



World Economic Forum Comes to Brazil

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Suzanne Heibel--HispanicBusiness.com

Rio de Janeiro, Brazil is scheduled to host the [World Economic Forum on Latin America](#) April 14-16, an international conference that will examine how the global economic crisis will affect this part of the world. Five hundred leaders in government, big business, academia, and the media are expected to attend the colloquium, which is being put on by the World Economic Forum, a Swiss non-profit group, but being hosted by Brazil and its governmental trade and investment promotion agency [APEX](#).

The theme of WEF is "Implications of the Global Economic Crisis for Latin America," and its aim is to provide strategic insight on how Latin America can avoid being brought down by the current world economic slump. WEF proposes that abundant natural resources, [bio-diversity](#), a young work force, and a stable financial system are the skeleton for shaping a promising future for the economies of Latin American nations. Perhaps the more important message WEF will present is an expressed need for nations to integrate social stability and prosperity with economic opulence.

Wednesday, April 15 will be the main day of the conference, administering speeches and discussions on relationships with other nations, notably the Middle East, Asia, and China, as well as trade barriers and protectionism, managing the Amazon, and how to shake the financial tree loose of needed capital. Though focused on weathering the economic storm, other matters of the three day event include the change in US administration, how lack of morality and a "crisis of trust" caused this economic downturn, the role of drug trade in social and economic well-being, and fossil fuels and alternative energy.

Besides President Luiz Inácio Lula da Silva of Brazil, who will open the meeting on Tuesday, April 14, Leonel Fernández, President of the Dominican Republic, and Colombian President Alvaro Uribe Velez will be the other two heads of state attending the discussion. Businessmen from the United States include Rex W. Tillerson, CEO of Exxon-Mobil and R. Marcelo Claure, CEO of [Brightstar Corporation](#) (which has placed first on the [HB 500](#) for the past two years).

The WEF began in 1971 with the motto "entrepreneurship in the global public interest" and had the goal of networking heads of states and businesses to help establish an attuned system of global trade and capitalism. WEF's annual meeting was held in Switzerland at the end of January this year, but WEF has a slew of events lined up for 2009, the next one being the World Economic Forum on the Middle East, which will be hosted in Jordan in mid-May of 2009.

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