



2020 Highlights

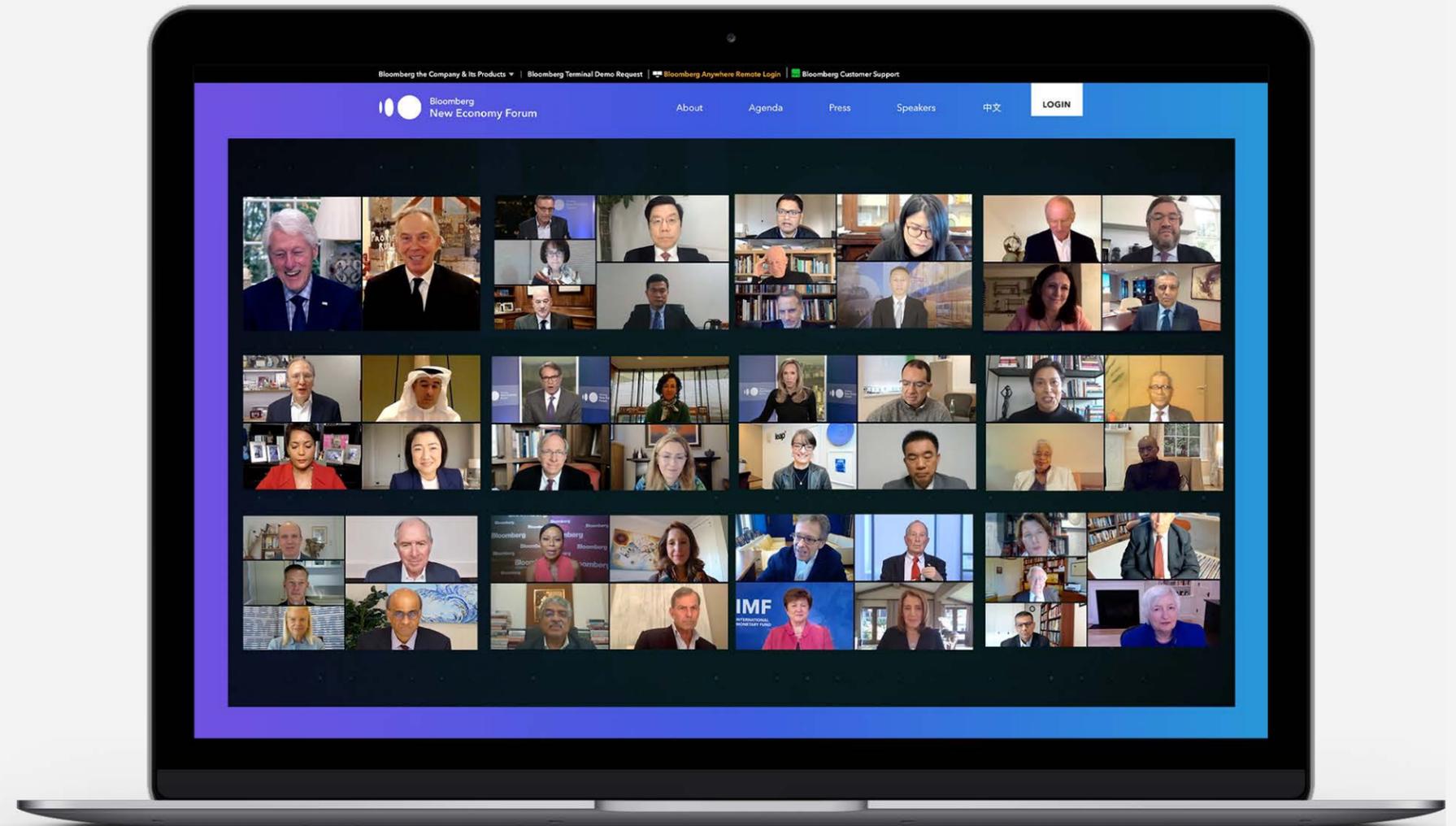
Introduction

In just a few weeks, COVID-19 raced across continents and cultures, threatening every element of global society, destroying economies, and shaking the security of local communities. The once-in-a-century pandemic forced leaders around the world to debate the future of our shared economy.

