

**“Summer Davos” in Asia**

**Annual Meeting of the  
New Champions 2011**

**Mastering Quality Growth**

**Roadmap and Programme**

**as of 6 June 2011**

Dalian, People's Republic of China 14-16 September

**World Economic Forum**

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# Roadmap for Participants

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## Mastering Quality Growth

Complexity, interconnectivity and sustainability are emerging as the dominant new realities of the 21st century. A consequence of these realities for industry leaders and policy-makers is the rebalancing of the global economy, which in turn requires recognition of both the qualitative and quantitative measures of growth.

To *master quality growth* at the global level, leaders must discern various policy priorities of multiple government ministries and industry regulators. At the regional level, leaders need to determine the next frontier for growth. At the organizational level, leaders must determine if the entrepreneurial and creative talent is in place to work across all these levels.

An intensive and interactive three-day programme will explore the following four elements of this new business matrix:

### Embracing Disruptive Innovation

Discover the latest breakthroughs in science and technology and consider the impact of the rapid onset of disruptive innovation.

### Pursuing New Frontiers of Growth

Explore the changing growth dynamics in the global economy and consider the impact on business models and strategies.

### Shaping New Industry Models and Policies

Examine various policy priorities to drive quality growth and consider new models of collaboration between the public and private sector.

### Sustaining a Creative and Entrepreneurial Culture

Learn how to foster innovation and consider how leaders can stimulate creativity and entrepreneurship within their organizations.

# Roadmap for Participants

## Embracing Disruptive Innovation

- IdeasLab with GeorgiaTech: Connectivity and Social Interaction
- IdeasLab with Nature Magazine: Disruptive Innovation
- From the Frontier: Advanced Materials
- From the Frontier: Alternative Energy
- From the Frontier: Biotechnology
- From the Frontier: High-end Manufacturing
- From the Frontier: Information Technology
- From the Frontier: Mobile Economy
- From the Frontier: Robotics
- Embracing Disruptive Innovation
- Growth through Science
- Innovating in Intellectual Property
- Managing Hyperconnectivity
- Success through Disruption
- Recharging Science in Society
- Scientific Solutions to Global Challenges

## Pursuing New Frontiers of Growth

- Lessons from Emerging Markets: Infrastructure\*
- Lessons from Emerging Markets: Urban Development\*
- Dealing with Demography\*
- Next Frontiers of Growth in China\*
- Shifting Future Trade and Investment Patterns\*
- Success on the Frontier
- Technology without Borders
- The New Energy Architecture in Emerging Markets\*

## Shaping New Industry Models and Policies

- Achieving Shared Value
- Charting a Low-Carbon Route to Growth
- China's 12th Five-Year Plan Deciphered\*
- Crisis Communication\*
- Currency Shocks: How to Survive Them?\*
- Dealing with Extreme Disruptions
- More Knowledge, Less Information
- New Growth Metrics
- Solving the Education-Employment Equation
- Strengthening Global Supply Chains\*
- The Backlash to Going Global
- The Resource Discourse
- The New Growth Equation: More from Less?

## Sustaining a Creative and Entrepreneurial Culture

- Entrepreneurial Excellence
- From Uncut Diamonds to Priceless Jewels: Nurturing Top Talent
- Hardwiring Innovation
- How Do We Learn?
- The New Stimulus: Fostering Entrepreneurship
- Unlocking Creative Potential

## Culture

- Allegory and Allusion in Chinese Art
- Asia's Art Scene: What's Happening?
- Asia's Youth Culture: Why the Hype?\*
- Asian Values, Global Norms\*
- Breakthrough Buildings: Asian Architecture\*
- Building Bridges with Brushstrokes
- Confucian Philosophy in Modern Society
- Culture: At the Centre of Quality Growth
- Dragon Lady, Madame Butterfly, Tiger Mother
- Innovating across Cultures
- Learning from Chinese Literature
- Multimedia Concerts
- Music across Borders
- Powerful Performances
- Ruralist Architecture: Redesigning the Countryside\*
- The Artist's Environment

The **Cultural Series** reveals the latest trends in the world of arts hosted in an inspirational and intimate setting.

