

#EBF17



EUROPEAN BUSINESS FORUM 2017

Odense, Denmark

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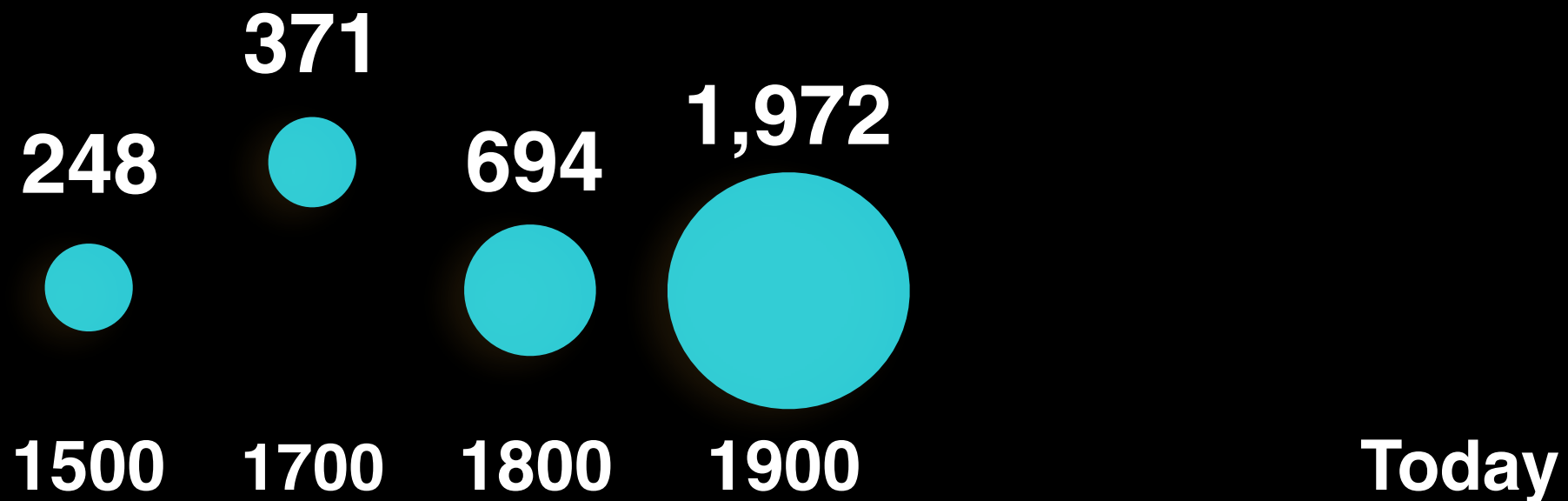
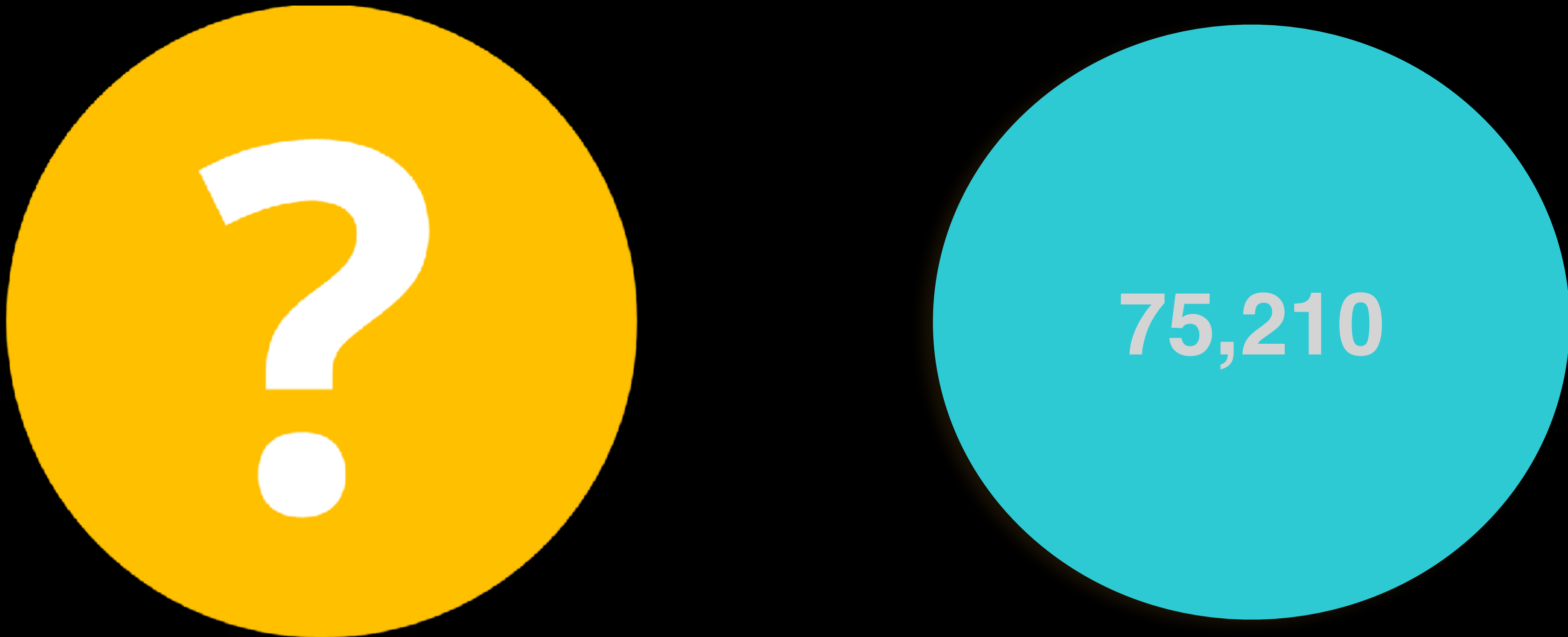
Unfolding the future

