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(cc: MS)

ACTION

JA (MEM (w/ encl.))

COPY



## INVITATION

June 13<sup>th</sup>, 2012

Dear Secretary-General Ban Ki-Moon,

I hope you have been well and this message finds you well. I do congratulate your Seoul Peace Prize winning this year. I believe your devoted efforts toward United Nations as well as peace in every piece of world is hard to be compensated with only one award. Representing Maekyung Media group, we all sincerely thank you for your hard work and wish you and all the best at all times.

I would like to propose a conference for you to participate as a keynote speaker that Maeil Business Newspaper holds annually. From October 9<sup>th</sup> to 11<sup>th</sup> at Sheraton Walkerhill Hotel, we hold the 13<sup>th</sup> World Knowledge Forum under the tentative theme of 'Unlocking DNAs for Inclusive Growth; Leadership, Humanity, Creativity, Integrity and New Growth.' If you are planning to come to Korea for the SPP award and along with possibly IMF-WB annual meeting in Tokyo at 12<sup>th</sup>, I hope you could manage your schedule slightly and become our honorable keynote speaker. The Forum is continuously updated to reflect the latest developments around the world and I would like to emphasize the importance of your participation. And we are more than willing to accommodate your needs and inquiry.

Speakers in 2011 World Knowledge Forum were **Gordon Brown**, Member of the Parliament of the United Kingdom; **Larry Summers**, Professor of Harvard University; **Sarah Palin**, Politician of the United States of America; **Seiji Maehara**, Policy Chief of the Democratic Party of Japan; **Tom Albanese**, Chief Executive of Rio Tinto; **Karel de Gucht**, Trade Commissioner of EU and many more than 200 globally renowned speakers. Presumed participants are around 3000 not only from Korea but also from overseas.

Several of our former speakers include **George W. Bush**, 43<sup>rd</sup> President of the United States of America; **Tony Blair**, former Prime Minister of the United Kingdom; **Bill Gates**, Founder of Microsoft; **Richard Branson**, President and Founder of the Virgin Group; **Alan Greenspan**, former Chairman of the U.S. Federal Reserve; **Paul Krugman**, 2008 Nobel Prize Laureate in Economics; **George Soros**, Chairman of Soros Fund Management; **Peter Brabeck-Letmathe**, Chairman of Nestle, S.A.; **Jack Welch**, Former Chairman and CEO of GE.

I wish you and your family all the best for 2012 and I look forward to hearing from you soon.

Yours respectfully,

*Sae-wan Chang*

Executive Chairman, World Knowledge Forum

Chairman, Maekyung Media Group

SC/H/08/002: COM/11/001

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Yours respectfully,

Executive Chairman, World Knowledge Forum

Chairman, Maekyung Media Group

sch/08/002; com/11/001



**Fw: Prize Congratulations from Maeil Business Newspaper (Seoul, Korea)**

Josiane Ambiehl to: SGCentral

13/06/2012 12:55 PM

Cc: "Sanghwa Lee"

---

Dear Colleagues  
For the log.  
Thank you, Josiane  
Silva Bonacito

----- Original Message -----

**From:** Silva Bonacito

**Sent:** 06/13/2012 12:51 PM EDT

**To:** Josiane Ambiehl

**Cc:** Jill Annitto

**Subject:** Fw: Prize Congratulations from Maeil Business Newspaper (Seoul, Korea)

Dear Josiane,  
Please see below an invitation for the SG. Not sure why this was addressed to me.  
I am copying Jill in case there is a need for logging the invitation.  
Please let me know if you would like me to take any action. Happy to help!  
Merci.  
Silva

----- Forwarded by Silva Bonacito/NY/UNO on 13/06/2012 12:50 PM -----

**From:** "Jennifer Moon" <jennifermoon@mk.co.kr>

**To:** <bonacito@un.org>

**Date:** 13/06/2012 04:42 AM

**Subject:** Prize Congratulations from Maeil Business Newspaper (Seoul, Korea)

---

Dear Ms. Silva Bonacito,

I hope this message finds you well and thriving. This is Jennifer Moon representing Maeil Business Newspaper. Please forward this attached letter to Secretary-General Ban Ki-Moon that this is from Chairman Chang of Maeil Business Newspaper, Korea. Our team also sends our best congratulation to Mr. Ban on Seoul Peace Prize winning.

In addition to this, we would like to propose a conference for him to participate as a keynote speaker that Maeil Business Newspaper holds annually. From October 9<sup>th</sup> to 11<sup>th</sup> at Sheraton Walkerhill Hotel, Maekyung Media group holds the 13<sup>th</sup> World Knowledge Forum, the biggest forum in Asia, under the tentative theme of '**Unlocking DNAs for Inclusive Growth; Leadership, Humanity, Creativity, Integrity and New Growth.**' If he is planning to come to Korea for the SPP award and along with possibly IMF-WB annual meeting in Tokyo at 12<sup>th</sup>, I hope he could manage his schedule slightly and become our honorable keynote speaker. We can talk closely with the Seoul Peace Prize Cultural Foundation directly, and manage the time schedule in accordance to Mr. Ban's convenience.

I have attached last year's forum highlight and confirmed important guest speakers so far for Mr. Ban and your reference. If you have any questions, please don't hesitate to let me know.

I would like to emphasize the importance of his participation. I'll look forward to hearing from you soon.

With best wishes,

**Jennifer (Ji Yeon) Moon**

**Researcher** / Maeil Business Newspaper [www.mk.co.kr](http://www.mk.co.kr)

**Speaker Director** / World Knowledge Forum [www.wkforum.org](http://www.wkforum.org)

Tel. +82.2.2000.2477 Mobile. +82.10.8534.1126 Fax. +82.2.2000.2419

Email : [jennifermoon@mk.co.kr](mailto:jennifermoon@mk.co.kr)



Secretary-General Ban Ki-Moon to the 13th WKF.pdf WKF2011\_Highlight\_Compressed.pdf



Select List of Confirmed Speakers(6.3).docx.doc



**(As of June 3, 2012)**

Jean-Pierre Raffarin, Former Prime Minister of France

Jose Maria Alfredo Aznar Lopez, Former Prime Minister of Spain

John Bruton, Former Prime Minister of Ireland

Donald Johnston, Former Secretary-General of OECD

Willem Wim Kok, Former Prime Minister, Netherlands

Thierry de Montbrial, Founder, World Policy Conference

Bob King, President, UAW

Malcom Gladwell, Journalist, The New Yorker

Martin Wolf, Chief economics commentator, FT

Lawrence Ho, CEO & President, Melco Crown Entertainment

Herbjørn Hansson, Chairman & CEO, Nordic American Tankers Limited

Mika Vehviläinen, CEO, Finnair

Hisao Akimoto, President, HEISEI Corporation

Scott Panzer, Vice Chairman, Jones Lang LaSalle Americas Inc.

