

Summit for the Future

May 3-5, 2006

Club of Amsterdam

www.clubofamsterdam.com/summit2006.htm



Summit for the Future

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Date: **May 3-5, 2006**

Location: HES School of Economics and Business, Amsterdam

What is the Summit for the Future?

The Club of Amsterdam presents its second, global "Summit for the Future" bringing together international Thought Leaders to discuss significant, global challenges and opportunities.

This year we focus on the subject of risk and the role of **risk** in **innovation** and **global growth**.

Why risk?

Without risk taking there is no progress, no growth and no prosperity. The Summit is an opportunity for participants to stand back and reflect upon the role of risk in enterprise and society, on how the global spectrum of risk is changing and to acquire new tools and thinking with which to harness risk as a force for growth in the future.

Living with risk requires a trade-off, a vision of the good-gamble as well as the nerve to take

that gamble. The complexity of modern life, the proliferation of new forms of communication and the deluge of available data makes this more difficult than ever before. This Summit is an opportunity to **think creatively** about the role of risk in our lives as individuals, as members of organisations and as a society.

Risk Taking is the O₂ of Innovation.

The Summit consists of plenary sessions as well as of interactive workshops and lectures. The workshops are organised in five parallel **Knowledge Streams**:

- **Life Sciences**
- **Media & Entertainment**
- **Trade - Asian Leadership**
- **Healthcare**
- **Corporate Governance**

followed by five **Interdisciplinary Streams**:

- **Innovation as Risk Taking**
- **Knowledge based Risk Management**
- **Values and Spirituality**
- **Cross-Cultural Competence**
- **Creative Leadership**

Who should attend?

The Summit for the Future will attract **innovators, strategic thinkers, decision makers, policy planners** and **knowledge workers**. If you're involved in shaping the future of your company you'll get a broader overview and a deeper understanding by attending the Summit. The Summit for the Future is an ideal venue for those who need to link theory with practise.

Program

Opening Event

Wednesday, morning, May 3

Sir Paul Judge, Chair of the Royal Society of Arts: *Risk and Enterprise*

Bobby Choonavala, CEO, Twinwood Engineering Ltd., Singapore: *Different Cultures in Asia - Impact of the Global Economic Equilibrium Shift on Asia - Risks Involved*

Hardy F. Schloer, President, RavenPack International S.L

Richard D North, Media Fellow, The Institute of Economic Affairs: *Risk: The Human Adventure. Or why societies thrive on excitement*

5 Knowledge Streams

Session 1: Wednesday, afternoon, May 3

Session 2: Thursday, morning, May 4

Presentations & Workshops in

5 simultaneous Knowledge Streams:

- **Life Sciences**
- **Media & Entertainment**
- **Trade - Asian Leadership**
- **Healthcare**
- **Corporate Governance**

5 Interdisciplinary Streams

Session 3: Thursday, afternoon, May 4

Presentations & Workshops in

5 simultaneous Interdisciplinary Streams:

- **Innovation as Risk Taking**
- **Knowledge based Risk Management**
- **Values and Spirituality**
- **Cross-Cultural Competence**
- **Creative Leadership**

Leisure Evening

Thursday: 19:00-23:00

Presentations of Results

Session 4: Friday, morning till 14:00, plenary, May 5

Content

Knowledge Streams

5 simultaneous Streams

Presentations & Workshops

Sessions 1: Wednesday, afternoon

Session 2: Thursday, morning

Life Sciences - Session 1 & 2

Risk & Life Sciences

Sustainable growth relies on an ability to

balance myriad risks. This is done with partners through R&D [Research & Development] cooperation & marketing alliances or with financial engineering through mergers, spin-offs and acquisitions. Risk can be mitigated through good **communication**, **project-portfolio management** and **human resource development**. In an age of globalisation, short product cycles, close public scrutiny and intense competitive pressure, what strategies are available for the Life Science sector to balance concurrent risk throughout the global value chain while pursuing growth opportunities?

