



Club of Amsterdam
Summit for the Future

January 26 – 28, 2005

Amsterdam, The Netherlands

Club of Amsterdam

Summit for the Future: Trade / Service Industry

Date: January 26-28, 2005, Amsterdam, The Netherlands

Location: HES Amsterdam School for Business

Costs: € 1.000 - 1.214 [incl. VAT]

Summit2005@clubofamsterdam.com

<http://www.clubofamsterdam.com/press.asp?contentid=373&catid=61>

Registration Form:

[http://www.clubofamsterdam.com/contentsummit/registration/Summit for the Future registration.doc](http://www.clubofamsterdam.com/contentsummit/registration/Summit_for_the_Future_registration.doc)

Gain critical insights and a deeper understanding of the issues that will shape the Knowledge Society. The Summit for the Future 2005 is an international conference that brings together experts, thought leaders, policy makers and knowledge workers.

Is Globalisation the single biggest factor affecting all our visions and strategies for 2020? Is it a threat to the fabric of society - or are those who do not join the people we should be keeping an eye on? Are all innovation and production gradually shifting to the BRICK countries by 2020 (Brazil, Russia, India, China, Korea)? Will Europe simply turn into the world's retirement home? Or will the current knowledge centres in UK and The Netherlands switch to Ireland, Sweden, Finland and Australia? How can we change Brain Drain into Brain Gain - or perhaps Brain Circulation is a better phrase?

At the end of January 2005, we're putting the pick of the strategic thinkers together for our first "Summit of the Future". It will be a creative clash of inspiration. We will debate the significance of global trends in the open plenary sessions - followed by simultaneous workshops in five key knowledge streams:

- ▶ [Trade / Service Industry](#)
- ▶ [Energy](#)
- ▶ [Healthcare](#)
- ▶ [Media & Entertainment](#)
- ▶ [Science & Technology](#)

Each Knowledge Stream can be attended by 25-30 participants.

The results of these workshops will then be discussed in the final plenary forum.

If you like thinking "out of the box", the Club of Amsterdam Summit may prove to be the best conference of 2005.

Trade / Service Industry Knowledge Stream

The Knowledge Stream about the future of **Trade** will focus on the **Service Industry**.

In the world of today it is impossible for any country to be competitive without access to an efficient services infrastructure. The traditional industries depend on banking, accountancy, telecommunications, IT, transport systems and so on. For the past two decades trade in services has grown faster than trade in goods. This fastest-growing sector has also become the largest one of the world economy, providing more than 60% of global output and in many countries an even larger share of employment.

It is expected that the growth of services will continue, therefore, it will have a large impact on the future of trade. Although it is an important topic, it has only relatively recently been adapted by the WTO.

The negotiations and the GATS itself have become subject of criticism. In this light, it is interesting to have a look at the future and to study whether it is realistic to expect that the liberalization of services will have a positive effect on:

- ▶ Economic performance
- ▶ Development
- ▶ Consumer savings
- ▶ Faster innovation

What are the elements necessary to achieve the above-mentioned benefits and what are the possible threats?

And how will the development of trade in services influence the development of trade in goods? Enough interesting questions to be studied for both specialists in this field and for people with a general interest in trade.

Why should you attend?

- ▶ understand the drivers of change
- ▶ tackle key issues with experts
- ▶ prepare your organisation with long term visions
- ▶ network with thought leaders and policy makers

Who should attend?

You are strategist or policy advisor/maker in industry, government or a professional association and operate on a country or EU level in one of the following services:

Business and professional services

[Accountancy services, advertising services, architectural and engineering services, computer and related services, legal services], **Communication services** [Audiovisual services, postal and courier, express mail services, telecommunications], **Construction and related services**, **Distribution services**, **Educational services**, **Energy services**, **Environmental services**, **Financial services**, **Health and social services**, **Tourism services**, **Transport services**.

The speakers of the Opening Event:

Tom Lambert: *Winning the Future*

Chief Executive, Centre for Consulting Excellence

Recently a list of "The Obvious Experts" in the field of consulting, training and conference speaking was published in the United States. Tom Lambert was the sole European listed. This speaks volumes for his global reputation.

Vladimir Petrovsky: *Political Culture & the Knowledge Society in Europe*

former Director-General of the UN in Geneva

Glen Hiemstra: *Lessons from the Future: Creating the Knowledge Society*

Futurist, Futurist.com

Leading Futurist from Seattle, Washington

Wendy L. Schultz: *Preferred Futures*

Futurist, Infinite Futures

Futurist and Spirit of the Summit

The speakers about the future of Trade / Service Industry:

Catherine Distler, Deputy Director and Co-Founder Promethee

Catherine Distler has been involved in the conduct of many scenario exercises, and is called upon by some of the world's most respected companies to conduct "thought leadership" initiatives.

Frank-Jürgen Richter: *Empowering trade through services: the holy grain of globalization?*

President, HORASIS

As a seasoned advisor of several companies with global reach as well as of governments, Frank-Jürgen Richter has an unrivaled reputation for his ability to use distinctive scenarios on how to map the future. Prior to founding HORASIS Dr. Richter was Director of the World Economic Forum, in charge of Asian

affairs.

Pascal Kerneis: *Representing the interests of the European services companies in the GATS Negotiations*

Managing Director, European Services Forum
An energetic advocate of services liberalisation on behalf of European firms.

Stefan Schneider, Chief International Economist, Head of Macro Trends, Deutsche Bank Research
Stefan Schneider works on trends in economics, society and technology which are relevant to the company and analyses international developments on the financial market.

Natalie Yacheistova, Head, Trade Representation of the Russian Federation in The Netherlands
During working with the Ministry for Foreign Trade of Russia, Dr. Yacheistova focused her efforts on the issues related to Russia's cooperation with WTO and EC.

Frank D Shaw, Director General, Centre for Future Studies
Formerly a strategic advisor to the Canadian Prime Minister, Pierre Trudeau (1973 - 78), Frank has been an advisor to government, trade and industry for over thirty years.

Julian Baggini, Editor and Co-Founder, The Philosophers' Magazine
Julian is increasingly in demand as a journalist and commentator, writing a column for The Guardian, and articles for BBC News Online, Prospect, Times Education Supplement, the Observer and New Humanist, among others. He makes regular appearances on national radio and television.

University Partner: **HES**, Amsterdam School of Business

and the Knowledge Stream Leader
Wanda van Kerkvoorden, SOLV new business advocaten
Wanda van Kerkvoorden specializes in complicated ICT contracts and disputes, e-commerce, biotech licences as well as copyright and trademark law. The latter especially with regard to the Internet and e-business.

Exhibitions
Agenda 21 and Rio + 10 Development Targets by Bayer CropScience
World Summit Award

Partners of the Summit for the Future are:
Bayer CropScience, HES Amsterdam School of Business, Medical Faculty University Basel, Switzerland, École Polytechnique, Paris, KnowledgeBoard, Association for International Broadcasting, Fuel Cell Markets, H2World, The World Future Society, Health Management Forum, Shaping Tomorrow, European Health Telematics Association, Medical Knowledge Institute, Entertainment Media Verlag, World Summit Award.