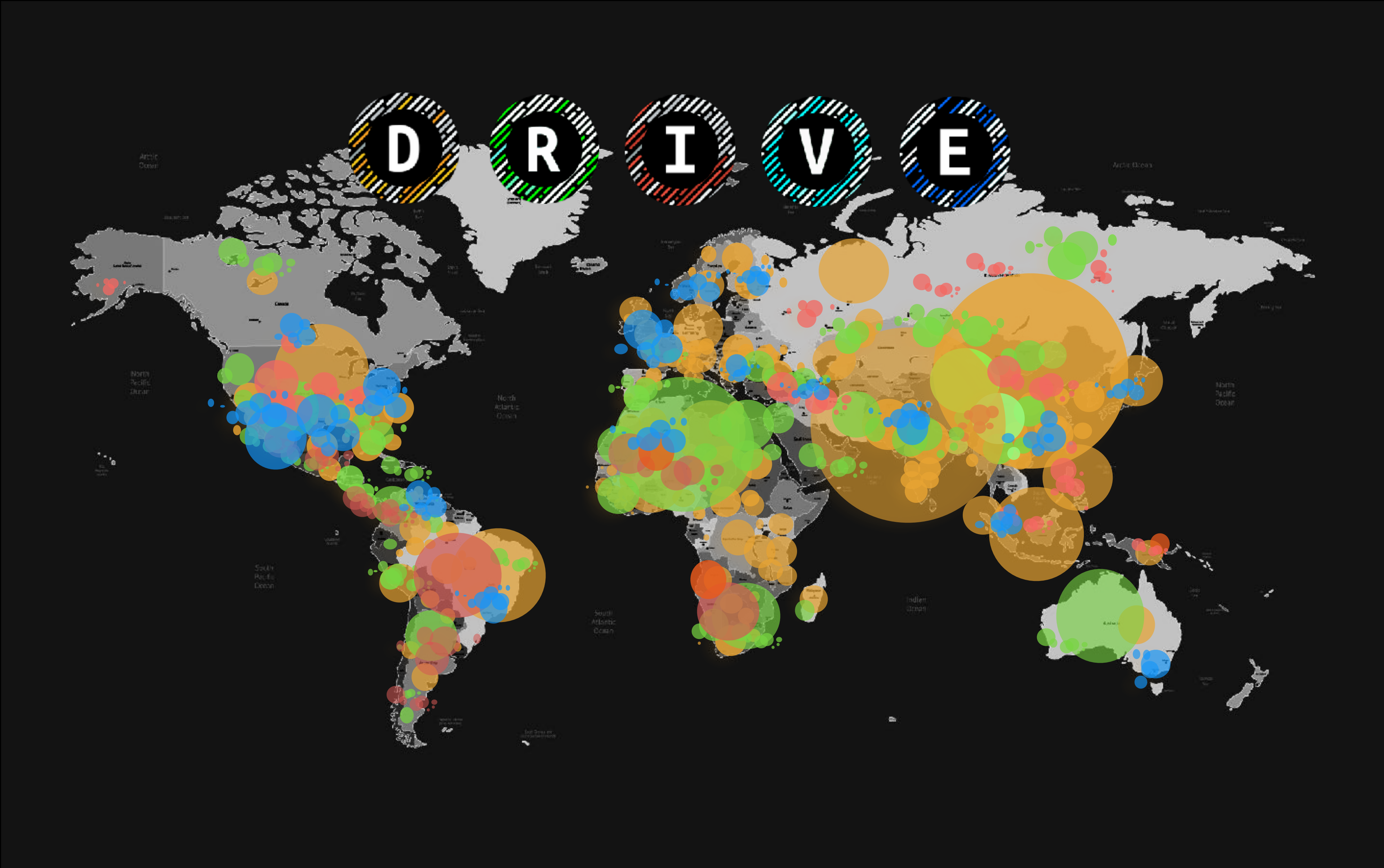
Mark Esposito
@Exp_Mark

Humans' Obsession with Growth

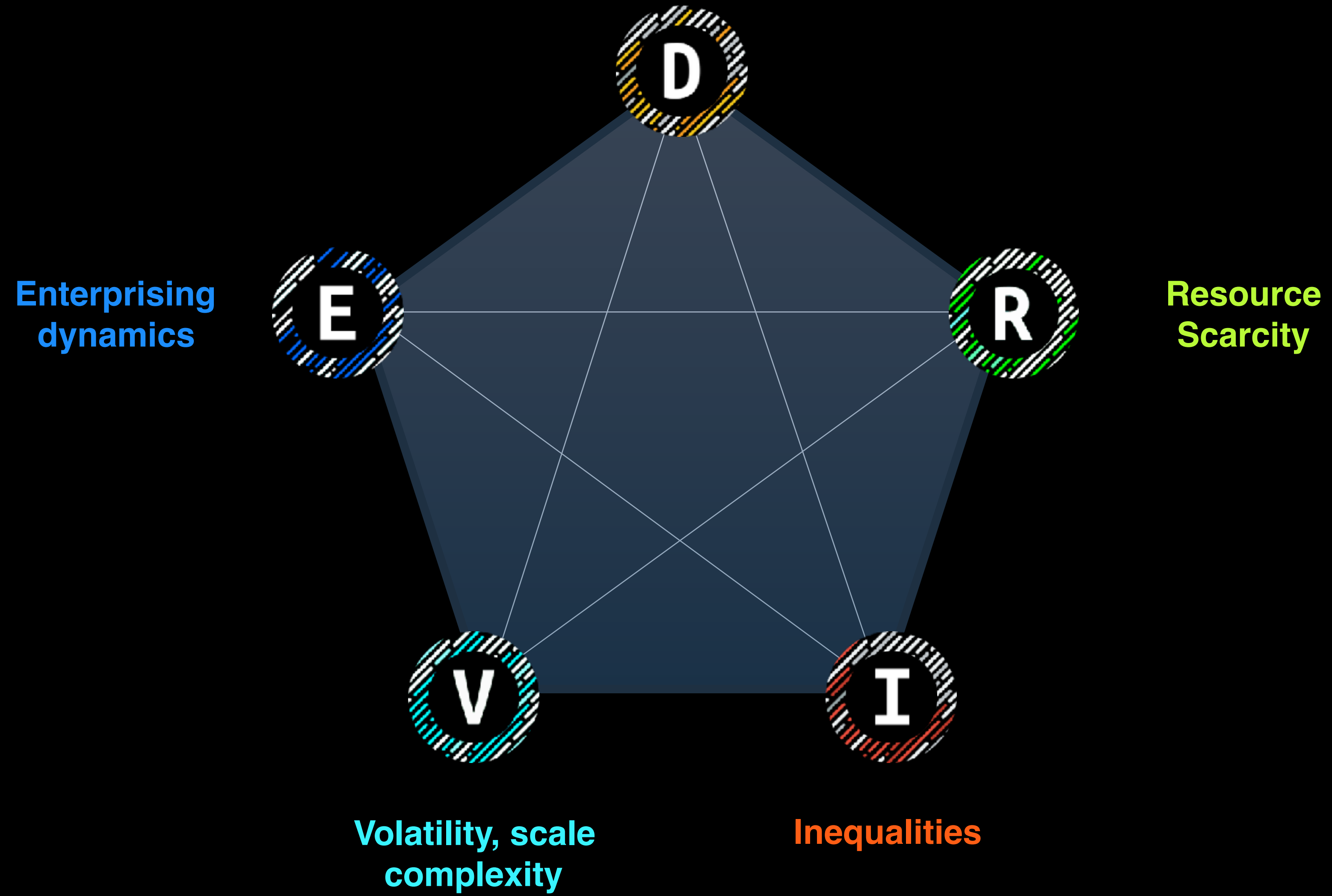


Word's total GDP (US\$billion)





