



World Development Endowment Foundation

Invites You To

The Inaugural  
**WORLD INVESTMENT SUMMIT/EXPO**

The Future of Your Municipality  
Conference for a New Dawn

Orlando  
Sept. 12 – 18, 2009

***THE WISE PLACE TO MEET***  
***A WORLD GATHERING***

WORLD INVESTMENT SUMMIT EXPO:  
A WORLD GATHERING  
*A NEW DAWN FOR HUMANITY*

Humankind is at a turning point in time. In the course of human history we have grown from a marginal species of hunters-and-gatherers to become the dominant species on the planet. The journey has been difficult and painful, but also joyful and fulfilling. We have clearly demonstrated how creative we can be, but too often we have been destructive rather than constructive. As the dominant species it is our responsibility to now come together creatively to ensure the health of the planet.

With this critical responsibility in mind, the World Development Endowment Foundation (WDEF) invites world decision-makers to the World Investment Summit Expo (WISE) to develop solutions to the issues we share and to explore a new generation of thinking in a new environment.

WISE is a unique combination of a trade expo and conference that, for the first time, gives municipalities an efficient and effective way to present their investment opportunities to an international audience. WISE also allows them to identify what the world has to offer for sustainable growth and progress. With both private sector and public sector stakeholders attending, WISE is designed to be the catalyst of an international movement of cultural and social transformation and evolution.

In its full scope WISE encompasses a trade show, a symposium, a convention, concerts and entertainment, and other events. It is all those and more. It is an International Gathering whose time has come.

The conference will be built upon the four pillars that are embodied in the heart of every vital community: Commerce, Culture, Education, and Spirituality. The summit portion will be structured with content designed for solution-driven, action-directed forums. We will be bringing together notable speakers with diverse expertise and perspectives on world issues as they impact the future of regional and municipal development. The summit and the expo will be categorized into four major areas of interest: Municipalities, Finance & Investment, Industry, and Social Action & Philanthropy.

The synergies we are calling upon require a unified, comprehensive and insightful approach if the conference is to redefine human potential for the twenty-first century. Collectively we can generate and realize enormous long-term political, economic, and social benefits directly and indirectly for all those involved and for the furthering of sustainable world development.

The WISE conference presents a rare moment in time when world decision-makers can make smart choices that will have a profound, positive impact in their own back yard and on the world's destiny in ways we cannot even begin to contemplate. The effects of this conference will demonstrate to the world the foresight, vision, will and wisdom of world-class leadership and stewardship.

*WISE CAN ENNOBLE THE WORLD: THE OPPORTUNITY IS NOW*

# **WORLD INVESTMENT SUMMIT / EXPO**

## **THE WISE PLACE TO MEET**

The **World Investment Summit Exposition (WISE)** will introduce world decision makers to a multi-faceted, comprehensive forum that is organized to facilitate global investments and be a catalyst for sustainable development for your municipality.

Our mission and high expectation with the staging of this major world event is to provide a new positive atmosphere that showcases municipality investment opportunities in every corner of the globe.

## **WHERE YOUR MUNICIPALITY QUESTIONS MEET THE ANSWERS**

Everyday, Everywhere, in every Municipality, some basic questions are being asked:

- How, where, when, and with whom can we bring awareness to the investment opportunities in our municipality?
- How, where, when, and with whom can we gather the resources that are essential for the successful growth of our municipality?
- How can we as public servants improve the Quality of Life for our citizens, who have entrusted us with protecting their interests and well being?

There is nowhere that these struggles, challenges, ponderings, debates, meetings, controversies, and voting are not taking place.

The inaugural WISE convention will provide a global platform where these questions can be addressed and answered among peers.

The primary purpose of the WISE convention is to raise the Quality of Life in every facet of life in every municipality of the world. The conference theme, “A New Dawn of Awareness,” highlights the gathering of new ideas, perspectives, and relationships, resulting in new opportunities. The conference will look objectively at our world, locally and globally, so that we can join together with a renewed determination to live smartly together.

