

speaK ASIA

A Quarterly roundup of news and events by The London Speaker Bureau~SouthEast Asia & HongKong



the BUSINESS of INNOVATION 2017

STAMFORD BALLROOM, RAFFLES CITY CONVENTION CENTRE

For the Leader who inspires change;
the Entrepreneur who pursues a dream;
the Investor who takes a risk;
the Artist who breaks new ground;
the Executive who transforms a team,
department or company;
For the Innovator who believes
a better way is possible.



MARK YOUR CALENDAR

12 OCTOBER 2017

One of the most
powerful conferences
for leaders in Asia is
**COMING TO
SINGAPORE**

The London Speaker Bureau brings together 'recognised innovators' from across the globe to share their personal perspectives and experiences with delegates at The Business of Innovation.

Kinvara Balfour, Zev Siegl, Azran Osman Rani, R. Gopalakrishnan, May Schooling, Lorraine Hahn, Gurmit Singh, and Jon Jandai will discuss the future of enterprise and what it takes to succeed today and in the coming years.

LONDON SPEAKER BUREAU A S I A

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- International New York Times

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NEW SPEAKERS



Alan Rosling CBE

ENTREPRENEUR AND STRATEGIC ADVISOR ON INDIA

Alan Rosling, who has been an operator, investor, policy maker, advisor and entrepreneur in India for over 35 years, adds another feather to his stellar cap by becoming an author. In *Boom Country?* he explores an unmistakable and profound change that is underway in the Indian business landscape.

A fresh wave of enterprise and start-ups; rapid advancements in technology; government reform and recently developed pools of risk capital are contributing increasingly to a massive expansion in new business – all of it underpinned by a deep social change, a

willingness to 'do things differently', especially among the young.

Alan, currently Chairman at Griffin Growth Partners Limited, draws upon his own experiences as a strategic advisor and co-founder of Mumbai-based start-up grid-connected solar energy producer Kiran Energy and former executive director of Tata Sons Ltd.

He is uniquely qualified to speak on the emerging India and whether the current upsurge in entrepreneurial activity – imperfect and early as it may be – can really reshape India's economy and propel it towards becoming a true boom country for new enterprise.

Michele Sullivan

**PRESIDENT OF
CATERPILLAR FOUNDATION**

The Caterpillar Foundation is the philanthropy arm of heavy equipment giant Caterpillar Corporation. Caterpillar, with revenue of over USD 38 billion in 2016, has contributed over USD 685 million worldwide to partners who champion programs that support education, environment and basic human needs – which helps people help themselves out of poverty.

*"It's vitally
important to help
each other.*

*No, we can't walk in
each other's shoes,
but we can walk
side-by-side and
support each other."*

Michele launched *Together Stronger* at the Caterpillar Foundation, a collaborative impact platform uniting businesses, NGOs, governments and others around the goal of ending poverty.

Born a little person, Michele had to endure many years of orthopaedic



surgeries and other challenges but she remained determined and resilient, and continues to have expectations of herself that are stronger than any challenges she had faced. Because of her condition, she has to move around in a wheelchair but that has never stopped her from sharing the stage with powerhouse celebrities like Beyonce, JayZ and Hugh Jackman in her effort to create more awareness of the causes she supports.

In October 2016, Michele spoke at the TEDWomen Conference in San Francisco where she shared her personal story and how she coped and handled with the condition that she was born with. She believes that it is important that a person should ask for help and should be given assistance and the opportunity, but it is also equally important that they move along with the opportunity given them in order to be successful. She believes everyone can achieve what they dream or aspire to be, regardless of the conditions they're born in.

Christine Ha

THE BLIND COOK

Christine Huyentran Hà is a Vietnamese-American chef, writer, and TV host. She is the first blind contestant of MasterChef and the winner of its third season in 2012 when she defeated over 30,000 home cooks across America to secure the coveted MasterChef title, a \$250,000 cash prize, and a cookbook deal.



“Feeling my way through food, tasting my way through life.

Supporter of the culinary and literary arts—food and words are my creative portals, the means through which I connect with others.

Go ahead and leap—come feel and taste with me.”

