

12th International Agenda Setting Conference

Regaining Trust: A Matter of Getting the Facts Right



“Hope Created by the ‘Unknown’:The New Role of Asia”

Hotel Palace, Luzern, October, 9th 2011

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AGENDA



- 1. HOPE CREATED BY THE UNKNOWN**
- 2. THE NEW ROLE OF ASIA**
- 3. TRUSTWORTHY LOCAL-GLOBAL CONNECTIONS**
- 4. FROM GEMEINSCHAFT TO GESELSCHAFT AND BACK AGAIN**



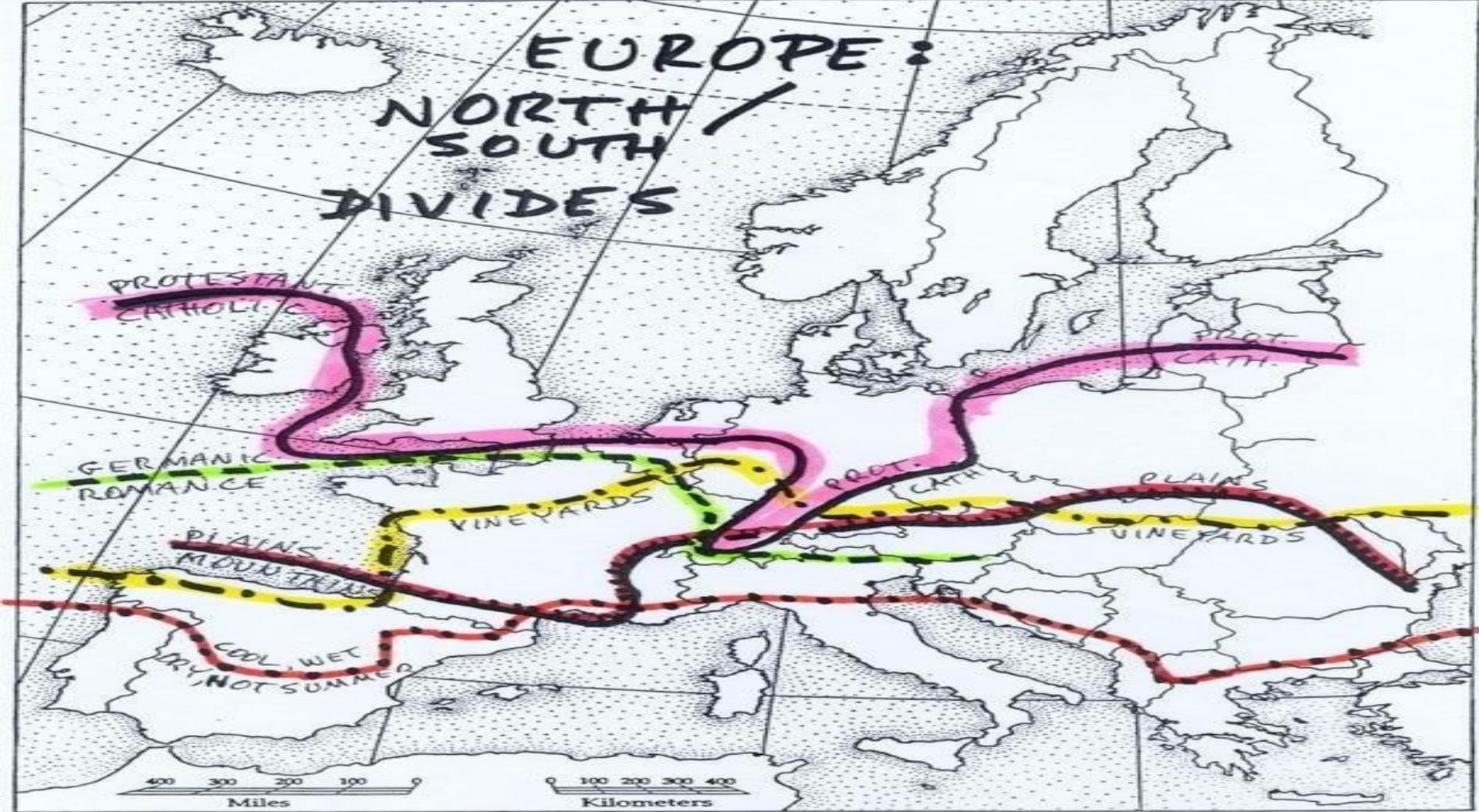
**1. HOPE CREATED BY THE UNKNOWN
WHAT'S IN A NAME?**