# **WORLD INVESTMENT SUMMIT / EXPO**

## **ORLANDO CONVENTION CENTER**

SEPTEMBER 12-18, 2009

The following outline will serve as a basis for your use as an initial framework for the WISE Convention and its requirements(1).

By occupying approximately 1,000,000 square feet of the Orlando Convention Center including a major portion of the meeting rooms, and involving many of Orlando's destination attributes and amenities. The WISE Conference will provide the stage for an accelerating action-packed week for all participants.

### **MISSION**

The World Development Endowment Foundation (WDEF) is a New York based philanthropic organization formed to provide venues for international communication in a variety of cooperative initiatives. The projects, programs, and events are part of an integrated plan to bring world neighbors together in result-oriented economic activities and peace opportunities. The World Investment Summit Exposition (WISE) is one of these opportunities.

### **UNIFYING PRINCIPLES OF A MODEL COMMUNITY**

The conference and exhibits will be organized around the four pillars of a healthy community:

- **Commerce**
- **Culture**
- **Education**
- **Spirituality**

These four pillars reflect the importance of our understanding of how our cities are communities woven together that house and embrace our commonality and our individuality.

### **EXHIBITION SPACE**

**The exhibit space will be categorized into four major exhibit areas (2):**

- **The World of Municipalities(3)**
  - Pax Pavilion(4) – Hosting the Communities of the World
- **The World of Finance & Investment**
  - Global Financial Organizations

- **The World of Industry**
  - Agriculture
  - Commodities
  - Communications-Publishing/Media/Print/Broadcast/Web cast /etc
  - Culture and the Arts
  - Environmental / Ecological – Green Urban Planning
  - Human Resources – World Work Force
  - Infrastructure and Construction
  - Life Sciences /Health/Medical
  - Multinational and Regional Corporations
  - Real-Estate Development / World Housing
  - Security
  - Technology
  - Trade Associations / Organizations
  - Transportation
  
- **The World of Social Action & Philanthropy**
  - Organizations that are involved with resolving global social issues

### **SEVEN CONTINENTS(5)**

We envision the exhibit space layout to uniquely conform to the actual landscape of the world. The aisles of the Municipality section of the trade show will replicate the Waterways of the World and will lead attendees through the world to visit the country exhibits where they share oceans, borders, and other commonalities. This innovative layout approach creates the Municipality Trade Show portion by the location of countries of where they are geographically located on the Seven Continents.

### **THE ORCHID ICONS**

To further enhance the attractiveness and message mission of the WISE Convention, we will display floral corridors of orchids throughout the show. The orchid becomes the icon representing the fragility of our eco-system. The orchid is a world flower with over 30,000 species, with some varieties in danger of extinction as a direct result of how we are altering our eco-system. This message is reflective of the vulnerability of all species of life that inherit the earth.

### **THE SUMMIT**

The Summit portion will be structured with content designed for solution-driven, action directed forums. The WISE Summit Committee will create and organize agendas and initiatives to be presented with an extensive platform of significant global and community-based subjects. We will be bringing together notable speakers that will use a panel format for different perspectives on world issues. Special auditorium facilities will be available for daily keynote speakers as well as the availability of ample meeting rooms for the Summit.

### **THE WISE WEB**

Due to the enormous anticipated attendance to all events, our web site – **WDEF.ORG**, with a special informative reservations system, will monitor and manage the flow of traffic and control the roster of activities available for pre-registration right through to the show's conclusion. The web site will help document this world-encompassing endeavor providing an efficient and effective communication and coordination system.

### **THE ONE TO ONE OFFICE**

An important feature incorporated into The WISE Convention will be a specially arranged area for conducting convenient, comfortable private meetings. The room environments will be designed and equipped to accommodate a variety of different size meeting needs. The expectation is that a significant quantity of rooms will be reserved for the entire show period while other space will be available on an as need basis. Again every consideration will be made to encourage and accommodate the advancement of meaningful relationships.

