

# TheNewYorkForum

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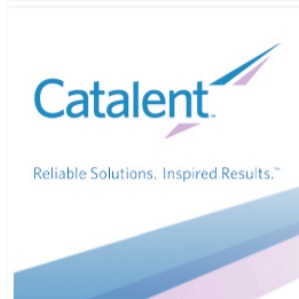
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## **RICHARD ATTIAS ANNOUNCES THE CREATION OF THE NEW YORK FORUM In pursuit of a New Economic Paradigm**

### **New York -**

New York - Richard Attias, founder and executive chairman of The Experience, announced today the creation of The New York Forum.

Mr. Attias is the man behind the production of the World Economic Forum in Davos for 13 years. He was instrumental in the creation and success of the Monaco Media Forum. He worked on the concept and launch of the Global Clinton Initiative, created the Nobel Laureates Conference and designed and produced the Bahrain Education Project in 2009.

The New York Forum will be completely different in structure, content and outcome than any existing forum, and will fuse the best practices of conference technology and action-oriented formatting. Mr. Attias will bring with him the experience garnered over his 20-year career to create a dynamic forum like no other, with a focus on economic issues and the reinvention of business models in accordance with new regulations.

"In response to the current global economic slowdown, now more than ever, is the time for a focused, streamlined and action-oriented forum," Mr. Attias said. "The New York Forum will seek to restore faith in the international economy by fostering an environment of cooperative dialogue among the world's top CEO's, financial leaders and government regulators."

The New York Times is the official media sponsor of the Forum and will provide marketing support and outreach for the event.

"We are delighted to be an early supporter of this first-time event," said Arthur Sulzberger, Jr., publisher, The New York Times and chairman, The New York Times Company. "New York City is the ideal venue for a forum devoted to economic discussions and the open exchange of ideas."

The New York Forum will attract an audience of top CEO's, hedge fund managers, private equity leaders, major foreign sovereign wealth funds and industry experts.

To ensure maximum productivity, the event will be limited to 500 participants and will be by invitation only. The New York Forum will take place in New York City, from June 22 to 24, at the Grand Hyatt Hotel and the New York Public Library.

About "The Experience by Richard Attias" ([www.theexperiencecorp.com](http://www.theexperiencecorp.com)): The Company was founded in 2008, building upon 20 years of expertise at creating the world's premiere live experiences. Today, the Experience produces major events for both the public and private sectors, around the world. Headquartered in New York City, the Experience also has offices in Paris, Dubai and Jeddah.

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