

President Lee to Attend Davos Forum

From Jan 27 to 29, President Lee Myung-bak will be visiting Switzerland to participate in the 40th World Economic Forum in Davos.

At the Davos Forum scheduled the next day (Jan 28), Lee will deliver a special address in which he will introduce the Korean government's overall plans to host the November G20 meeting in Seoul and emphasize the G20 Summit's heightened role in the post-crisis world economy, environment-friendly industrial development, and entrepreneurship needed for green growth.

At the venue President Lee will meet with world-renowned figures including Bill Gates, Google CEO Eric Schmidt, and World Economic Forum Executive Chairman Klaus Schwab, as well as have a summit meeting with President of the Swiss Confederation Doris Leuthard.

In the evening, a "Korean Night" will be hosted by the Federation of Korean Industries, and President Lee plans to promote aspects of Korean culture, including Hansik(Korean Food) and Hallyu (Korean Wave).

On the last day (Jan 29), the President will have a breakfast meeting with entrepreneurs and journalists participating in the Davos forum. Separately, he will make key note speeches along with the United Nations Secretary General Ban Ki-moon at the informal gathering of World Economic Leaders, which will be attended by 80 high-ranking officials, including heads of state and international organizations.

Lee's attendance at the WEF is expected to enhance Korea's national standing as host of the 2010 G20 Summit and also drum up support for the idea of making the summit a "premier forum" where all major discussions on worldwide economic cooperation will take place, Cheong Wa Dae said.

The office added that the Korean government's green growth strategy and development cooperation schemes for developing countries will be highly promoted at the forum, thereby helping improve Korea's national branding as a mature state.