Some of the most vital discussions took place this year at the Bloomberg New Economy Forum. Held from November 16-19 as a virtual gathering, it hosted **650+ delegates** from **61 countries** around the world to confront the many challenges laid bare by the pandemic.

The conversations transcended geographical, political, economic and cultural boundaries. Global leaders, including prominent executives and politicians from East and West, joined to imagine the future of a new economy at this inflection point. Together, they identified solutions and gained mutual understanding necessary to guide our planet through crisis.

Please find an overview of the forum and the conversations that unfolded across four exciting days.



Highlights

23.2M
Social Media Impressions

5M
Video Views

796K
Livestream Views

3,300
Total Pieces of Coverage

40
Hours of Content

Community

650+ delegate participants from over 61 countries joined virtually to forge a path forward in the new economy.



350

CEOs

150

1:1 Meeting Connections

125

Speakers

13

Current and Former Heads of State/Government

12

Ministers

7

Heads of International Organizations

Editorial Takeaways

This year's Bloomberg New Economy Forum aspired to provide a road map for a global recovery from the COVID-19 pandemic, one that puts the lives and livelihoods of ordinary citizens first.

Throughout four days of an all-digital mix of public and private sessions, business and political leaders heard and responded to the concerns of frontline workers, community organizers and social activists expressed in a series of "Global Voices" videos. The result was a series of illuminating discussions on the way forward as the world emerges from the worst economic crisis since the Great Depression.

Our knowledge partner for the forum, McKinsey & Company, identified five big themes that emerged from these round-the-clock discussions:

"Inequality has become a risk to global progress, and a central factor in local unrest and politics."

António Guterres
Secretary General of the United Nations



1. COVID-19 is a wake-up call

The pandemic has exposed deeper problems in the global economy and society. "Inequality has become a risk to global progress, and a central factor in local unrest and politics," warned United Nations Secretary General António Guterres. Delegates shared how their organizations are addressing inequity and sustainability, leveraging new ways of working, digital tools and financing models.



"Safe vaccines must be available for all, whoever they are, wherever they are, whatever they can afford."

Ursula von der Leyen
President, European Commission

For instance, the Asian Infrastructure Investment Bank plans to dedicate 50 percent of its investments to climate-related infrastructure, while Emaar Properties in Dubai aspires to construct one social apartment for every market rate one. Ursula von der Leyen, the president of the European Commission, said the world can't afford to make the same mistake that it did in the last financial crisis when it rebuilt a "broken system." On an upbeat note, India Prime Minister Narendra Modi said COVID-19 has given governments the chance to accelerate the "process of making cities more livable for people." Modi added: "We are looking at a future where a major chunk of education, healthcare, shopping, may happen online. Our cities need to be ready for the convergence of the physical and digital worlds."

2. Recovery will occur at different speeds

After enduring months of lockdowns, quarantines, and travel restrictions, citizens everywhere yearn for normality. Yet countries are at different stages of the recovery trajectory, vastly complicating the operating environment for global businesses. While Europe, the United States, and much of the world now battle a second wave of the pandemic, Asian countries, even with occasional isolated outbreaks, seem near the exit and are operating much closer to normal. Arnold Donald, the CEO of Carnival Corporation, which has more than 90 ships still

"We are looking at a future where a major chunk of education, healthcare, shopping, may happen online. Our cities need to be ready for the convergence of the physical and digital worlds."

Narendra Modi
Prime Minister of India



bobbing at anchor, lamented that "not all destinations will open at once." Ultimately, no country can fully recover until a vaccine is widely available and every country has the pandemic under control. During a breakout session, the CEO of a hospitality brand shared that the biggest barrier was the reluctance of Asian countries to open up their borders, despite low rates of COVID-19, due to residual fears and the situation in other parts of the world.

