



ManpowerGroup™

## Manpower Inc. Plays Leading Role in World Economic Forum Annual Meeting in 2011 as the World Stands on Cusp of New Era

January 24, 2011

DAVOS, Switzerland, Jan. 24, 2011 /PRNewswire/ -- Manpower Inc. (NYSE: MAN), world leader in innovative workforce solutions, will drive the discussion around new and transformational world of work trends as a strategic partner of the World Economic Forum 2011 Annual Meeting, taking place 26-30 January in Davos.

(Logo: <http://photos.prnewswire.com/pmh/20060221/CGTU012LOGO>)

Four of Manpower's innovative workforce solutions experts -- Jeff Joerres, Manpower Inc. Chairman and CEO; David Arkless, Manpower Inc. President of Global Corporate and Government Affairs; Françoise Gri, Manpower Inc. President of Southern Europe; and Jonas Prising, Manpower Inc. President of the Americas; will participate in several high-profile sessions during the week as the world stands on the cusp of a new era.

### WEDNESDAY 26 JANUARY

Manpower is partnering with CNBC to kick off the World Economic Forum Annual Meeting with a thought-provoking panel discussion: ***Unleashing and Leveraging Human Potential in the New Reality*** between 7.00-8:30am CET. Jeff Joerres will be joined by moderator Frank Brown, Dean of INSEAD and co-panelists Don Tapscott, Chairman of Moxie Insight and best-selling author of Macrowikinomics, Sharan Burrow, General Secretary of the International Confederation of Trade Unions, Kris Gopalakrishnan, CEO and Managing Director of Infosys, and Jim Quigley, CEO of Deloitte, to discuss a new reality that has massive implications for employers and individuals as human potential becomes the major agent of economic growth.

Joerres will also participate in the ***CNBC Live Debate - The Future of Employment*** from 10.30 - 12.00, arguing in favor of the motion "Education is Failing Industry." Joerres will recommend an overhaul of the education system, which is currently not producing young people with skills that are aligned with the needs of the world of work. Manpower recommends that industry, governments, educational institutions and individuals all take their share of responsibility to work together to solve this conundrum of high unemployment and employers unable to find the talents they need.

### THURSDAY 27 JANUARY

Manpower Inc. President of Corporate and Government Affairs David Arkless will participate in ***the Professional Services Cross-Industry Private Meeting on Talent Mobility and the Global Education Initiative***, and will recommend that improving the global mobility of talent is necessary to address the unparalleled talent scarcity that exists. Manpower recently released a World of Work Insight Paper titled "Strategic Migration: A Short-term Solution to the Skilled Trades Shortage," in which Manpower stressed that unlocking human potential is one solution to the perennial shortage of skilled trades workers. These jobs cannot be offshored, but strategic migration -- from both inside and outside national borders -- can ease the pressure on the shortage of talented people. With unemployment high around the world, immigration is an emotive subject but with millions of key jobs going unfilled in the U.S. and Europe for example, it is imperative that immigration policies are revisited in the short-term to open talent pools while more long-term solutions are sought.

As a strong advocate for the role of women in business, Françoise Gri, Manpower President of Southern Europe, will participate in the session: ***The Women Leaders & Gender Parity Programme Advisory Group annual meeting***, 7:30 - 8:30 am. Gri heads up Manpower's French operations -- the company's largest single market -- and as well as Italy and other southern European operations. Gri is passionate about advancing women's role in the workplace. Last year, Gri published a book titled "Pleading for Responsible Employment," in which she called for the implementation of more diversity in the workplace. A more diverse workforce leads to a diverse perspective of thought, which helps energize organizations and capitalize on unseen opportunities.

### FRIDAY 28 JANUARY

Jonas Prising, Manpower Inc. President of the Americas, will be a key contributor in a session of the Global Gender Parity Group titled: ***Towards a New Strategy for Gender Parity*** which brings together selected leaders who have taken successful actions towards gender equality in their organizations, countries or communities. In this session, leaders will discuss the most effective interventions to close gender gaps. Prising led a role in a similar session for the World Economic Forum Latin America meeting in 2009.

Joerres will participate in an informal gathering of ***World Economic Leaders - Towards a New Global Growth Model***, 12.30 - 14.15. At their 2009 London Summit, G20 leaders pledged "to build an inclusive, green and sustainable recovery" and to "lay the foundation for a fair and sustainable world economy." With unemployment persisting and the path of recovery uncertain in many countries, the group will discuss how this aspiration for more inclusive growth can be translated more effectively into reality. As the CEO of a company that has a 62-year track-record of balancing profitability with sustainability, Joerres will give his unique insight on working towards achieving improved living standards sustainably.

Manpower's innovative workforce solutions experts are available for interviews throughout the World Economic Forum Annual Meeting. To arrange an interview, please contact Britt Zarling at +1.414.526.3107 or [britt.zarling@manpower.com](mailto:britt.zarling@manpower.com).

Manpower Inc. is proud to be a strategic partner of the World Economic Forum 2011 Annual Meeting. Jeff Joerres, Manpower Inc. Chairman and CEO; David Arkless, Manpower Inc. President of Corporate and Government Affairs; Françoise Gri, Manpower Inc. President of Southern Europe; and Jonas Prising, Manpower Inc. President of the Americas, are all participating in high-profile panels at this year's annual forum. Manpower partners with

WEF on several initiatives, and in 2010, Joerres co-chaired the World Economic Forum on Europe meeting. Arkless is Chair of the Global Agenda Council on Skills & Talent Mobility. For more information about Manpower's presence at the World economic Forum 2011 Annual Meeting, go to: <http://www.manpower.com/press/wef2011.cfm>. Joerres will also be sharing regular insight and expertise via Twitter on events in Davos and transformational implications for the world of work. Follow Joerres' tweets at [www.twitter.com/manpowerceo/](http://www.twitter.com/manpowerceo/)

#### **About Manpower Inc.**

Manpower Inc. (NYSE: MAN), world leader in innovative workforce solutions; creates and delivers services that enable its clients to win in the changing world of work. With over 62 years' experience, the \$22 billion company offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's worldwide network of 4,000 offices in 82 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at [www.manpower.com](http://www.manpower.com).

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