Demographic & social changes

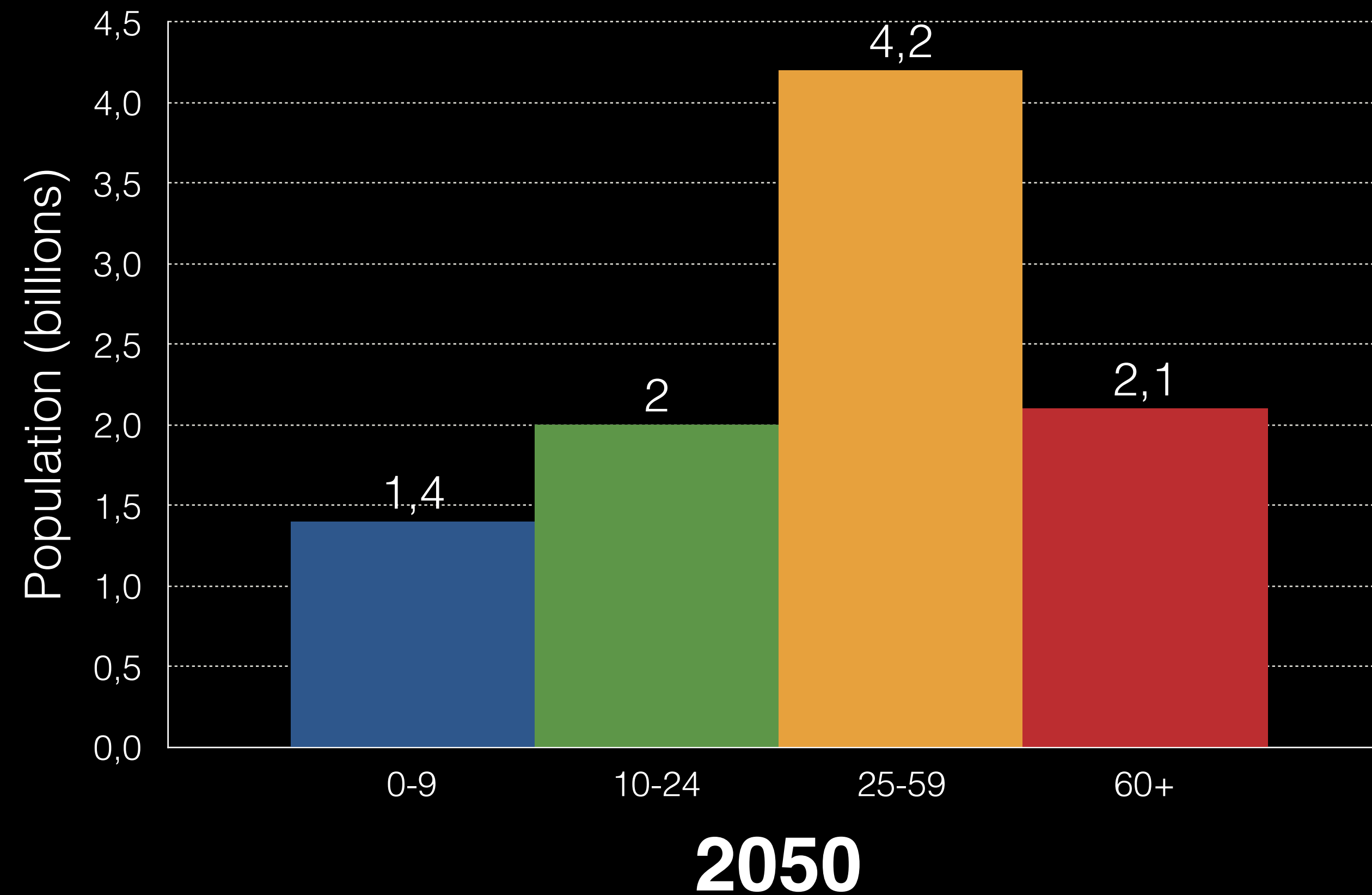




Demographic & social changes

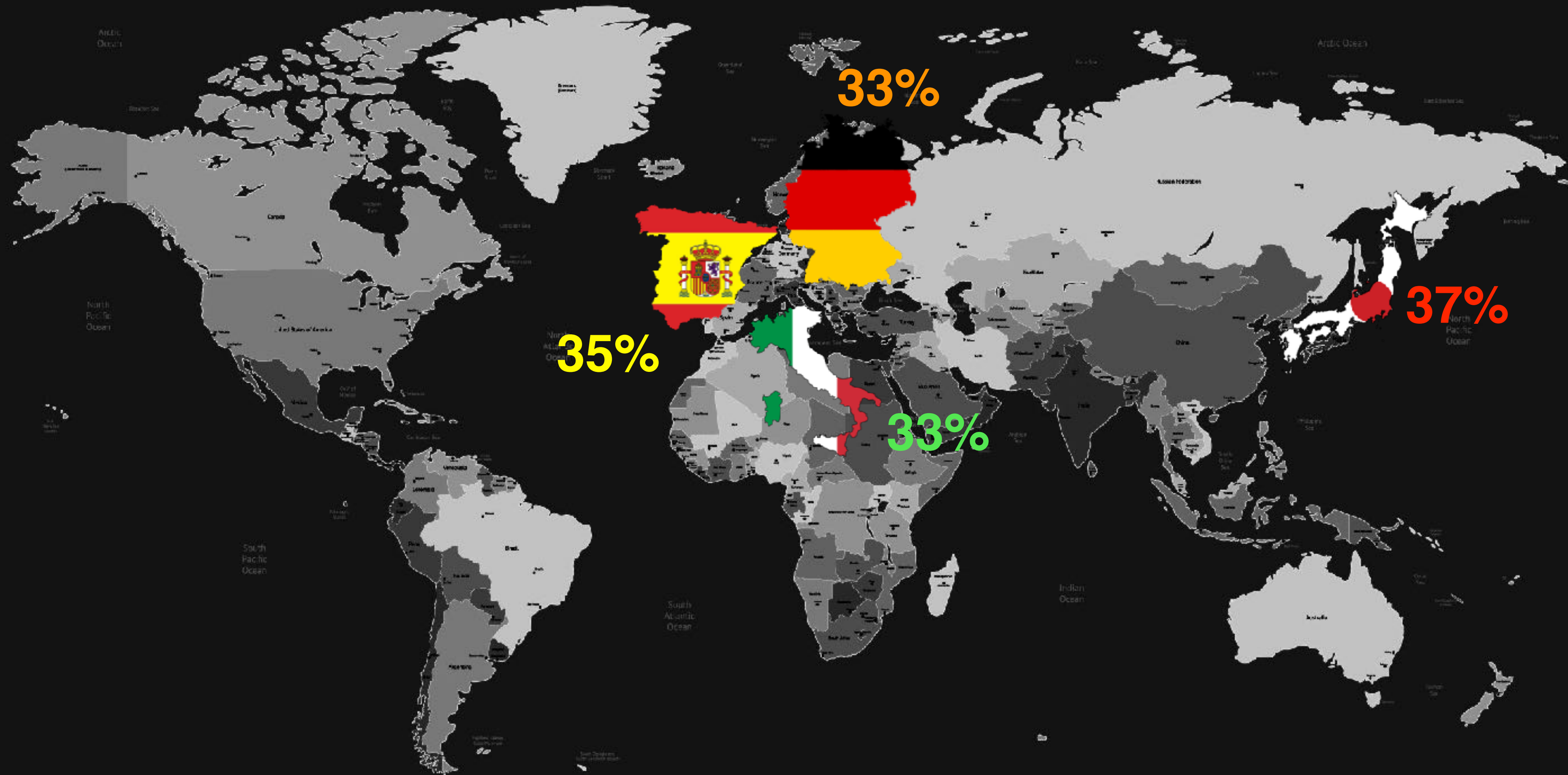


Global population by broad group 2000-2050





Countries with the largest proportion of old people





Urbanization

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Waste management

Energy supply

Sufficient resources

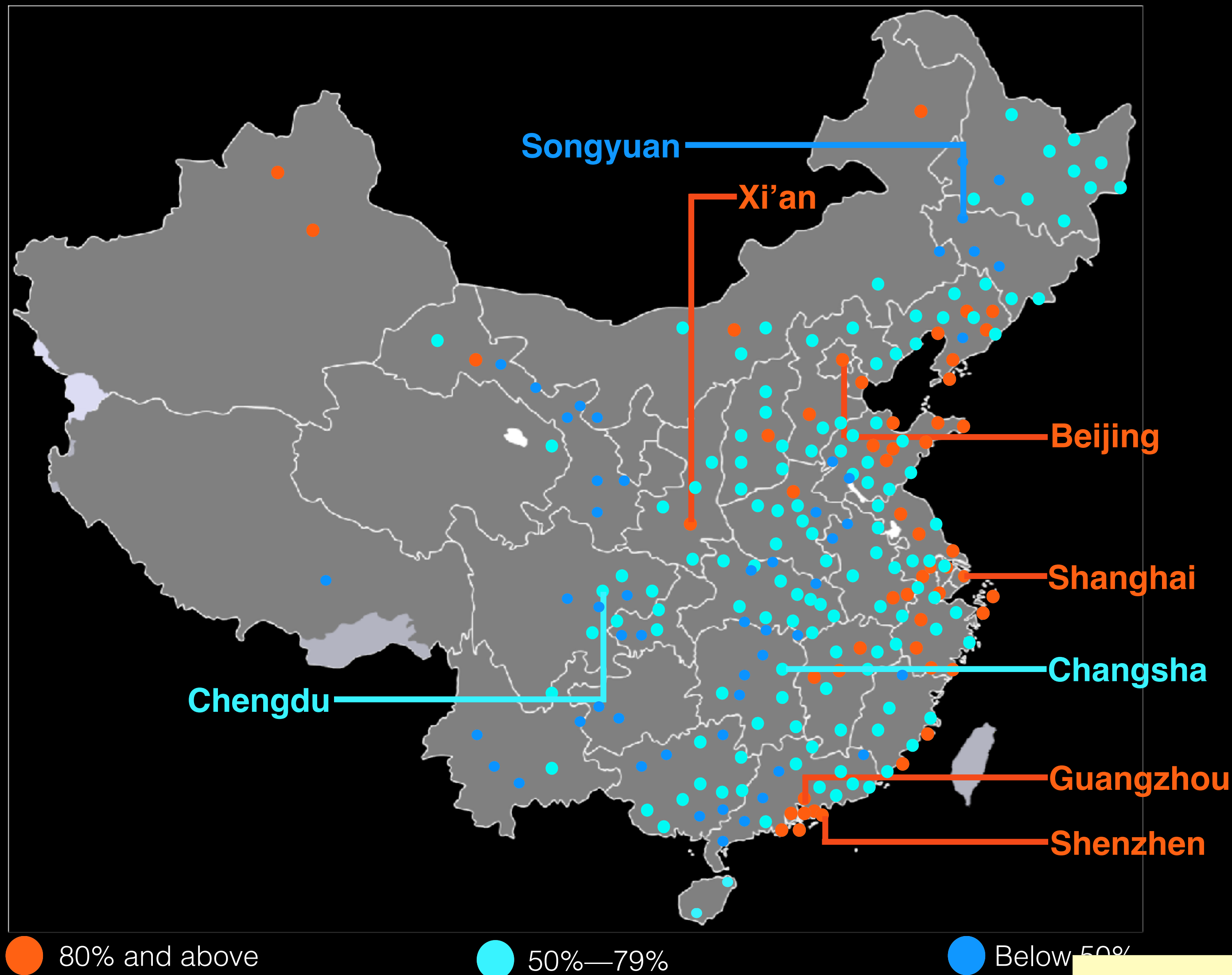
Traffic and mobility

Security

Source: http://www.nytimes.com/slideshow/2013/06/15/world/asia/20130616_CHINAURBAN.html?_r=0#1 A Chinese push to urbanization, The New York Times



Urbanization rate 60% in 2030



Source: China's urban dreams, EIU, 2014

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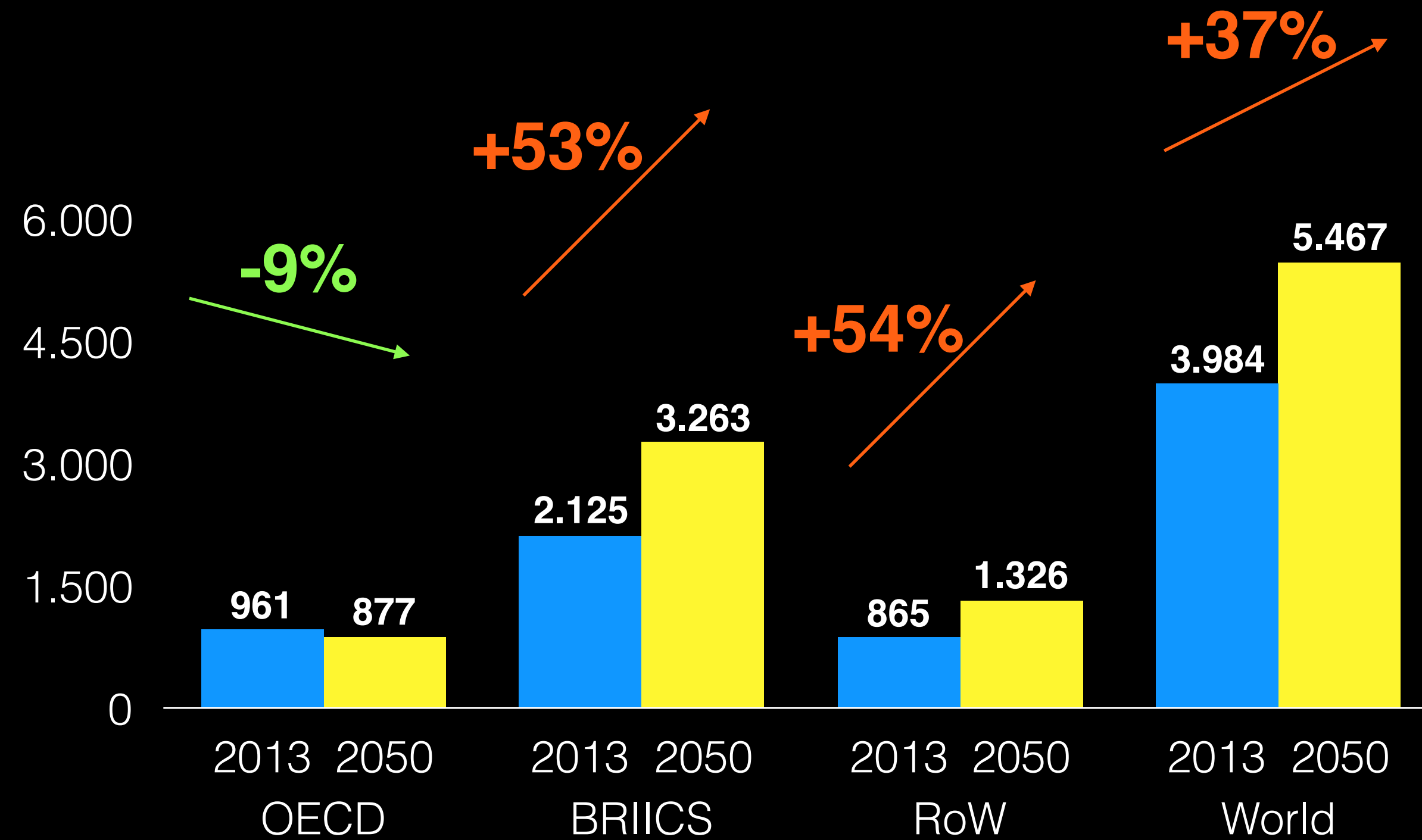
Resource Scarcity

