

TheNewYorkForum



The New York Forum Goes Green as First Completely Paperless Global Conference; iPad for Every Participant

Richard Attias' forum for developing new business models and creating jobs to be environmentally friendly.

(Vocus) April 28, 2010 -- In an unprecedented commitment to environmental causes, The New York Forum(www.ny-forum.com), to be held on June 22 and 23 in New York City, today announced that the global business gathering will be the first of its kind to go completely paperless. All participants will receive an iPad featuring the program, background information, schedule, and any other relevant materials. The New York Forum is a global business leader meeting aimed at addressing the future of the global economy, including focusing on strategies to spur job creation and develop new business models.

Vikram Pandit, CEO, Citigroup; David Neeleman, Former CEO, JetBlue; Robert Wolf, CEO, UBS Americas; and Cathie Black, President, Hearst Magazines; and Arthur Sulzberger Jr., Chairman and Publisher, The New York Times Company have been announced as speakers and more high-profile announcements will follow in the coming weeks.

"As some of the world's foremost business, finance and academic leaders gather in New York City, we have recognized the need to set the standard and go completely paperless," said Richard Attias, the founder of the New York Forum. "Traditionally, participants at such conferences are inundated with information, and all of it is on paper, in binders or books. We realize that the time has come to do away with all printed materials, and publish everything any participant needs to know on an iPad."

The first annual New York Forum will bring together hundreds of international business leaders, entrepreneurs, sovereign fund managers, regulatory officials and academics for a series of results-oriented discussions, debates and dialogues, with a mission that is both bold and urgent: to reinvent business models, to stimulate job creation and restore faith in the international economy. The Forum's distinguished Advisory Board includes Nobel Prize-winning economist and Director of The Center for Capitalism and Society, Edmund Phelps, Partnership for New York City CEO Kathy Wylde, Pacific Capital Founder and Chairman Gary Winnick and Scott-Heekin-Canedy, President and General Manager, The New York Times.

Strategic partners of The New York Forum include The New York Times, The Partnership for New York City and The Boston Consulting Group. Attali and Associates, under the direction of Jacques Attali, French economist, founding president of EBRD and President of Planet Finance, is a programming partner. The Center on Capitalism and Society is partnering on parts of the program content.

For more information about The New York Forum, visit www.ny-forum.com.

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