Eric Kim, Managing Director, Maverick Capital

Tyler Brule, Editor-in-Chief, Monocle

Jean Pisani-Ferry, Director, Bruegel

Gemma Calvert, Managing Director, Neurosense

Sara Olsen, Founder & CEO, SVT Group

A decorative graphic at the bottom of the page consisting of several overlapping, flowing blue and white wave-like shapes.

Manoj Menon, APAC President & Managing Director, Frost & Sullivan

Charlie Welsh, Group Editor-in-Chief, Merge Market Group

Arvind Rajanm, Vice President & Managing Director of Asia, LinkedIn

Paul Krugman, Professor, Princeton University

Tyler Cowen, Professor, George Mason University

Barry Eichengreen, Professor, UC Berkeley

Dingbo Xu, Professor, CEIBS

Stijn Van Nieuwerburgh, Professor, NYU Stern School

Santiago Iñiguez de Onzoño, Dean, IE Business School

Zhang Wei, Vice Chairman, CCOIC

Michael E. Brown, Dean, Elliott School of International Affairs of GW

Rhee Chang Yong, Chief Economist, ADB

Shawn Achor, Professor, Harvard University

Dani Rodrik, Professor, Harvard University

William Lazonick, Professor, University of Massachusetts Lowell

Dean Karlan, Professor, Yale University

Chua Beng Huat, Professor, National University of Singapore

Daron Acemoglu, Professor, MIT

Clayton Christenson, Professor, Harvard Business School

Shin Jang-sup, Professor, National University of Singapore

Frank Sesno, Director, School of Media and Public Affairs of GW



Richard Duncan, Author of 'The Dollar Crisis'

Rudy Simone, Author

Fraser Howie, Author of 'Red Capitalism'

Todd Buchholz, Author of 'Rush'

### **WKF Agenda Committee**

Donald Johnston, Former SG of OECD

Danny Leipziger, George Washington University

Woody Jun, Dean of Solbridge International Business School

Song E Young, Professor, Sogang University

Han Duck-soo, Chairman & CEO, Korea International Trade Association

Park Jong Soo, Chairman, Korea Financial Investment Association

Sakong Il, Chairman, Institute for Global Economics

Lee Kunpyo, Head, Corporate Design Center, LG electronics

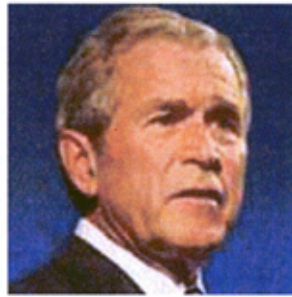
Jun Kwang-woo, Chairman & CEO, National Pension Service

Lee Jang-yung, President, Korea Banking Institute





# THE WORLD KNOWLI FORUM



## HIGHLIGHT



THE WORLD KNOWLEDGE  
FORUM



HIGHLIGHT



**ON THE COVER**  
Key speakers from the past WKF.



# THE WORLD KNOW FORUM HIGHL

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## History of the World Knowledge Forum

### **The 12th World Knowledge Forum**

The New Economic Crisis

### **The 11th World Knowledge Forum**

One Asia Momentum, G20 Leadership & Creatinnovation

### **The 10th World Knowledge Forum**

One Asia, New Economic Order & Recovery

### **The 9th World Knowledge Forum**

Collabonomics & Greater Asia

### **The 8th World Knowledge Forum**

Wealth Creation and Asia

### **The 7th World Knowledge Forum**

Creative Economy

### **The 6th World Knowledge Forum**

Creativity and Collaboration: Foundation for the New Era

### **The 5th World Knowledge Forum**

Partnership for Renewed Growth\*\*

### **The 4th World Knowledge Forum**

Creating a New World Order and Economy

### **The 3rd World Knowledge Forum**

Knowledge in a World of Risk:  
A Compass towards New Prosperity

### **The 2nd World Knowledge Forum**

Drawing the Roadmap for Knowledge Economy  
and Global Prosperity

### **The 1st World Knowledge Forum**

Shaping the New Millennium with Knowledge

THE  
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The World Knowledge Forum is known as the Asia's most prestigious business Forum. The 13th World Knowledge Forum will take place **"Creation of New Leadership, Innovation and Great Change"**.

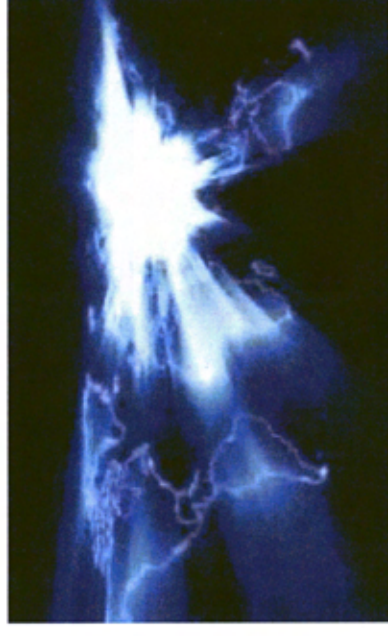
As the global crisis struck the world once again in 2011, the world has been divided in the sense of economics and politics. The great power in the East (Japan), and the growing new power (emerging countries) are the three geographical divisions. The political transition showed clearer divisions among these three powers. We decided to call this as "The Great Divide". Ironically, the division was caused by the global crisis which brought the world into a common ground.

In 2012, the Great Divide will show a clear picture starting with a global leadership transformation. A long discussion on the shift of global leadership will likely to become a reality. In addition to this, there are more than 40 countries that expect presidential election in 2012. The quest for leadership will take place all over the world. Charismatic leadership for each country as well as a new power for the whole world will be the biggest challenge. With all the changes expected, 'Innovation' will once again rise as a key word. While businesses will suffer from the economic crunch at the moment, the way to survive through the hectic turmoil will be innovation.