\***Quality Growth in Asia** is a series focusing on key policy, business and investment trends in Asia.

# Roadmap for Participants

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## Programme Highlights

The programme features a variety of session formats designed to share insights, map issues and explore solutions among peers and with important stakeholders.

**Plenary Sessions** highlight critical challenges and opportunities on the global, regional and industry agendas.

**Interactive Sessions** enable participants to dive deep into business and policy debates and develop integrated solutions.

**Mentor Sessions** create an informal atmosphere to engage select chief executives and learn from their experience in driving business growth.

**Televised Debates** are co-designed with global media to tackle headline topics and raise awareness of important trends by broadcasting discussions to a global audience.

**Beta Zone** sessions explore emerging trends and game-changing innovations in depth using visually compelling narratives.

The **IdeasLabs** showcase teams of international experts presenting new ideas, technologies and innovations.

The **WorkSpace** and **WorkStudio** sessions are highly interactive workshops to stimulate learning, sharing and problem solving among peers on a range of complex strategic issues.

**Networking Lunches** provide an opportunity for the various communities of the World Economic Forum to meet in an informal setting. Participants are encouraged to contact one another in advance, and therefore are asked to provide contact details before the Meeting. The information is made available to registered participants on the Forum's WELCOM platform ([www.welcom.org](http://www.welcom.org)).

Plenary Sessions, TV Debates and selected Interactive Sessions are open to the reporting press. These sessions are identified in the daily programme section of the programme binder, which you will receive at registration in Dalian.

For all other sessions, which are not open to the reporting press, please note that the Chatham House Rule applies:

*"When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed."*

## Wednesday 14 September

### 09.15 - 10.15 Beta Zone

*World Expo Center - Beta Zone*

#### From the Frontier: Robotics

Learn how robotics are transforming:

- Healthcare
- Education
- Risk management
- Social interaction

### 09.15 - 10.15 Interactive Session

*World Expo Center - Geneva*

#### Ruralist Architecture: Redesigning the Countryside

Chinese architect Li Xiaodong outlines his "ruralist" approach to design simple and sustainable buildings to brighten and rebuild rural communities.

### 09.15 - 10.15 Interactive Session

*World Expo Center - Zurich*

#### Shifting Future Trade and Investment Patterns

As global trade and investment patterns shift, what are the implications for business and society?

The following dimensions will be addressed:

- South-south relations
- Sustainable capital flows
- Price stability

### 09.15 - 10.15 Interactive Session

*World Expo Center - Davos*

#### Embracing Disruptive Innovation

What is disruptive innovation and why should organizations do more to embrace it?

The following dimensions will be addressed:

- Defining "disruptive innovation"
- Innovation hotspots
- Policy frameworks
- Inclusive growth

### 10.45 - 11.45 Interactive Session

*World Expo Center - Zurich*

#### Dealing with Demography

How are extreme demographics changing opportunities and strategies for business?

The following dimensions will be addressed:

- Major demographic trends
- Enabling a "silver" workforce
- Youth unemployment

### 10.45 - 11.45 Interactive Session

*World Expo Center - Geneva*

#### Dragon Lady, Madame Butterfly, Tiger Mother

From past to present, how are stereotypes of Asian women changing?

The following dimensions will be addressed:

- Femininity
- Family role
- Economic and political voice

### 10.45 - 11.45 TV Debate

*World Expo Center - Lugano*

#### Next Frontiers of Growth in China

Where are the next frontiers of growth and how can companies develop a long-term competitive edge in them?

