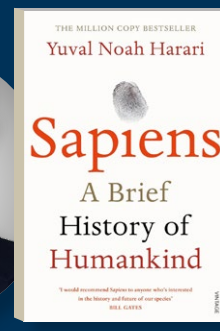




Breaking Bad: When Food Targets Health

Making the Case for a Metabolic Revolution

An invitation-only Accredited Programme event alongside the World Economic Forum in Davos from 18:30–21:00 on Wednesday 21st January 2026



Fireside chat

Prof. Yuval Noah Harari
Historian, philosopher and bestselling author

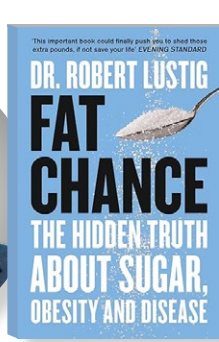
Confirmed participants



Paul Polman
Business leader, investor, philanthropist



Dr. Robert Lustig
Professor & neuroendocrinologist UCSF, NYT bestselling author of 'Fat Chance'



Dr. John Schoonbee
Global Chief Medical Officer, Swiss Re



Ndidi Okonkwo Nwuneli
CEO, ONE Campaign Founder, African Food Changemakers



Dr. Tracy Shafizadeh
Director, Periodic Table of Food Initiative
Director, Verso Biosciences



Sir Mohammad Jaafar
Chairman & CEO, KDD



Geoff Cutmore
Former Lead Anchor, CNBC
Host & Moderator

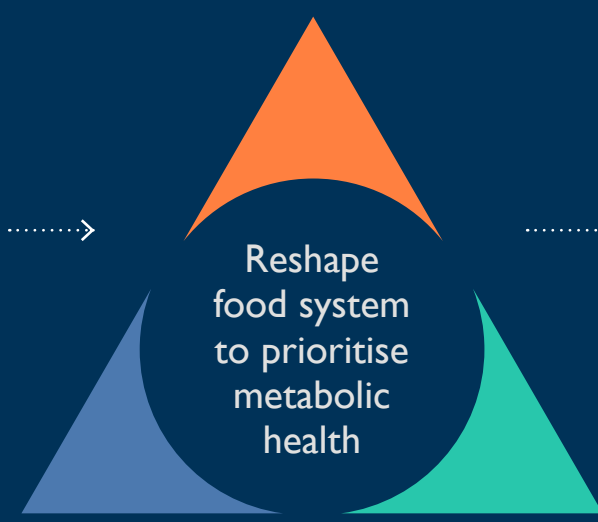
Take the Shuttle to:
The Waldhuus Hotel
Mattastrasse 58, Davos

HIDDEN COSTS OF GLOBAL FOOD SYSTEM

Health \$11tn/year

Environmental \$7tn/year

Source: Source: UN Food Systems Summit Scientific Group



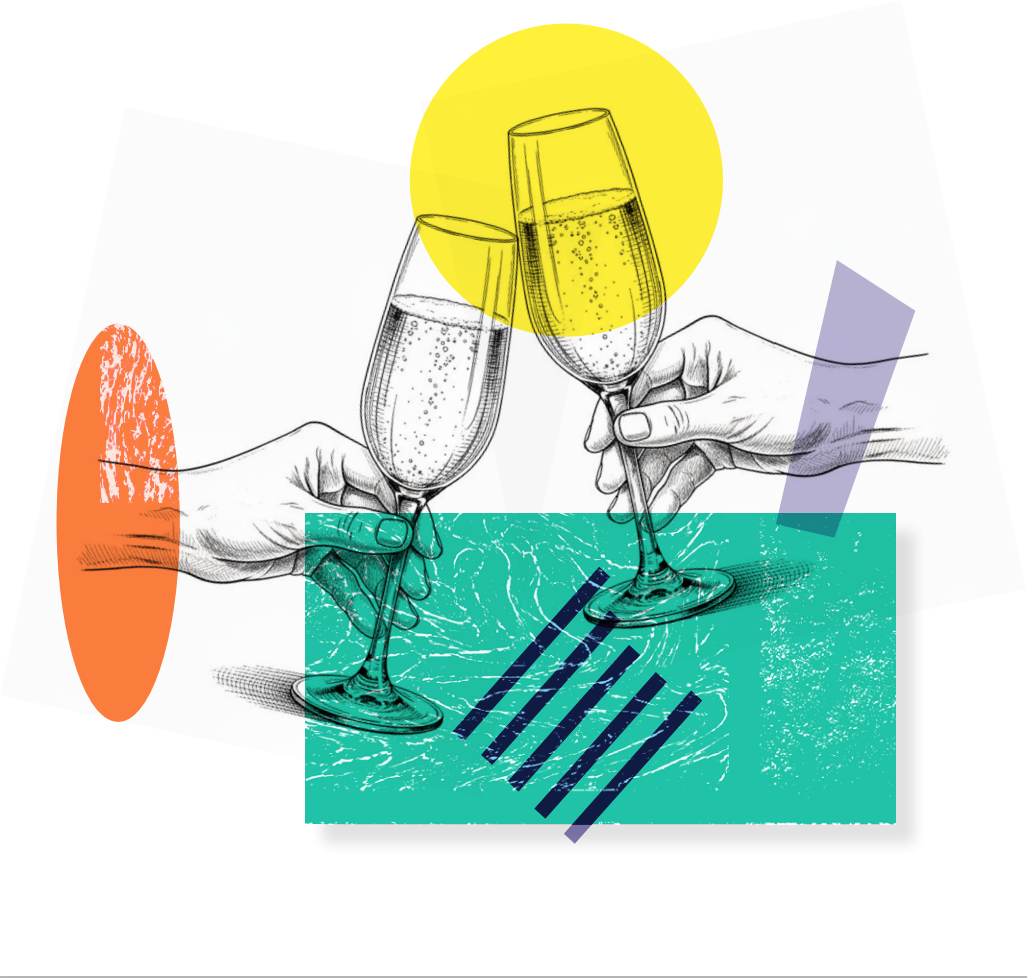
BENEFITS AND OPPORTUNITIES

Unlock \$10tn/year

Prevent 174m premature diet-related deaths by 2050

Source: Food System Economics Commission

Gather for a drinks reception from **18:30**.



Enjoy dinner, a fireside chat with Yuval Noah Harari and a dynamic filmed debate from **19:00**.

