



PRESS RELEASE

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THINKERS50 EUROPE ANNOUNCES FIRST EUROPEAN BUSINESS FORUM

LONDON. Thinkers50 (www.thinkers50.com), the global platform for management thinking, today announces the launch of the European Business Forum, an agenda-shaping annual event. The Forum will be held on 9 and 10 May 2017 in the Danish city of Odense, the headquarters of Thinkers50 Europe (www.europe.thinkers50.com).

And the headline speaker for the inaugural event will be one of the world's best-known and most influential business thinkers: Michael Porter of Harvard Business School.

Professor Porter has topped the Thinkers50 ranking of the world's leading business thinkers on two occasions (2005 and 2015) and has helped shape the management agenda throughout his distinguished career. In the 1980s he developed his five forces framework – now taught in every business school in the world. Then he looked at the competitiveness of regions and entire nations. More recently, he has provided new insights into healthcare systems and has championed the idea of social value.

"We are delighted and excited that Michael Porter has agreed to be the headline speaker and to deliver the inaugural European Business Lecture for Thinkers50 Europe," says Thinkers50 co-founder Des Dearlove. "Our aim with this annual event is to ignite new debates about the role of business and how best to practice it profitably and responsibly. Professor Porter provides unique insights into all of these elements."

"Ideas truly do change the world. I have seen that with my own eyes all throughout my career. I also believe that management thinking unlocks value in every field not just business," said Professor Porter in his acceptance speech for the Thinkers50 Award. "We all understand that management thinking allows markets to work better in delivering value to customers. We have also learned that management thinking and deeply understanding competition at the grassroots level reveal the true sources of competitiveness and what really leads to economic development. This is starting to permeate its way through our economic development thinking. Based on my

recent work, management thinking unlocks value in healthcare. Medical science is not the constraint in healthcare today, it is the ability to think strategically, to organize, to measure the right way, to create new kinds of delivery systems. I also think management thinking and a new conception of how corporations relate to society is one of the most powerful tools we have in the world to address society's pressing challenges."

Professor Porter will be joined by a unique collection of speakers drawn from the Thinkers50 community of the world's leading business thinkers. Other speakers, including business leaders, will be announced before the end of the year.

Thinkers50 Europe is a groundbreaking new partnership between the city of Odense, the third biggest city in Denmark, and Thinkers50. With a population of 200,000 Odense is situated at the heart of Denmark. Today, the University of Southern Denmark, the broadcaster TV2, and more than 80 innovative companies in the robotic, component, integration and automation sectors are based in Odense, now the world's third largest hub in the robotics industry. Over the next 10 to 15 years, it is planned that investments totaling 4.5 billion euros will transform Odense into an internationally renowned city of knowledge.

"Odense is transforming into a modern city. We pursue growth through new knowledge and new technologies, especially focusing on robotics and drones," says Anker Boye, the Mayor of Odense. "Having Thinkers50 Europe and Michael Porter in Odense, will further accelerate this development. Odense's businesses will gain access to novel insights and ideas – and in addition we will attract new businesses and highly skilled employees as we place the City of Odense firmly on the European business map."

The European Business Forum will be held at Odense's brand new venue, Odeon. The eye catching building in the heart of the city opens in Spring 2017. It will be one of the largest venues in Denmark.

About Thinkers50

Created by Stuart Crainer and Des Dearlove in 2001, Thinkers50 scans, ranks and shares the very best in management ideas. Its definitive global ranking of management thinkers is published every two years. The 2015 winner was Professor Michael Porter of Harvard Business School. Previous winners include Clayton Christensen (2011 and 2013); CK Prahalad (2009 and 2007); Michael Porter (2005) and Peter Drucker (2001 and 2003). The Thinkers50 Awards have been described, by the *Financial Times*, as "the Oscars of management thinking".

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