Christine also has a Master of Fine Arts from University of Houston’s nationally acclaimed Creative Writing Program. During her time there, she served as Fiction Editor for *Gulf Coast: A Journal of Literature and Fine Arts*. She is currently working on a memoir.

Christine’s first cookbook, *Recipes From My Home Kitchen: Asian and American Comfort Food* was a New York Times best seller. She has been featured on NPR and the BBC, and travels around the globe to give keynote addresses and TEDx talks.

Christine received the 2014 Helen Keller Personal Achievement Award from the American Foundation for the Blind, a recognition formerly bestowed upon Ray Charles, Patty Duke, and Stevie Wonder, among others.

Jon Jandai

FARMER, ADVOCATE OF HAPPINESS

Jon Jandai is probably the happiest man in Thailand. The self-proclaimed ‘happiness’ farmer from the northern part of Thailand lives a carefree life in the village while many of his contemporaries are heavily burdened with debts and expectations.

Jon is from Yasothorn Province Thailand and has been farming all his life.



He began building earthen homes on his family farm in 1997. He co-founded Pun Pun in 2003 and is most interested in preserving heritage in seeds.

During his younger days, Jon was drawn by the bright lights of big cities and left his family farm to seek the richness of Bangkok, but after several years there, he decided to return to his village. He then started experimenting with different ways to build houses and to do farming. He began teaching the methods to other villagers as he continues to create a

“Shelter has been something that’s been easy for humans for ages.

It should remain this way into the future.

The materials around us should be used in building our homes. Housing has to be easy, if it’s hard, it’s wrong.”

movement of creating sustainable and affordable living in the countryside.

Jon’s TEDx talk, “Life is easy. Why do we make it hard?” has now been viewed over 5 million times.

He shares his perspective and his definition of happiness. He stresses the importance of balance and well-being in one’s life. He questions the modern lifestyle where many are in a continuous cycle in trying to earn and gain more, but are, in fact, continually in shackles and lack the freedom to be happy.

EXCLUSIVE

Christopher Kutarna

Dr Christopher Kutarna is the co-author with Ian Goldin of *Age of Discovery: Navigating the Risks and Rewards of Our New Renaissance* and speaks on how division, political extremism, uncertainty, and other consequences of discovery that we see today are the same social tensions experienced during the Spanish Inquisition or Martin Luther’s Protestant Reformation. However, he points out that these social stresses are a needed by-product of innovation and development.

He argues that we underestimate the threats to the status quo that naturally develop out of discovery. The important thing is to not ignore these social tensions, but understand how these social tensions occur because of a great systemic shock from the development of new technologies such as the internet. This uncertainty reflects a paradigm shift that cannot and should not be ignored. While the Renaissance had a dark side as today’s change has a dark side, the Renaissance also had a bright side similar to the bright side we have today with better technology, health, and so much more.

Kutarna was formerly a consultant with the Boston Consulting Group in New Zealand, Australia, and China, and he currently collaborates with senior partners at BCG and McKinsey to explore how to help organizations adapt to a second Renaissance. His next book will explore the different leadership lenses being adopted around the world in response to ongoing social and political shocks.





A few of the names & voices who will be heard in the region this quarter



Jeffrey Sachs Development Economist, Director of Earth Institute Columbia University

JEFFREY D. SACHS is a world-renowned professor of economics, leader in sustainable development, senior UN advisor, bestselling author, and syndicated columnist whose monthly newspaper columns appear in more than 100 countries. He is the co-recipient of the 2015 Blue Planet Prize, the leading global prize for environmental leadership. He has twice been named among TIME Magazine's 100 most influential world leaders. He was called by the New York Times, "probably the most important economist in the world," and by TIME Magazine "the world's best known economist." A recent survey by The Economist Magazine ranked Professor Sachs as among the world's three most influential living economists of the past decade.

