

Atlantic Bridge-Builders in Manhattan

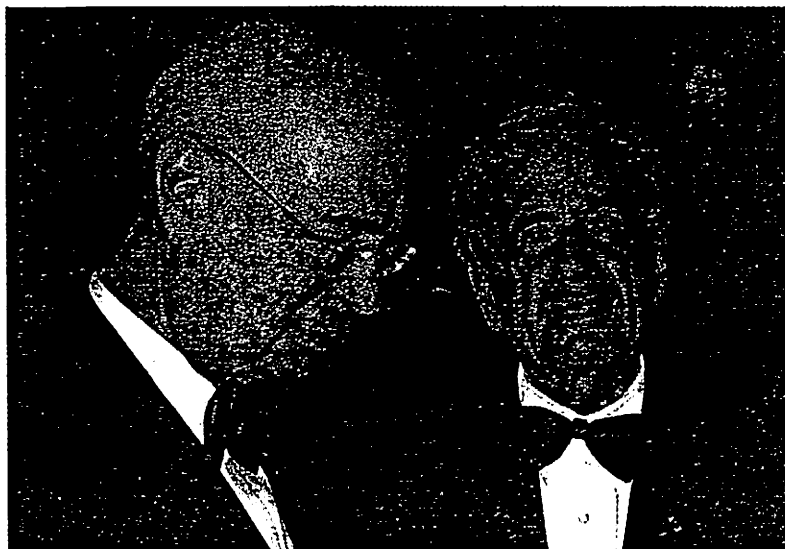
World Economic Forum founder Klaus Schwab honored with Transatlantic Award ■ By Walter Pfaeffle

Friends of Free University Berlin (FFUB) honored Klaus Schwab in late February at the Hotel Pierre across from Manhattan's Central Park where Christo's spectacular "Gates" exhibit was in its final days. The artist and his wife, Jeanne-Claude, were among the guests of honor.

Free University President Dieter Lenzen praised Schwab, who founded the prestigious "World Economic Forum" in 1971, for his efforts to create a better world. Some 270 guests from across the United States and Germany crowded into the Pierre's Grand Ball Room for the black-tie fundraising event organized by FFUB. Sponsors paid up to \$35,000 for a table of 10, which included a private cocktail with the honoree, a full-page advertisement in the commemorative journal and recognition in the evening's program.

Peter Duchin's famous orchestra provided the music. During the previous year, the two-year old U.S. alumni group raised approximately \$400,000 for their alma mater.

FUB and most other German universities increasingly rely on private funds, as public funds are insufficient to pay for renovations, scholarships and new programs. The establishment of Friends in 2003 is a logical step to achieve this goal, given the fact that more



Klaus Schwab, founder and organizer of the World Economic Forum in Davos, speaks with Nobel prizewinner Elie Wiesel (right). Schwab was honored by the "Friends of the Free University Berlin" at the Hotel Pierre in New York.

than 4,000 Free University alumni live in the U.S.

In this context, he saluted Christo and Jeanne-Claude. With the 1995 wrapping of the Reichstag in Berlin and the "Gates" in New York in 2005, they have created a bridge that spans the distance between the two cities, Lenzen said. "Tonight we salute Christo and Jeanne-Claude who through their art help bridge the transatlantic divide."

Turning to this year's honoree, Lenzen praised the German-born Schwab for having dedicated more than 30 years of his life to realizing his vision of a globalized world that is ready to confront current challenges. "It is an honor for us to

salute you and present you with the 2005 Transatlantic Bridge Award in recognition of your commitment to improving the state of the world for future generations," Lenzen said.

Schwab's gatherings in Davos attract top decision-makers in government, diplomacy business, finance, media, academia and the sciences. In effect, Schwab is shaping the agenda of his meetings through his initiatives that sometimes bring antagonists like the Israelis and the Palestinians together in informal gatherings.

Schwab quoted UN Secretary General Kofi Annan as saying that the Forum is a "place where full-dress debates and more intimate discussions

can take place with the same ease."

Prior to Schwab's remarks, the FFUB announced that it was launching the Kofi Annan International Fellowship in Global Governance. Helene Sostarich-Barsamian, the head of the FFUB, told *The Atlantic Times* that the fellowship would advance the principles Professor Schwab had spent his life promoting. Its recipients will address "topics related to corporate responsibility and transparency within the public and private sectors," she said.

Georg Kell, executive head of Global Compact, said in an interview with *The Atlantic Times* that the initiative

provides for the promotion and support of two dozen doctoral students each year "to better connect to what the UN tries to achieve with Global Compact, e.g. promoting responsible corporate citizenship so future leaders will be well-equipped to work in global corporations in an open world economy."

Some 2000 corporations are participating in Global Compact which dates back to 1999 when Annan first proposed it at Schwab's Forum. At last year's UN gathering, some 480 CEOs, government officials, labor union and civil society leaders concluded that "businesses should work together against all forms of corruption, including extortion and bribery."

John Costas, chairman and chief executive officer of the UBS investment bank, the FFUB's main sponsor, praised Schwab as a man who worked tirelessly to promote international economic growth, social progress and stronger ties among the world's decision makers. "Through his efforts to build consensus for an enlightened global agenda, he has touched the lives of countless people around the world," he said.