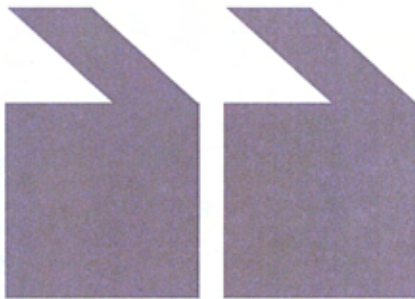
The 13th World Knowledge Forum will seek a new way of networking, a new way to be connected all around the world in consideration of the 'Great Change' is the change that the world inevitably has to face which will be brought out only with the new concept based on knowledge.

For the last 12 years, the World Knowledge Forum served as a perfect platform to share insights and visions of top global leaders, scholars and business leaders. The World Knowledge Forum will bring about the platform to discuss solutions in the time of great change and growth. We would like to invite you to the World Knowledge Forum in Seoul on October 9-11 to share your great ideas and to be inspired by world's renowned leaders.





# *Highlight of The 12th World Knowledge Forum*



**"The New Economic Crisis: Reforming Global Leadership & Asia's Challenge"** was the theme of the 12th World Knowledge Forum.

At the beginning of 2011, the global economy didn't seem too gloomy - it even showed a bright picture. However, US default and its own financial crisis which put the global economy in mud damp. The US credit rating was degraded by S&P and Eurozone worsened as time passed by. The bright picture no longer existed and the world started to talk about gloomy picture of doubt.

Looking back into the past, the 1998 crisis focused only on Asia whereas the 2008 crisis started from the US and became global. However, it got overcome with the help from the emerging economies in Asia and Latin America. The crisis in 2011 posed a new challenge. The World Knowledge Forum defined this phenomenon as "The New Economic Crisis".

To discuss the New Economic Crisis, the World Knowledge Forum posed two sub-themes - 'Reforming Global Leadership' and 'Asia's Challenge'. Class scholars, leaders and CEOs undoubtedly shared same idea that the world has entered a transition period when the US is sinking whereas Asia emerges as a new power.

The World Knowledge Forum had foresight and came up with the idea on 'One Asia' since 2009. The term 'One Asia' not only includes China and Korea but also other emerging countries in Southeast Asia. The active discussion on Asia's power is still the issue.

The World Knowledge Forum 2011 therefore dealt with global solutions to the New Crisis and suggested some paths that lead to a better future.





# Gordon Brown

*Former Prime Minister of United Kingdom*

*“We are in a period of perhaps the greatest change ever that is taking place in the international community, including the time during the first industrial revolution in Europe.”*

*“In these very difficult times, we have to continue to ask questions about how we as a world can come together so that we can not only deal with this historical junction that we face... but also plan for the huge opportunities for growth in the future.”*







.....

The 12<sup>th</sup> World Knowledge

THE NEW ECONOMIC

REFORMING GLOBAL LEADERSHIP & A





## Sarah Palin

*Former Governor of Alaska*

*"We are living in a bottom-up world. But the political elite want the world to become top-down. Crony capitalism only allows the elite and friends of the elite to prosper. When cronyism thrives, innovation, prosperity, and jobs suffer because small innovative firms get shoved outside the door."*

*"Seoul and Korea are an illustration of what new technology has been able to provide."*





# Michael Sandel

*Professor at Harvard University*

*“There are some good things that money can’t buy,  
and there are things that money can buy but shouldn’t,”*

*“Economists believe they don’t taint the goods they touch,  
but in reality, they crowd out non-market values.”*

The 12th World Br









# Maehara Seiji

*The Policy Chief of the Democratic Party of Japan*

*“The new prime minister of Japan has set Korea as the first destination - indicates the significance of the relationship between Japan and Korea.”*

*“We have to play on the strengths of Asian countries.”*





# 12th World Knowledge Forum

## Keynote Speech

### Speaker

Maehara, Seiji

The Democratic Party of Japan,  
Policy Chief



매일경제

매일경제



# Karel de Gucht

*European Union Trade Commissioner*

*“It’s about the countries with common currencies to come to an agreement to rescue Greece and Ireland.”*

*“EU’s choice of having chosen Korea as the first FTA is the right choice.*

*EU should develop a political role in Asia, since the economic significance and political significance complement each other.”*





# Tom Albanese

*CEO of Rio Tinto*



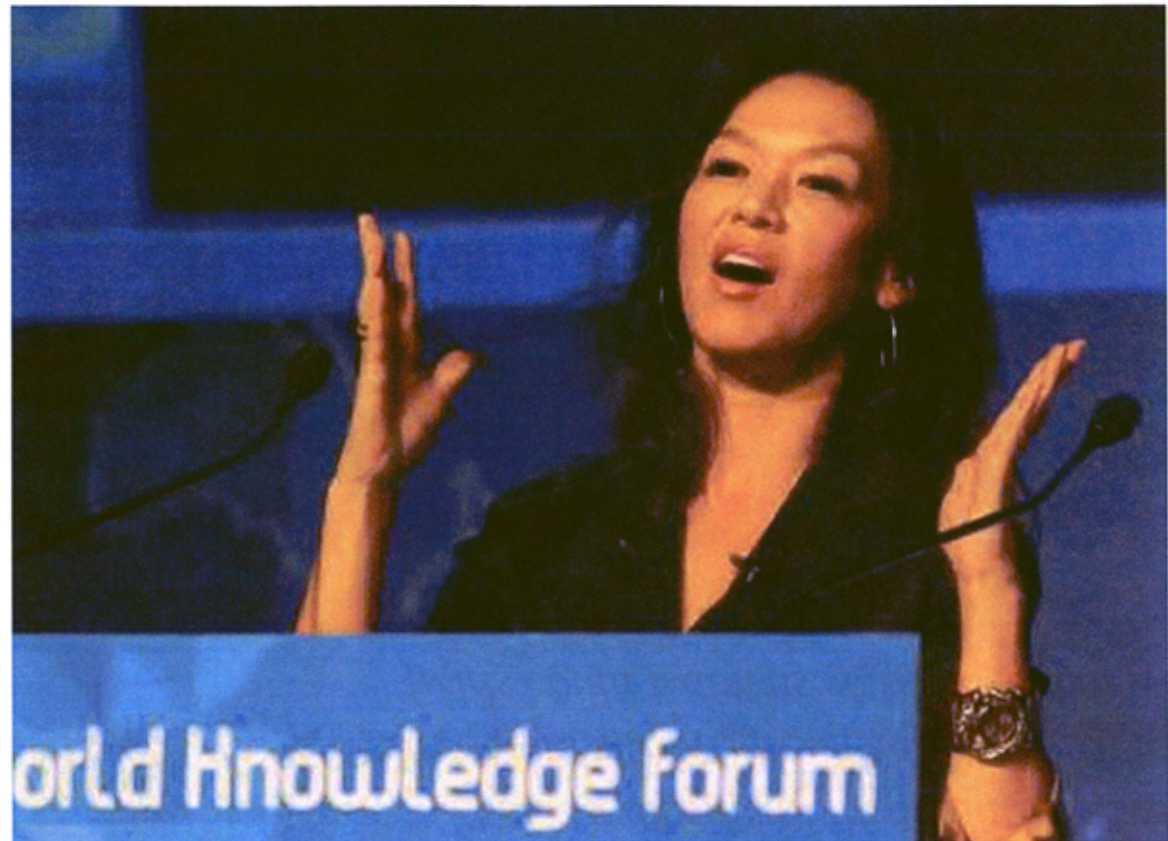
*“There is too much business and so there could be a risk of failing to deliver.”*

