

DAVOS 2024: REBUILDING TRUST



I have just returned from the annual meeting of the World Economic Forum which was held in Davos, from January 15 to 19 under the theme "Rebuilding Trust". It has been a privilege to attend this event for the last 26 years. The greatest wealth that Davos has given me are the friendships, learning, experiences and initiatives in which I have been able to get involved.

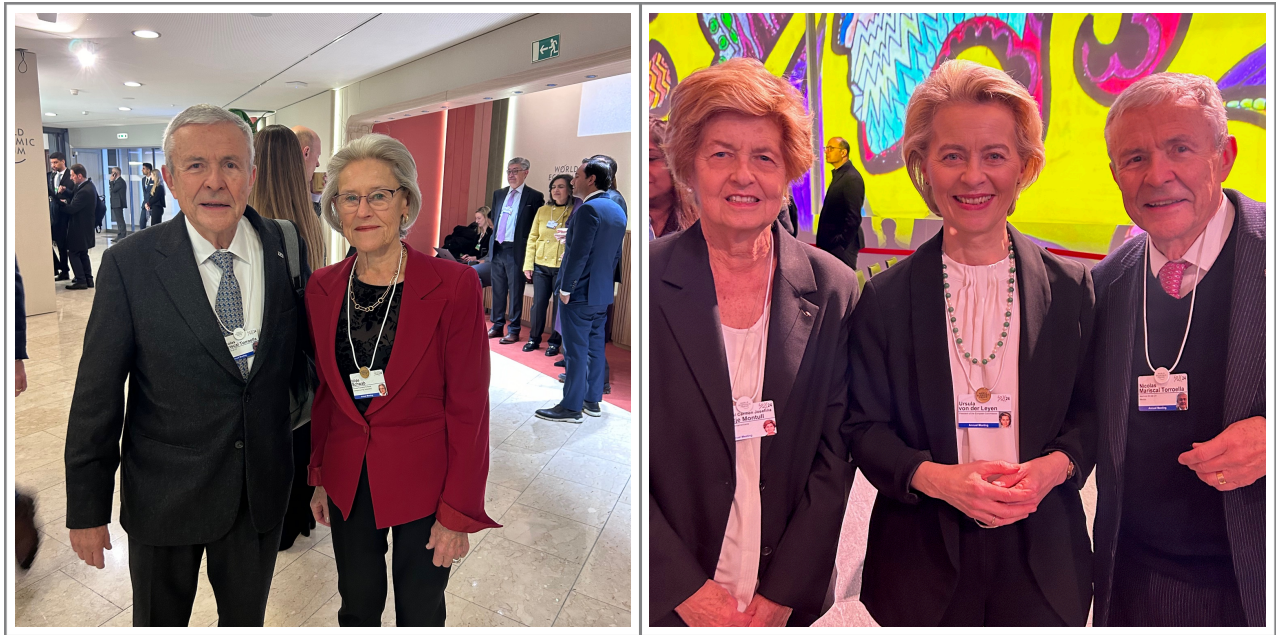
There is no meeting that has the same convening power in the world. On this occasion, the Forum welcomed almost three thousand people from 125 countries, more than 300 heads of state, ministers and government representatives, 1,600 businesses, academic and media leaders as well as 200 young social entrepreneurs committed to change. Among the heads of state were Emmanuel Macron of France, Li Qiang of China, Javier Milei, president of Argentina and Gustavo Petro President of

Colombia and Ursula von der Leyen, president of the European Commission. From Mexico, the governors of Baja California, Sonora and Yucatán, journalists, businessmen, young global leaders and global shapers attended.

The four pillars of this meeting were:

1. Achieve security in a fragmented world
2. Create jobs for a new era
3. Artificial intelligence as a boost for the economy and society
4. A long-term strategy for climate, nature and energy

There were 450 sessions. I was very interested in the talk "When the climate impacts health", where the speakers were the Minister of Health of Brazil, a young leader of a civil society organization called Global



Hilde Schwab, Copresidente y fundadora del WEF

Ursula von der Leyen, Presidenta de la Comisión Europea

Health Seed, as well as the president of the National Academy of US Medicine and Bayer CEO Bill Anderson. The central idea of the discussion was global warming and the impact it will have on the health of the more than eight billion people who inhabit the planet. As mentioned, there is a dangerous intersection between lack of food, malnutrition and diseases, which is why it is essential to increase resources allocated to both climate mitigation and adaptation. This was one of the most urgent initiatives in the world.

In addition to climate change, other extremely important issues were presented. One of them was the elections: around half of the population will have the opportunity to elect their rulers at the polls. Another topic that was discussed was the "Great Diplomatic Rivalry" that exists between the United States and China, emphasizing the need to maintain peaceful competition to avoid a military conflict. For his part, Volodymyr Zelensky, president of Ukraine, did not ask for more weapons but instead called for peace.

They also talked about artificial intelligence, the political and economic situation in Latin America, and the transcendental issue of social networks and our youth. I had the opportunity to be invited to participate in small focus groups with business and government leaders, as well as the anti-corruption partnership meeting, an initiative of the Forum of which I have been a member for 20 years.

Whether it is economics, politics, innovation, business or artificial intelligence, ethics is always at the core; it is the key to rebuilding trust across the board. And as part of ethics the preservation of the right to freedom.

Once again, it was well worth the trip to Switzerland to hear these crucial topics and meet such interesting people.