

THE WORLD ECONOMIC FORUM: A VERY ENRICHING EXPERIENCE



The World Economic Forum was held anew during the month of January in Davos, Switzerland. I have been attending for 26 years in order to reconnect with friends, meet new people and discover the political, economic and social trends of our time. **The motto on this occasion shows us the challenge we have ahead: "Cooperation in a fragmented world"**. As always, Mari Carmen accompanies me and the Davos Forum has met my expectations.

This time there were more than 480 sessions, attended by 2,700 leaders from more than 130 countries, including 47 heads of state, more than 350 government officials and **1,500 leaders of the world's largest companies**, including 90 unicorns. Also in attendance were numerous academics, activists, journalists, artists and more than 150 Global Shapers, leaders of change under the age of 30.

The Davos Forum is more than interesting talks and special addresses. It also **has numerous impact initiatives on a variety of topics** with sessions of few participants. Among them are the Partnership Against Corruption Initiative (PACI), which unites intersectoral efforts to establish anti-corruption agendas and in which I participate. The 1t.org project, which aims to unite efforts to plant a trillion trees around the world in the following years. And the gender parity accelerators, which have the objective to increase the participation of women in the labor market, close the gender wage gap, and promote them to management and leadership positions.

I have also been able to **continue adding value to Marhnos**, since through the Forum I have met many people in leadership positions in countries where significant investments have been made. Likewise, the Forum has been a support in regards to family business, where we have been able to learn from some of the best international practices that allow them to stay together and expand.

There is a lot to learn and there are very interesting meetings that you can attend from 7 in the morning to 12 at night. I continue to attend because **the World Economic Forum is ultimately a very enriching experience**. And also, after so many years, I have the opportunity to meet again with the old friends that I already have around the world.