The following dimensions will be addressed:

- The 12th Five-Year Plan
- Areas of domestic reform
- Strategic emerging industries
- Emerging urban centres

### 12.00 - 13.00 Beta Zone

*World Expo Center - Beta Zone*

#### From the Frontier: Mobile Economy

Learn how mobile services are transforming:

- Mobile health
- E-finance
- Business models
- Marketing strategies

# Programme

## Wednesday 14 September

### 12.00 - 13.15 IdeasLab

World Expo Center - IdeasLab 1

#### IdeasLab with GeorgiaTech: Connectivity and Social Interaction

Expert presentations and in-depth group discussions will explore the following:

- Idea 1: Persuasive gaming
- Idea 2: Augmented reality
- Idea 3: Creative discovery
- Idea 4: Socially intelligent robots

### 12.00 - 13.00 Interactive Session

World Expo Center - Geneva

#### Breakthrough Buildings: Asian Architecture

What are the building designs that are inspiring as well as challenging architecture in Asia today?

The following dimensions will be addressed:

- Cultural inspiration
- Design challenges
- New technologies

### 12.00 - 13.00 Interactive Session

World Expo Center - Lugano

#### Currency Shocks: How to Survive Them?

How can countries and companies become more resilient to volatility in the international monetary system?

The following dimensions will be addressed:

- Lingering and emerging systemic risks
- Macro-policy coordination
- Eurozone
- US dollar
- Renminbi

### 12.00 - 13.00 Interactive Session

World Expo Center - Davos

#### Charting a Low-Carbon Route to Growth

How can companies thrive in a low-carbon economy?

The following dimensions will be addressed:

- Policy incentives
- Market incentives
- Industry models

### 13.00 - 14.00 Lunch

World Expo Center - The Village

#### Networking Lunch

### 14.00 - 15.00 Interactive Session

World Expo Center - Geneva

#### Allegory and Allusion in Chinese Art

Art historian Freda Murck delves into the history of hidden meaning in classical Chinese art.

### 14.00 - 15.00 Interactive Session

World Expo Center - Zurich

#### Lessons from Emerging Markets: Urban Development

As the world urbanizes, what models will inspire the cities of the future?

The following dimensions will be addressed:

- Traffic congestion
- Affordable, sustainable housing
- Green space

### 14.00 - 16.30 WorkStudio

World Expo Center - WorkStudio

#### The New Stimulus: Fostering Entrepreneurship

What is needed to curate a successful entrepreneurial ecosystem?

The following dimensions will be addressed:

- Education system
- Incentive models
- Regulatory frameworks

### 15.15 - 16.30 IdeasLab

World Expo Center - IdeasLab 1

#### IdeasLab with Nature Magazine: Disruptive Innovation

Expert presentations and in-depth group discussions will explore the following:

- Idea 1: Photonics
- Idea 2: Climate change
- Idea 3: Personal genome sequencing
- Idea 4: Cognitive neuroscience

# Programme

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## Wednesday 14 September

### **15.30 - 16.30 Beta Zone**

*World Expo Center - Beta Zone*

#### **From the Frontier: Alternative Energy**

Learn how alternative energy solutions are transforming:

- National competitiveness
- Energy markets
- Technology investments

### **15.30 - 16.30 Interactive Session**

*World Expo Center - Geneva*

#### **Learning from Chinese Literature**

How can classic excerpts from Chinese literature provide a deeper understanding of China's society and the mindset of its leaders?

The following dimensions will be addressed:

- Strategic thinking
- Human relations
- Business culture

### **15.30 - 16.30 Interactive Session**

*World Expo Center - Zurich*

#### **New Growth Metrics**

How should "quality growth" be defined and measured?

The following dimensions will be addressed:

- Alternative metrics to GDP
- Sustainability and well-being goals
- Addressing externalities
- Integrated reporting

### **17.00 - 18.00 Plenary Session**

*World Expo Center - Plenary Hall*

#### **Welcome Remarks and Opening Plenary**



## Thursday 15 September

### 09.15 - 10.15 Beta Zone

*World Expo Center - Beta Zone*

#### From the Frontier: Advanced Materials

Learn how material science is transforming:

- Biotechnology
- Infrastructure
- Consumer goods
- Optical communications

### 09.15 - 10.15 Interactive Session

*World Expo Center - Zurich*

#### Hardwiring Innovation

What incentives and structures effectively drive innovation within an organization?

