

The key pillars



Business engagement

Create a platform to foster **concrete business outcomes**



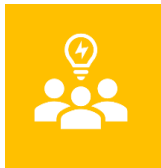
Networking

Build an **exclusive platform** where political and business leaders can meet



Investment promotion

Focus positive attention on existing **investment opportunities**



Soft power

Influence the **economic agenda** of the respective countries and regions



International partnerships

Nurture cross-country and cross-continent **agreements**



Advisory

Deepen strategic business topics with **high-level experts** and advisors



Visibility

Leverage an international stage with key stakeholders, **media and press**



Multi-stakeholder action

Create and share common values and **acknowledge long-term goals**