*“Looking outside of the mining industry at others such as financial and chemical fields could teach us something that we ourselves couldn’t see coming.”*



# Amy Chua

*Professor at Yale University*



*“A healthy balance of Asian discipline, focus, and the value of hard work should be strengthened with a Western emphasis on freedom, individuality, and the promotion of creativity and leadership.”*

*“To stay ahead of the pack and meet the global standard, Korea must find ways to make sure the next generation of younger people are inspired and energized, and that they will have vision and new ideas.”*



## Martin Sorrell

*Chairman at WPP*

*“The Americans have been kicking the can down the road too long...We certainly get a heavy cold when America sneezes.”*

*“The withdrawal of economic stimulus post-Lehman is...sort of like coming off drugs and going cold-turkey...it’s very painful.”*

*“We in the West still find it difficult to accept that life has changed to what it was 200 years ago. The world has changed. We are more and more dependent on the growth of*





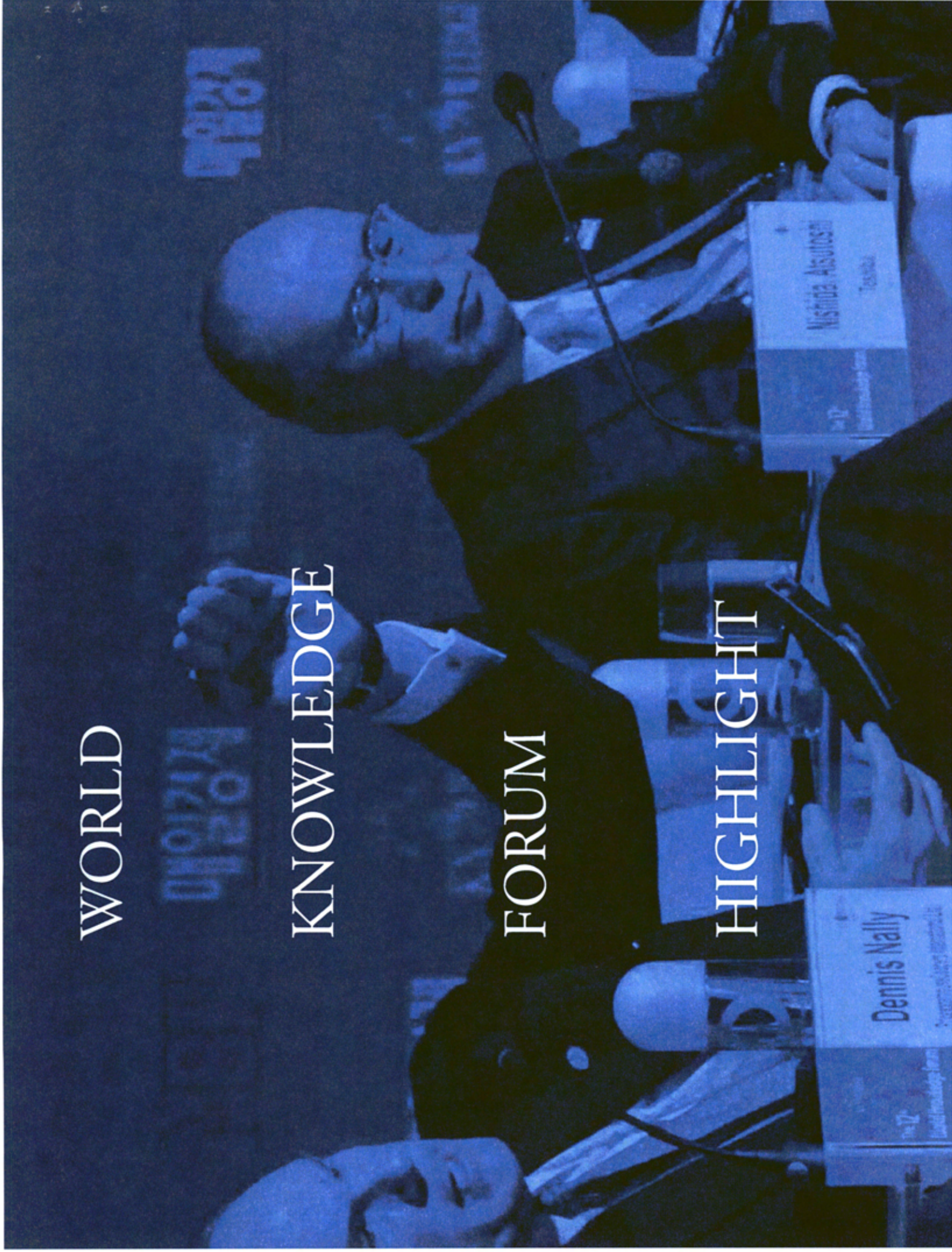


WORLD

KNOWLEDGE

FORUM

HIGHLIGHT





# Crisis Revisited



## *Skating on Thin Ice: Global Economic Outlook 2012*

The panel agreed that the times are uncertain, and that imbalances in wealth and power represent the biggest long-term challenges to global prosperity. "Growth must be inclusive to maintain political stability...the biggest gap in the world is still between rich countries and small countries," said Dr. Fan Gang. Such inequity could lead to





### *Asianomics: Dynamics of Asia's Economic Growth*

There was consensus that Asia will continue to be a crucial factor in global growth: "The world economy will be dragged out of the ditches, and there can be no question that the center of gravity is moving from West to East," said Mr. Hansson. The panelists also agreed, however, that the global economy will become increasingly

### *Unknown Risks of Economic Speed Gap*

The panel concluded that the world is seeing a permanent shift in economic power. Mr. Sorrell forecasted a return to the ascendancy of China and India to the role of Europe before the Industrial Revolution. "We in the West still find it difficult to accept that life has changed to what it was 200



### *Trade Remedy for Uncertainties: Minister's Roundtable*

"What I fear most is that as the economic difficulties continue, we will see spreading of a protectionist surge," began Karel de Gucht, Trade Commissioner of the EU. "We already see a protectionist system rising in all different countries," he said.

