

SPORT AND THE ECONOMY: TOP-LEVEL SYMPOSIUM IN DAVOS (SUI)

A thousand or so company managers, bankers, politicians and diplomats travelled to Davos where the World Economic Forum was holding its 17th Symposium. For a week, from 29th January to 4th February, the famous Swiss winter sports resort was a unique meeting point for the exchange of ideas on current economic prospects and world economic trends, providing ideal conditions for contacts between the participants. During that week, many matters could be settled among those taking part without the need for troublesome travelling. The IOC President, accompanied by Mr. Marc Hodler, IOC member in Switzerland and President of the International Ski Federation (FIS) and Messrs. Kevan Gosper, IOC member in Australia, Sebastian Coe (GBR), Olympic athletics champion and Jean-Claude Killy (FRA), former Olympic skiing champion, took



The IOC President taking the floor, with Prince Sudraddin Aga Khan presiding.

part in this distinguished gathering, in the context of which he gave a talk on the competitive values of sport and their economic content. Following his contribution, he replied to numerous questions from the participants, who showed particular interest in the TOP programme, the marketing programme of the IOC. The President particularly insisted on the need increase the presence of Africa within the world sports Movement, and expressed the hope that the Olympic Games could be held on that continent early in the next millenium.