

Brazil Sends 3 Ministers, Pelé and Paulo Coelho to Davos

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The World Economic Forum got started today in Davos, Switzerland. The theme of this year's forum, which will run through Sunday, January 29, is The Creative Imperative. 2,340 participants from 89 countries will take part in the five days of discussions. They include 15 heads of State or government, 60 ministers of State, 23 religious leaders, 13 trade union leaders, and over 30 heads of non-governmental organizations.

Around 50% of the participants are heads of the world's largest corporations, from all economic sectors.

Brazilian will be represented at the forum by the minister of Development, Industry, and Foreign Trade, Luiz Fernando Furlan, who will participate in debates on Latin America, biofuel, and digital inclusion.

Ministers Celso Amorim (Foreign Relations) and Gilberto Gil (Culture), the president of the Central Bank, Henrique Meirelles, the author Paulo Coelho and soccer legend Pelé are other Brazilian figures who will be present in Davos.

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