Professor Sachs served as the Director of the Earth Institute from 2002 to 2016. He was appointed University Professor at Columbia University in 2016, and also serves as Quetelet Professor of Sustainable Development, and Professor of Health Policy and Management at Columbia University. He is Special Advisor to United Nations Secretary-General António Guterres on the Sustainable Development Goals, and previously advised UN Secretary-General Ban Ki-moon on both the Sustainable Development Goals and Millennium Development Goals and UN Secretary-General Kofi Annan on the Millennium Development Goals. He is a Distinguished Fellow of the International

Institute of Applied Systems Analysis in Laxenburg, Austria. Sachs is currently Director of both the Center for Sustainable Development, and the UN Sustainable Development Solutions Network under the auspices of UN Secretary-General Ban Ki-moon.

Mick Cornett Mayor of Oklahoma City

MICK CORNETT became Oklahoma City's 35th mayor on March 2, 2004. He is the first mayor in the City's history to be elected to a fourth term, and is currently the longest-serving mayor among the 50 largest cities in America.

The son of postal worker and school teacher, Mick Cornett was born and raised in Oklahoma City. From an early age, his parents taught him the value of public service and encouraged him to keep the



faith, work hard and dream big. Mayor Cornett now leads a thriving community that reflects the same principles his parents instilled in him.

He has been honoured by various organizations and publications as the top mayor in Oklahoma and the United States – and an international panel selected Mayor Cornett as the second-best mayor in the world. Newsweek magazine called him one of the "five most innovative mayors in the United States." Governing magazine named him national "Public Official of the Year." Politico placed him on the publication's Politico 50 list of "thinkers, doers and visionaries transforming American politics in 2015." He was President of the U.S. Conference of Mayors from June 2016 to June 2017.

His leadership was instrumental in bringing the NBA to OKC, and he famously put the entire city on a diet to raise awareness on the national issue of obesity. During his time in office, Oklahoma City has invested nearly \$2 billion in schools and infrastructure dedicated to improve the city's quality of life. That investment generated nearly USD6 billion in private sector investment.

Mayor Cornett is a popular international speaker on the topics of

health and wellness, urban design, placemaking and walkable cities. Nearly 1.5 million people worldwide have viewed his TED TALK on those topics.

He produced, wrote and directed the award-winning documentary, Oklahoma City: The Boom, The Bust and The Bomb. The documentary was released to critical acclaim in 2015 and earned top honours at New Jersey's Golden Door Film Festival.

Chris Skinner Chairman of the Financial Services Club

CHRIS SKINNER is known as an independent commentator on the financial markets and fintech through his blog, the Finanser.com, as author of the bestselling book Digital Bank and its new sequel ValueWeb. In his day job, he is Chair of the European networking forum: the Financial



Services Club. He is on the Advisory Boards of many companies including Innovate Finance, Moven and Meniga, and has been voted one of the most influential people in banking by The Financial Brand, as well as one of the best blogs, a FinTech Titan – Next Bank, one of the Fintech Leaders you need to follow – City AM, Deluxe and Jax Finance, one of the Top 5 most influential people on BankInfo Security's list of information security leaders, as well as one of the Top 40 most influential people in financial technology by the Wall Street Journal's Financial News.

Described by Seth Wheeler, Brookings Guest Scholar and Former Special Assistant to the President for Economic Policy at the White House, as "one of the most authoritative voices on Fintech anywhere", Chris has previously written many books covering everything from European regulations in banking through the credit crisis to the future of banking. His new book is a sister to his last book, Digital Bank. ValueWeb describes the impact of Fintech and how mobile and blockchain technologies are changing the face of finance in building an internet of value. As a result of the emerging internet of value, banks have to become digitalised,

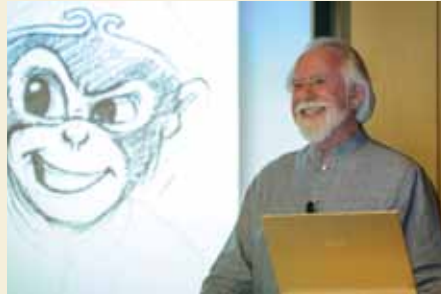
Alvy Ray Smith

Computer graphics pioneer and co-founder of Pixar studio

DR ALVY RAY SMITH is the co-founder of two successful startups: Pixar, an animation studio sold to Disney, and Altamira, a software company which was sold to Microsoft.