<http://www.greenafricadirectory.org/kpmg-finds-global-corporate-reporting-needs-to-top-up-on-water-scarcity/>



Global water demand, 2013 vs. 2050 (km)3

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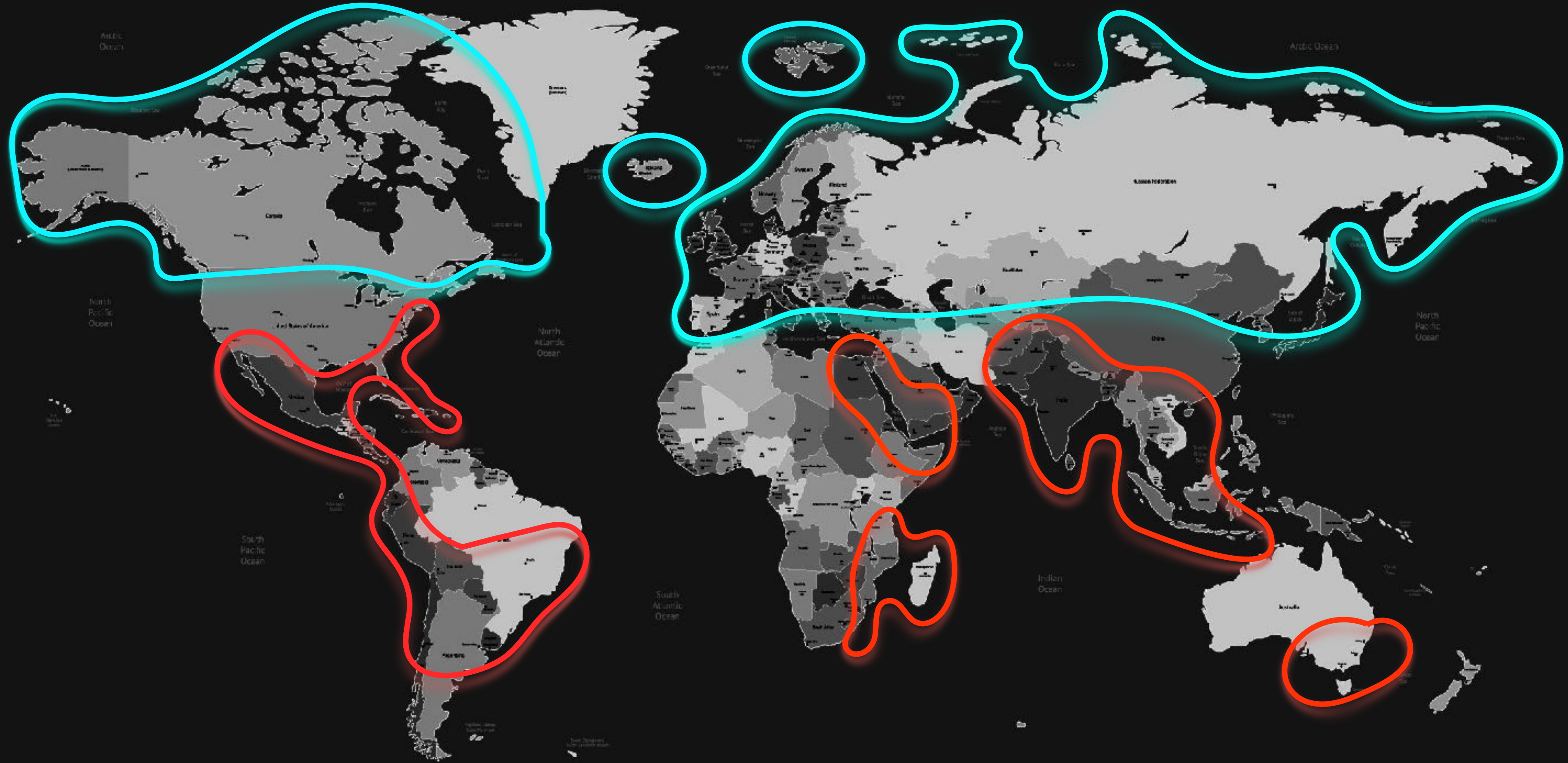


Source: Global Trends: Scarcity of Resources, Roland Berger, 2014



WHAT IF
4 degree
warmer

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Source: Connectography, Parag Khanna, 2016

Source: Connectography, Parag Khanna, 2016



Inequalities

Source: charterforcompassion.org <http://bit.ly/1y8DPw1>

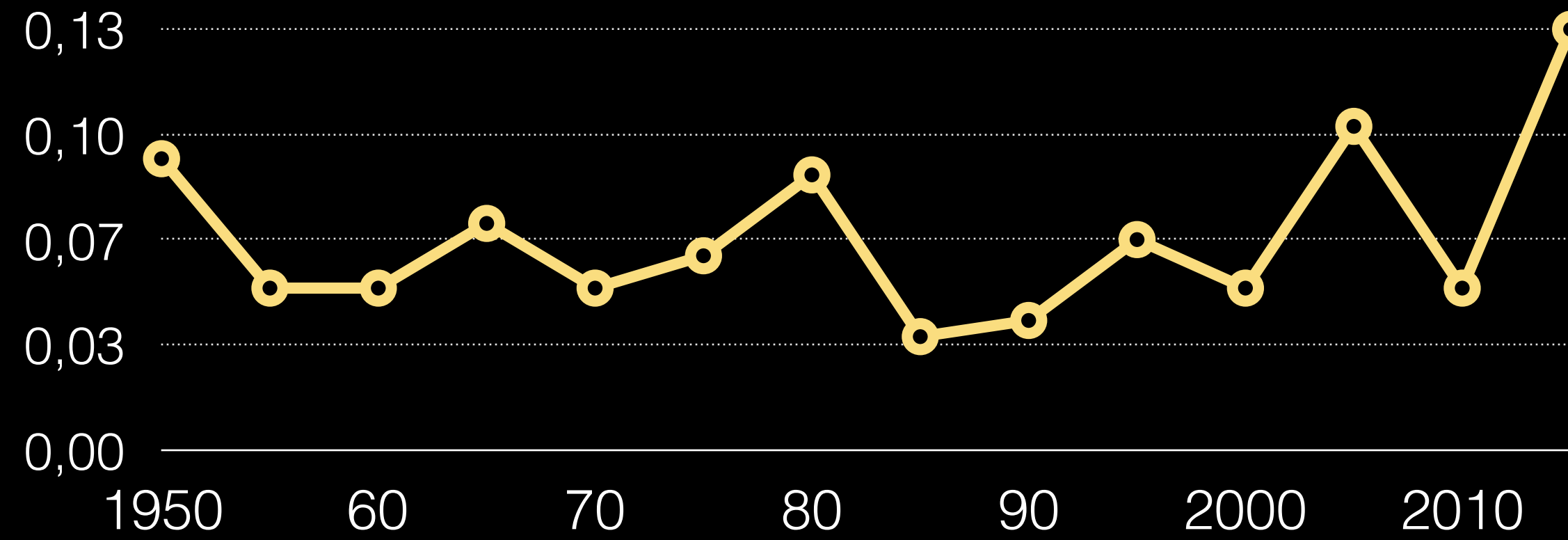
Source: charterforcompassion.org <http://bit.ly/1y8DPw1>



