

THE WORLD BANK GROUP ARCHIVES

PUBLIC DISCLOSURE AUTHORIZED

Folder Title: President Wolfensohn - Briefing Book for President's Meetings and Events - Dr Klaus Schwab - April 16, 1997

Folder ID: 30487478

Series: Meeting and event briefing materials

Dates: 04/14/1997 – 04/16/1997

Subfonds: Records of President James D. Wolfensohn

Fonds: Records of the Office of the President

ISAD Reference Code: WB IBRD/IDA EXC-13-10

Digitized: 05/16/2025

To cite materials from this archival folder, please follow the following format:
[Descriptive name of item], [Folder Title], Folder ID [Folder ID], ISAD(G) Reference Code [Reference Code], [Each Level Label as applicable], World Bank Group Archives, Washington, D.C., United States.

The records in this folder were created or received by The World Bank in the course of its business.

The records that were created by the staff of The World Bank are subject to the Bank's copyright.

Please refer to <http://www.worldbank.org/terms-of-use-earchives> for full copyright terms of use and disclaimers.



THE WORLD BANK

Washington, D.C.

© International Bank for Reconstruction and Development / International Development Association or

The World Bank

1818 H Street NW

Washington DC 20433

Telephone: 202-473-1000

Internet: www.worldbank.org

PUBLIC DISCLOSURE AUTHORIZED

Meeting: Dr. Klaus Schwab
President, World Economic Forum

Wednesday, April 16, 1997

2:30 - 3:00 p.m.

E 1227 Conference Room



30487478

Other #:

Box #:

President Wolfensohn - Briefings Books for Presidents Meetings - Meeting Materials
Dr Klaus Schwab - April 16, 1997

DECLASSIFIED
WBG Archives

Jim

4/16 1p.m.

This WELCOM system is news to us. We do not know more than what is in the enclosed "brochure". And we were not aware that you had agreed something in Davos. Let's make the meeting more exploratory.
/sven

Archive Management for the President's Office

Document Log

Reference # : Archive-01301

1P48

Edit

Print

A. CLASSIFICATION

☒	Meeting Material
☐	Trips
☐	Speeches

☐	Annual Meetings
☐	Corporate Management
☐	Communications with Staff

☐	Phone Logs
☐	Calendar
☐	Press Clippings/Photos

☐	JDW Transcripts
☐	Social Events
☐	Other

B. SUBJECT: MEETING: DR. KLAUS SCHWAB, PRESIDENT, WORLD ECONOMIC FORUM (N)
VENUE: E1227 (CONF. RM.)
CONTACT: MARYSE ZWICK @ (4122) 869-1212 / FAX: (4122) 786-2744
WB ATTENDEES: JDW, SANDSTROM, KIRBY (FOR MMB), MUHSIN , HANY
EXTERNAL ATTENDEES:
MR. KLAUS SCHWAB, PRESIDENT
(4/11) NOTICE SENT / CFMD. BY FAX
(B) NO BRIEFING PER HA
EXC: HA / ALI (4/10)
Brief Includes em from Ms. Jane Kirby to Hany Assaad of April 14, 1997 "Visit of Klaus Schwab" and tab:
- WELCOM System

DATE: 04/16/97

C. VPU

Corporate

☐	CTR
☐	EXT
☐	LEG
☐	MPS
☐	OED
☐	SEC/Board
☐	TRE

Regional

☐	AFR
☐	EAP
☐	ECA
☐	LAC
☐	MNA
☐	SAS

Central

☐	CFS
☐	DEC
☐	ESD
☐	FPD
☐	FPR
☐	HRO

Affiliates

☐	GEF
☐	ICSID
☐	IFC
☐	Inspection Panel
☐	Kennedy Center
☐	MIGA

D. EXTERNAL PARTNER

☐	IMF
☐	UN
☐	MDB/Other IO
☐	NGO
☐	Private Sector

☐	Part I
☐	Part II
☐	Other

E. COMMENTS:

ALL - I N - 1 N O T E

DATE: 14-Apr-1997 09:29am

TO: Hany Assaad

(HANY ASSAAD)

FROM: Jane Kirby, EXTVP

(JANE KIRBY)

EXT.: 80576

SUBJECT: Visit of Klaus Schwab

Hany,

FYI, I just called WEF in Davos to request a copy of their 1997 Annual Meetings package.

