



# SWISS STYLE

Swiss Style Magazine's Special 2011

World Economic Forum on  
Latin America issue, April 27–29





“*Swiss Style Magazine*” is Switzerland’s and Continental Europe’s leading English language publication, geared towards the needs of top decision makers. Our exclusivity is also reflected in our close collaboration with the World Economic Forum, whose Meetings we have been giving special coverage to. As the only Swiss magazine distributed at the events and now in our tenth edition of WEF coverage, we have an established platform from which to reach a specialized audience.

Our next Special issue on “World Economic Forum on Latin America 2011” which will be taking place in Rio de Janeiro, Brazil 27-29 April seeks to provide a comprehensive coverage of the key issues discussed at the Meeting. This edition is set to highlight a select group of 15 influential players at the Forum and in the future global economy. They will distil their views on how to rethink business models and determine strategies within a new Latin America growth context. This Special Issue will also feature in-depth articles on improving competitiveness, creating new value and achieving economic and social change through sustainability.

With its new government, Brazil continues its strong economic and social rise, and could act as a growth catalyst for the whole region. It is against this background that the meeting will convene more than 500 top regional and global leaders from different stakeholders. These highly influential leaders will convene to set the agenda for a future that is driven by sustainable growth. In anticipating future changes, the participants will together explore new mindsets, re-think business models, challenge long-held economic assumptions and develop a more holistic approach to leadership. *Swiss Style Magazine* will be speaking to some of the leading voices connected to the event and our Special Issue will reveal the thought-processes behind these important new growth contexts.

We firmly believe that this World Economic Forum Special Issue of *Swiss Style Magazine* will be an exciting opportunity for Rio de Janeiro to present its achievements, its business opportunities and its attractiveness to those actors who will most certainly seriously consider working with the private and public sectors in Brazil.

A handwritten signature in black ink, appearing to read 'John F. Béguin'.

John F. Béguin  
Chairman *Swiss Style Magazine*

*Swiss Style Magazine* will be covering a far-reaching range of issues that will be discussed at the World Economic Forum on Latin America 2011. In addition we will be highlighting a select group of 15 influential participants who will share their insights on related timely issues.

Some of the influential leaders who will share their insights are:

- **Sérgio Cabral**, Governor of the State of Rio de Janeiro
- **Mario Garnero**, Chairman of the Board, Brasilinvest Group
- **Marcos Prado Troyjo**, CEO, WISeKey Brazil
- **Francois Barrault**, Chairman and founder of FDB, former CEO of BT
- **Eike Fuhrken Batista**, Brazilian Entrepreneur
- **Michael Mack**, CEO, Syngenta International
- **Jorge Paulo Lemann**, Professor, Harvard Business School
- **Arminio Fraga Neto**, Founding Partner, Gávea Investimentos
- **Vikram Pandit**, Chief Executive Officer, Citi

#### SETTING THE AGENDA: LAYING THE FOUNDATION FOR A LATIN AMERICAN DECADE

##### **Enhance Innovation and Productivity for Equitable Growth**

This special issue of *Swiss Style Magazine* will endeavor to bring together views on how to best prepare and lay the foundations for a decade of growth and development for Latin America. We will address issues such as the means for Latin America to meet 6% growth targets; the barriers that should be removed to improve Latin America's competitiveness and achieve more equitable prosperity; how quality education and employment could better be linked to encourage entrepreneurship and how Latin American countries boost innovation and technology transfers.

##### **Multilatinas & Infrastructure**

We will be asking the views of participants on ways "multilatinas" experiences become drivers for more companies from the region to access the global market and how successful public-private partnership models can be replicated to respond to societal needs. Also we will delve into the considerations on how the infrastructure needs will be met and the means countries have at their disposal to improve and continue using existing infrastructure during lean times.

##### **Strengthen Democratic Governance**

*Swiss Style* will attempt to better understand how Latin America can engage to strengthen the G20; how Latin America can contribute to a more robust international financial system and attract long-term investments to the region and the means to develop strategic partnerships with Asian countries to promote enhanced trade and investment within the region and globally.