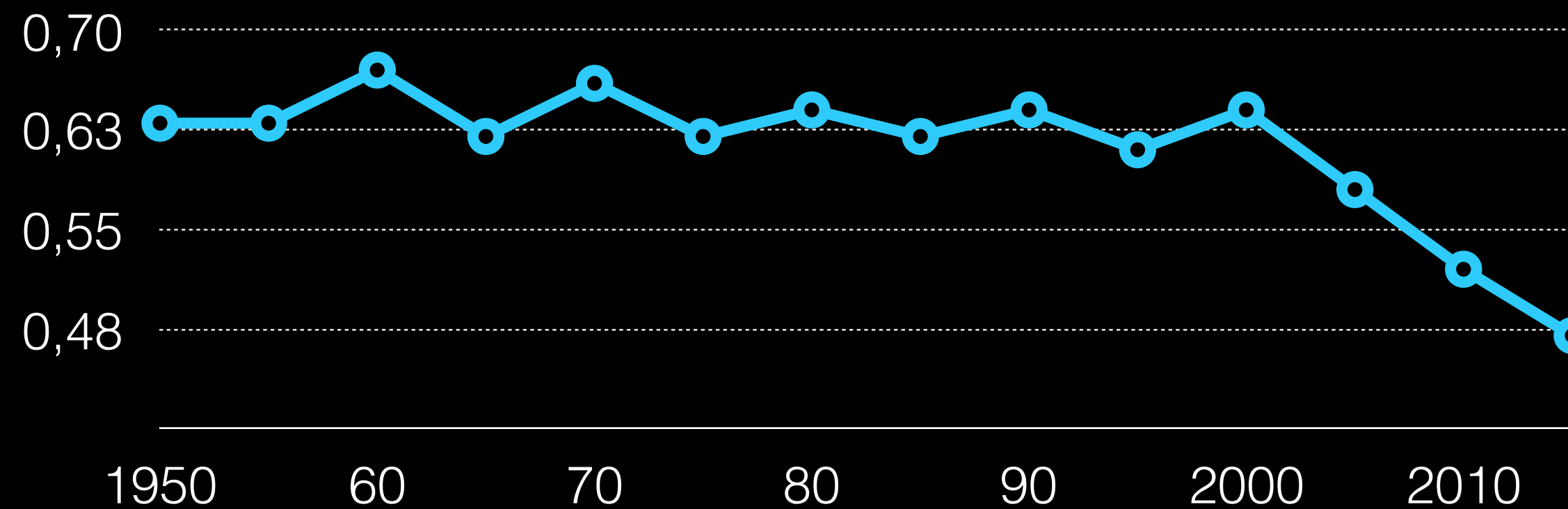
Digitalization

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Corporate profit as a percentage of GDP



Wages as a percentage of GDP



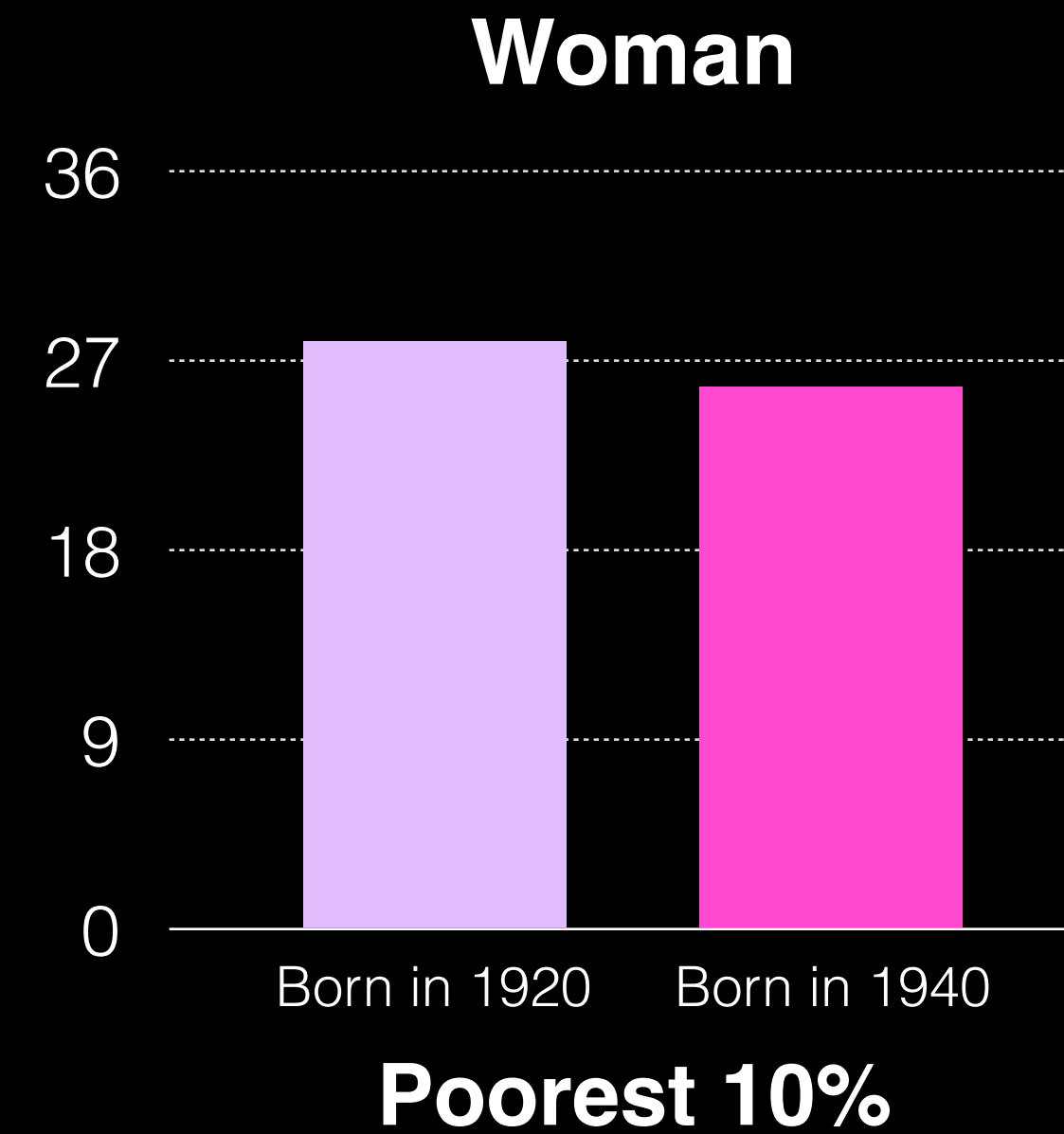
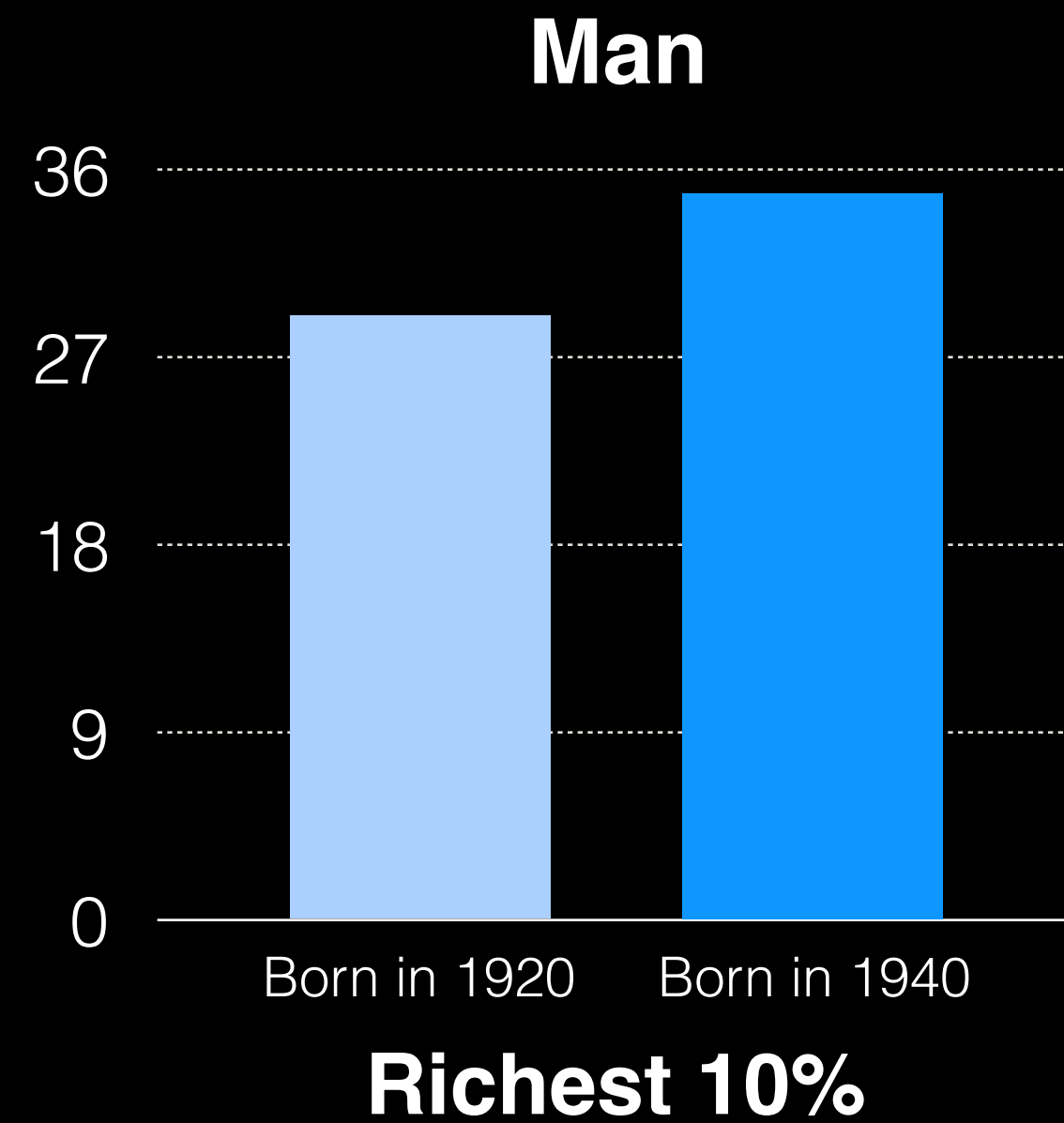
Source: The Great Decoupling (2015),
Harvard Business Review



Life expectancy

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How much longer will a 55-year-old human being live?