In the process, I raised the WELCOM system and the upcoming meeting with Prof. Schwab and JDW, and asked whether there was any information (beyond the brochure we have) on the WELCOM system. Prof. Schwab's assistant said that the main focus of the meeting would be how to install the WELCOM system, as JDW and Prof. Schwab had discussed the system in Davos, and JDW wanted to use it to connect the world's financial decision makers. They would discuss which individual persons should be connected. It would be a general, not technical discussion.

I just wanted you to be aware of their apparent expectations. I will forward you some copies of the WELCOM brochure in case you need them for reference.

Best regards,

Jane *Jane*

2 2 copies attached

CC: Jill Wilkins
CC: Mark Malloch Brown

(JILL WILKINS)
(MARK MALLOCH BROWN)



Building the Network Society

Inauguration at the 1997 Annual Meeting of the World Economic Forum's secure, private, video communication network for global decision-makers

The World Economic Forum will make a quantum leap in 1997. With the inauguration of the World Electronic Community (WELCOM) – a **secure, private, high-level, reliable** network of active **face-to-face global** video communications – we will link our members with **cabinet members, heads of international organizations and central banks**, and the **foremost experts and knowledge-producing centres** across the globe.

WELCOM is **not** a traditional, commercial on-line service. WELCOM is a secure, private **community** that will allow optimal **expertise, opinion, knowledge and opportunity sharing**. Furthermore, WELCOM will contribute to enhanced business-government cooperation, global crisis management and improved cross-cultural and international understanding, establishing a true community of global leaders. In the framework of the mission of the World Economic Forum, WELCOM will substantially increase the quality and efficiency of international cooperation.

The WELCOM network will be operated by the World Economic Forum in an extremely user-friendly manner, including the Concierge Service which will further contribute to making WELCOM a simple-to-use, intuitive video communication system.

The World Economic Forum's exclusive WELCOM network was developed over the past two years in close partnership with several of our member companies, creating the world's most advanced, high-quality and low-latency video communication technology to provide a convenient medium for high-level personal interaction among the world's top decision-makers in business and government. It is a tool designed for the new global business climate, providing chief executives of major multinational companies with instant access to a global network of face-to-face contacts and a global base of knowledge resources.

In 1997 for the first time, special initiatives, interactions and meetings unique to our Foundation and its members, can be continued around the year. Preliminary discussions with our constituents have assured us that a **critical mass** of WELCOM members will **be in place after the 1997 Annual Meeting**. The World Economic Forum, through its constituency and member organizations, is uniquely positioned to create the World Economic Community. The combination of face-to-face meetings and virtual interaction into a continuous process based on the mutual trust and confidence of global leaders in business, government and academia is key for this endeavour.

During the 1997 Annual Meeting we will offer you the opportunity to familiarize yourself with WELCOM. The Network Centre, just outside the Congress Centre, will offer throughout the Annual Meeting regular, hands-on sessions with the WELCOM system including **Internet browsing** through its **WELCOM interface**. Beyond WELCOM, the Network Centre will be the meeting place of all those who would like to get better acquainted with the impact technology has today on competitiveness.

Overview of the WELCOM network

Physical components of the WELCOM network

- The WELCOM access station includes a flat-panel display, stereo speakers, a small video camera and a small data tablet driven by a high-end PC connected to a network router.
- WELCOM access stations are linked over multiple, ordinary digital (ISDN) telephone lines.
- WELCOM central servers connected via a private backbone network are situated in strategic locations around the globe providing support for multiparty interactions, directory services, and multimedia document and messaging support.
- WELCOM uses standard Internet protocols. Since the World Economic Forum attaches priority importance to security and reliability, WELCOM will be operated as a private network.
- WELCOM uses an interface designed to be **highly intuitive**, allowing **everyone, particularly those without computer knowledge**, to use the WELCOM network.

General videoconferencing function

- WELCOM will offer you, beyond the exclusive services of its network, the **ability to communicate with non-WELCOM videoconferencing systems** (standard H.320 and newly emerging H.323 protocol compatible) and in such a way will integrate you into the growing number of desktop videoconference users.