Smith also co-founded the Lucas film Computer Division which developed computer graphics software including early renderer technology. As director of the Computer Graphics Project, he created and directed the "Genesis Demo" in *The Wrath of Khan*, and conceived and directed the short animated film *The Adventures of Andre and Wally B.*, featuring the animator John Lasseter. He proposed and negotiated the Academy-Award winning Disney computer animation production system, CAPS.

Smith was an original member of the Computer Graphics Lab of the New York Institute of Technology and was the First Graphics Fellow at Microsoft.



and *Digital Bank* provides a comprehensive review and analysis of the battle for digital banking and strategies for companies to compete.

The Financial Services Club is a network for financial professionals, and focuses on the future of financial services through the delivery of research, analysis, commentary and debate. Founded in 2004, the Financial Services Club meets regularly in Austria, England, Ireland, Norway, Poland, Scotland, Slovakia and Sweden.



Simon Dixon

CEO & Co-Founder BnkToTheFuture.com, FinTech Angel Investor, Author of *Bank To The Future*

SIMON DIXON is the CEO and co-founder of BnkToTheFuture.com – the largest global Online Investment Platform with over 35,000 serious investors, all investing online in the Future of Finance and Technology. Over USD170m has been invested in funding rounds listed on the BnkToTheFuture.com platform including investments in FinTech companies in India, Indonesia, Mexico, Africa, Hong Kong, Singapore, Philippines, Europe, USA, Australia and many others.

Simon, an ex-investment banker, is an active FinTech and Bitcoin angel investor with investments in Bitfinex, BitPay,

Unocoin, Kraken, BitPesa, BitStamp and over 40 others. He is the author of the book *Bank to the Future* and is regularly quoted, and appears in the media including BBC, FT, CNBC, Reuters, Bloomberg and the Wall Street Journal.

Terry Jones

Founder of Travelocity

TERRY JONES is an author, venture capitalist, innovator and keynote speaker. He is the founder of Travelocity.com, founding Chairman of Kayak.com and



current Chairman for Wayblazer, a company designed around innovation and travel. He has a proven track record of leading companies whose innovations have revolutionized an industry. Terry's book, *ON Innovation*, has encouraged innovation and cultural change for readers worldwide.

Terry helps companies use the tools and techniques he's developed to keep up with this rapidly changing world. His programs on innovation, leadership and customer relationships are always thought provoking, entertaining and customized. Attendees walk away with inspired ideas and concrete action items to implement in their companies.

With programs that are informative and mind expanding, Jones challenges audiences to think outside the box and envision the future.

TRENDING TOPICS



Teamwork



BENJAMIN ZANDER was the conductor of the Boston Philharmonic Orchestra for over seventeen years, and of Boston's Youth Philharmonic Orchestra for nearly a quarter of a century.

He is known throughout the United States as one of the most inspiring teachers and trainers of young musicians, as well as a musician at the cutting edge of interpretation of music of the nineteenth and early twentieth century.

Zander reveals the distinctions of leadership, teamwork, creativity and coaching gained in a life-time of conducting. The orchestra has often been used as a fertile model to illustrate the dynamics of the corporate world. Now, as the traditional male styles of "conducting", such as insistence on hierarchy, control and right thinking, are giving way to new ways of transferring authority to the players, different skills are required for effective leadership.

The art of listening and ensemble playing and the ability to provide coaching to remove the hidden barriers to individual self-expression will become increasingly crucial. In an era where interdependence is recognised to be vital as winning out over the competition, the central question for the leader becomes how to train institutions to act as great symphony orchestras. In demonstrating how a performance of a piece of music can be transformed from the ordinary to the extraordinary by questioning assumptions, a model may emerge in which leaders can design institutions that authentically respond to the challenges of the new day.



Mobility And Transport



TONY TRAVERS, Director of LSE London, a research centre at the London School of Economics and a Visiting Professor in the LSE's Government Department, brings a wealth of knowledge and experience in his discussions on Success and Failure in Urban Transport Infrastructure.