✈️ TRANSPORTATION CLUSTERS

3.200 airports
60.000 routes

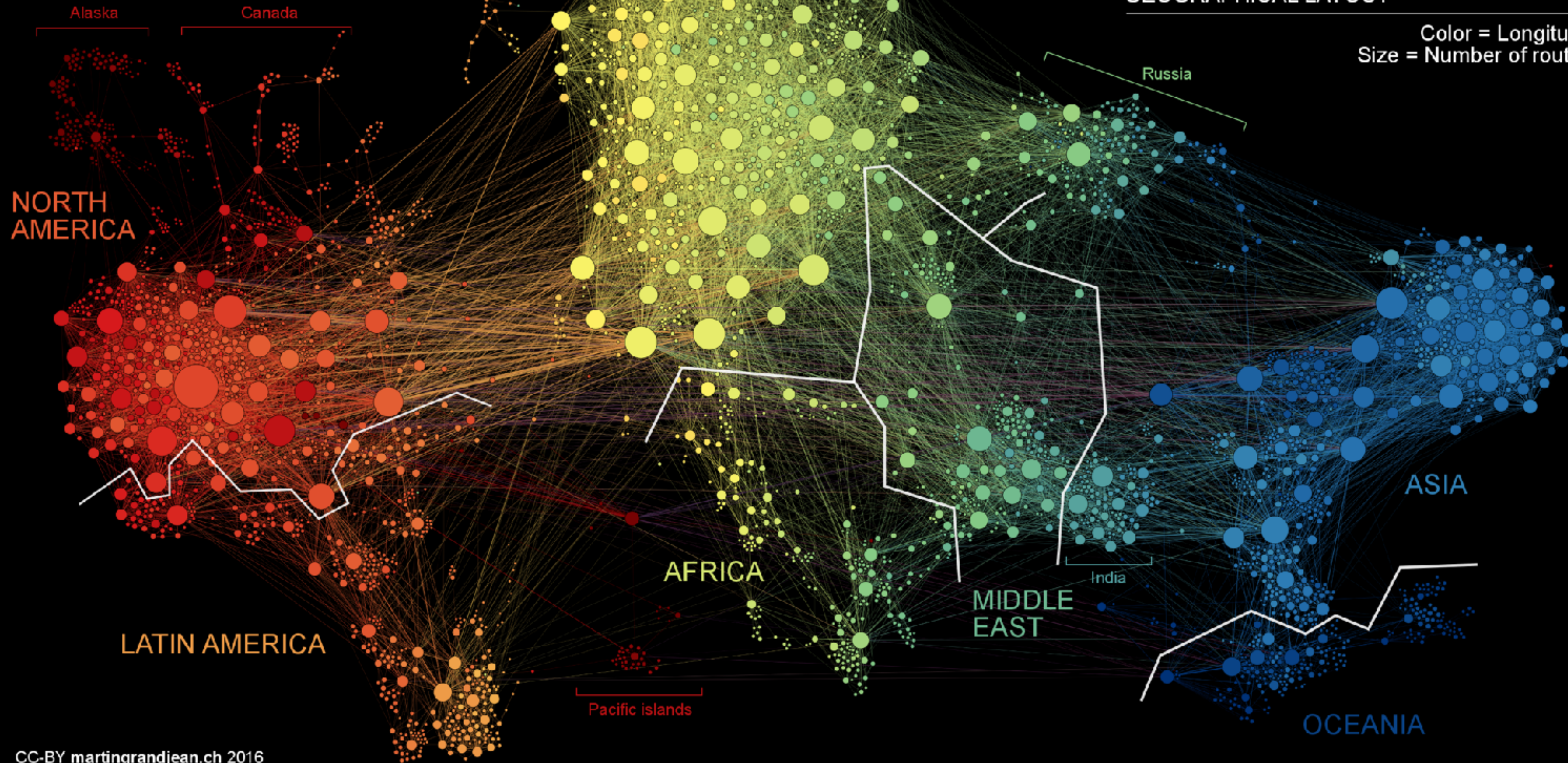


Volatility, scale and complexity



GEOGRAPHICAL LAYOUT

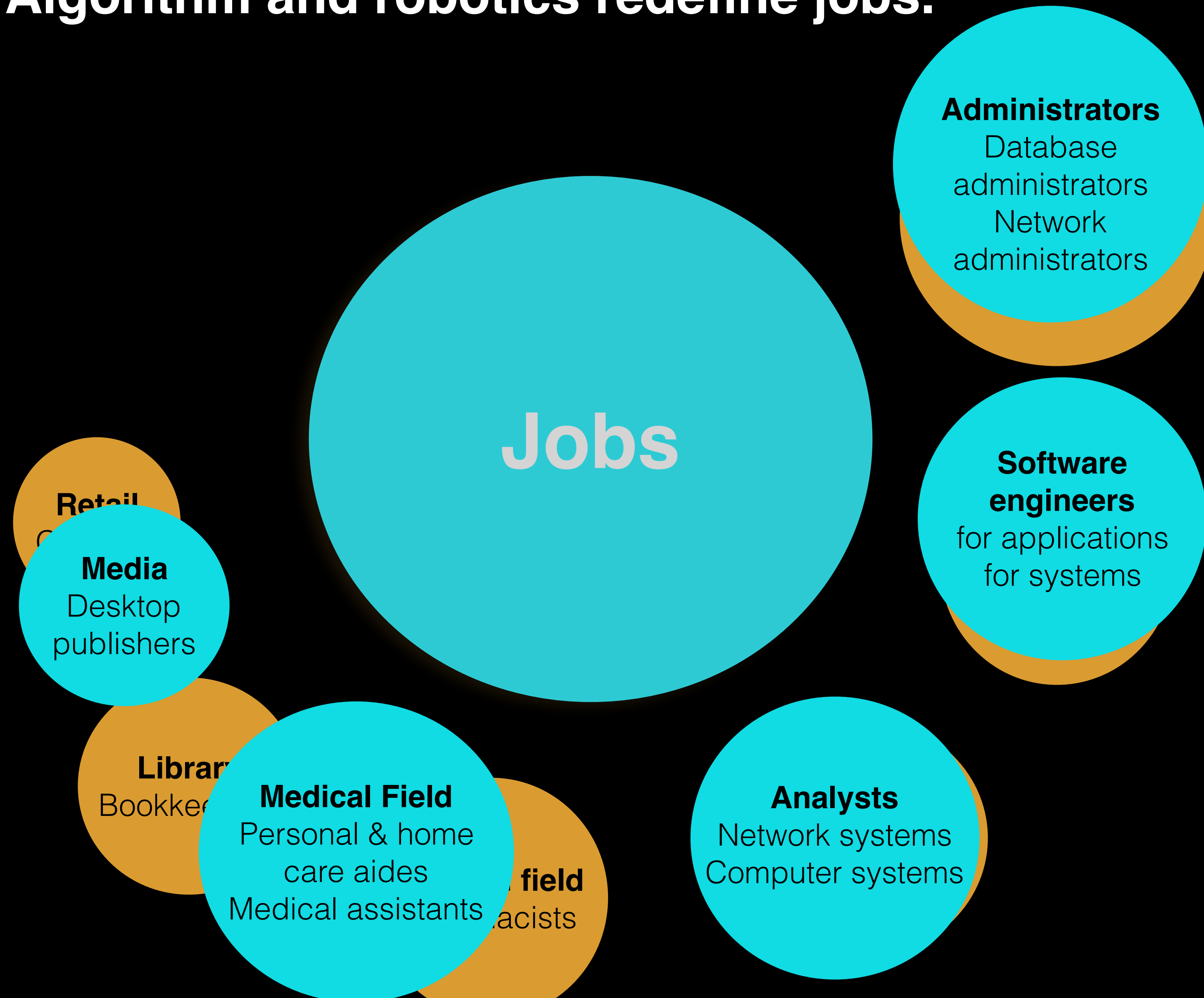
Color = Longitude
Size = Number of routes





Algorithm and robotics redefine jobs.

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Source: Rotman, David (2013) "How Technology is Destroying Jobs", MIT Technology Review, July/August.