unknown: fear, foreign, familiar, favorite: known



**Wealth is not gained by perfecting the known,
but by imperfectly seizing the unknown**



What 's the Triumph of the West?
Its principles of domestic governance:
Democracy, rule of law and social justice



→ The only constant is change.



2. THE NEW ROLE OF ASIA

3000 BC	Silk Road
1100s	Angkor Wat is built
1206	Genghis Khan conquest largest land empire
1271	Marco Polo begins travels to Asia
1643	Tai Mahal completed
1860	Meji reformers from Japan visit the USA
1904–1905	Russo-Japanese War
1945	Atomic bombs Hiroshima and Nagasaki
1947	Gandhi's civil disobedience movement India
1949	Communist victory in China under Mao Zedong
1975	Fall of Saigon
1997	Asian Financial Crisis
2004	Tsunami
2006	Muhammad Yunus awarded Nobel Peace Prize



Hokusai - The Great Wave off Kanagawa , 1830-35 - Yasusaburo Hara Collection, Tokyo

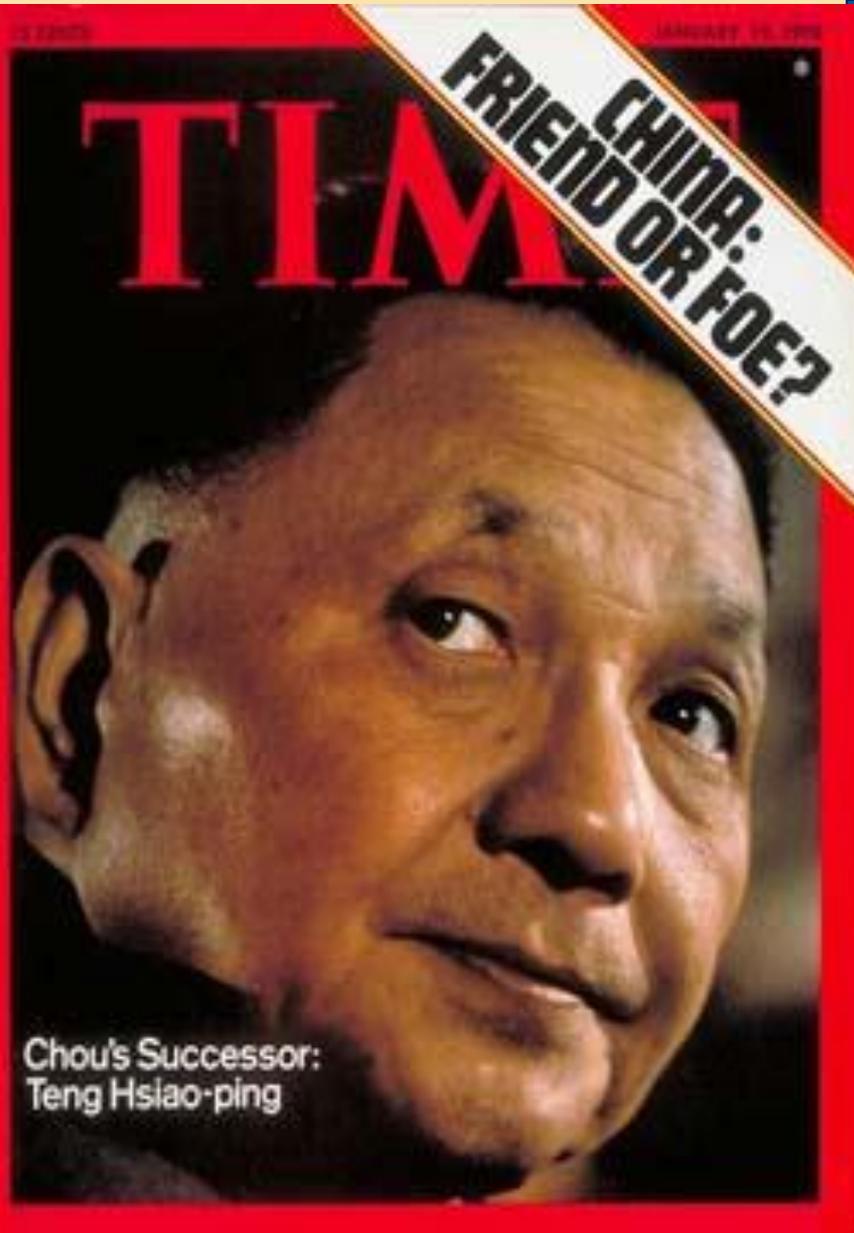
Global media framing too often reduces a country to a stereotype