### **CYBER CAFÉ LOUNGE**

The Cyber Café Lounge will be the always open, state-of-the-art, and full service communication center. This actually becomes the Convention Connection Center featuring internet facilities/tech assistance, phone and message center, secretarial support and all the services required for participants to be in touch. The lounge section becomes the central spot to meet for informal get-togethers in a proactive networking atmosphere. Light-bites and beverages will be a part of the menu of services available at The Cyber Café Lounge.

### **WORLD FOOD FESTIVAL(5)**

A fulfilling feature is to create a special World Food Festival in a buffet format to add spice and flavor to the eclectic ethnic mixture of the event.

### **COMMUNICATION RESOURCE CENTER**

A bookstore / library / information / center will be set-up for the offering of books, literature, tapes, and all collateral material relevant to The WISE Convention mission of presenting world opportunities through communication, and connectivity.

### **THE MUNICIPALITY MARCH – THE KICK OFF PARADE(5)**

A powerful concept to be considered would be to organize a World Welcome Parade. “The Seven Days of Oneness” world peace theme would unite the parade setting the tone for the Convention. Floats and band sponsors representing regions of the world, along with corporations and world organizations would be able to deliver their message in this high visibility format. The parade would ignite the momentum of The WISE Convention

by demonstrating our togetherness, creativity, and the opportunities available for us as a world body.

### **SEVEN DAYS OF ONENESS: CONCERTS AND CULTURAL EVENTS**

“The Seven Days of Oneness” theme will be further enhanced with the celebration of world music and dance in all forms. The Orlando Convention Center would be the main stage for evening concerts and events. Our intention is to involve well-known local entertainment promoters with the cooperation of international and national associates to bring together a culture showcase worthy of this event. Many of these events will be televised for the commercial value to be fully realized.

The cultural and social aspects integrated into the business climate of the WISE Convention serves to forming a respectful balance between culture and commerce becoming a part of the shared enriching experience offered here.

### **WORLD CULTURAL EVENTS(5)**

A special emphasis at the WISE Convention will be to advance the cultural interest inherent to all municipalities by offering a series of cultural events to demonstrate the importance of investment into the arts of the world:

- Art in the Park – World Artisans Hand Crafts
- International Cultural Exhibitions
- International Film Festival
- Multi-Cultural music events
- Party City – special places for special group entertainment
- Tourism itinerary

### **PASSPORT TO ORLANDO(5)**

A Passport to Orlando will be included for all attendees to The WISE Convention. The cost self-liquidates through savings and passes offered on a local area basis to the sponsored events, theatres, retailers, restaurants, and a special transportation passport for the week. Our goal is to add to the attendees’ value for our visitors through the “City at a Savings Program” as a Orlando thank you. Significant sales will be generated for Orlando along with measurable marketing information.

### **EDUCATION(5)**

Orlando’s schools should play a very prominent role in the convention activities. Each high school should host delegates from a visiting country. A teen team volunteer program from each high school will assure their adopted country guest an enjoyable warm, personal meaningful experience. This student-hosting project will require country research, cultural understanding, and awareness therefore an enriching educational opportunity. This also becomes an opportunity for touching lives, bridging cultural differences and is one of the profound purposes of The WISE Convention.

## **WORLD CITIZENS AWARD CEREMONY**

### **(Closing Event)**

The World Citizens Award Ceremony will establish the beginning of our recognizing, celebrating and honoring those World Citizens that have contributed to the well being of our world. This occasion will become the ground breaking for the rooting of new ways for achieving world respect for our individuality and commonality. Global core values will be planted here with seeds of world integrity, trust, cooperation and compassion ingrained into the fiber of the WISE Convention. A spirit of The WISE Convention will be to enhance the economic growth of municipalities leading to prosperity by improving the Quality of Life for its citizens and therefore establishing the basis for peace. This will be our mission before-during and long after The WISE Convention.

We will introduce The World Citizens Award at The Orlando / WISE Convention closing ceremony to the first selected honorees that have demonstrated the core values represented here.

We anticipate that the coveted World Citizens Award will become much sought after and that this world event will become the perfect venue to honor the much-deserved recipients. Invited dignitaries, political figures, corporate sponsors, participants, guests will be the who's who from around the World.

