 Beethoven : Symphony N° 4 in B flat Major, Op. 60
- 20.30 - 00.00 **Cultural Soirée**  
 Hosted by South Africa  
 Klaus Schwab, Executive Chairman of the World Economic Forum, and Mrs Hilde Schwab, together with the Members of the Managing Board, invite all participants and their spouses to this formal Cultural Soirée celebrating South Africa's diversity and warm hospitality.
- 20.30 - 20.40 **Interactive Session**  
**Concluding Remarks on the Open Forum 2010**

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Sunday 31 January

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Brainstorming Session

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Sunday 31 January

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- 09.00 - 10.30      **The Global Agenda 2010: The View from Davos**  
Join experts from over 70 Global Agenda Councils in a brainstorming session to map the critical global issues that emerged from the World Economic Forum Annual Meeting 2010
- 10.30 - 11.30      Closing Plenary Session  
**A Roadmap for a Sustainable Recovery**  
The Annual Meeting Co-Chairs examine what industry and government should do to lead the global economy on a path of sustainability and job growth in 2010.  
  
Simultaneous interpretation all languages.
- 13.00 - 15.00      Buffet  
**Schatzalp**  
Join the traditional farewell buffet lunch at the Schatzalp Hotel, situated in a stunning location high above Davos. The Schatzalp is accessible by funicular railway from the centre of Davos, just a short walk or bus ride from the Congress Centre.