New faces and authentic characters that go the extra mile make the difference. Asia's growth and diversity are highly likely to supply such new faces.

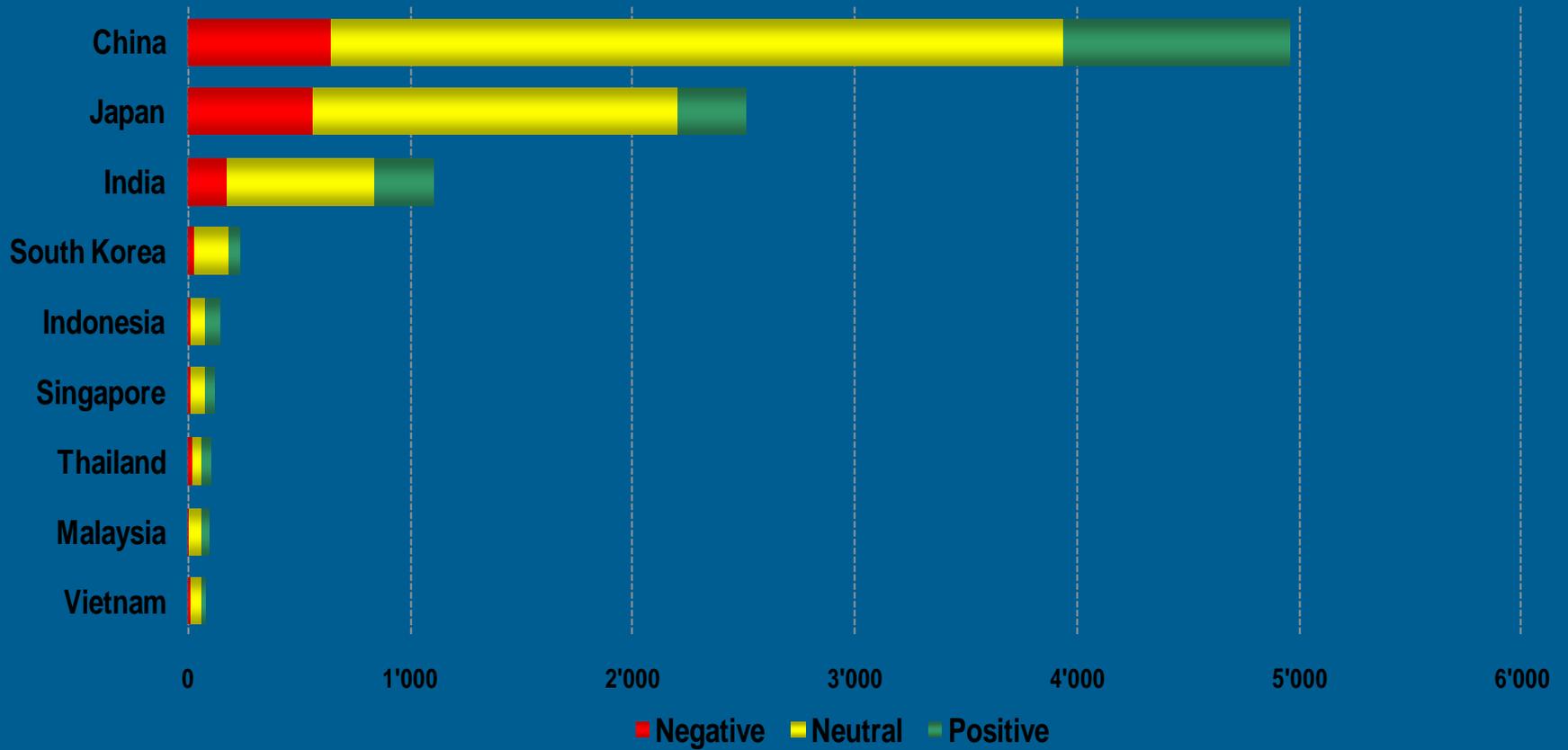


**The Face of Fear:
The Geopolitics of
Emotion,
Humiliation and
Conflict**



Deng Xiaoping's political wisdom:

1. Observe and analyze developments calmly
2. Deal with change patiently and confidently
3. Secure your own position
4. Conceal (our) capabilities and avoid the limelight
5. Be good at keeping a low profile



Asian opportunities dominated by the big three
Volume and Rating of Asian investment opportunities in analyst citations



China trade with Asian countries US\$ billions:

	1990	2005
Japan	16	213
S. Korea	3.8	111
ASEAN	7.1	130
India	0.26	20

WHAT'S THE NEW ROLE OF ASIA?

Asia has the making of a new economic paradigm from “world’s producer” to “world’s consumer” with positive long term structural forces:

- Rising middle class
- Emerging household credit culture
- Demographics
- A more “laissez faire” lifestyle
- Rapid urbanisation
- Asians consumers are becoming stakeholders in
The March to Modernity