3. The private sector is the engine of innovation

From reskilling workers to developing a vaccine in record time, the speed and agility of the private sector during the COVID-19 pandemic has been remarkable. “The truth is the pandemic has also reminded us what’s possible when the public and private sectors collaborate,” said Michael Bloomberg, the founder and majority owner of Bloomberg LP. Bill Gates concurred, stating that: “Innovation can solve a lot of problems. My belief in public-private sector collaboration was confirmed during the pandemic.” These developments underscore that the world is resilient, as the global economy continues to surprise on the upside, and corporations take the initiative on global challenges. “The private sector is ahead of regulators now on climate change,” argued Anne Richards, the CEO of Fidelity.

“Innovation can solve a lot of problems. My belief in public-private sector collaboration was confirmed during the pandemic.”

Bill Gates
Co-Chair, Bill & Melinda Gates Foundation

4. Global collaboration is essential

The global nature of the threat the pandemic poses to lives and livelihoods is shared by a host of other challenges that also require global solutions. To address climate change, to alleviate persistent poverty, and to guide other aspirations in the United Nations’ Sustainable Development Goals, the speakers felt that the world must redouble efforts to find common ground. “Countries must rise above exclusive blocs and reject the zero-sum mentality,” said Chinese vice president Wang Qishan, in opening remarks echoed throughout the week by many others. Former Australian prime minister Kevin Rudd emphasized: “Collaboration on climate change can provide a concrete platform to send a message that the United States and China can agree on something.”



“Countries must rise above exclusive blocs and reject the zero-sum mentality,”

Wang Qishan
Vice President, People's Republic of China



“We have to have fiscal policy, structural policy other than just relying on central banks to achieve healthy growth.”

Janet Yellen
Former Chair, U.S. Federal Reserve Board of Governors

5. Rebuilding trust is the key to recovery

In many countries, confidence in global institutions took a hit during the COVID-19 pandemic. “There has been no boldness at the global level comparable to the boldness at the national level, and that could get us in real trouble down the road,” said former U.S. treasury secretary Larry Summers. Investors need to be sure that a third or subsequent wave will not wipe out an increase in investment, and workers need to be convinced that the recovery will benefit them. “Unless we have a return of confidence, we will see a long tail from the pandemic,” said Hillary Clinton. This will depend on a vaccine, but it will also depend on collaboration and outreach. Jordan’s King Abdullah II said the COVID-19 crisis showed why countries must work together to tackle global challenges, as he urged world leaders to ensure vaccines are made available to all. “The pandemic has shown us how connected we truly are,” he said. The vaccine “must be treated as a global public good.”

Press Recap

The 2020 Bloomberg New Economy Forum made global headlines, with more than **400 pieces of original coverage** and **3,330 total pieces of coverage to date**.

The virtual format and first-ever live stream presented a unique opportunity to reach a wide audience of top-tier international media, further establishing the forum as a highly influential platform for public-private sector leadership and dialogue during this critical moment of change. Our news-making program was amplified by a cohesive global communications strategy, driving coverage from major news outlets around the world including **The New York Times, Washington Post, CNN Business, Financial Times, MSNBC, NPR, Caixin, CCTV, China Daily, Reuters, Xinhua, Yicai, Hindustan Times, Economic Times, El Financiero, Khaleej Times, La Nacion, South China Morning Post, Straits Times, Telegraph, The National, The New Yorker, Fortune, Politico, The Times of India**, and many more.

The majority of this year's forum coverage focused on remarks made by our partners, advisory board and delegates during the morning and evening plenary sessions, on a broad range of timely topics including: the Covid-19 pandemic, the future of U.S.-China relations, calls for international cooperation with the incoming Biden administration, climate change, multilateralism, and globalization.

“The gathering is a ‘who’s who’ of the order that Donald Trump rebelled against. The prime minister of India, the vice president of China, the heads of the United Nations and all the major international organizations, the CEOs of the world’s biggest banks and tech companies – the masters of the universe who seemed, momentarily, to be in retreat but remain as potent as ever. The idea that their global power would vanish was a Trumpian illusion.”

