

## DAVOS OUTLOOK 2021: A CRUCIAL YEAR TO REBUILD TRUST

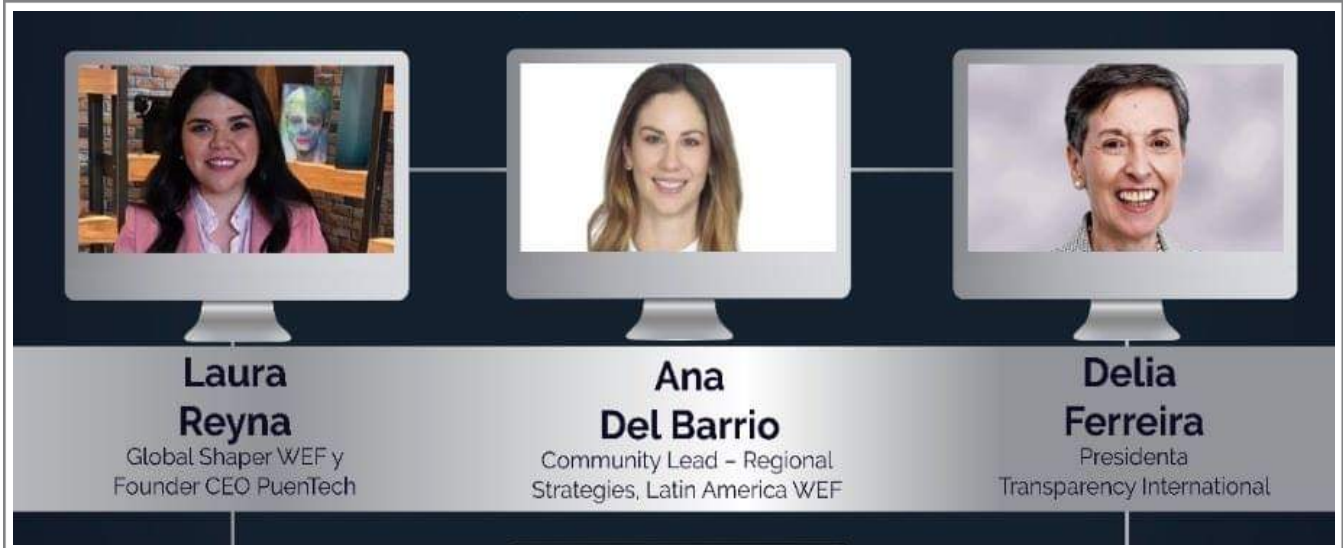


Foto: USEM

**F**or 23 consecutive years, I have had the opportunity to participate in the annual meetings of the World Economic Forum (WEF). It usually takes place in January, in Davos, Switzerland. However, due to the pandemic, it was the first online edition. Despite the new format, the quality, relevance, and level of the sessions remained as high as always. Hundreds of senior civil servants, business leaders, academics, and distinguished leaders from around the world came together to share best practices, present ideas, and discuss ways to contribute to sustainable development, and globally promote the Davos manifesto: stakeholder capitalism. Only 13 Mexicans participated; only one representative from the government, the Secretary of Economy, Tatiana Clouthier, along with representatives from companies such as PROEZA, FEMSA, América Móvil, and Marhnos.

Mexico could take much more advantage of the opportunities that this forum offers. For this reason, nine years ago, I began to host, jointly with the Social Union of Businesspeople of Mexico (USEM), an event consisting of a panel with participants from that year's edition of the WEF. The objective is to hear their perspectives and key takeaways from the sessions. This year, for the same reasons, it was held virtually, which allowed us to invite three panelists and over 250 attendees from all over the world. On this occasion, we opted for an all-women panel: Delia Ferreira, Chair of Transparency International); Ana Del Barrio, WEF Regional Strategies Manager; and Laura Reyna, Global Shaper.



Foto: WEF

The central theme of this event was "an essential year to rebuild trust", about what we endured in 2020. It was the backbone of everyone's remarks. They revolved around recovery, economic reactivation, technology, innovation, and international cooperation. The initial desire of Professor Klaus Schwab, founder of this group, was to raise awareness in businessmen and global leaders about the importance of promoting capitalism that, without disregarding economic interests, considers all aspects affected by their actions. Likewise, this resonates with the principles embodied by USEM.

One of the main lessons learned from this event is that all sectors must work together with a common goal: A thorough and integral recovery. We must be aware of the challenges we faced in other countries to understand what is happening in ours. Regardless of our position and sector, we must pursue this vision, with clear and measurable objectives. As Klaus Schwab said: Change only comes when we generate it, not by chance.