## **NEXT STEP CONFERENCE SERIES**

Our approach to the first WISE Convention is that by making the offerings exceptionally broad based, encompassing many subjects will serve as a nucleus for the formation of other more focused Next Step mini-conferences to take place. We will therefore have the consensus for a definitive follow up conference series to evolve that will be result oriented, with obtainable objectives to be accomplished in the interim period leading to the second WISE Convention in Orlando.

## **RECREATION TIME**

### **MAKING THE BATTLE GROUND A PLAYGROUND**

Our endeavors are to create a total professional and personal experience bridging business and entertainment activities along with the significant objective of relationship building. This adds a quality of not only a must attend, want to attend, but also want to contribute to the expansion possibilities brought together in this world assembly collective.

The following are two of the recreation events to be considered and are natural attractions for Orlando, adding these events to the itinerary schedule will offer the chance for business time with family time or just a great time to have for relaxing with colleagues.

## **THE WISE GOLF TOURNAMENT**

Seven days of making the rounds (golf, of course). A world golf outing that brings the sun and fun together in an atmosphere of exercise, stress-release and active networking in a spirited adventure. For those that want to tee off we can suggest just fun or entering the tournament – 18 holes beginning on Friday, Saturday, and Sunday – 9 holes Monday thru Thursday and then - 18 holes Friday and Saturday with the WISE Golf Award Ceremony signing off a week of playing with your world neighbors.

## **THE CRUISE SEMINAR**

The Orlando area is the perfect environment to offer educational cruises covering one of the world's most important concerns, "The Future of the World's Water Resources". The waterway cruise will be a pre-3 day event cruise as well as a post 3-day cruise.

## **ORLANDO HOSTING REQUIREMENTS**

With the above planned events, we anticipate the involvement of the significant resources of the City. It is requested that the Orlando Convention and Visitors Bureau, convention center, hotels, etc offer the World Development Endowment Foundation (WDEF) organization the most attractive incentive package available. Hotel occupancy will reach between 3,000 to 5,000 rooms at peak times of the event.

We will request support from Orlando's political, educational, entertainment, media, security, transportation, retail, hospitality, restaurants, parks services and community leaders to assure the success of The WISE Convention.

## **THE WORLD DEVELOPMENT ENDOWMENT FOUNDATION**

### **Staff**

Within the planning and execution period we will need temporary office and housing arrangements for staff throughout this time period in Orlando. We expect to accommodate approximately six to ten staff members in the initial months with our facility needs escalating as the date of the event nears.

### **Participants**

We will require special consideration and support with hotel accommodations for participants who will utilize Orlando's facilities throughout the planning period for a variety of coordination and arrangements needs. Our staff will forward requests for accommodations to the designated Orlando coordinators.

## **OUR COLLECTIVE OPPORTUNITY**

We recognize the scope and complexity attached to such an ambitious first time convention. Our collective focus and commitment is paramount. Our collective skillful marketing creating the excitement and momentum is essential. Our desire to capitalize on

turning an innovative concept into reality requires our unparalleled collective vision for The WISE Convention to become an unparalleled opportunity.

## **AN INTERNATIONAL GATHERING**

In its full scope WISE encompasses a trade show, a symposium, a convention, concerts and entertainment, and other events. It is all those and more. It is an International Gathering whose time has come.

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### **Endnotes**

(1) We would look forward to an Orlando meeting as soon as possible in order to determine and complete a more comprehensive assessment of the convention requirements and costs.

(2) The following listing is neither inclusive nor conclusive. It is to be used as a reference to some of the meaningful participation and categories that can take place at the **WISE** Convention. We welcome all comments.

(3) The participating delegates will be the official decision makers representing their respective country, state, city, municipality or organization.

(4) PAX is Latin for peace as well as the abbreviation on travel documents for passengers, therefore, indicating our desire for Peace for all passengers.

(5) These are concepts for considerations along with other ideas to be reviewed that are not presented here. We are open to all critiquing suggestions, and in the forming of an open-ended candid relationship that benefits our long-term alliance.