Washington Post



Bloomberg coverage across platforms amplified the New Economy Forum globally:



Bloomberg Digital

Bloomberg.com/Live
Bloomberg.com/neweconomy
Bloomberg App
Live <GO>

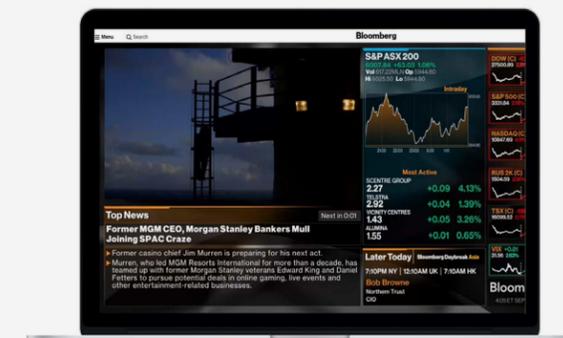
91M Global Multi-Platform Visitors



Bloomberg Social

Twitter
Facebook
LinkedIn
Youtube
WeChat
Instagram

31M Global Followers on Social



Bloomberg Editorial

Bloomberg TV
Bloomberg Radio
Quicktake
OTT

59M Monthly Digital Video Streams

1.4MM U.S. Audio Listeners

12MM Television Viewers



Bloomberg Media Distribution Partners

Social Recap



23.2M

Impressions

5M

Video Views

779K

Livestream Views

503.7K

Minutes of Video Watched on Twitter

3.3K

Retweets



260M

Weibo Reads Under Related Hashtags

49M

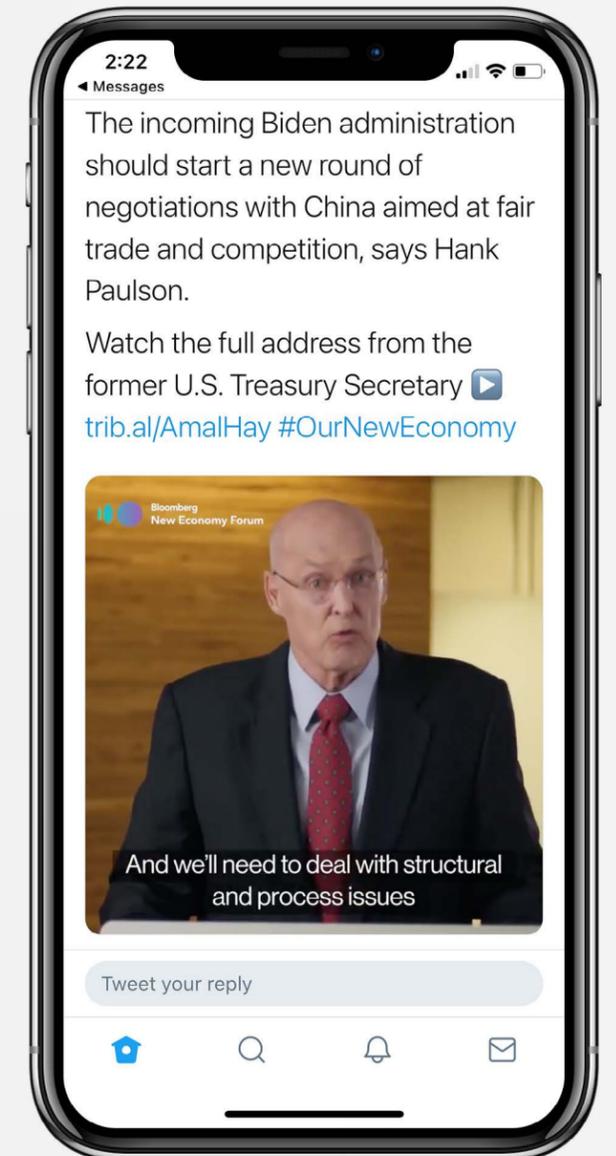
Weibo Reads Under New Economy Forum Hashtags

40K

WeChat Reads Across Bloomberg & New Economy Forum Accounts

#1

Kissinger's Comments Topped Zhihu on Nov 17 With 13.75M Total Views and Lee Hsien Loong's Comments Topped Zhihu on Nov 19 With 9.47M Views





**Save the date for the fourth annual
Bloomberg New Economy Forum:
November 16-19, 2021**

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China Center for International Economic Exchanges

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