

# WEF DAVOS 2024

## REBUILDING TRUST

### Personal reflections By Sigrid Brendel

What is it all about?

The WEF is focused on the urgent issues and prospects that shape our contemporary landscape, under the 2024 banner of “Rebuilding Trust”. Covering mostly geopolitics, AI, climate, health and education.

Having followed the World Economic Forum (WEF) dialogues for several years, 2024 marked my second in-person experience in Davos, on a crisp, sunny winter day, January 16th.

Why I came back this year?

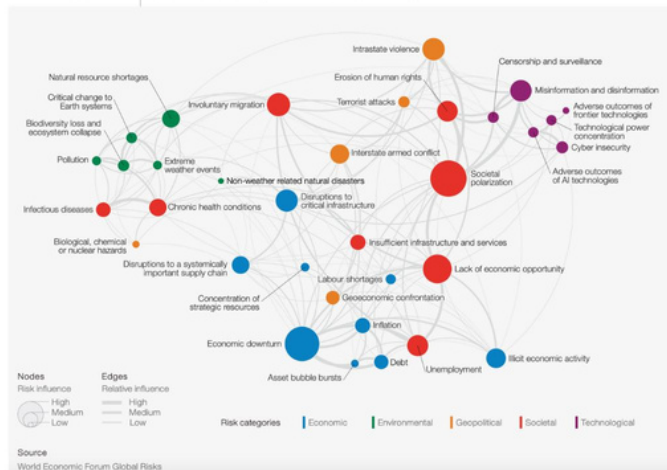
The ability to immerse myself in the most pressing global topics from very different angles due to the diverse crowd attending, ranging from business leaders, policymakers, NGOs, to academia and curious minds like myself and others, is one of a kind.

This leads to the very special atmosphere: Along the Promenade, an area open to unaccredited visitors like myself, bustling with the vibrant energy of the event, the curious minds find food for thought!



Contact me for more: [info@brendelinterim.com](mailto:info@brendelinterim.com)

FIGURE D Global risks landscape: an interconnections map



## WEF Global risk report 2024

# THIS YEARS MOOD

VIBRANT and CAUTIOUSLY OPTIMISTIC - New horizons with the rise of AI  
PRAGMATIC and AMBIVALENT - According to the McKinsey debrief video, current geopolitics reinforce the need for pragmatic coepetition, speed makes the difference,

## KEY TOPICS

- Geopolitics
- AI
- Womens Health
- Sustainability
- The future workforce

Reflections from the founder, Prof. Klaus Schwab, on the WEF development can be found [here](#).

## THE WEF

The World Economic Forum was established 1971 as a non-profit-foundation, headquartered in Geneva, Switzerland.

From generating stakeholder interaction, it moved to enabling joint stakeholder action leading to collective impact.

“We believe that progress happens by bringing together people from all walks of life who have the drive and the influence to make positive change.” (From the mission statement [www.weforum.org](http://www.weforum.org))

# Key topics summary

Apart from providing a place to discuss geopolitics, the main topic during this year's WEF was clearly AI. Sustainability was less prominent, likely as society is moving from debate to action. Women's Health and Equality was the 3rd most mentioned topic in media during these days, followed by the concerns around how to build the workforce of the future.

- **Geopolitical Dynamics:** This topic was not addressed on the Promenade, instead mainly in the reserved area and online. The WEF published and discussed its [Global Risk 2024 report](#) in which 30% of survey participants expect stormy and turbulent times ahead within 2 years, but more than 60% in 10 years. Insights from McKinsey highlighted the essence of speed and agility for superior resilience and performance. The word "coopetition" was created, meaning a balance between cooperation and competition, to foster common goals amidst divergent interests.
- **The AI Frontier:** Davos was abuzz with AI, featuring the "House of AI" on the Promenade, hosting 180 speakers across 44 sessions, drawing over 5000 attendees.

The generative AI revolution, still in its infancy, promises transformative impacts across various sectors, heralding a new era of efficiency and innovation.

Each day focused on a different aspect of the AI journey: The state of AI, risks and opportunities, applications, the next frontier and outlook. All videos are available [here](#).

The AI & Trust session on Tuesday offers some great insights into the prerequisites of trust: 1. Visible benefit, positive impact, 2. Understanding the technical models, being able to explain what AI does and 3. People centricity. How can we re-upskill our workforce and make customers want to engage through chat bots and alike.

The good news: Many use cases prove the immense opportunity for positive change, especially in the Health sector.



- **Women's Health:** There was a lot of talk about how taking advantage of AI can really change women's healthcare for the better. In the past, women's health often didn't get enough attention in the research and development stage, prioritising men related applications. This led to a much smaller, often biased data pool, A special panel discussed how bridging the data gap could lead to better ways to find and treat health issues, Co-designing applications, increasing the share of women in STEM, will eventually support a more gender neutral healthcare development. For more information, click [here](#):

- **Climate and Nature:** The SDG Tent provided a space to pick up from last years conversations. Discussions underscored the intertwined nature of climate action, energy transition, and biodiversity, emphasizing the importance of addressing these issues collectively to foster a sustainable and inclusive future. EY highlighted the importance of interconnectivity, pairing it with the suggestions of taking existing inequalities between nations and social groups within into account to build realistic, inclusive action plans.

- **The Future Workforce:** "Set and guide a vision for how to reinvent work, reshape the workforce and prepare workers for a generative AI world", "And it will mean leaders with different skills, who make change a core part of company culture by giving people a voice in the process." Accenture take away, read more [here](#).



Democratizing AI, placing human-centric values at the core, were reiterated in several of the discussions. Employees need to be curious about exploring new technologies, whilst companies and public organisations need to focus on how to embed them into daily life.

Digital transformation covers People and Processes to be successful. People will need to feel taken onto that journey, experience benefits to support trusted expansion.

To end with a comment from Amit Joshi, Prof at IMD, during his presentation at the UAE Pavillon: "Students will be able to use AI in their works, but will have to show their value add beyond using the prompts to validate their knowledge.

# ABOUT ME

Hi, I am Sigrid Brendel, founder of Brendel Interim in 2023. A passionate food and beverage supply chain and procurement professional, recently turned consultant.

Setting out to empower individuals and teams to drive growth for the business through procurement excellence.

I have been exploring various AI tools since their creation early last year.



## My personal take away

---

Hearing Amit Joshi, professor at IMD Lausanne, talk about AI and how important it is to have a vision, teach people about AI, set up rules, and keep learning and trying new things.

An unexpected invite learning about the work of NGO Partners for Patients, for more info, click [here](#).

Be curious, keep testing and learning on the go! Contribute to building trustworthy AI, explore use cases.

### Further links

WEF in collaboration with Boston Consulting Group: Harnessing the AI Revolution in Industrial Operations: A Guidebook, October 2023, click [here](#).

McKinsey - 10 key takeaways from Davos 2024, click [here](#).

EY, Jay Persaud, Global Leader Emerging Technology Ecosystems on LinkedIn, click [here](#).

For the closing remarks from WEF, click [here](#):

Open Forum, click [here](#).



**Brendel Interim**