Media & Entertainment - Session 1 & 2

the future of Virtual Lifestyle

Much of today's media is dominated by sports - including football, athletics, cricket, volleyball, motocross, horse-racing, snooker and golf. Entire **broadcasting, advertising, media** and **gaming industries** rely on it. They feed off the passion it arouses within ordinary people. Players are traded as commodities as part of multi-million deals, while their intimate moments are the subject of popular envy and public press scrutiny. Perhaps, one day, all this and more will feed off the virtual gaming industry too. In the meantime, some musicians are composing songs for first release in computer games and video producers are using gaming technology to design real-world TV sets, interaction scenarios for mobile phones and prepare shotlists before shooting a movie. Are we at risk if these virtual and real-world lifestyles are interacting so closely? Where do social media like blogs fit in? Ultimately, the **convergence of gaming and broadcast** is not just a new medium but a whole new world.

Trade - Asian Leadership - Session 1 & 2

Global Trade in Open Source as well as Public Goods and Services

Opportunities for growth have recently led to unprecedented levels of consumption by fast growing economies such as China. **Global trade comprises an increasing share of intangible goods and services**. There is a need to explore an **emerging economic order** in which the needs of fast growing economies are in balance with those of Europe and the rest of the industrialised world. Just as tensions have arisen in relation to trade in traditional commodities such as oil, steel and textiles, they have arisen in relation to intellectual property and they will arise in the trade of open-source as well as

public goods and services. Is balanced development achievable? Is sustainable global growth achievable? How will these issues evolve? What does this mean for the **future of the global trading system**?

Healthcare - Session 1 & 2

The most important thing for the future of healthcare is health and how medical practice fulfill the need of the core resource for the future: the self-perceived increasing **quality of life**. Health has gone from 'not being ill' to a quality, a potential. People will invest in this asset, not only in financial terms.

The extent to which healthcare transformation is taking place varies from countries to countries and regions in parallel with their economic status. Integration of evidence-based **preventional and complimentary strategies** into mainstream practice will be required to save the healthcare system in an aging society. As countries strengthen their economies they will also have the possibility to adapt their healthcare systems to meet the needs of the people. More and more people will be looking for services that will help understanding one's individual health profile and how this impacts **personalised anti-aging and wellness strategies**.

There will be an increasing demand for affordable approaches for high-risk identification, early detection and effective risk factor allocation. Healthcare is becoming detached from the purely physical, from purely functional disorders. It will be focusing more and more on the whole person, on putting physical, mental and spiritual fragments back together. Healthcare policy makers need to be aware of these new developments and decisions need to be made what healthcare research and what policies need to be implemented as a priority.

Corporate Governance - Session 1 & 2

Corporate Governance & Political and Economical Risk

Good governance continues to gain prominence in public debate but it is not clear how this can be provided on a global scale or what institutions are necessary for it to emerge. Global companies **balance risks that are economical & political, research-based, market-oriented, organizational and technical**. What does this mean for the board of directors - in terms of board composition, the duties of

its members, their level of commitment and remuneration? And in terms of capacity for ongoing self-transformation? What does this mean for the sustainable creation of value - for the company, its stakeholders, clients and society at large?

Interdisciplinary Streams

5 simultaneous Streams

Presentations & Workshops

Session 3: Thursday, afternoon

Innovation as Risk Taking - Session 3

How to resolve the tension between the need for all parts of the organisation to innovate and the different attitudes to risk that reside there? Failure-to-innovate is essentially a management-failure ... but can managers innovate? Can top managers take risks? What is their role in innovation? The innovating-organisation must **organise-to-innovate** ... How do organisations structure to **accomodate risk-taking**? What social innovation is required?

Knowledge based Risk Management - Session 3

What are the disciplines that specifically address risk and uncertainty? ... **actuarial sciences, contract law, evidence based decision making, strategic management, project management, program management, portfolio management,** How widely are they applied in specific categories of risk? and what is their scope of application? How will this change in the future? How will they evolve ... What new disciplines will emerge? Will old ones applied in new ways? Will the scope of application expand?