His key research interests include local and regional government, public service reform and transport issues. He is currently an advisor to the UK House of Commons Children, Schools and Families Select Committee, the Communities and Local Government Select Committee and a board member of the Centre for Cities.



Mindfulness in the Digital Universe

The Director of Wired Consulting reveals the mind-bending technologies that are already being employed around the world

FUTURIST SOPHIE HACKFORD CEMENTED HER place as one of the star speakers at the Condé Nast International Luxury Conference this morning. She returned for the third consecutive year to deliver her verdict on whether the theme of this year's conference, "Mindful Luxury", is a good fit with the digital universe. The conclusion? Not a straightforward one.



Currently working on an underground research programme to discover new technology breakthroughs and investigate the social contexts in which they are built and used, Hackford updated the CNI Luxury Conference delegates with her most recent findings. She started with describing the off-the-radar technology companies in places such as Shenzhen in China that are using surplus stock from digital giants to experiment with and create exciting new devices. Acknowledging that many may see this as "stealing", she said inventors prefer the term "sharing".

"These are hungry places, early on the stops of the silk route, that are interesting to watch. Companies spend too much time protecting their IP rather than developing it."



Jamie Woodruff 'hacked' Kim Kardashian – and he'll hack your company for a fee

The technical director of Metrix Cloud ethically hacks companies to discover their security weaknesses

JAMIE WOODRUFF WILL HACK YOUR COMPANY. As an 'ethical hacker', trained in finding security weaknesses, Woodruff will be employed by companies to offer them insight into their security vulnerabilities.

Having helped Kim Kardashian with her cybersecurity by pointing out the weaknesses in her Wordpress plugins, he's still working on helping rather than harming those with security issues.

Woodruff entered the public eye when he successfully hacked Facebook as part of a student competition at Bangor University where he was studying computer information systems. He now works in 'social engineering', the art of manipulation for information.

"People are much more susceptible to attacks through social engineering than in person," he said to an audience at WIRED Security, where he explained his processes for accessing our data, in whatever way

needed, to outline weak links in company security.

Woodruff explained various methods and anecdotes where he had carried out a penetration test. In one instance, he watched the inner workings of a company to observe how to enter the building, and consequently their servers. "I sat on these guys for six months and noticed a trend." Observing that every Friday a pizza delivery person would be let through security, he did what any resourceful hacker did: he got a job at the pizza shop. Once employed, he left early with the pizza, made it to the company, and accessed the building undetected. "I walked straight past security and I could find the server room."

Once inside, he accessed the server room by using UV spray to see which buttons had been pressed and easily accessed the most important part of the data source.

Dr. William Tan to hand cycle 500km

Para-athlete and speaker raises funds in support of cancer research and care

ON 14TH SEPTEMBER 2017, DR. WILLIAM TAN WILL EMBARK ON A 500KM TOUR FROM London to Paris. A gruelling challenge even for an able bodied athlete, Dr. William will be hand-cycling across various terrains and through the English Channel over four days before completing the course going past the famed Arc de Triomphe and then on to the Eiffel Tower for the finish line. He is doing this to raise funds for charities in UK, Singapore and Malaysia in support of cancer research and cancer care.

London Speaker Bureau is proud to sponsor and support Dr. William Tan for this meaningful and challenging event and we seek your kind support and generous donation towards making this fundraising campaign a success.

Corporate donors and enquiries are invited to email kenny@londonspeakerbureau.sg



Baroness Shields: Social media sites aid terrorist propaganda

The UK's Parliamentary Under Secretary of State for Internet Safety and Security presents an extraordinarily broad-ranging group of online resources as bastions of propaganda

BARONESS JOANNA SHIELDS, THE UK's Parliamentary Under Secretary of State for Internet Safety and Security, has identified some of the Internet's most popular resources and sites as bastions of terrorist propaganda, in a speech she made at the Global Counter Terrorism Forum earlier this year.

Besides the obvious targets of social networks Twitter and Facebook, and messaging system Telegram, Shields



aimed apparent disapprobation at Google's YouTube, Google Drive, world-leading content management system WordPress and unspecified 'file hosting or pasting sites'.