Donald Johnston, former Secretary-General at OECD, analyzed the situation further. "We are all democrats here," he said. "The problem is that our democracies, in a sense, are our greatest enemies of free trade because of the vested interest we have in all of our countries. This happens even when there's not an economic crisis."

### *EU's Choice: Enhancing Partnership with Asia*

In foreseeing the future partnership with Asian regions, Mr. de Gucht enthusiastically stated that "it's only natural to reach out to Asia" because in the next decade, 90% of world growth will surface outside of Europe, with "30% in Asia alone."

"EU's choice of having chosen Korea as the first FTA is the right choice," Mr. Kim stressed. "Korea is destined to cooperate with EU" because Asian economic growth in recent years, especially in China and India, has been somewhere in the 4%, where the developed countries did not exceed 2%.

### *G-Shock: Global Imbalances & Leaderless World*

With no ideological competition, such as that between a democratic free market and communism during the Cold War, the major world powers are now entered into an economic contest. Thus, China, with its massive economic growth rate, is becoming an increasingly important world player. However, both Mr. Hiatt and Mr. Adams agreed that China faces many challenges to become a truly high-income world power. Both cited an aging demographic, a cultural gap between rural and urban people, and a lack of indigenous innovation as problems that will seriously hamper any bid China might make to become a true super power.





### *Africa: The Next Chapter on Earth*

Dr. Migiro explained that, in addition to economic growth, Africa has experienced a drop in poverty rates, less disease-related deaths, and the least amount of war in over fifty years. With this new socio-economic climate, she explained that "what Africa needs most is to be recognized as a new investment frontier." She continued, explaining how Africa has benefitted from investments by China and India, citing the diversification of African economies and the strengthened infrastructure of African countries due to this regional integration.

Both Mr. Leslie and Dr. Migiro explained that Africa has more to offer than simply resources and that Africa is escaping what Dr. Migiro deemed "the resource curse." Instead, they explained that Africa has a relatively high consumer middle class, more cell phone users than the US and huge amounts of unused arable land. However, Mr. Leslie was quick to understand that this is not a popular perception, saying, "The statistics obviously tell that story but the image doesn't unfortunately yet."



### *The BRICS Decade: The Past & The Future*

All of the BRICS nations share the challenge of fairer wealth distribution. Mr. Volynets admitted that most wealth in Russia is concentrated in Moscow and St. Petersburg. "The key challenge for Russia is to spread the wealth. Infrastructure is a way for doing that," he said. The moderator, Lihui Tian, an economist, presented similar challenges in China. "China needs to do more on wealth distribution," he said. "Not all the people are satisfied." He urged investment in education and innovation. "China will have a nice future if they continue to reform."

## *Global Growth in Transition*







# New Management Strategies



## *Global CEO Roundtable: Proactive Risk Management*

The past failures of Wall Street came to the forefront as a call for more of a human element integrated into decision-making. "They didn't understand risk. The models were wrong which is leading to a new realization that Wall Street really didn't have proper knowledge of the situation," added Nordic American Tankers' CEO Herbjørn Hansson.

Mr. Nally recommended that diversity play a larger role within organizations as well. "Our employees are bringing their different perspectives," he added. "The quality of six different backgrounds is more helpful than twelve similar ones, and finding these types of people is an important ingredient."







### *Global Balancing Strategies*

Globalization is not a zero-sum game, and all the panelists agreed that it is a reality that can benefit everyone in the long-term. "Too many people think a job created in one country is a job lost in another," Mr. Rice said. Every one of GE's thousands of innovations has been the product of collaboration between Americans and foreign partners. The panelists concurred that after the pain of transition, globalization will benefit mature markets as well as emerging ones.

Mr. Menon insisted that the downsides of globalization have been exploited by politicians seeking to leverage public fear. "When you look at the absolute numbers, globalization has been overplayed," he said. He cited the demonization of Indian call centers in the US, pointing out that even now, fewer than 2% of all calls worldwide leave their country of origin.

### *Crisis-Proof Brand Marketing*

In the time of financial crisis, the panelists agreed that companies should take the opportunity to fortify their brand marketing, and not cut costs. "Crisis is an ultimate test for branding and advertising," Mr. Larreche stated. When the market is deteriorating, "That's when you spend more on R&D to improve more on brand," Mr. Coleman concurred.

During the crisis, Mr. Sorrell advised the troubled companies from the developed world not to focus on expanding their capacity, but rather to focus on investing more in the brand. On the other hand, the companies from the developing world must increase their capacity as well as their investment in brand, which Mr. Sorrell called the "double whammy."

### *The Secret Facts of Century Old Companies*

Risk taking and risk management are essential to the development of innovative systems and products. "It is critical that you have visionary leadership that is willing to take risks and bet the company on tectonic shifts", stated Mr. Dawson. "In order to make smart bets, you need to remember your core competencies."

The business sector as well as the work environment has shifted and companies need to make the necessary changes in order to be competitive. "From generation to generation, there can be changes in work-life balance," said Mr. Lukach. Mr. Dawson cited his company's efforts to integrate the "Y-generation" into his venerable company. He added, "You have to be flexible but also responsible."



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### *Multipolar Currency Power: Transformation of the Global Financial System*

Several indicators show that six emerging market currencies in particular will become increasingly attractive. According to Mr. Shinohara, the Chinese renminbi, the Brazilian real, the Mexican peso, the Indian rupee, the South African rand and the Russian ruble all have potential for internationalization.

Mr. Shinohara identified four leading indicators of successful currency internationalization: economic size and rapid growth, the centrality of the country and currency to global trade, the country's macrostability and store of value property, and financial deepening and openness.

But Mr. Gieve warned that change will be unpredictable, and that political developments will play a key role in the future of global financial markets. He cited Europe as a cautionary example. A cohesive Europe would be an important center of gravity in the world economy, but there is only a "60% chance the euro will survive to the end of next year" he forecasted.

### *Asian Capital Market Integration*

"We should distinguish between trade integration and product integration from capital market integration," Jang-Sup Shin, Professor of Economics at the National University of Singapore, continued. "Koreans may cheer for Korean brands, but the largest beneficiaries are not those in Korea."