Values and Spirituality - Session 3

Why do human beings resort so quickly to armed conflict when it is so clear that no one really wins wars? Why do we refuse to adapt dialogue and reconciliation as means to resolving conflict in spite of evidence that it works and wars don't? Why is there such widespread public legitimacy for outmoded ways of thinking about leadership and the future? Are human beings ready to leap into a **new consciousness**, a more mature stage in our evolution, and become "**global patriots**"? There is no doubt that we have the ability to make this leap. The question: will we choose to?

Cross-Cultural Competence - Session 3

The cohabitation of peoples through commerce and **collaboration** in a global marketplace exposes us to the cultural component of risk as well as the relativity of need. One person's desire for sustainability is opposed by another one's desire for material growth. The management of risk across cultural boundaries needs to link different views of the future, of the good gamble, the just reward, the allocation of **responsibility**, the **distribution of hazard** and equitable access to opportunity. How does this structure our partnerships and alliances? What competencies are required to make this work?

Creative Leadership - Session 3

Societies change and social needs evolve. We try to understand these changes with reference to paradigms such as the litigious society, the information society, the blame society, the knowledge society, the risk society. Societies need leaders and their demands of **leaders evolve** too. Models of leadership include not only visionary and representational leadership but forms of leadership that are **collaborative**, **generative** and **collective**. Until now the relationship between the leader and the lead has seldom been a mature one. Leaders are parts of a system. They cannot be all-knowing, they cannot work alone and their leadership may be short-lived. What kind of leadership is required by societies that have re-learned how to live and prosper with risk?

Speakers

Sir Paul Judge, Chair, RSA - Royal Society of Arts, **Simon Jones**, Director, HCS, University of Amsterdam, **Richard North**, Media Fellow, The Institute of Economic Affairs, **Sijbolt J. Noorda**, President of the Board, University of Amsterdam, **David Butler**, Global Business Partnership Alliance, **Sanjeev Rao**, Founder, Partner, Gateway 2 India, G2i, **Mark Minevich**, Enamics, **John Renesch**, Business Futurist, **Tom Lambert**, Centre for Consulting Excellence, **Leif Edvinsson**, Universal Networking Intellectual Capital, **Madanmohan Rao**, Asian Media Information and Communication Centre (AMIC), **Marc Canter**, Broadband Mechanics, **Chris De Bruijn**, International Molecular Medicine Forum, **Pierre Delsaux**, DG Internal Market, EU Commission, **Coenraad K. van Kalken**, NDDO Institute for Prevention and Early Diagnostics (NIPED), **Huib Schwab**, EuroLAB, **Glen Hiemstra**, Futurist.com, **Mer-**

cedes Lassus, M Lassus Consulting Srl, **Martin Herzog**, Brainworker's Online-Journal des Wissens, **Carsten Snedker**, stressO a/s, **Job Romijn**, Artist, **Carl Johan Sundberg**, Karolinska Investment Fund, **Yme Bosma**, Media Republic, **Gustav Dobos**, Complementary and Integrated Medicine, **Elisabet Sah-touris**, Lifeweb - Living Systems Design, **Kalle Kähkönen**, Technical Research Centre of Finland, (VTT), **Mick Yates**, LeaderValues Ltd., **Dick Rijken**, VPRO, **Geoffrey Klempner**, Philosophy for Business, **George Pór**, CommunityIntelligence Ltd., **JP Rangaswami**, Dresdner Kleinwort Wasserstein, **Ralph Freelink**, Centre for Holistic Inquiry, **Neville Hobson**, ABC, **Tom Kok**, Chairman of the Board, AVRO, **Roman Retzbach**, Future-Institute International, **Peter Merry**, Evolutionary Change Facilitator, **Ahmed El Sheikh**, Scenario Planning, The Pharmaceutical Strategist, **Patrick Alders**, VP Strategy, MTV Networks, **Bill Liao**, Senior Partner & Director openBC / CEO Finaxis AG, **Bram Alkema**, Media Monks, **Gerry Bakx**, Psychologist, **Oebele Bruinsma**, Synmind, **Antoinette Hoes**, Virtueel Platform, Hans Hoogeweegen, Medical Knowledge Institute, **Soeren Jakobsen**, Chief Transport Economist, Rambøll, **Jan Karel Kleijn**, Ideabroker, **Richard Kranendonk**, Partner, Cross Content, **Jonathan Marks**, Director, Critical Distance BV, **Joop Remmé**, Knowledgeialogue, **Erika Stern**, Utrecht School of Governance, **Bob Stumpel**, Ideabroker, **Mike Taylor**, UK Managing Director, Evalueserve, **Jacqueline Ternier-David**, International Forum for Social Innovation