100

PLACES TO REMEMBER

Before they Disappear



3

**TRUST WORTHY
GLOBAL AND LOCAL
CONNECTIONS**



March of Modernity – progress and its perils

COMMENTARY LETTERS



Credibility

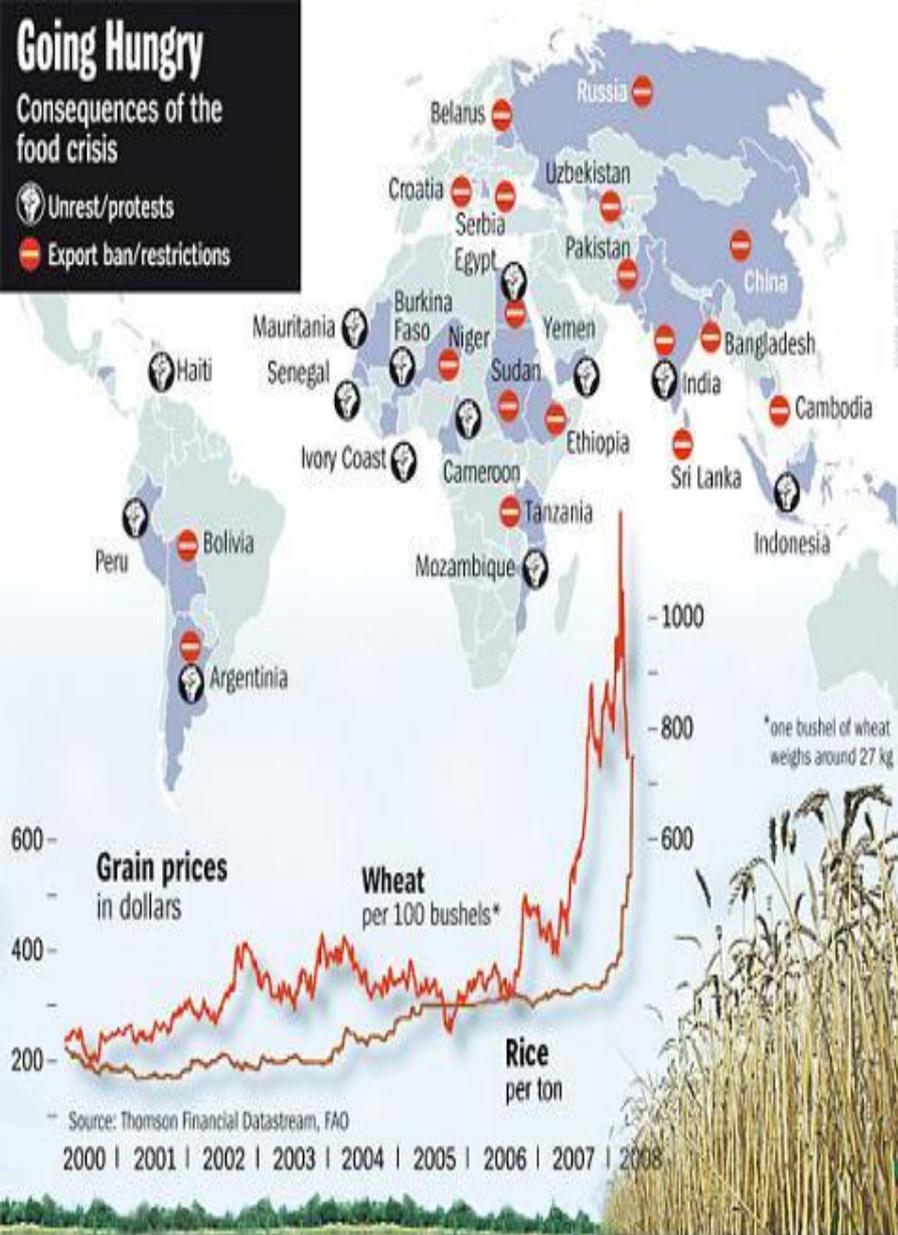


**Global governance failures
the financial crisis**

Going Hungry

Consequences of the food crisis

- Unrest/protests
- Export ban/restrictions



High Food Prices Hit Home

Beef and pork + 20 %

Sugar + 30 %

Wheat and corn + 40 – 60 %

Butter and oil seeds + 60 %

Vegetable oils + 80%

(source: OECD; FAO)