Although he believed in the integration of capital markets, Mr. Yoon recognized that this process would not come without risks and challenges, remarking that many Asian economies have a varying range of restrictions held on capital mobility. Thus, he described capital markets integration "not in black and white, but really more as different shades of grey."

# *New Shock & Rearrowth of Finance*





### ***Financial Leaders' Roundtable: New Pressure, New Products and New Growth***

Mr. Hong noted that both Europe and the United States, as developed economies, had serious issues with their policy makers and saw little hope for the future. For the United States, he felt that ineffective policy management has caused a need for a "Gold Campaign."

Mr. McDonald offered his own take on the recent crisis before speaking about emerging markets. According to McDonald, "we innovated beyond our ability to understand," thus creating risky and unregulated financial tools that ultimately failed.

### ***The Great Wall Street***

"This is an interesting time to compare the Chinese situation and other countries," Dr. Fan said. He spoke at length about the stability of the Chinese system, focusing on how bank reforms led to stability, and how heavily mortgaged the government is against bad debts because of lending institutions insistence on being "overly cautious in lending money." Moreover, he all but guaranteed that large bank loans to local governments were almost sure bets to be repaid.

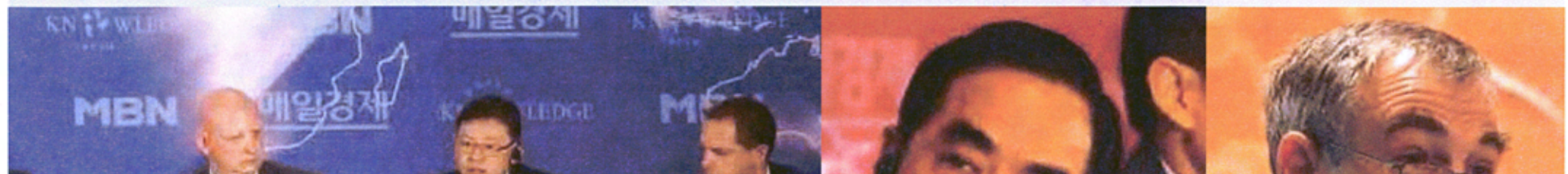
"The high dependency on national banks is not optimal for long term growth," Mr. Yang concluded. He ended the session by talking about how banks can do more to support small, and middle level businesses, which will do much to encourage growth in China. He also stressed the importance of expanding ICBC's foreign investment, noting that only 4% of their total profits come from outside of China.

### ***The Intelligent Investor in Emerging Countries***

Dr. Praveen said, "In the next year, emerging markets are likely to outperform the US and Europe."

However, he stated that market connectivity would eventually affect those emerging markets. "Even if the Europeans come up with a game changer, they are probably going to experience several years of weak growth and recession in places like Greece." If this happens, he assumed that emerging markets would eventually feel negative effects over the course of time.

Mr. Chin did issue some warnings for investors. He said, "We are in a much lower expected return environment." He also noted that emerging markets are extremely volatile, that each emerging region is unique and looks at things differently, and corporate governance and regulation can vary and be drastically different from what investors are used to.





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### ***War Over Natural Resources: Transcending Resource Nationalism***

Rare earth materials will become more available in the future, but companies must focus on making significant changes toward sustainable product development and disposal. "Now, there is a real focus on sustainability...and it is a true business issue and challenge," noted Philip Martens, President and CEO of Novelis Inc. Companies are necessarily spending more time and money in order to create environmentally friendly systems. Hong Jiang, Vice President of Sinosteel Corporation Ltd., stressed the importance of incorporating the principles of reduce, reuse, and recycle.

The need for sustainable practices also applies to limited natural resources such as water, land, and human capital. "We will have to do a better job of managing water," said Mr. Albanese, in light of the increased stress on supply. Mr. Martens added that there is "a change in the ways companies are operating because of the scarcity of resources."

### ***Corporate Sustainability through Eco-Management***

The main issue, said Tom Burke, Environmental Policy Adviser at Rio Tinto, was that people were too focused on "endogenous risks," such as secondary development, air and water pollution, or corruption. On the contrary, Burke indicated that we should shift our focus: "Increasingly, we need to think about