##### **The host: Rio de Janeiro**

Rio has been a catalyst for regional development and growth. A special section of our WEF issue will take a close look at those elements that make the State and City of Rio a Latin American powerhouse and regional commercial hub. Authorities and business leaders from the area will describe the opportunities and attractiveness of Rio from a number of angles: its exceptional dynamic industrial hub; its strategic commercial and trade location of importance as a portal to the region, the imposing Porto Maravilha project. Also, we will present the highly attractive investment possibilities in the region with the upcoming World Cup and the Olympics which will certainly provide lasting returns for Brazil and the region.

The total run of *Swiss Style Magazine's* Special World Economic Forum on Latin America 2011 issue is 64.000.

## BREAKDOWN OF SWISS STYLE MAGAZINE SPECIAL WEF ISSUE DISTRIBUTION

*Swiss Style Magazine's* special edition will reach a broad international readership at the Rio de Janeiro meeting. This edition will be distributed to all participants at the venue and will feature additional strategic distribution.

## DISTRIBUTION INCLUDES

- World Economic Forum on Latin America 2011
- 21 distribution points throughout the Arena area and Rio

## ADDITIONAL STRATEGIC DISTRIBUTION ASSURED BY

- Distribution amongst main members of the World Economic Forum
- Distribution amongst decision makers of International companies in BRICs

## REGULAR SWISS DISTRIBUTION

Our regular readership, which includes the leaders of financial institutions and major multinational corporations in Switzerland, will receive this edition of *Swiss Style Magazine* through:

- 610 corporate distribution points throughout Switzerland through Multinational and International corporations as well as International and Supranational organizations such as the Fédération Internationale de Football Association (FIFA) and the International Olympic Committee.

## SIZES AND PRICING FOR WORLD ECONOMIC FORUM ON LATIN AMERICA 2011

The format of *Swiss Style Magazine* is A4 (210 x 297 mm). All formats are calculated width x height.

Type of ad	Trim size	Bleed size	Price
<b>Inside pages</b>			
Full color 1 page	210 x 297 mm	216 x 303 mm	
Double page spread	420 x 210 mm	426 x 216 mm	
<b>Cover pages</b>			
Back cover	210 x 297 mm	216 x 303 mm	
Opening cover double-page spread	420 x 210 mm	426 x 216 mm	
Closing cover double-page spread	420 x 210 mm	426 x 216 mm	

For our tailor-made proposals, please contact:  
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## TECHNICAL SPECIFICATIONS

### Spreads

The double page spreads must be treated as one page at the 420 x 210 mm format.

### Bleed

All advertisement must be made with 3 mm of bleed on all 4 sides.

### Images

All images imbeded in the document must be in CMYK in 300 dpi in their real size (100%).

### Sending

The pages must be sent in pdf prepress format, in CMYK. They can be sent on cd to *Swiss Style Magazine* by mail or via e-mail.

### Deadlines

Closing date for reservations:  
 4 weeks prior to date of publication.  
 Deadline for material: approx.  
 2 weeks prior to publication.

Swiss Style Magazine dedicates certain issues to topics of particular interest to its readership.



COVERAGE OF MAJOR EVENTS  
TAKING PLACE IN THE WORLD

### The World Economic Forum in Davos, China and the Middle East

The World Economic Forum meetings provide a systemic view of the major economic, political, societal and technological forces currently at work. *Swiss Style Magazine* calls upon those present at these annual meetings to share their thought processes, their efforts to adapt their tactical defense mechanisms to an uncertain environment and their aspirations to overhaul their countries' and their companies' long-term strategies.

### Presentation of Nations

Special issues devoted to gaining insight and knowledge about regions or countries of interest to *Swiss Style Magazine* readers. Previous editions have covered Dubai and Lichtenstein, their success stories, who the big business players are, and the low-down on living and visiting the country. Our detailed analysis further reveals what the future agenda holds and how these regions are influencing the rest of the world.

FOCUS ON FOUNDATIONS  
OR LOCAL ORGANISATIONS

### Global Humanitarian Forum

As we draw the curtains over the 21<sup>st</sup> century's first decade, sustainability is being propelled into the limelight. It embodies long term value, innovation and growth. In the light of this we have been collaborating and engaging with The Global Humanitarian Forum which under the patronage of Kofi Annan, operates as an independent and partial global platform for different members of society to collaborate to overcome humanitarian concerns.



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