The Baroness presents an extraordinarily broad-ranging group of online resources – practically every popular method of self-publishing that doesn't involve submitting a contribution to an editor for consideration or writing on a napkin – as facilitating tools for terrorist factions.

"[What] we refer to as beacons, like Twitter and Telegram, are used to coordinate and disseminate propaganda to the wider public...aggregators, like file hosting or pasting sites, social networks like Facebook and Google+ fulfil the function of hosting catalogues of vile propaganda...content stores, like YouTube, archive.org or Google Drive, are sites on which propaganda can be stored."

Joanna Shields is a British-American technology industry veteran and parliamentarian who served as UK Minister for Internet Safety and Security from 2015-17. Previously Digital Advisor to David Cameron, she was made a Baroness in 2014. In 2016, she was appointed the Prime Minister's Special Representative on Internet Crime and Harms.

EXECUTIVE LEARNING



Huib van Bockel

Building A Social Brand

In just ten years, the everyday landscape has changed fundamentally and with it the way people interact with each other and with brands. Social media have emerged from their infancy – but when it comes to brands and businesses have we fundamentally changed our behaviour?

In today's hyper-connected marketplace, it's not about being ON social media, it's about BEING social. But how to cut through the endless advertising clutter and avoid the fast-growing ad-blocking trend? A key factor: giving people the ability to truly appreciate your brand's message, making them WANT to listen.

The Brand Bank Account – a tool developed by Huib van Bockel – enables brands to discover their many different possibilities, to give value to people, so they make deposits instead of constant withdrawals.

MASTERCLASS LEADER

HUIB VAN BOCKEL IS A DIGITAL MARKETING and media thought leader, writer of *The Social Brand* and former Head of Marketing at Red Bull. Named one of the top 100 most influential marketers of 2015, Huib's career kicked off at Unilever before moving to MTV where he developed one of the world's first social networks.

At Red Bull he played a key part in the transition from energy drink business to the respected media player it is today.

WHAT IS COVERED

During the masterclass Huib explains the simple four-step process that enables your brand to give something of value to the customer and gives your message the power to cut through the clutter and – crucially – to deliver the Holy Grail of marketing: customer loyalty.

- » The Social Era: what it is and how to harness it
- » Social Media: should you even be on it – and if so how?
- » How to penetrate the walls with which people increasingly surround themselves
- » How to stop pushing your brand

messages into ever more media outlets. Step back and ask yourself, what value can you add?

- » What is the secret behind the world's most successful brands like Nike, Red Bull, Apple and Google?
- » How to turn your brand into something bigger to inspire your stakeholders and turn them into committed brand fans
- » How to use the Brand Bank Account to ensure your brand gives more than it takes

WHO WILL BENEFIT

- » Marketing and CRM teams in any industry, both with B2B and B2C focus
- » Social media professionals
- » Branding and PR professionals
- » Entrepreneurs and start-up teams seeking to build loyal customer networks

THE VALUE AND EXPECTED OUTCOMES

- » You will learn how to create content and marketing that cuts through and builds long term loyalty
- » You will acquire hands-on tools you can use right away to make your brand truly social and generate a growing community of loyal customers

FEATURED BOOKS

ADULTS IN THE ROOM: MY BATTLE WITH EUROPE'S DEEP ESTABLISHMENT

Yanis Varoufakis

What happens when you take on the establishment?

In this blistering, personal account, world-famous economist Yanis Varoufakis blows the lid on Europe's hidden agenda and exposes what actually goes on in its corridors of power.

Varoufakis sparked one of the most spectacular and controversial battles in recent political history when, as finance minister of Greece, he attempted to re-negotiate his country's relationship with the EU. Despite the mass support of the Greek people and the simple logic of his arguments, he succeeded only in provoking the fury of Europe's political, financial and media elite. But the true story of what happened is almost entirely unknown – not least because so much of the EU's real business takes place behind closed doors.

In this fearless account, Varoufakis reveals all: an extraordinary tale of brinkmanship, hypocrisy, collusion and betrayal that will shake the deep establishment to its foundations.

As is now clear, the same policies that required the tragic and brutal suppression of Greece's democratic uprising have led directly to authoritarianism, populist revolt and instability throughout the Western world.

