

European
Futurists
Conference
Lucerne



5th EUROPEAN FUTURISTS CONFERENCE LUCERNE
October 15 – 16, 2009

Visioning 20.20 – Escaping the Age of Stupid

Necessary Transformation Beyond the Turmoil

www.european-futurists.org

5th EUROPEAN FUTURISTS CONFERENCE LUCERNE

October 15 – 16, 2009 | Culture and Convention Centre KKL Lucerne, Switzerland

🕒 09.10 | Oct. 15

Understanding the Transformations



Markku Wilenius, Johan Peter Paludan, Pero Mičić,

Markku Wilenius, Johan Peter Paludan and Pero Mičić will outline how the world will look like when the necessary transformations after the economic crisis will have taken place.

🕒 09.50 | Oct. 15

New Architecture of Global Finance System



Kristel Van der Elst, Head Scenario Planning Team, World Economic Forum

Kristel van der Elst will address the origin of the current crisis by introducing four challenging financial scenarios elaborated by the World Economic Forum.

🕒 11.10 | Oct. 15

The Transformation of Europe

Future Challenges of the EU and the European States



Žiga Turk, Secretary General of the Reflection Group on the Future of Europe

Žiga Turk believes, that the roots of the current crisis are deeper than other crisis before and very much related to the challenges the world and Europe are facing at the beginning of the millennium.

🕒 11.40 | Oct. 15

Turning to the Future after the Age of Easy Growth



Kitty Kubo, Head of Foresight Division at the Development Fund, Estonia

Kitty Kubo states, that the need for transformation beyond the turmoil is particularly acute in the „new“ member-states of the European Union, which have been hit the most in the current crisis.

🕒 13.45 | Oct. 15

World 2050: What do we need to do to get there?



Markku Wilenius, Senior Vice President Allianz SA

Markku Wilenius will outline the path towards a new empowering vision for world 2050 that is sustaining our ways of life.

🕒 14.15 | Oct. 15

The Futures of Technologies and the Technologies of the Futures



José Luis Cordeiro, Teaching Fellow, Singularity University

José Luis Cordeiro reports about emerging technologies, which will radically be changing humanity, in general, and also changing human beings, in particular. Many experts now talk about the four sciences and technologies of the future: NBIC (Nano-Bio-Info-Cogno).

🕒 14.45 | Oct. 15

Desert Tech. Clean Power from the Sahara for Europe



Uwe Möller, Club of Rome

Uwe Möller explains how the DESERTEC-project offers the opportunity to exploit the inexhaustible clean solar energy from deserts mainly by proven solar-thermal technologies.

🕒 16.00 | Oct. 15

Future of Lifestyle



Clive van Heerden, Senior Director Philips Design

Clive van Heerden explains the far future research initiative of Philips Design attempting to develop lifestyle scenarios 10 – 20 years ahead.

🕒 20.30 | Oct. 15 | Dinner Speech

Islamic Banking and Islamic Investment



Humayon Dar, CEO BMB Islamic

Humayon Dar states that in the midst of the current financial crisis, Islamic banking & finance stands at a cross-road.

🕒 09.15 | Oct. 16

Winning in a Downturn – Using Future Insights to Succeed in Turbulent Times



Rohit Talwar, FastFuture

Rohit Talwar will draw on an international research study to introduce practical strategies for using future insights to help organisations survive and thrive in turbulence.

🕒 09.45 | Oct. 16

Credit Suisse – Megatrends: Opportunities and Risks for SME



Nicole Brändle, Head Industry Analysis Credit Suisse Economic Research

Nicole Brändle reports a survey by Credit Suisse on how small and medium-sized enterprises (SMEs) cope with megatrends.

🕒 11.00 | Oct. 16

Crowdsourcing the Signals of Social Transformation



Elina Hiltunen, What's Next Consulting Oy

Elina Hiltunen will present scenarios for social transformation for Europe in year 2020. The scenario process has been crowdsourced by using future analysis software called TrendWiki.

🕒 11.30 | Oct. 16

How People Make Decisions



Colby Stuart, Sustainable Futures Foundation

Colby talks about the impact of new social technologies on how we make our choices shaping the future.

🕒 14.00 | Oct. 16

Finnair: Departure 2093 – Five Visions of Future Flying



Christer Haglund, Finnair Senior Vice President, Public Affairs & Corporate Communications

Christer Haglund answers the question, why Finnair is looking far out into the future and what you gain when you push the focus further into the future.

🕒 14.30 | Oct. 16

Delivering Tomorrow. Customer Needs in 2020 and Beyond. A Global Delphi Study



Holger Winklbauer, Executive Vice President Corporate First Choice, Deutsche Post

Holger Winklbauer helps to forecast groundbreaking new trends in consumer and corporate demand over the next eleven years and beyond in the logistics.



Programme Overview

Wednesday, October 14, 2009

19.00 h Reception at Hotel Schweizerhof
Participants and speakers meet at the Hotelbar Schweizerhof

