

# International north south media forum



## *Is The World Shifting ?*

*The BRICS: Power and Limits*

10<sup>th</sup> – 14<sup>th</sup> October 2011

International Conference Centre Geneva (CICG), Switzerland

*The rise of the BRICS powers (Brazil, Russia, India, China and South Africa) is impressive, what are their strengths and limits? Will they be able to join forces despite their rivalries? The world is becoming increasingly multipolar, is it for the better or the worse? Will multipolarity entail a more just world? Or will it herald an era of increased international competition and instability? In this world on the move, what role for Europe, Switzerland and UN system? Is the North-South frame of analysis obsolete?*



## **2011 : 27<sup>th</sup> Edition**

Since a quarter of century, the International North South Media Forum (INSMF) has been an arena for reflection on the development of the planet and the major challenges of the future. By bringing together the major actors of a given issue and articulating high-level televised roundtables, documentary film competitions, exhibitions and special evenings, it has become an internationally renowned arena for reflection.

However since its creation in 1983 the INSMF has witnessed dramatic shifts in the global economic and political geography, in particular the rise to the status of new global powers of states previously classified as belonging to “the South”. In order to address these dramatic changes, the INSMF 2011 has chosen to ask: « ***Is The World Shifting ? – The BRICS: Power and Limits*** ».

## Theme 2011: Is The World Shifting ?

The INSMF was born in 1983, at a moment when the world was becoming aware of the dramatic inequalities of development between the North and the South, the North having historically developed itself all the while exploiting the South's resources, maintaining its States and populations in a condition of poverty, dependence and marginalisation. Since 27 years the INSMF has dedicated itself to North-South relations, all the while contributing to more equal exchanges on the level of culture and information.

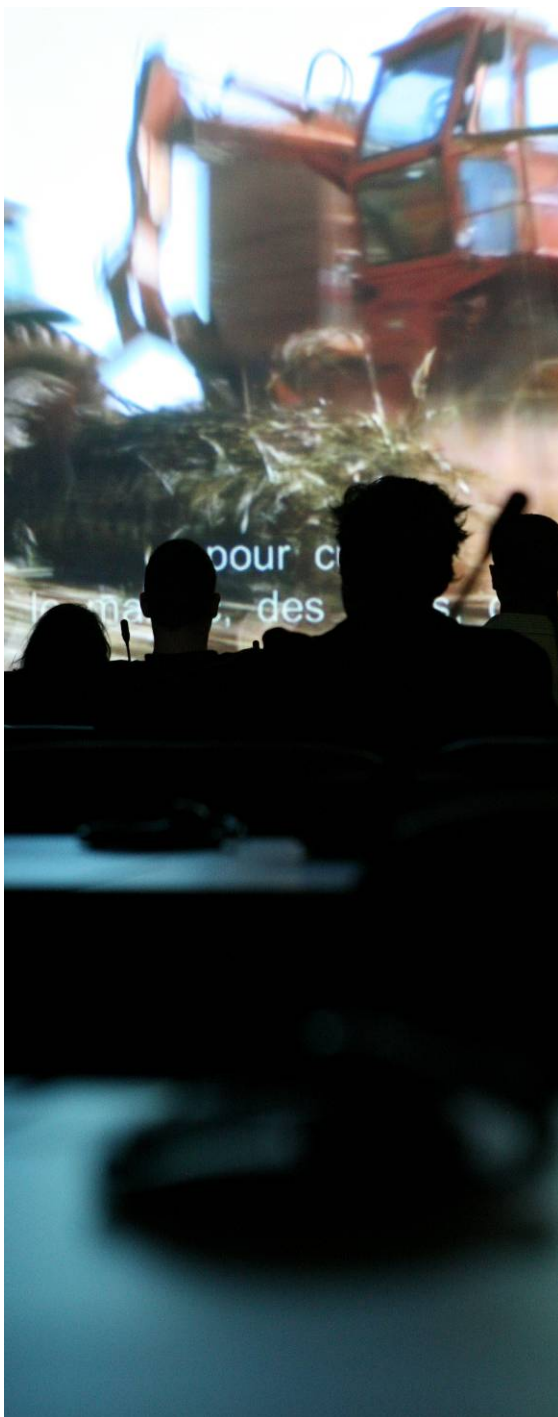
However since several years the INSMF has accompanied the major shifts occurring on the level of the global economic and political geography, in particular the rise to the status of new global powers of states previously classified as belonging to "the South". It devoted its 2005 edition to the **impact of China**, its 2007-8 editions to **India's role as world power**, first in Geneva and then in Jaipur with the stunning "Jaipur Forum". In 2011, the INSMF's early diagnostic has become a major new reality, recognized across the globe and the political spectrum. Brazil, Russia, India, China and South Africa - united since 2008 in the BRICS forum - are heralding a historical and global shift.

These emerging world powers, individually and through their alliances, are redrawing the global political and economic map: on the economic level, they have high growth rates and GDPs that rival those of Western powers. Their economies have long broken the chains of centre-periphery relations by diversifying their economies and investing abroad – amongst others in the form of sovereign bonds. On the political level, they play a major geopolitical role in their region and beyond. Above all, they are redefining the very architecture of global governance, from the G20 to the IMF, from the WTO to the UN Security Council.

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In addressing the theme "***Is The World Shifting ? – The BRICS: Power and Limits***", the INSMF 2011 will explore the above questions during 5 days of great intensity.

**Key elements of INSMF 2011:**



**Geneva Grand Prize**

An international documentary competition is organized in order to award a prize to the most pertinent production in relation to our theme.

**27 years of INSMF Prize**

For the 2011 edition, we will award the best documentary film of the history of the INSMF.

**Mirabaud Prize**

A competition will award the most pertinent written contribution to our theme.

**Televised round tables**

- Focus on emerging powers:

Each day, a country of the BRICS will be under the spotlight. We will explore its trajectory, its strengths, challenges and global impact.

- Thematic roundtables:

Several roundtables will explore current economic and political transformations on a global level, in particular the impact of the BRICS powers.

- Witnesses of our times:

Major guests who left their mark on the INSMF will address our world in motion.

**Exhibitions**

The public will be able to see several exhibitions:

- "Street of the World", which will bring together the portrait of 5 major cities of the BRICS – Bombay, Sao Paulo, Shanghai, Moscow, Johannesburg

- the photographs of the faithful companion of the INSMF, Jean Mohr

- a series of maps on global transformations by Philippe Rekacewicz (Monde diplomatique).

**Special evenings**

The INSMF will dedicate several special evenings to the BRICS countries and their culture.

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TV5 Monde

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