About the Club of Amsterdam

The Club of Amsterdam is an independent, international, future-oriented think tank involved in channelling **preferred futures**. It involves those who think out of the box and those who don't just talk about the future but actively participate in shaping outcomes.

We organize events, seminars and summits on relevant issues and publish findings & proceedings through various off-line and online media channels. Our goal is to become a global player and catalyst for innovation in industries, science and society.

The Club of Amsterdam is a not-for-profit foundation registered in The Netherlands.
www.clubofamsterdam.com

Registration

Summit for the Future
May 3-5, 2006
Amsterdam, The Netherlands

Please send the registration form by fax,
email or by regular mail to

Club of Amsterdam
KNSM-Laan 15
1019 LA Amsterdam
The Netherlands
Phone +31-20-419 0254
Fax +31-20-419 0266
summit2006@clubofamsterdam.com

You find more Summit information and can
also **register online** at
www.clubofamsterdam.com/summit2006.htm

What Your Registration Includes

- Admission to the Opening Event, May 3, 2006, morning and the Sessions on May 3-5, 2006
 - Access to presentations online
 - 2 lunch buffets
 - Coffee and refreshments during the conference
 - 2 "borrels" [drinks & snacks]
- The leisure evening on Thursday, May 4, 2006 is not included.

Registration Fee

Regular Ticket: € 1.190,-, incl. 19% VAT
Discount Ticket: € 990,-, incl. 19% VAT
[see website]

Academic Ticket: € 357,-, incl. 19% VAT
List of Discount Tickets see:

www.clubofamsterdam.com/summit2006.htm

The Leisure Evening on Thursday includes
a boat trip, dinner, drinks and live music.
You can also bring your spouse, friends
etc.

Costs per person: € 90,-

Payment

Bank Transfer

ABN AMRO BANK N.V., Club of Amsterdam,
56.78.23.016, Amsterdam, The
Netherlands, Swift: ABNANL 2A, IBAN
NL66ABNA0567823016, BIC ABNANL2A

Online Payment

See:

www.clubofamsterdam.com/summit2006.htm

Hotel

The Club of Amsterdam has made special
hotel arrangements. For details, please
visit our conference website.

Cancellation Policy

See:

www.clubofamsterdam.com/summit2006.htm

Partners



HES School of Economics
and Business



Summit for the Future - May 3-5, 2006 - Registration Form

Please select [x]: Regular Ticket € 1.190,-
 Discount Ticket € 990,-
 Academic Ticket € 357,-
Leisure Evening, costs per person: € 90,- x € 90,- = €,-

Total: €,-

Please use one registration form per person.

Invoice Address

First Name:
Last Name:
Position:
Organisation / Company:
Address:
Postcode:
City:
Country:
Phone:
Fax:
Email:
Website:
Please send an invoice yes / no

Name of Participant

Same as above yes / no
If no, please fill out:
First Name:
Last Name:
Position:
Organisation / Company:
Address:
Postcode:
City:
Country:
Phone:
Fax:
Email:
Website:

Please select your **Knowledge Stream**, Session 1 & 2.

Only select [x] **one** stream.

- Life Sciences
- Media & Entertainment
- Trade - Asian Leadership?
- Healthcare
- Corporate Governance

Please select your **Interdisciplinary Stream**, Session 3.

Only select [x] **one** stream.

- Innovation as Risk Taking
- Knowledge based Risk Management
- Values and Spirituality
- Cross-Cultural Competence
- Creative Leadership

Please send this registration by fax, email or by regular mail to

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