**14 Top Pro-s “on board” of the World Communication Forum in Davos!  
21.03.2012**

WCF “Communication on Top” has welcomed 11 new members in its ranks – practitioners, marketers, scientists, and entrepreneurs from 6 countries (Spain, India, Malaysia, South Korea, and Japan) joined to contribute to the international and professional diversity of the Forum Committee:

**Abdul Jalil Maraicar**, Client Director at Cisco Systems in Malaysia, Board Member of  the Advisory Panel at the “Universiti Teknologi Petronas”, Adjunct lecturer at the Multimedia University, Malaysia;  
**Allan Mayer**, Principal Partner and Head of Strategic Communications at the New York agency 42west, the PR advisors of movie or music stars and celebrities from the entertainment industry;  
**David Lee**, Founder and CEO of Shakr Media tool, a web-based personalizing instrument that uses online content and automatically translates it into video, South Korea;  
**Gianni Catalfamo**, European Digital Director at Ketchum Pleon, a top Social Media expert from Italy;  
**Hiromi Yokoyama**, Associate Professor at the University of Tokyo, School of Science, Japan;  
**Juan Carlos Belloso**, a seasoned place-branding expert, Director of FuturePlaces Ltd. and Advisor to the Barcelona Brand Project & Strategic Metropolitan Plan and Catalonia Brand Committee, Spain;  
**Mirko Pallera**, Founder and CEO of Ninja Marketing, a rapidly-growing online media company in Italy;  
**Paul Holmes**, Founder and CEO of the Holmes Report and the SABRE awards, the PR guru worldwide;  
**Roma Balwani**, SVP & Head of Corporate Communications at Mahindra & Mahindra Ltd., one of India’s top-rated companies, active in the aviation and car manufacture industries;  
**Sergey Zverev**, Founder and CEO of the CROS PR&PA, a popular consultancy in Russia;  
**Valery Levchenko**, Deputy Editor-in-Chief at RIA Novosti, a leading Russian media and news agency.

The Forum Committee comprises of 30 communication professionals altogether, from 20 countries across 5 continents: [www.forumdavos.com/committee](http://www.forumdavos.com/committee)

**3 top communication experts** became Forum regional representatives:  
**Annie Gravier**, Public Affairs and Communications at “Technoparc Montréal”;  
**Yogesh Joshi**, President of the Association of Business Communicators in India (ABCI);  
A**rturas Jonkus**, Director of the Publicum Relations Company, Lithuania.

The summit is actively promoted via a network of 23 regional representatives (4 are also committee members) covering a range of 40 countries: [www.forumdavos.com/representatives](http://www.forumdavos.com/representatives)

A major task of the coordinating committee and the regional representatives’ network is the further intensive development of WCF as a global summit of the communication industry aiming at an annual Davos union of the new digital elite worldwide.

**The 3rd edition of World Communication Forum “Communication on Top”** held on 9-10 February, 2012, in Davos Congress Centre, Switzerland, brought much more than the expected geographical or cultural diversity of any diplomatic conversation typical of a global summit: uniting 100 practitioners from 28 countries, it penetrated beyond the scheduled agenda, going past artificial solemnity, in order to provoke heated discussions and amazing networking activity, delivering a sense of unique experience, with memories that warm the hearts of all its attendees!

**The** **key impression** **from WCF 2012** was well voiced by two remarkable communication experts who attended the 3rd summit and contributed largely to its tremendous effect:

“WCF’2012 was so diverse and you could actually see people get inspired by that! It is precisely what you should take from Davos – **inspiration from a different field** which helps you to reflect on your own work and make improvements!"  
~ Daniel Holtgen, Director of Communications at the EU Council

“No idea how they did it, but in just 3 years the organizers have created the **most lively, engaging and influential event** in the industry – this forum is **an absolute phenomenon**!”  
~Paul Holmes

In its 3 editions so far WCF has registered over 60 partners and 240 participants (190 unique) from around 35 countries, representing in total: 61 agencies (8 of them global), 43 companies from various business sectors (aviation, energy, banking, engineering, manufacture, technology, etc.), 12 large international associations, 8 influential media units, 7 universities, and 5 government bodies.

Get a glimpse of the WCF 2012 atmosphere and enjoy the collaborative spirit radiating from its video-&-photo records posted on:   
YouTube: [www.youtube.com/user/forumdavoscom](http://www.youtube.com/user/forumdavoscom)  
Picasa: [picasaweb.google.com/CommunicationOnTop/ComOnTop2012](https://picasaweb.google.com/CommunicationOnTop/ComOnTop2012)

A full overview of the 3rd Forum you can check at [www.forumdavos.com/events/2012](http://www.forumdavos.com/events/2012) and all WCF-2012 presentations are available for viewing at [www.forumdavos.com/presentations/2012](http://www.forumdavos.com/presentations/2012) .

For additional information, contact:   
[partners@forumdavos.com](mailto:partners@forumdavos.com), tel.: + 359 884 435044  
Valentina Atanasova  
project manager