The following dimensions will be addressed:

- Norms around failure
- Frugal innovation
- Open innovation

### 09.15 - 10.15 Interactive Session

*World Expo Center - Geneva*

#### The Artist's Environment

Chinese artist Xing Danwen examines the human footprint on the environment through the lens of her camera.

### 09.15 - 10.15 Interactive Session

*World Expo Center - Davos*

#### China's 12th Five-Year Plan Deciphered

How will the Five-Year Plan reshape China's growth model and create new economic opportunities?

The following dimensions will be addressed:

- Managing inflation
- Strategic emerging industries
- Education and health reforms
- Urban-rural divide

### 09.15 - 11.45 WorkStudio

*World Expo Center - WorkStudio*

#### Recharging Science in Society

How can science have greater societal impact?

The following dimensions will be addressed:

- Raising science literacy
- The role of social media
- Matching science to society's challenges

### 10.45 - 11.45 Interactive Session

*World Expo Center - Geneva*

#### Powerful Performances

How can the performing arts change mindsets and break down cultural barriers?

The following dimensions will be addressed:

- Overcoming cultural stereotypes
- Communicating with diverse audiences
- Creative direction between author and performer

### 10.45 - 11.45 Interactive Session

*World Expo Center - Zurich*

#### Dealing with Extreme Disruptions

How should leaders and their organizations manage extreme disruptions?

The following dimensions will be addressed:

- Natural disasters
- Political and economic shocks
- Cyber crises

### 10.45 - 11.45 Interactive Session

*World Expo Center - Davos*

#### Achieving Shared Value

How can companies create shared value by responding directly to societal needs?

The following dimension will be addressed:

- Stakeholder theory

# Programme

## Thursday 15 September

### 12.00 - 13.00 Beta Zone

*World Expo Center - Beta Zone*

#### From the Frontier: Biotechnology

Learn how biotechnology is transforming:

- Healthcare
- Resource dependency
- Agriculture
- Engineering

### 12.00 - 13.00 Interactive Session

*World Expo Center - Geneva*

#### Asia's Art Scene: What's Happening?

How is art changing in Asia?

The following dimensions will be addressed:

- Art to understand culture and society
- Art as engine of change for social and environmental messages
- Opening of art world to society
- Emerging art forms

### 12.00 - 13.00 Interactive Session

*World Expo Center - Zurich*

#### Strengthening Global Supply Chains

How should supply chains be managed in an era of increasing global disruption?

The following dimensions will be addressed:

- Lessons from Japan
- Systemic challenges
- Building risk resilience

### 12.00 - 13.00 Interactive Session

*World Expo Center - Davos*

#### The New Growth Equation: More from Less?

As fiscal stimuli are phased out, how will countries sustain growth and competitiveness?

The following dimensions will be addressed:

- Changing demand dynamics
- Risk of deflation
- Political implications

### 13.00 - 14.15 Lunch

*World Expo Center - The Village*

#### Networking Lunch

### 14.15 - 15.15 Interactive Session

*World Expo Center - Zurich*

#### Crisis Communication

How should organizations that operate globally approach crisis communication across cultures?

The following dimensions will be addressed:

- Lessons from Japan
- Cultural differences in crisis
- Role of the media
- Impact of social media

### 14.15 - 15.15 Interactive Session

*World Expo Center - Geneva*

#### Music across Borders

Emmanuel Uwechue, a Nigerian pop star in China, shares insights on both African and Asian pop culture.

### 14.15 - 15.15 Interactive Session

*World Expo Center - Davos*

#### Success on the Frontier

How do companies succeed in frontier markets?