Thursday, October 15, 2009

08.30 h	Registration Culture and Convention Center KKL Lucerne	
09.00 h	Opening	Georges T. Roos, Director European Futurists Conference Lucerne
09.10 h	Understanding the Transformations	Markku Wilenius, Johan Peter Paludan, Pero Mičić
09.50 h	New Architecture of Global Finance System	Kristel Van der Elst, Head Scenario Planning Team, World Economic Forum
10.30 h	Coffee Break	
11.00 h	New State's Role	
11.10 h	The Transformation of Europe Future Challenges of the EU and the European States	Žiga Turk, Secretary General of the Reflection Group on the Future of Europe
11.40 h	Turning to the Future after the Age of Easy Growth	Kitty Kubo, Head of Foresight Division at the Development Fund, Estonia
12.30 h	Lunch Break	
13.30 h	Green Growth	Chair: Karlheinz Steinmüller, Z-Punkt
13.45 h	World 2050: What do we need to do to get there?	Markku Wilenius, Senior Vice President Allianz SA
14.15 h	The Futures of Technologies and the Technologies of the Futures	José Luis Cordeiro, Teaching Fellow, Singularity University
14.45 h	Desert Tech. Clean Power from the Sahara for Europe	Uwe Möller, Club of Rome
15.15 h	Coffee Break	
15.45 h	Lifestyle Futures	Chair: Elina Hiltunen/Johan Peter Paludan
16.00 h	Future of Lifestyle	Clive van Heerden, Senior Director Philips Design
16.30 h	n.n.	
17.15 h	Short Break	
17.30 h	Future Readiness Award	
19.30 h	Future Dinner Hotel Schweizerhof	
20.30 h	Dinner Speech: Islamic Banking and Islamic Investment	Humayon Dar, CEO BMB Islamic

Friday, October 16, 2009

08.30 h	Registration: Culture and Convention Centre KKL	
09.00 h	Opening 2nd Day	Georges T. Roos, Director European Futurists Conference Lucerne
09.10 h	Future Insight for Business	
09.15 h	Winning in a Downturn – Using Future Insights to Succeed in Turbulent Times	Rohit Talwar, FastFuture
09.45 h	Credit Suisse – Megatrends: Opportunities and Risks for SME	Nicole Brändle, Head Industry Analysis Credit Suisse Economic Research
10.15 h	Coffee Break	
10.45 h	New Values	Chair: Wendy Schultz
11.00 h	Crowdsourcing the Signals of Social Transformation	Elina Hiltunen, What's Next Consulting Oy
11.30 h	How People Make Decisions	Colby Stuart, Sustainable Futures Foundation
12.00 h	Lunch Break Affiliates' Corners	
13.15 h	Long Term Vision	
13.25 h	n.n.	
14.00 h	Finnair: Departure 2093 – Five Visions of Future Flying	Christer Haglund, Finnair Senior Vice President, Public Affairs & Corporate Communications
14.30 h	Delivering Tomorrow. Customer Needs in 2020 and Beyond. A Global Delphi Study	Holger Winklbauer, Executive Vice President Corporate First Choice, Deutsche Post
15.00 h	What's next?	Markku Wilenius, Johan Peter Paludan, Pero Mičić
15.45 h	Closing	Georges T. Roos, Director European Futurists Conference Lucerne
16.00 h	END of 5th European Futurists Conference Lucerne	



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Necessary Transformation Beyond the Turmoil Culture and Convention Centre KKL Lucerne, Switzerland

Registration Form

If you have a registration code, insert it here:

Please fill in the form and fax it to the European Futurists Conference Lucerne +41 41 240 63 38.

Title (please mark)	<input type="checkbox"/> Mr	<input type="checkbox"/> Ms	<input type="checkbox"/> Dr	<input type="checkbox"/> Other
First name			Last name	
Organisation			Function	
Street	Zip code	City	Country	
Telephone	Fax		E-Mail	
Date, Signature				

Business Conference Pass:	CHF	1900.–	€	1300.–
<input type="checkbox"/> incl. all speeches, Future Dinner with keynote (Thursday)				
Business Day Pass:				
<input type="checkbox"/> Business Day Pass Thursday, October 15, 2009 (excl. Future Dinner with keynote on Thursday)	CHF	1050.–	€	720.–
<input type="checkbox"/> Business Day Pass Friday, October 16, 2009 (excl. Future Dinner with keynote on Thursday)	CHF	1050.–	€	720.–
<input type="checkbox"/> Future Dinner with Keynote, Thursday Evening, October 15, 2009 (only with Day Pass)	CHF	150.–	€	110.–
Discount for companies (in 1 single ordering process only):				
10% off for 2 nd admission from the same company (Conference Pass: CHF 1710.–/€ 1170.–; Day Pass: CHF 945.–/€ 648.–)				
20% off for 3 rd and more admission from the same company (Conference Pass: CHF 1520.–/€ 1040.–; Day Pass: CHF 840.–/€ 576.–)				
Scholar Conference Pass:	CHF	950.–	€	650.–
<input type="checkbox"/> incl. all speeches, Future Dinner with keynote (Thursday)				
Scholar Day Pass:				
<input type="checkbox"/> Scholar Day Pass Thursday, October 15, 2009 (excl. Future Dinner with keynote on Thursday)	CHF	525.–	€	360.–
<input type="checkbox"/> Scholar Day Pass Friday, October 16, 2009 (excl. Future Dinner with keynote on Thursday)	CHF	525.–	€	360.–
<input type="checkbox"/> Future Dinner with Keynote, Thursday Evening, October 15, 2009 (only with Day Pass)	CHF	150.–	€	110.–
Student Conference Pass (limited):				
<input type="checkbox"/> incl. all speeches, Future Dinner with keynote (Thursday)	CHF	150.–	€	110.–

Student Registration:

The European Futurists Conference offers a limited number of sponsored Student Conference Passes.

For student rate, please send a copy of your current student ID by e-mail to: willi@european-futurists.org or fax +41 41 240 63 38, or non-student rate will apply.

Payment Method

All prices include VAT 7.6%

Send me a bill CHF €

Cancellation Policy: Your registration is final. Registration refunds can only be made upon receipt of a written request, until August 31, 2009 free of charge. Registration refunds until September 14, 2009 will be subject to a CHF 100.– administration fee. No refunds will be given after September 14, 2009. Substitutions are welcome any time. Please send your request to the EUROPEAN FUTURISTS CONFERENCE by e-mail to: willi@european-futurists.org or by fax to +41 (0)41 240 63 38.