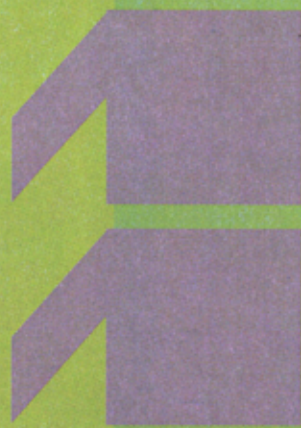


## Knowledge Forum

Economic Disasters  
and the Role of Government

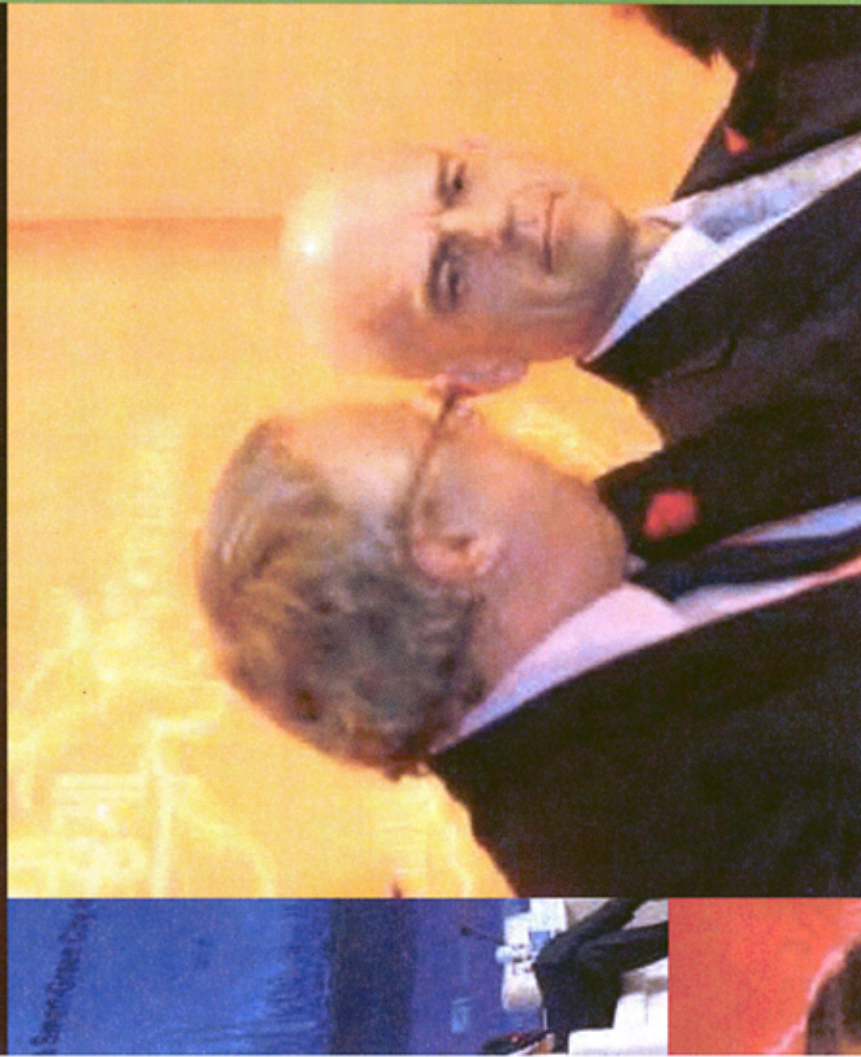


# The True Green



## Future Smart City

Ms. Khanna called for a renewal that would include not only partnerships between public and private sectors but also the voice of the individual citizen. Citing the efforts of New York City, she stated, "Active citizen participation giving feedback to the city to make improvements can de-mythify assumptions that companies and governments are sufficient







# Convergence



## *Radical Convergence of Industrial Design*

Mr. Moggridge outlined the evolution from the creating products for global markets and global of the past only needed anthropometric and ph cultivate a multidisciplinary understanding of cog well as traditional design skills.

"For that level of complexity, we have to know complexity of the way the human mind is function world," he said.





### *Crossover Commercial Designs*

Mr. Wightman echoed the role of design in a convergent world. He explained, "An innovation space exists between the convergence of technology, experience, and design," adding that within that space, designers can create new products that are socially responsible.

### *Techno Art Robots: The Next Me*

Despite CHARLI's obvious athletic prowess, the panelists agreed that future applications of later generations of CHARLI would most likely be in a service capacity. Mr. Hong quoted "the five Ds" for the jobs that CHARLI and other robots would undertake. "Dull, dirty, dangerous, distant, and difficult," were the jobs that future robots would be designed for.

"What we want to do is understand the general principles of humans and build upon that," Mr. Lee said. The Wright brothers' historic first flight was referenced as evidence of humans' ability to analyze the natural world around them, and apply those findings in a scientific way.







# The World For edge





# THE 12TH WORLD KNOWLEDGE FORUM



**The New Economic Crisis**  
Reforming Global Leadership & Asia's Challenge

# SPEAKERS

Ahn, Kyungsoo	Noro Plant & Coalings Co., LTD	Chairman
Akihiko, Kumagai	GE Healthcare Asia Pacific	President & CEO
Akua Sena Dansua	Ghana	Minister of Tourism
Alexander Huberts	Mellon Capital Management Corporation	President of Investments and Finance
Alice Chen	Harvard-MIT	Biomedical Engineer
Amy Chua	Yale University	Professor of Law
Andrei Lankov	Kookmin University	Professor of History
Andrei Shleifer	Harvard University	Professor of Economics
Andy Bird	Walt Disney International	Chairman
Andy Rubin	Pentland Group	CEO
Anil Menon	Cisco Systems Inc.	President of Globalization and Smart Connected Communities
Anthony Stevens	Oliver Wyman	Partner and Head, AP
Artem Volynets	EN+ GROUP	CEO
Asha-Rose Migiro	UN	Deputy Secretary-General
Ayesha Khanna	Hybrid Reality Institute	Founder and Director
Barry Devolin	Deputy Chair of the Committee of the Whole, Canada	
Carl Lukach	DuPont Company	President, East Asia
Chang, Byung-Chul	Severance Hospital	Professor
Chang, Don Ryun	Hongik University	Professor of Visual Communication Dept.
Chang, Dae Whan	World Knowledge Forum	Founder and Executive Chairman
CHARLI	Raketa Robotics & Mechanisms Laboratory Research Lab	
Charlie Welch	The Mergersmarket Group	Group Editor-in-Chief
Chen, Qingfang	Potaroo Co. Ltd	General Manager of Strategic Department
Chester Kam	Complus Asset Management Limited	Managing Director
Chin, Young	Pyramis Global Advisors	Chief Investment Officer
Chloe Cho	CNBC Asia	Anchor
Cho, Won Tae	Korean Air	Senior Vice President
Choi, Hong	ING Investment Management	CEO, Korea
Christopher Pissarides	LSE	Professor
Claudio Fernandez-Arcoz	Egon Zehnder	Partner
Clotaire Rapaille	The Culture Code	Anthropologist and Author
Craig Wightman	Kinnet Dufort	Design Director
Daniel Lee	University of Pennsylvania	Professor of Electrical and Systems Engineering Technologist for APAC Communications, Media and High Tech Industry
David Deschamps	Accenture	Anchor
Deirdre Bolton	Bloomberg TV	Professor of Mechanical Engineering
Dennis Hong	Virginia Tech	Chairman
Dennis Nally	PricewaterhouseCoopers International Limited	Chairperson of Board of Directors
Dho, Young Shim	UNWTO ST-EP Foundation	Professor and Director
Dilip K. Das	SolBridge International School of Business	Dean
Dipak C. Jain	INSEAD	Strategy Director
Dmitry Yudin	EN+ GROUP	Former Secretary-General
Donald Johnston	OECD	Managing Director
Eric Kim	Maverick Capital	Director
Fan Gang	The National Economic Research Institute (NERI), China	Senior Vice President
Frank Kern	IBM	Senior Vice President
Franz Cremer	BMW Group	Senior Vice President









Donald Trump Jr.