The following dimensions will be addressed:

- Defining frontier markets
- Enabling environment
- Risks and opportunities

### 15.45 - 16.45 Beta Zone

*World Expo Center - Beta Zone*

#### From the Frontier: High-end Manufacturing

Learn how high-end manufacturing is transforming:

- Industry competitiveness
- Supply chains
- Sustainable development

# Programme

## Thursday 15 September

### 15.45 - 16.45 Interactive Session

*World Expo Center - Geneva*

#### Culture: At the Centre of Quality Growth

How do cultural activities contribute to quality growth and community development?

The following dimensions will be addressed:

- Economics of culture
- Culture and creativity
- History and national pride
- Perceptions of quality of life

### 15.45 - 16.45 Interactive Session

*World Expo Center - Lugano*

#### Solving the Education-Employment Equation

How can education reform address future employment needs?

The following dimensions will be addressed:

- Educating for employment
- Skills for the future
- Public-private innovations

### 15.45 - 16.45 Interactive Session

*World Expo Center - Zurich*

#### Lessons from Emerging Markets: Infrastructure

How are innovative approaches to infrastructure enabling quality growth in emerging markets?

The following dimensions will be addressed:

- Success stories
- Key technologies
- Enabling environments

### 15.45 - 16.45 Interactive Session

*World Expo Center - Davos*

#### Growth through Science

How will advances in science and technology influence future expectations about growth?

The following dimensions will be addressed:

- Role of science in society
- Technology and inclusive growth
- R&D priorities

### 15.45 - 18.15 WorkStudio

*World Expo Center - WorkStudio*

#### Managing Hyperconnectivity

How can organizations best navigate in a hyperconnected world?

The following dimensions will be addressed:

- Mobile technology
- Social media
- Cloud computing
- Consumer behaviour

### 17.15 - 18.15 Interactive Session

*World Expo Center - Geneva*

#### Confucian Philosophy in Modern Society

Philosophy professor Daniel Bell examines the modern revival of Confucius in Chinese society.

### 17.15 - 18.15 Interactive Session

*World Expo Center - Zurich*

#### Technology without Borders

How can increased access to new technologies create economic opportunity and social status among rural populations?

The following dimensions will be explored:

- Mobile technologies
- Biotechnology in agriculture
- Bridging the Internet divide
- Technology-enabled healthcare delivery

### 17.15 - 18.15 Interactive Session

*World Expo Center - Davos*

#### The Resource Discourse

How can the public and private sectors more effectively manage resource-intensive sectors?

The following dimensions will be addressed:

- Commodity volatility
- Reconciling national and international regulation
- Industry upgrading strategies

### 19.00 - 21.00 Dinner

#### Cultural Soiree

## Friday 16 September

### 09.15 - 10.15 Beta Zone

*World Expo Center - Beta Zone*

#### From the Frontier: Information Technology

Learn how next generation information technology is transforming:

- Values
- Communities
- Organizations

### 09.15 - 10.15 Interactive Session

*World Expo Center - Geneva*

#### Innovating across Cultures

How should organizations foster innovation across cultures?

The following dimensions will be addressed:

- Cultures of innovation
- Headquarters versus subsidiary culture
- Product versus process

### 09.15 - 10.15 Interactive Session

*World Expo Center - Zurich*

#### From Uncut Diamonds to Priceless Jewels: Nurturing Top Talent

How do companies identify and nurture the next generation of leaders in their organizations?

The following dimensions will be addressed:

- Recruitment
- Fast-track programmes
- Mentorship
- Executive education

### 09.15 - 10.15 Interactive Session

*World Expo Center - Davos*

#### The New Energy Architecture in Emerging Markets

How will new technologies and policy initiatives shape and accelerate the transition to a low-carbon energy architecture in emerging markets?