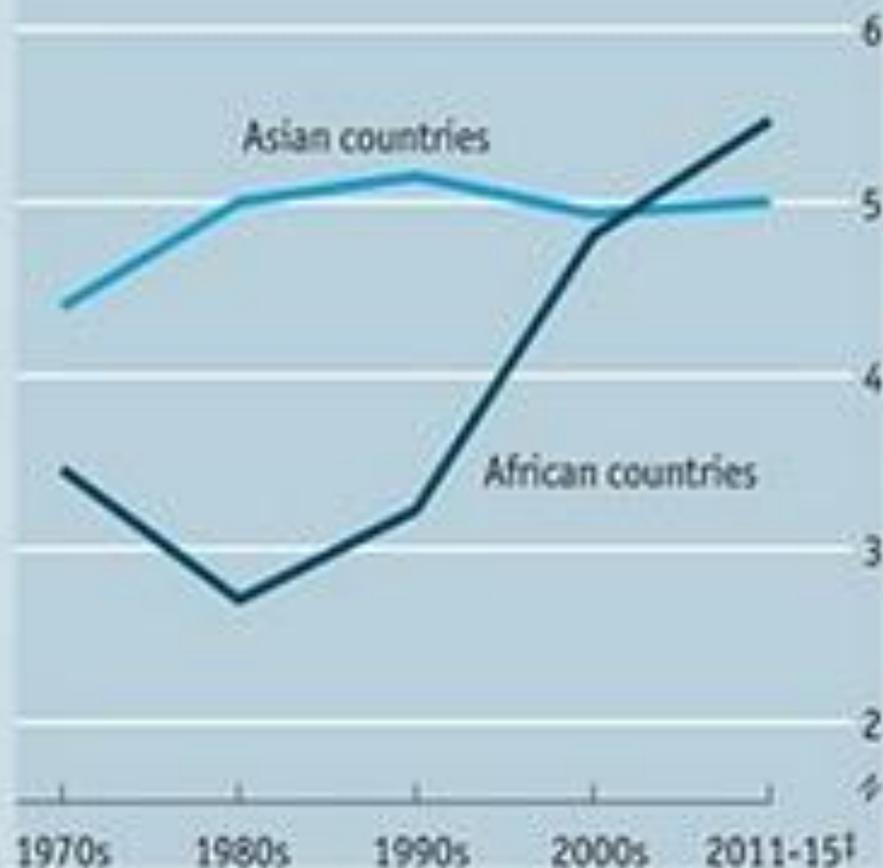
World's ten fastest-growing economies*

Annual average GDP growth, %

2001-2010 [†]		2011-2015 [‡]	
Angola	11.1	China	9.5
China	10.5	India	8.2
Myanmar	10.3	Ethiopia	8.1
Nigeria	8.9	Mozambique	7.7
Ethiopia	8.4	Tanzania	7.2
Kazakhstan	8.2	Vietnam	7.2
Chad	7.9	Congo	7.0
Mozambique	7.9	Ghana	7.0
Cambodia	7.7	Zambia	6.9
Rwanda	7.6	Nigeria	6.8

Sources: *The Economist*; IMF

GDP growth, unweighted annual average, %



*Excluding countries with less than 10m population and Iraq and Afghanistan [†]2010 estimate [‡]forecast

Economic disparities
Is Africa becoming the New Asia?

4. From Gemeinschaft to Gesellschaft and Back Again

Vulnerable Countries, Scarce Resources, Big Dreams. But what are we configuring?

A group of people are silhouetted against a large, glowing blue planet in a starry space background. The planet is the central focus, with a bright blue glow emanating from its surface. The people are scattered across the bottom of the frame, some standing and some sitting, looking towards the planet. The background is a dark blue space filled with numerous small white stars.

Letters



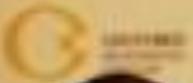
Comprehending New Horizons & Realities

HOST COUNTRY PARTNERS



AyalaLand PREMIER

MEDIA PARTNERS



IN

One ASEAN *How close are we?*

28 - 29 September 2011
Makati Shangri-La Hotel
Manila, Philippines

The Philippines tops Asia (17th) in a Newsweek ranking of the World's Best Places (165 countries) for Women