Adults In The Room is an urgent wake-up call to renew European democracy before it is too late.

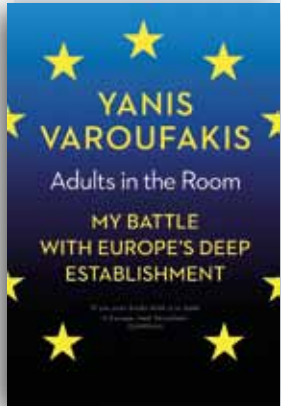
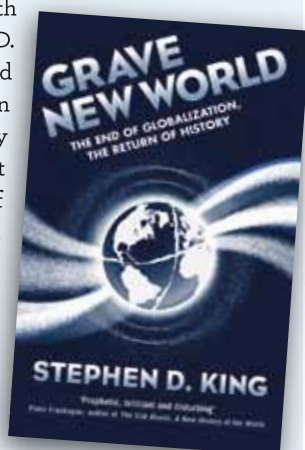
GRAVE NEW WORLD: THE END OF GLOBALISATION, THE RETURN OF HISTORY

Stephen D King

A controversial look at the end of globalization and what it means for prosperity, peace, and the global economic order

Globalization, long considered the best route to economic prosperity, is not inevitable. An approach built on the principles of free trade and, since the 1980s, open capital markets, is beginning to fracture. With disappointing growth rates across the Western world, nations are no longer willing to sacrifice national interests for global growth; nor are their leaders able—or willing—to sell the idea of pursuing a global agenda of prosperity to their citizens.

Combining historical analysis with current affairs, economist Stephen D. King provides a provocative and engaging account of why globalization is being rejected, what a world ruled by rival states with conflicting aims might look like, and how the pursuit of nationalist agendas could result in a race to the bottom. King argues that a rejection of globalization and a return to "autarky" will risk economic and political conflict, and he uses lessons from history to gauge how best to avoid the worst possible outcomes.



FEATURED KEYNOTE



Tomas Sedlacek

Author of *Economics of Good and Evil*, philosopher of economics

TOMAS SEDLACEK GAINED INTERNATIONAL FAME FOR HIS AWARD-winning, bestselling book *Economics of Good and Evil: The Quest for Economic Meaning from Gilgamesh to Wall Street* which was translated into 17 languages and received the prestigious German "Wirtschaftsbuchpreis" at Frankfurt Book Fair for its original philosophical contribution to economics. In 2015 he was listed among the top 100 most influential global thinkers.

Sedlacek radically rethinks his field, challenging our assumptions about the world. Economics is touted as a science, a value-free mathematical inquiry, but Sedlacek sees it as a cultural phenomenon, a product of our civilization.

To grasp the beliefs underlying economics, he breaks out of the field's confines and explores myths, religion, theology, philosophy, psychology, literature, and film, ranging from the epic of Gilgamesh and the Old Testament to Matrix and the consumerism of Fight Club. In his thrilling, postmodern style, he asks searching "meta-economic" questions about the very soul of economics.

Deemed by experts as an impressive advance in "humanomics," Sedlacek places the wisdom of philosophers and poets over strict mathematical models of human behavior. His groundbreaking work promises to change the very way we think of economics and the way we calculate economic value.

Born in 1977 in Prague, at the age of 24 Sedlacek became an economic advisor of Czech president Václav Havel. Later he became a member of the National Economics Council, the advisory body to the Czech Prime Minister. During his fellowship at Yale University, Yale Economic Review ranked him among five hot young minds in economics. He currently works as a chief macroeconomic strategist at Czech commercial bank CSOB.

Sedlacek is a member of Program Council for New Economic Thinking of the World Economic Forum and was a member of an advisory body to EU President Barroso on a New Narrative for Europe. He lectures at Charles University and sits on boards of many non-profit organisations.

Mainstream economics in recent years has abandoned the original topics of economics such as ethics, morals, and on the contrary became somewhat lost in the refuge of analytical-technical apparatus.

But mathematics is also only a language. Should the focus of our attention change just because we start to use this different language?