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Founder and Executive Chairman

H.E. Mr Mark Rutte
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akn/cfel

Dear Prime Minister,

It is with great pleasure that I have received confirmation of your participation in the World Economic Forum Annual Meeting 2018. The meeting's theme will be Creating a Shared Future in a Fractured World and the programme will explore the root causes of and pragmatic solutions to the manifold political, economic and social fractures occurring today.

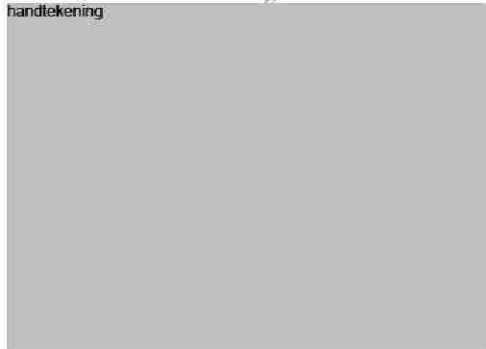
Interest in participating in the Annual Meeting is stronger than ever, with 3,000 of the most influential leaders from all walks of life joining the discussions in Davos. The meeting serves as an opportunity at the beginning of the year to shape the global agenda through an integrated and multistakeholder approach.

Among other issues, the programme will highlight the future outlook on Europe and the potential of the European Union to reform itself, developing a shared positive vision to gain the renewed support of the majority of its citizens and simultaneously achieve a successful Brexit. The Forum would welcome your engagement on this issue and will work closely with your staff to ensure that your presence serves your interests in an optimal manner.

I truly look forward to welcoming you in Davos.

Yours sincerely,

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World Economic Forum Annual Meeting 2018

30 October 2017

Why Davos matters

Creating a Shared Future in a Fractured World

From 23 to 26 January 2018, 3,000 leaders from around the world will meet in Davos-Klosters, Switzerland. They will gather in a collaborative effort to shape the global, regional and industry agendas, with a commitment to improve the state of the world.

The Annual Meeting is the only global summit bringing together governments, international organizations, business, civil society, media, foremost experts and the young generation, at the highest level and in representative ways. It attracts some 50 heads of state and government, over 300 ministerial-level participants and over 1,700 business participants at the CEO and chair level commanding, in aggregate, a share of the global economy of some \$25 trillion. With participation of the top media leaders from around the world, the World Economic Forum Annual Meeting is the world's most followed annual political and business event.

The 2018 theme, *Creating a Shared Future in a Fractured World*, requires us to understand the root causes of the manifold political, economic and social fractures facing global society today. The Forum's specific contribution is to address the issues on the global agenda in a holistic, interconnected and future-oriented way, helping to catalyse new ideas and partnership initiatives.

Davos is designed specifically for this purpose – it is a uniquely multifaceted meeting. The programme is structured to ensure that each political leader is provided with the most appropriate platform to share their message with Annual Meeting participants as well as with a global audience through the media, and to engage in multiple dialogues with the most relevant counterparts. Special priority programme areas will be developed with participating political leaders.

The Annual Meeting is designed to encourage collaborative strategies and solutions for a world that is becoming increasingly multipolar and multiconceptual. In January, we will present innovative ideas to strengthen capability to:

- maintain a free and open trade and investment system
- protect our environmental commons mainly through public-private partnerships to scale innovative approaches
- make economic growth more inclusive and socially sustainable through structural policy and fiscal measures
- build resilience against economic and financial risks in the face of monetary and fiscal adjustment
- show multistakeholder support and commitment to accelerate the SDGs
- adapt the humanitarian system to expanding needs created by conflict and migration.

In a multipolar system, the policies of the key global powers will determine the success of our efforts to create shared solutions. Thus we will examine the willingness and potential of:

- the European Union to reform itself, developing a shared positive vision to gain renewed support of the majority of its citizens and achieve a successful Brexit
- the USA to engage actively in shaping the global agenda for future generations
- China to assume its role as a responsible and responsive global power building on the agenda announced by President Xi in Davos in January 2017
- India to exercise its influence as an emerging power that is also the largest democracy in the world
- Japan to demonstrate its commitment to economic revival and continued reform in the face of an ageing society and security threats.

The year 2018 will also be influenced by the presidential elections in major Latin American countries, the 50th anniversary of ASEAN and its future development, questions about Africa's resilience as population demands increase, and the future security outlook for the Korean Peninsula and the Middle East. All these issues will be on the Davos agenda.

Meanwhile, the World Economic Forum has become a reference point for the Fourth Industrial Revolution. The Annual Meeting will feature in-depth discussion of the technologies shaping our future, such as artificial intelligence, robotization, blockchain and precision medicine, among others. They will require principles and protocols in order to facilitate their rapid deployment in tandem with broad acceptance by society and to prevent a destructive backlash. In Davos, we will show how our efforts to facilitate public-private cooperation in this domain can become a future global standard for "agile governance": allowing stakeholders to work together, to quickly and adroitly manage the consequences of new technological development.

The new digital world depends economically and politically on reliable and trustworthy cybersecurity. Global leaders will work together in Davos for a more robust and resilient cybersystem, and the Forum will launch a permanent public-private platform providing a trusted space for governments and major corporations to share best practices. Communication technologies are having accelerating impact on politics and society. The Annual Meeting will feature in-depth analysis of how artificial intelligence, algorithms, social bots, fake news and civic tech influence perceptions and decision-making and what policies may be needed to re-establish trust and social cohesion.

The World Economic Forum has become the global platform for enabling public-private cooperation to address global challenges. Our System Initiatives are shaping sustainable positive change in the future of health, mobility, media, manufacturing and nine other complex global systems by connecting key public, private, civil society and academic actors; and aligning their efforts around the most impactful projects. The Forum's Annual Meeting provides the opportunity for these System Initiatives to advance their work by bringing together the most relevant leaders in informal Stewardship Boards for strategic discussion about how best to accelerate progress across the entire interconnected ecosystem. All of these activities to define shared solutions are supported by the Forum's numerous taskforces working throughout the year, and by Forum research, including the annual *Global Risk Report* and the *Global Competitiveness Report*. Special emphasis will be given to the impact of digitalization and innovation on competitiveness, social inclusion and economic development.

Davos is the only global summit to approach this complex set of issues in an integrated way. The World Economic Forum Annual Meeting will define the global agenda for 2018 as we bring together all stakeholders at the beginning of the year to advance progress with a positive, collaborative, future-oriented and holistic vision.