The following dimensions will be addressed:

- Speed and effectiveness of the transition
- Disruptions: natural disasters, terrorism, and commodity and supply-chain security
- Innovations in renewable energy and smart grids
- Cost structure and investment implications

### 10.45 - 11.45 Beta Zone

*World Expo Center - Beta Zone*

#### Unlocking Creative Potential

How should companies harness individual creativity?

The following dimensions will be addressed:

- New markets and disruptive innovation
- Higher and continuing education
- Multidisciplinary thinking
- Design and collaborative approach

### 10.45 - 11.45 Interactive Session

*World Expo Center - Geneva*

#### Asian Values, Global Norms

How are Asia's cultural traditions and societal values influencing global norms today?

The following dimensions will be addressed:

- Role of business
- Role of government
- Role of the individual
- Role of community

## Friday 16 September

### 10.45 - 11.45 Interactive Session

*World Expo Center - Davos*

#### Entrepreneurial Excellence

What makes a successful entrepreneur in the 21st century?

The following dimensions will be addressed:

- Cultural context
- Primary and secondary education
- Ecosystem approach

### 12.00 - 13.00 Beta Zone

*World Expo Center - Beta Zone*

#### Scientific Solutions to Global Challenges

What should be the grand challenge for science in the 21st century?

The following global issues will be explored:

- Urban planning
- Social fragmentation
- Global governance
- Resource security

### 12.00 - 13.00 Interactive Session

*World Expo Center - Geneva*

#### Multimedia Concerts

Chinese composer Tan Dun describes how to inspire audiences through multimedia concerts.

### 13.00 - 14.15 Lunch

*World Expo Center - The Village*

#### Networking Lunch

### 14.15 - 15.15 Beta Zone

*World Expo Center - Beta Zone*

#### How Do We Learn?

How is technology boosting talent development and transforming the way people learn?

The following dimensions will be addressed:

- Integrated online learning
- Simulations and video games
- The virtual workplace

### 14.15 - 15.15 Interactive Session

*World Expo Center - Zurich*

#### Innovating in Intellectual Property

How should intellectual property frameworks adapt to the swift pace of innovation?

The following dimensions will be addressed:

- Limits of the current system
- Future market needs
- Emerging solutions

### 14.15 - 15.15 Interactive Session

*World Expo Center - Geneva*

#### Building Bridges with Brushstrokes

Artist and musician Drue Kataoka draws inspiration from traditional Japanese brush-painting to capture modern messages from around the world.

### 14.15 - 15.15 TV Debate

*World Expo Center - Lugano*

#### The Backlash to Going Global

As economic uncertainty and accusations of protectionism rise, how should companies approach their expansion into new countries and industries?

The following dimensions will be addressed:

- Pressures against economic openness
- Challenge of youth unemployment
- Widening income inequality

### 14.15 - 16.45 WorkStudio

*World Expo Center - WorkStudio*

#### More Knowledge, Less Information

In an age of 24-hour connectivity, how can leaders avoid an overload of information, yet still make well-informed decisions?

The following dimensions will be addressed:

- Human cognition
- Information flows and data patterns
- Filtering systems

# Programme

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## Friday 16 September

### **15.45 - 16.45 Interactive Session**

*World Expo Center - Lugano*

#### **Success through Disruption**

How should organizations embrace disruptive innovation?

The following dimensions will be addressed:

- First mover advantage
- Experiences in emerging markets
- Challenges for multinationals

### **15.45 - 16.45 Interactive Session**

*World Expo Center - Geneva*

#### **Asia's Youth Culture: Why the Hype?**

How are societal changes in Asia reflected in the region's youth culture?

The following dimensions will be addressed:

- Impact of social media
- "Asia chic"
- Pop culture going global

### **17.00 - 18.00 Plenary Session**

*World Expo Center - Davos*

#### **Closing Plenary and Closing Remarks**

### **18.00 - 19.00 Reception**

*World Expo Center - The Village*

#### **Farewell Reception**



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