Other corporate sponsors include BASF AG, Bloomberg Financial, Credit Suisse First Boston, Deutsche Bank, Lehman Brothers, Mutual of America, Montblanc, Novartis, Schering Berlin and Zurich Financial. Apart from his latest award, Schwab has received numerous international and national honors for his initiatives. He holds many positions

of civic, academic and editorial leadership. His academic activities include a professorship for business policy at the University of Geneva.

Previously he was a member of a UN advisory board on sustainable development. He holds a doctorate in economics from the University of Freiburg, a doctorate in engineering from the Swiss Federal Institute of Technology and a Master Degree in Public Administration from the John F. Kennedy School of Government.

He is the recipient of six honorary doctorates, the most recent granted by the London School of Economics. Born in 1938 in Ravensburg, Germany, he is married to Hilde Schwab, with whom he co-founded the Schwab Foundation for Social Entrepreneurship, which supports social innovation projects around the world. He has two children.

Last January, Schwab presided over his 34th Forum at the Swiss resort, Davos. At age 67, he isn't ready to give up. He told an interviewer recently he would stay on the job as long as he manages the cross-country skiing marathon at Engadin. "Should anyone ask me to throw in the towel, I will invite him to do Engadin with me," he joked.

Walter Pfaeffle is a German-born journalist who has lived in New York since 1965 and writes for many newspapers, including the *Süddeutsche Zeitung*.

Klaus Schwab Applauds President Bush's Effort To Reach Out to Europe as 'Timely'

By ALEXANDRA SIMOU

Special to the Sun

The founder and executive chairman of the World Economic Forum, Klaus Schwab, said last night that President George W. Bush's efforts this week to "mend relationships" between America and Europe were timely and that they would be productive.

"The current U.S. initiative to mend fences with Europe is a necessity," Professor Schwab told *The New York Sun*. "Both America and Europe have a common interest in creating a stable, and hopefully democratic, situation in Iraq."

Speaking in advance of receiving the prestigious Transatlantic Bridge Award at the Pierre Hotel from the Friends of Freie Universität Berlin (FFUB), the German-born Mr. Schwab said: "I would say I am very appreciative of the outreach by President Bush. The main problem, I think, was that Europe had an image of him as a unilateralist — as someone who would not listen. But he has made it very clear that we have common interest. I hope that the action that will follow will match the words. Indeed, I am convinced this would be the case."

He added that both America and Europe also had a "common interest in avoiding the spread of weapons of mass destruction through Iran's nuclear ambition."

And, Professor Schwab said, both countries had a "common interest in ensuring that Russia pursues a path that leads to more democracy."

Professor Schwab's pronouncements on global issues are usually monitored carefully by the international political and financial communities, particularly because the World Economic Forum — which he founded in Geneva in 1971 — annually hosts a gathering in Davos, Switzerland, which attracts top decision-makers in government, diplomacy, business, finance, the press and broadcasting, academe and the sciences. In effect, the global agenda for the year is established at Davos, and Professor Schwab is influential in shaping it through his initiatives and often subtle moves that typically get antagonists — such as the Israelis and Palestinians — together in an informal setting to discuss their differences.

He told a black-tie audience of 300

corporate, diplomatic and New York community leaders last night that decision-makers in science, politics and culture needed to discuss problems in gatherings such as the ones sponsored by the Forum. He quoted United Nations Secretary General Kofi Annan who characterized the Forum as a "place where full-dress debates and more intimate discussions can take place with the same ease."

At last night's award ceremony, FFUB announced that it was launching the Kofi Annan International Fellowship in Global Governance. According to both Deiter Lenzer, head of the Free University of Berlin — which was founded in 1948 — and Helene Sostarich-Barsamian, head of FFUB, the fellowship will advance the principles Professor Schwab has spent his life promoting. Its recipients will address "topics related to corporate responsibility and transparency within the public and private sectors," Ms. Sostarich-Barsamian said. Mr. Lenzer added that the fellowship — which will involve the cooperation of many American and international companies — will help "in developing the capacities of future leaders to contribute to better global governance."

At the ceremony, John Costas, chairman and CEO of UBS Investment Bank, said of Professor Schwab: "He has

worked tirelessly to promote international economic growth, social progress and stronger ties among the world's decision-makers. Through his efforts to build consensus for an enlightened global agenda, he has touched the lives of countless people around the world. His commitment knows no borders and makes him eminently qualified for this distinguished award."

Corporate sponsors of the Transatlantic Bridge Award include UBS, BASF, Bloomberg Financial, Credit Suisse First Boston, Deutsche Bank, The Dilenschneider Group, Lehman Brothers, Mutual of America, Montblanc, Novartis, Schering Berlin and Zurich Financial.

Professor Schwab told the *Sun*: "The word 'free' has always resonated well with me, ever since I was a young child growing up in postwar Germany."

"That is why this award from FFUB means so much to me — FFUB's twin pillars of political and academic pillars are tied to the objectives of the World Economic Forum, and both institutions offer a framework for free interaction to shape the global agenda," he said.

"This framework," Professor Schwab said, "is characterized by values like free market economics and freedom of expression. These values must be cherished and strengthened."



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AWARD Helene Sostarich-Barsamian, Hilde Schwab, Klaus Schwab of the World Economic Forum, Prof. Schrunder-Lenzen, and Dieter Lenzen at The Pierre last night.