WELCOM network services include:

- A **multilingual Concierge Service** on call at all times to assist you in using the WELCOM network. The Concierge will answer questions, make arrangements for multipoint conferences, prepare background research material and assist you in becoming fully integrated into the WELCOM community. The Concierge will also guide you through the system and will have the capability, if required, to "take over" and pilot your terminal. The Concierge Service will be **operated by the World Economic Forum** and enjoy an absolute guarantee of **confidentiality and impartiality**.
- Task forces, working groups and panels created on the initiative of WELCOM members and the World Economic Forum, meeting regularly on the network. These will include sessions on topics of global, regional and industry interest.
- Crisis management support and direct access to experts and media leaders.
- A library of multimedia documents. The library will include an archive of general interactions, making it possible to review discussions you could not attend.
- Direct face-to-face counselling with experts at leading business and knowledge centres such as The Wharton School and The John F. Kennedy School of Government at Harvard University; leading Washington think tanks such as the American Enterprise Institute and the Brookings Institution; major technology centres, such as the MIT Laboratory for Computer Science and the Hong Kong University of Science and Technology.
- Organizations such as the WTO and OECD are being integrated by the World Economic Forum so as to create a close interface with global policy-makers.
- A library of personal and company video profiles, allowing all WELCOM members the possibility to familiarize themselves with their peers.

How WELCOM can help you

WELCOM opens major new possibilities for expanded business opportunities, improved knowledge-gathering, risk assessment, international collaboration and crisis management.

Examples of WELCOM activities:

- A major financial crisis of global repercussion erupts. The finance ministers and heads of central banks of the G-7 countries, the heads of the International Monetary Fund, the World Bank and of the world's leading banks respond in real time in an immediate virtual meeting. Members will be able to obtain up-to-the minute information on how this event will impact your business.
- The newly elected Chief Executive of Hong Kong, together with 20 to 30 major investors, forms a virtual task force which meets regularly in 1997 to track the Hong Kong transition.
- You are considering an investment recommended by your staff. You have questions concerning the political/economic future of a specific country before deciding on this major investment. The WELCOM Concierge will arrange for you a private meeting with key decision-makers in the respective countries and, if needed, with the world's top experts.
- A major company crisis arises. You will have access to real-time on-line assistance from global specialists in security and crisis management. You can also immediately arrange an international media conference at the chief editor level to explain your position.
- In Davos, you start discussions for strategic partnership with another member. By using WELCOM to replace follow-up face-to-face meetings, you save time and travel. WELCOM's high-quality video communication, by capturing non-verbal cues, offers a far more effective medium for delicate negotiations than a telephone or conference call. Multiple parties can interact in a forum virtually as natural as a conference room.
- Beyond business, you will have access to leadership and personal consultation such as real-time medical consultation, i.e. with physicians at the Memorial Sloan-Kettering Cancer Center. Sloan-Kettering will also keep you updated on cutting-edge developments in cancer research and treatment through its conveniently accessible WELCOM site.
- Our continuous access to the Guggenheim Museum will allow you to follow the latest developments in the field of arts.
- You took part the Annual Meeting, but were unable to go a particular session. Through WELCOM, you are able to join the follow-up interaction after the Annual Meeting.

Becoming a member of the world's foremost virtual community

In order to preserve the high level of the network and to facilitate the integration of our members and constituents into the WELCOM system, the World Economic Forum will make available WELCOM access stations to the chief executive or head of the organization and to one additional person, ideally the senior board member in charge of strategic development. Should a member or constituent wish to have access for additional senior board members, the World Economic Forum will consider individual requests.

WELCOM membership for up to two access stations is included in the privileges of membership in the World Economic Forum. The only requirement is that you register and acquire the hardware necessary to link up to WELCOM. Our strategic alliances with leading hardware manufacturers allow us to offer the WELCOM stations at a special price.

Building the Network Society

The World Economic Forum established its own development centre (Advanced Video Communications) in Cambridge, Mass. which works in close cooperation with leading technology and service-providing companies, who have been the Foundation's Partners for the development and deployment of this initiative. WELCOM incorporates existing standards and, through our alliances, will be compatible with future advanced communication systems.

The World Economic Forum, through its constituency and member organizations, is uniquely positioned to create the World Electronic Community. We invite all our members to explore with us how they might actively contribute to enhance WELCOM as the world's intranet of global decision-makers.