Jeffrey Katzenberg



Yukio Hatoyama



Niall Ferguson



Jans Vestberg



Paul Krugman



Tony Blair



Richard Branson



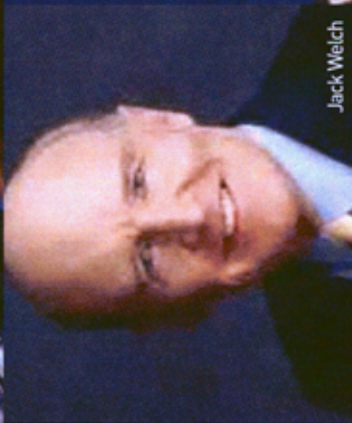
Nouriel Roubini



Fareed Zakaria



George W. Bush



Jack Welch



Biz Stone



Nassim Nicholas Taleb



Gary Hamel



Jim Rogers



Paul Krugman



Peter Brabeck-Letmathe



2008



Eric Maskin



Michael Porter



John Howard



Jack Trout



Richard Branson



Robert Polet



Bertie Ahern



Richard Levin



Colin Powell



Rolf Jensen

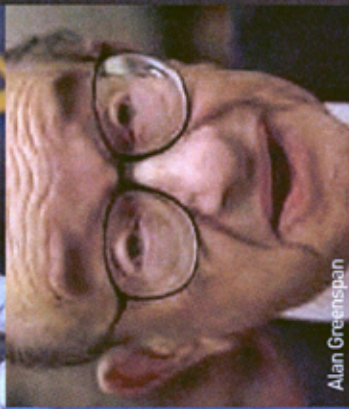


Edmund Phelps



Peter Sands

2007



Alan Greenspan



Vincent G. Cerf



Philip Rosedale



Tom Peters



Leon Brittan



Kenneth Rogoff



Richard Branson



John Howard



Bertie Ahern



Richard Levin



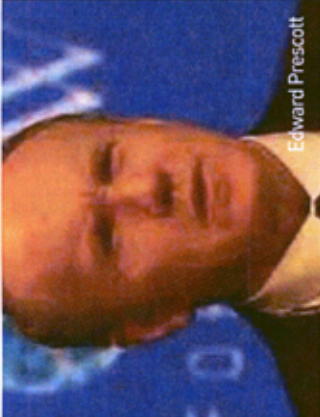
2005



Ralph Parks



Paul Jacobs



Edward Prescott



Jack Welch



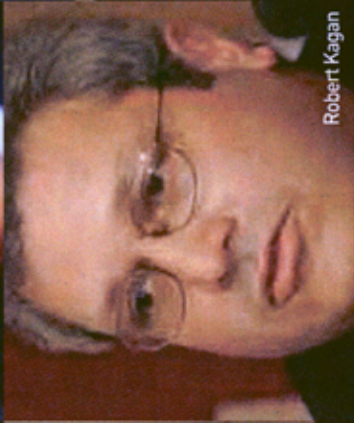
Kevan Watts



Steve Ellis



LOO Choon Yong



Robert Kagan



Kim Dae-jung



John Donahoe



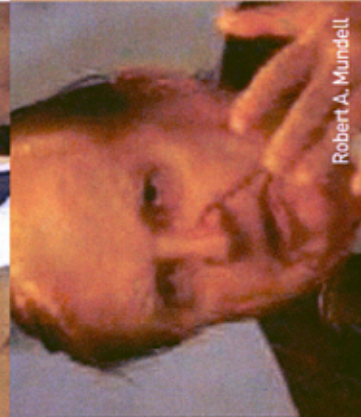
Gianni De Michelis



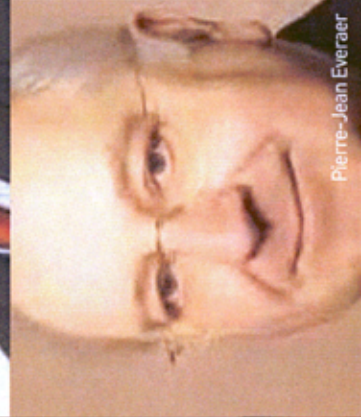
Carly S. Fiorina



Paul Kennedy



Robert A. Mundell



Pierre-Jean Everaer



Mon Yoshino



Martin Feldstein



Edith Cresson



Pierre-Jean Everaer



Mon Yoshino



Paul Kennedy

2004



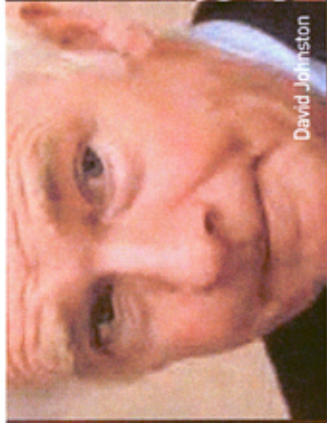
2002



Joseph E. Stiglitz



Larry Ellison



David Johnston



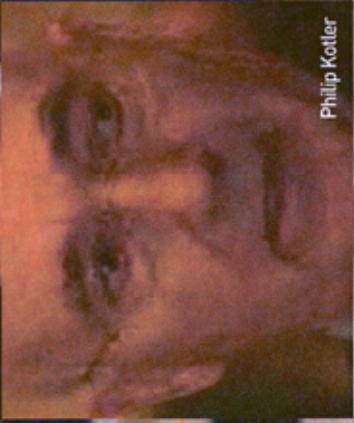
Stephen R. Covey



Michael Dell



John Riddling



Philip Kotler



Orit Gadliesh



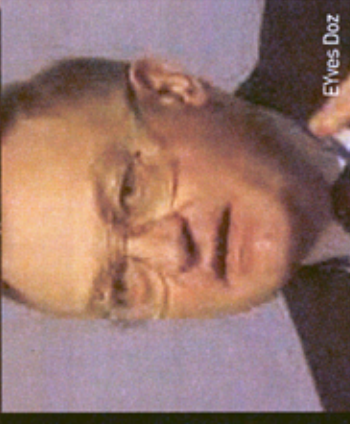
Paul Krugman



Panitchpakdi Supachai



Ashok Soota



EYves Doz



Bill Gates



Lindiwe Hendricks



Makoto Nagao



Bjorn Stigson



Phillip Melchior



Donald Johnston





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Korea's No.1 economic daily  
with 4 million readers

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Economy**

The country's  
widest circulating weekly  
with 350,000 readers

**MK**  
매일경제 MBN

No.1 business  
portal with 2 million  
visitors a day

**LUXMEN**

Premium monthly  
business magazine

**English  
Web News**

300,000 daily visitors

**MBN**

**MBN**

MBN was successfully launched in December, 2011 as the General Programming TV, a channel providing a variety of programs ranging from news to entertainment. With 17 years of 24-hour news channel, MBN offers premium content in various fields to the viewers. The mission of MBN is to derive a common value of Asia, allowing Asian viewers to learn the vision of regional leaders and observe the latest international news.

**매일경제**

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Maeil Business Newspaper is Korea's leading business publication read by businessmen and corporate subscribers. This fame derives from accurate, objective and balanced articles written by professional reporters of Maeil Business Newspaper. In addition,





**매일경제**

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