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KUALA LUMPUR: Prime Minister Datuk Seri Najib Razak will attend this year's World Economic Forum (WEF) on Jan 23 and 24 in Davos, Switzerland.

He will be accompanied by International Trade and Industry Minister Datuk Seri Mustapa Mohamed, Minister in the Prime Minister's Department Datuk Seri Abdul Wahid Omar and several prominent Malaysian business leaders and heads of investment-related agencies.

Among the objectives of Malaysia's participation in the forum is to promote the country as Asia's premier investment and tourist destination, as well as to endorse Kuala Lumpur as the best location for multinational companies to base their regional headquarters.

It is also to showcase Malaysia's economic transformation success, and to highlight Malaysia's role as chair of Asean, specifically, the emphasis on a people-centered Asean.

Najib will be participating in three WEF sessions — the Asean Regional Business Council; the Informal Gathering of World Economic Leaders, themed "Defining the Imperatives for 2015"; and, the Asean Leaders session-Channel NewsAsia TV Debate titled "Creating the Asean Economic Community".

The prime minister will also meet several heads of state and chief executive officers of prominent global corporations who have keen investment interests in Malaysia.

Najib and the two ministers will also host roundtable discussions with business leaders, as well as a special event to promote the country.

Mustapa said this was an important year for Malaysia, and, as the chair of Asean, it must be in the forefront in ensuring the realisation of the Asean Economic Community.

"We must take the opportunity to engage the international business community and civil society, and lead by example.

"Malaysia's participation in this forum reflects our commitment to shape the global trade agenda, and lead conversations around Asean economic growth integration."

WEF is an independent global forum for engagement and dialogue involving stakeholders from business, politics, academia and other societal leaders to shape opinions on the global, regional and sectoral agenda.

Its theme this year is "The New Global Context", which will discuss and address, among others, industry- and business-related issues in the context of the global economic scenario.