

**International North South
Media Forum**

**10th – 14th October 2011
Geneva, CICG**

Is The World Shifting ?

The BRICS : Power and Limits (Brazil, Russia, India, China, South Africa)



/ 5 days of reflection /

Bringing together

MEDIA

PRODUCERS

INTERNATIONAL ORGANISATIONS

NGO'S

HEADS of STATE

ECONOMIC CIRCLES

EXPERTS



Centred around

TELEVISED ROUND TABLES

EXHIBITIONS

SPECIAL EVENINGS

GENEVA GRAND PRIZE

27 YEARS OF INSMF PRIZE

MIRABAUD PRIZE

1/4 of century of the INSMF

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.

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.

2011 Theme

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.

« Is The World Shifting ? – The BRICS: Power and Limits »

The INSMF 2011 will explore the below questions during 5 days of great intensity:

The rise of the BRICS powers 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?



Events

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

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

Transveral themes will also be developed (see below « Round tables »)

Conferences

Major guests coming from the BRICS countries and those 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 and 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

Program

Each day, a country of the BRICS is explored through films, roundtables, key note speeches, and special evenings.

Morning

10h-13h :

Film screenings
followed by debates

10h-13h :

Activities for
schools



Afternoon

14h-19h :

Film screenings

15h-17h :

2 high level
televised roundtables

Evening

18h : Key note speech by a guest of honour

19h : Official evenings and BRICS cultural events

Round tables

Transversal themes



Is the World Economy Shifting ?

The BRICS's Global Cities

The BRICS and the Quest for Natural Resources

The BRICS and Climate Change

The BRICS and International Sport Events

Round tables

Focus on the BRICS



The INSMF Council of Foundation

Jean-Pierre Jobin, Président

Genève Tourisme & Bureau des Congrès

Pierre Mottu, Vice-président

Fondation Hans Wilsdorf

Gilles Marchand

Radio Télévision Suisse

Ridha Bouabid

Organisation internationale de la Francophonie

Anne-Christine Clottu Vogel

Institut de hautes études internationales et du développement

Joëlle Comé

République et Canton de Genève

Manuel Tornare

Ville de Genève

Antonio Palma

Mirabaud & Cie, banquiers privés

Robert Hensler



Organisation

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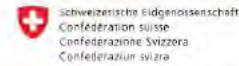
The challenges of the future
«Is The World Shifting?»

Partners



THE GRADUATE INSTITUTE | GENEVA
INSTITUT DE HAUTES ETUDES
INTERNATIONALES ET DU DEVELOPPEMENT
GRADUATE INSTITUTE OF INTERNATIONAL
AND DEVELOPMENT STUDIES

Main partners



Eidgenössisches Departement für auswärtige Angelegenheiten EDA
Département fédéral des affaires étrangères DFAE
Dipartimento federale degli affari esteri DFAE
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FONDATION
HANS WILSDORF

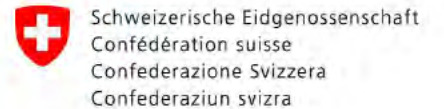


GENÈVE
AÉROPORT



Mirabaud & Cie
banquiers privés

MIGROS



50 ANS DDC AU-DELÀ DE L'AIDE

Media partners



RSR
RADIO SUISSE ROMANDE



JEUNE AFRIQUE

TV5MONDE



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