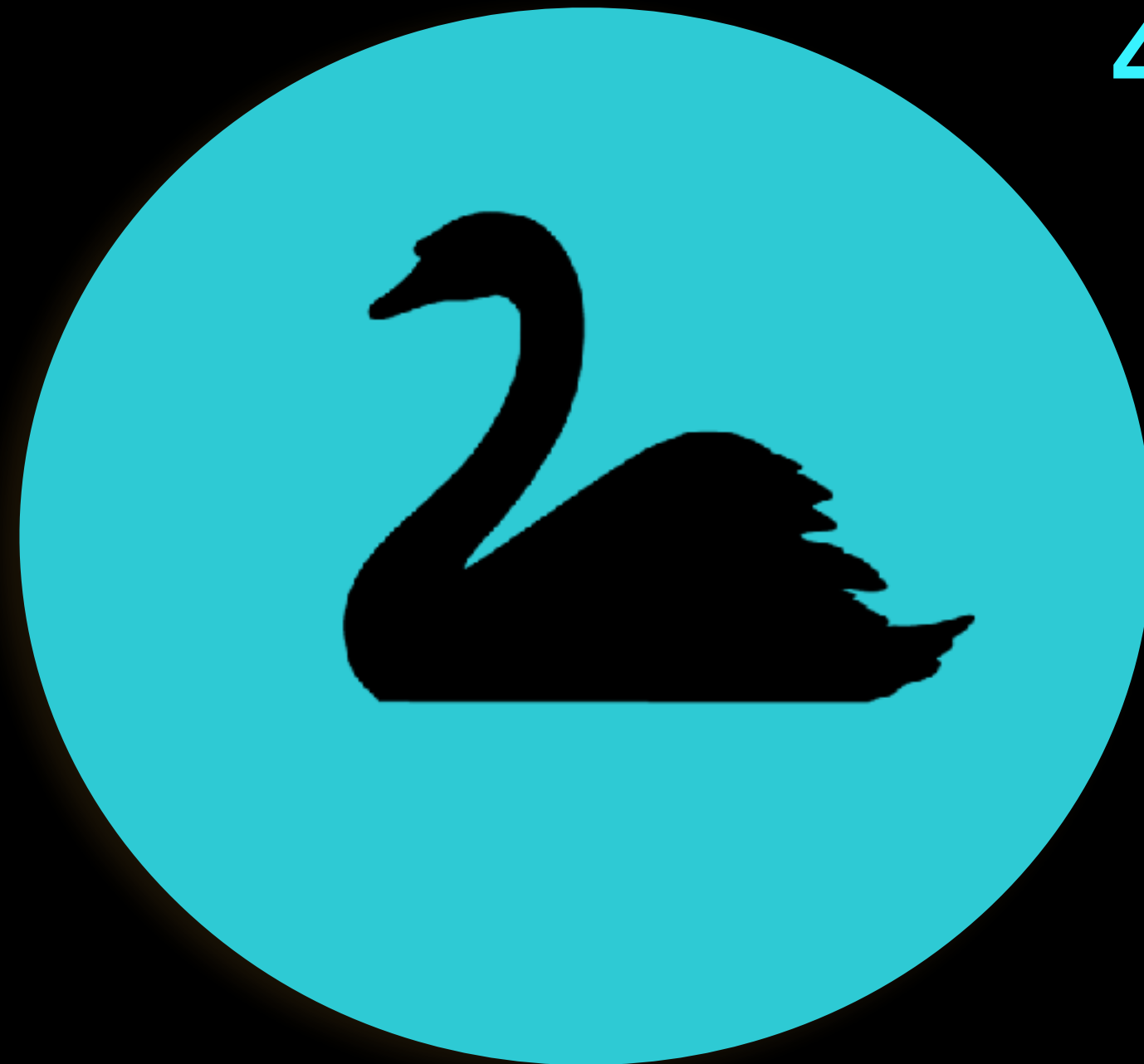


Probability is redefined.

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Mandelbrot proved that market returns do not follow a “bell curve”

40 years ago



A swing of more than 7% a day for the Dow Jones should happen once every

300,000 years

In fact there were **48** such days during the 20th century



Enterprising dynamics



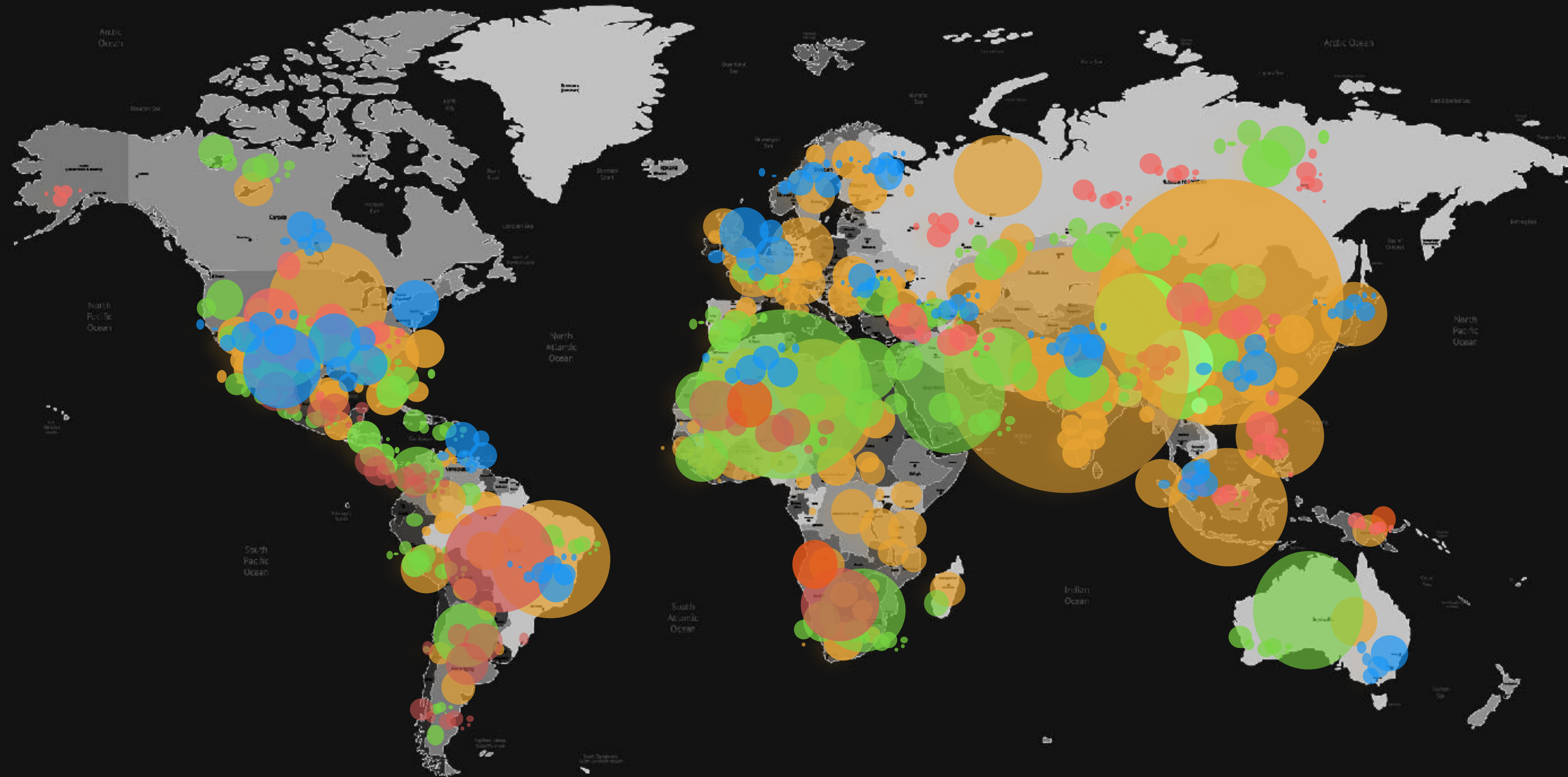


Innovation

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Customer-focused
Efficiency-driven

Engineering-based
Science-based



Source: McKinsey Global Institute (2015)



