

Press
Release

Paris, France and Frankfurt, Germany, Monday 6 June 2016

For immediate release

Colombian President Santos to Open World News Media Congress

Colombian head of state, Juan Manuel Santos Calderón, will deliver the keynote address at the opening of WAN-IFRA's 68th World News Media Congress, taking place in Cartagena de Indias from 12th to 14th June 2016.

"We look forward to welcoming President Santos to our annual global event, the world's most significant gathering of news media professionals," said Tomas Brunegård, President of the World Association of Newspapers and News Publishers (WAN-IFRA). "WAN-IFRA is very pleased to be holding its Congress in Colombia, one of the continent's most dynamic destinations, for the first time in our history."

The 68th World News Media Congress, organised with the support of the Colombian Newspapers and News Media Association ANDIARIOS, is the first to be organised in Hispanic America. It will be held in the Caribbean city of Cartagena de Indias, a UNESCO World Heritage Site and home to Latin America's most recognised authors and journalists, Gabriel García Márquez.

President Santos has been in office since 2010, having been re-elected to serve a second four-year term in 2014. His family was amongst the founders of El Tiempo, Colombia's leading daily and one the most prestigious newspapers in Latin America. He was himself a journalist, and in 1981 was named deputy director of the newspaper.

His Presidency has been characterised by sustained economic growth and by a historic effort to reach a peace agreement with Colombia's largest guerrilla group, the Revolutionary Armed Forces of Colombia (FARC), which - if achieved - would put an end to one of the longest armed conflicts in the Western Hemisphere.

"The courage and professionalism of the Colombian press was crucial during what were some of the toughest times in the country's armed conflict. They are an example for news media executives worldwide, which is why we're gathering in Cartagena for our annual Congress," said Marcelo Rech, President of the World Editors Forum. "Today, despite the challenges of digital transformation, the Colombian media remain one of the region's most vibrant and innovative industries. We look forward to showcasing this to the world."



WAN-IFRA, based in Paris, France and Frankfurt, Germany, with offices in Singapore, Mexico and India, is the global organisation of the world's newspapers and news publishers. A multi-stakeholder organisation, it represents more than 18,000 publications, 15,000 online sites, more than 80 associations and affiliates, 300 technology suppliers and over 3,000 companies in more than 120 countries.

Its core mission is to defend and promote press freedom, quality journalism and editorial integrity, and help independent news publishing companies to succeed in their transformation process, increase their business, and perform their crucial role in open societies.

WAN-IFRA provides the industry with critical business news and strategic market insights, individual support to innovation and business development, networking platforms for executives from around the world, advocacy campaigns for press freedom and global media policy affairs.

www.wan-ifra.org

Contact Press

Vincent Peyrègne
WAN-IFRA
96 bis rue Beaubourg
75003 Paris, France
Tel +33.1.47.42.85.01
Fax +33.1.42.78.92.33
Vincent.peyregne@wan-ifra.org

The 68th World News Media Congress, 23rd World Editors Forum and 26th World Advertising Forum are scheduled to take place 12th - 14th June at the Centro de Convenciones Cartagena de Indias. Follow the sessions and live updates on the conference blog at http://www.wan-ifra.org/congress_blog or via Twitter accounts @NewsConf and @NewspaperWorld and via the hashtags #WNC16, #Editors16 and #COSTORY.

For tickets and registrations visit <http://www.wan-ifra.org/cartagena2016>.

WAN-IFRA based in Paris and Frankfurt, with regional offices in Chennai, Singapore, and Mexico, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 print and online publications, and serves over 3,000 member companies in more than 120 countries. Its mission is to defend and promote press freedom, and help independent news publishing companies to succeed in their transformation process, increase their business, and perform their crucial role in open societies. WAN-IFRA is a leading global resource for publishers, editors, chief technology officers, digital business executives, news publisher associations, technology suppliers, service providers and research centres with three focus areas: innovation and business development - regulation and global media policy - press freedom. Learn more about WAN-IFRA at <http://www.wan-ifra.org/who-we-are>

Contact - Inquiries

Rodrigo Bonilla - LATAM Manager

WAN-IFRA

Mobile: +52 1 55 52 75 82 12

Email: rodrigo.bonilla@wan-ifra.org