

DAVOS 2025: A GREAT REMOTE EXPERIENCE



I have just attended the World Economic Forum, which was held under the theme "Collaboration for the Intelligent Era." However, unlike previous years, this time I attended remotely. After 26 years of traveling to Switzerland with Mari Carmen, I felt it was time to follow the Forum from Mexico. And I must say, it was a very pleasant experience, even better than I had imagined.

There is no other event in the world that brings together so many heads of state, discusses such significant issues, and allows you to meet some of the brightest minds in the world like the Davos Forum. In addition to having the opportunity to talk to very interesting people, I was able to make many friendships. I learned a lot, and this time was no different, as I could watch the live broadcast of many meetings, including the opening event.

This year, around 3,000 leaders from 130 countries gathered. Among them were 350 government officials and 60 heads of state and government, such as Ding Xuexiang, Vice Premier of China; Olaf Scholz, Chancellor of Germany; Pedro Sánchez, Prime Minister of Spain; Ursula Von der Leyen, President of the European Commission; and Donald Trump, who participated remotely. It is worth noting that Latin America is increasingly less present: only three heads of state attended, including Javier Milei, who gave a speech.



Fortunately, there was a good number of Mexicans present. Among them were Secretary Alicia Bárcena; Deputy Secretary of Economy, Luis Rosendo Gutiérrez; journalist Sergio Sarmiento, who moderated a Latin American panel; as well as entrepreneurs, Global Shapers, and Young Global Leaders. Among the latter, Nathan Shabot, who won the Lorenzo Servitje Award, is an outstanding person and has proven to be a leader of a great initiative. It is noteworthy that Nathan is organizing two of our annual events on Davos, one at the Mexican Chamber of the Construction Industry (CMIC) and another with the Social Union of Mexican Entrepreneurs (USEM), called "Davos at USEM." Both will feature top-level panelists who attended the Forum.

Without a doubt, Mari Carmen and I missed attending the World Economic Forum. Among the many things we missed this time were the Family Business meetings, where we got to know many families from all over the world. However, I am pleased that I will be able to continue attending virtually, where I will keep learning and reminiscing about moments that were very enriching.