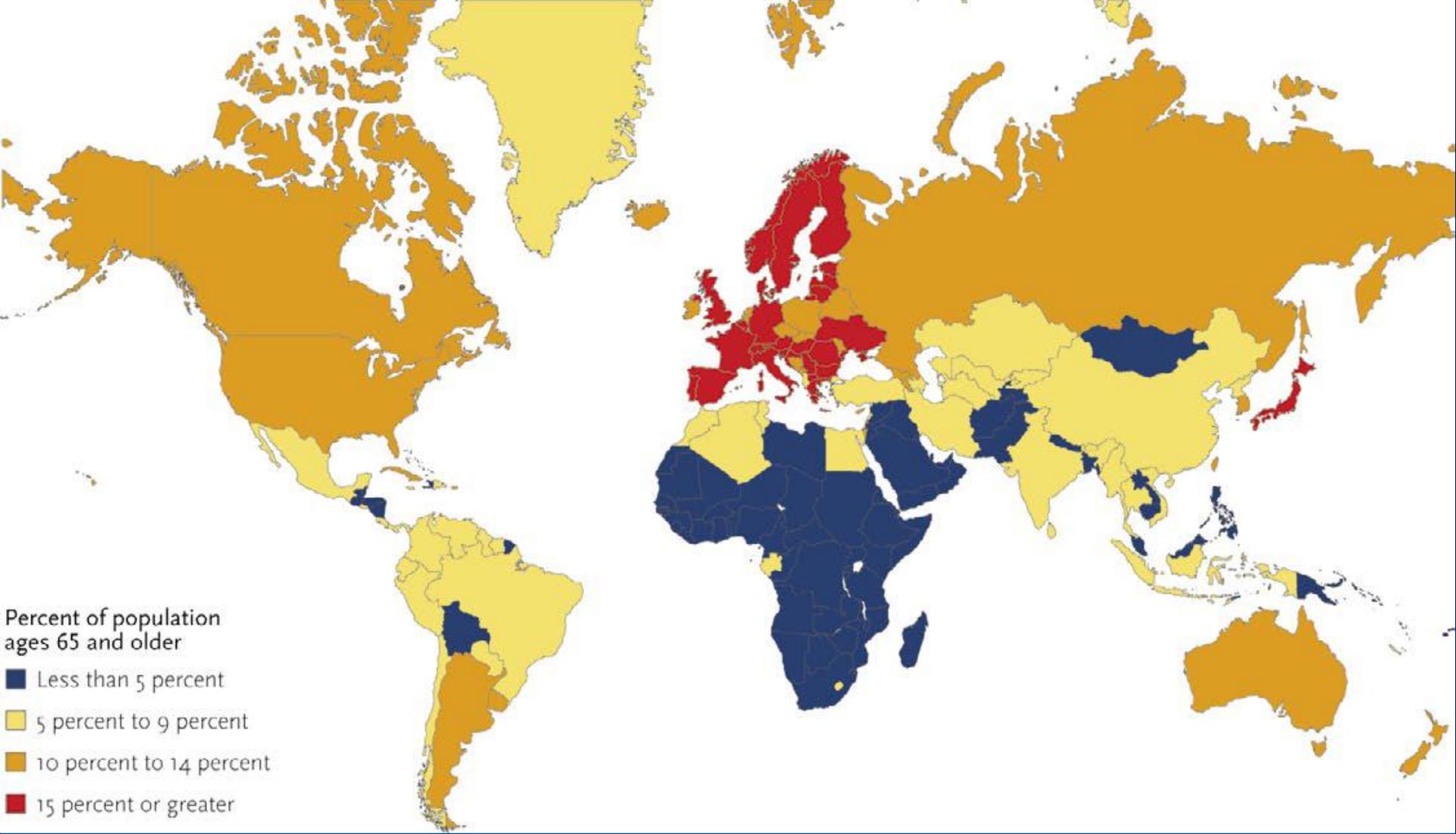


Baby boom, baby bust, baby trade...

REPUTATION MANAGEMENT ISSUE



**What does the corporate sector and academia
need to do in order to become part of the
visibility game?**



Population aged 65 and over

Source: Population Reference Bureau, 2007

The
Economist

FEBRUARY 27TH - MARCH 5TH 2010

Economist.com

Obama the warrior
Misgoverning Argentina
The economic shift from West to East
Genetically modified crops blossom
The right to eat cats and dogs

The data deluge

AND HOW TO HANDLE IT: A 14-PAGE SPECIAL REPORT



Data volume created
2010 150 exa-bytes (billions of
gigabytes)

2015: 1200 exabytes

For the sake of illustration:
8 Gigabytes equals 2.000 songs on
an i-pod.

In future it will become almost
impossible to manage information
overload, analyze information and
spot patterns for the identification
of the key drivers.



Truth, lies and the internet young people's digital fluency ...

FRANK GO & ROBERT GOVERS

INTERNATIONAL
PLACE BRAND
YEARBOOK



2010



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INTERNATIONAL
PLACE BRAND
YEARBOOK



2011



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INTERNATIONAL
PLACE BRAND
YEARBOOK



2012





Flexible Community Building: Tokyo Marathon



August 20, 2011: Usain Bolt, the World's Fastest Man, was in Daegu, Korea to congratulate the winners of the PUMA Faas Test

“The world that we have to deal with politically is out of reach, out of sight, out of mind. It has to be explored, reported, and imagined.

Man is no Aristotelian god contemplating all existence at one glance.

He is the creature of an evolution who can just about span a sufficient portion of reality to manage his survival, and snatch what on the scale of time are but a few moments of insight and happiness.”

Walter Lippmann

A Planet of Smarter Cities

In 2007, for the first time in history, the majority of the world's population lived in cities – 3.3 billion. By 2050, city dwellers are expected to make up 70 percent of the Earth's total population – 6.4 billion.