Science-based

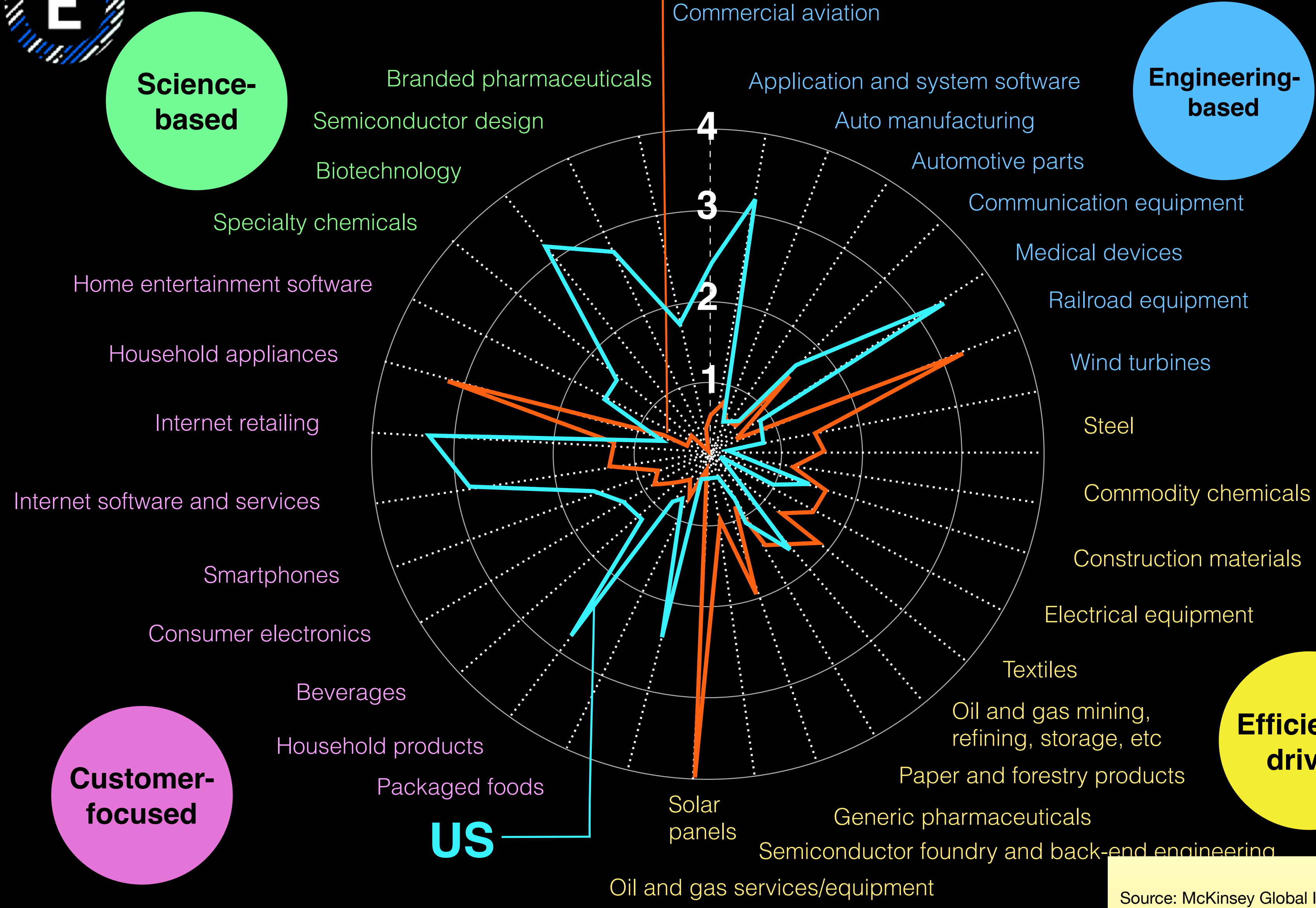
Engineering-based

Customer-focused

Efficiency-driven

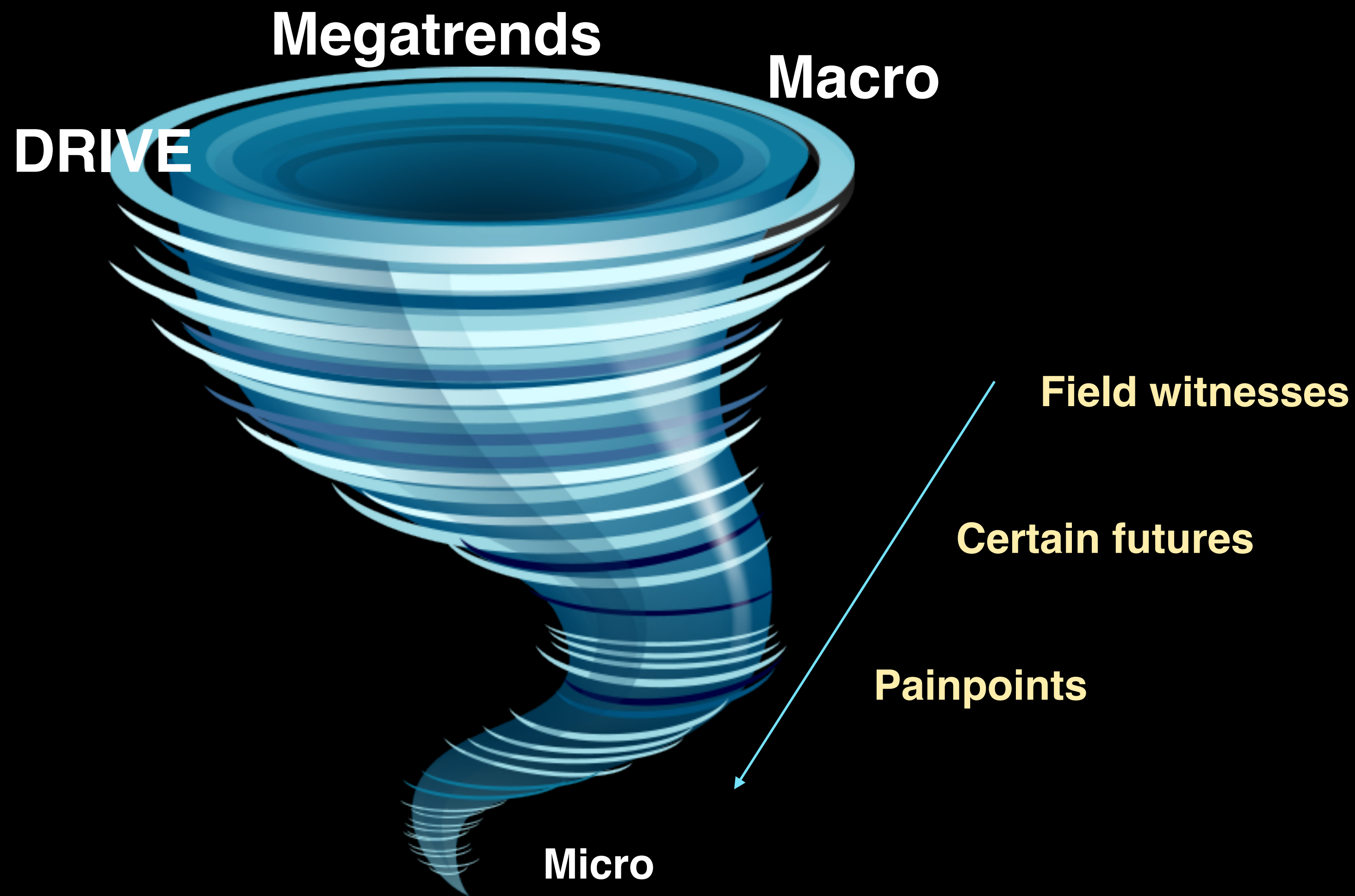
China

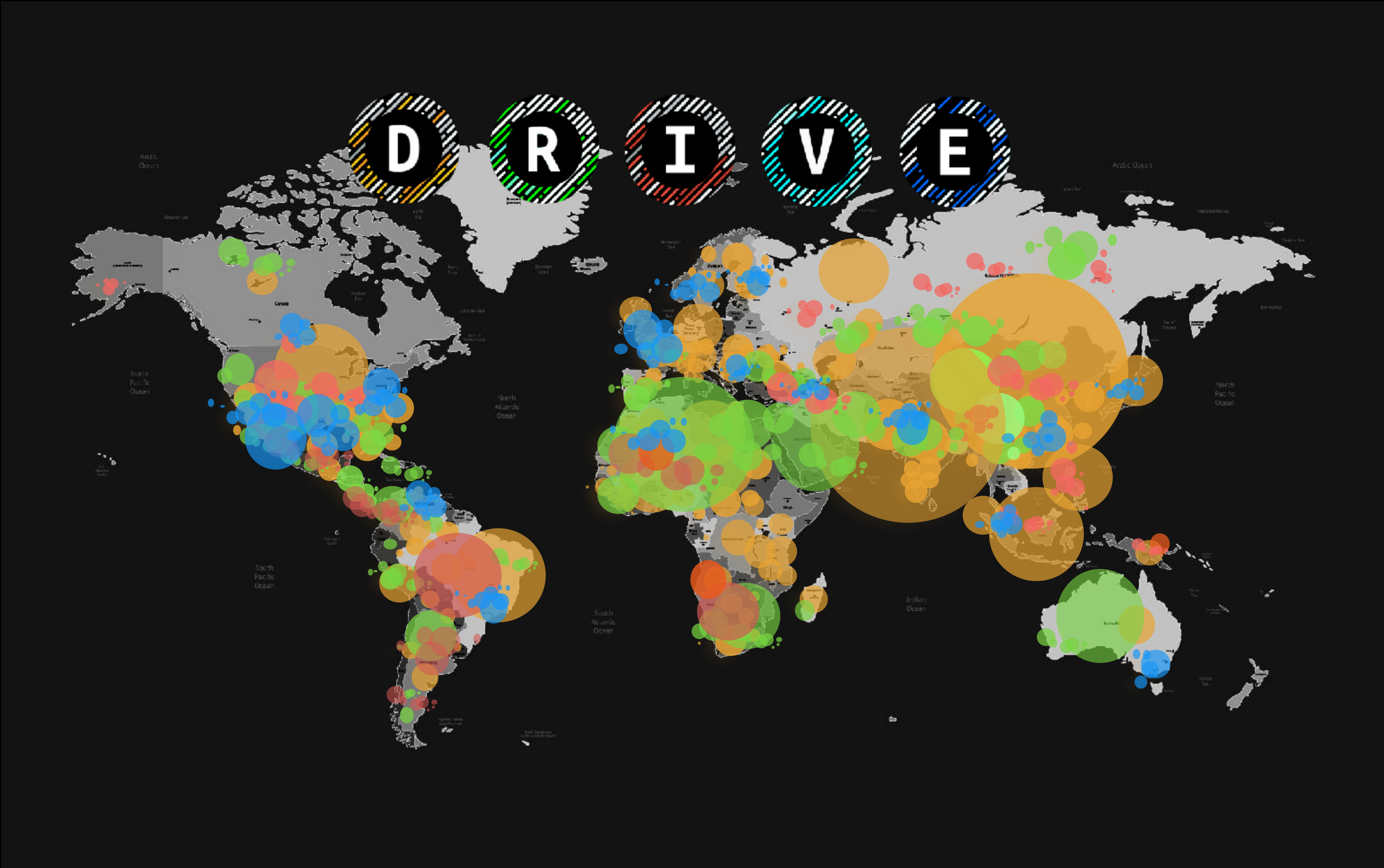
US



How do you get into digital marketing?

3 lenses







Thank you!