



# Claude Smadja

Former Managing Director of the World Economic Forum



## CSA CELEBRITY SPEAKERS

Claude Smadja is the President of his own strategic advisory firm which he founded in 2001. From January 1996 to June 2001, he was the Managing Director of the World Economic Forum, with overall responsibility for the Davos annual meeting, and the Forum's activities in Asia. He sits on the boards of a number of major corporations, as well as serving as a member of the International Board of Overseers of the Illinois Institute of Technology.

**"Claude has that rare ability to combine an integrated conceptual approach with a very hands-on attitude."**

### In detail

A graduate of the University of Lausanne, Switzerland, Claude Smadja started his career as a journalist, first in the print media and then in television, covering an extensive range of international economic and political issues and conducting interviews with top political leaders worldwide. Claude Smadja joined the World Economic Forum in 1987 as a Director and Member of the Executive Board.

### What he offers you

Claude works with global corporations and government entities on strategic issues and creates "content platforms" - high-profile international conferences, seminars, workshops, briefings and analyses - helping clients to navigate and leverage globalization.

### How he presents

An engaging speaker with an in-depth knowledge of the world's economic, business, and political scene and its key players, Claude Smadja is frequently invited to speak at international conferences and private business meetings.

### Topics

Globalization  
Macro Economics  
The IT Revolution  
Eastern Asia Economies  
The Role of NGOs in World Economics  
Business in a Hostile Environment

### Languages

He presents in English and French

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.



Claude gave a very structured, well delivered speech, with very focused content - Reed Midem Organisation

