

# “Summer Davos” in Asia

## Annual Meeting of the New Champions 2010

### Driving Growth through Sustainability

Tianjin, People’s Republic of China 13-15 September



“Summer  
Davos”  
Experience

# “Summer Davos” Experience

## The Annual Meeting of the New Champions 2010

The Annual Meeting of the New Champions, the “Summer Davos”, is the foremost global business gathering in Asia. Introduced in 2007 in close collaboration with the People’s Republic of China and with the personal support of Premier Wen Jiabao, last year’s Meeting in Dalian convened 1,300 participants, including over 400 CEOs from Forum Partner and Member companies together with up-and-coming leaders from business, politics, science and technology from 80 countries. In 2010, we expect even stronger participation with over 1,500 participants.



## Who Will Participate?

- Global Growth Companies – businesses that have demonstrated a clear potential to become leaders in the global economy based on their growth record, business models and industry leadership, including:
  - Global Growth Company Partners – instrumental in shaping the New Champions agenda and programme
  - Global Growth Company Shapers – instrumental in shaping the industry and cross-industry related issues
- CEOs, CTOs, chief economists and corporate strategists from the Forum’s Member and Partner companies
- Young Global Leaders – a unique multistakeholder community of young leaders who share a commitment to improve the state of the world and provide insight into the priorities and expectations of future generations
- Public Figures – heads of government and ministers of energy, science and industry, among others

- Media Leaders – publishers and editors-in-chief, top columnists and economic editors
- Technology Pioneers – companies involved in the development of life-changing technology innovations that have the potential for a long-term effect on business and society
- Young Scientists – exceptional young scientists from around the world that have produced groundbreaking research in different fields
- Members of the Global Agenda Councils – thought leaders on the foremost challenges on the global agenda

The Forum has invited a select group of world-renowned executives from the world’s most influential companies as Mentors. At the Meeting, they speak on the most critical issues in the programme and actively exchange experiences and ideas with the New Champions.

This year’s Mentors include:

- Hari S. Bhartia**, Co-Chairman and Managing Director, Jubilant Organosys, India; Vice-President, Confederation of Indian Industry (CII)
- Eckhard Cordes**, Chairman of the Management Board and Chief Executive Officer, METRO, Germany
- Kris Gopalakrishnan**, Chief Executive Officer and Managing Director, Infosys Technologies, India
- James E. Rogers**, Chairman, President and Chief Executive Officer, Duke Energy Corporation, USA
- Cher Wang**, Chairman, HTC-VIA, Taiwan, China
- John S. Watson**, Chairman of the Board and Chief Executive Officer, Chevron Corporation, USA
- Wei Jiafu**, Group President and Chief Executive Officer, China Ocean Shipping Group Co., People’s Republic of China

## Setting the Agenda

### The New Growth Context

In an integrated global economy, the late Peter Drucker advised that the best way for companies to prepare for the future is to invent it themselves. Drucker’s advice was premised on the notion that entrepreneurs are better positioned to achieve growth by anticipating important societal changes rather than by adapting to major market changes. In his view, an organization that maintains such a holistic view of the world enjoys a distinct advantage by being able to address unmet market needs ahead of the competition.

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Preparing for a world of 9 billion requires the foresight to explore new business models, develop new industries, adopt new technologies and create new employment opportunities. This is why the World Economic Forum is bringing together 1,500 influential stakeholders for its “Summer Davos” – the fourth Annual Meeting of the New Champions – taking place on 13-15 September in Tianjin, People’s Republic of China. The venue will be in a newly constructed congress centre in the heart of the 600-year old city. The aim of the Meeting is to drive growth through sustainability by recasting future societal challenges as yet-to-be-realized opportunities, and to revitalize global governance, business leadership, corporate citizenship and public-private partnerships.

### What Is the Programme About?

Driving growth through sustainability is fundamental for global, national and business competitiveness in the 21st century. It requires committing to a new mindset – one that is determined to challenge long-held economic assumptions, rethink business models and explore scientific and technological solutions to foster innovation and creativity within organizations. It is a mindset that defines sustainability in the broadest terms, beyond its ecological impact, to develop a more holistic, systemic and integrated approach to leadership.

The Meeting this year is designed to prepare leaders from government and industry for this new growth context under the theme “Driving Growth through Sustainability”, which will be explored in the programme in four thematic tracks:



### Improving Competitiveness through Science and Technology

- How should an R&D strategy be designed to increase global competitiveness?
- How can government, business and the science community collaborate to accelerate the development and adoption of critical environmental technologies?
- What are the breakthrough discoveries in fundamental science that are poised to transform society?
- How can companies and countries attract the best and brightest minds?

### Creating New Value from Business Models and for Future Markets

- How can sustainability principles transform companies, industries and countries?
- How does culture influence business models?
- How can companies build and maintain an innovative low-carbon edge?
- How should supply chains be redesigned to achieve both green and global objectives?
- How should companies engage with frontier markets?

### Achieving Economic and Social Change through Sustainability

- How will the BASIC economies (Brazil, South Africa, India, China) achieve clean growth and development goals differently from industrialized countries?
- How should economic, environmental and social welfare goals be reconciled to avoid trade protectionism and economic nationalism?
- How can businesses and governments work together to holistically address skills gaps and employment needs?
- How will demographic and macroeconomic imbalances change the future of globalization?

### Designing Effective Global, Industry and Regional Solutions

- How can advanced and emerging economies collaborate to improve energy efficiency, lower dependence on natural resources and increase the use of renewable energy?

# “Summer Davos” Experience

- How can financing mechanisms and public-private partnerships be scaled to deliver job growth in both industrialized and emerging economies?
- How can policy-makers and business leaders work together to develop an effective approach to global environmental issues?
- How can global trade and investment regimes become a driver for clean and equitable growth?
- How will closer relations between China, Japan and South Korea change regional strategies towards development and growth challenges?
- How will Asian leadership impact global and industry agendas?



In addition, there will be a special session series, **Rethinking Asian Growth**, which will explore the evolution of trade, investment and business ties across China, India, Japan, South Korea and ASEAN.

## CEO Insight Groups

The Meeting also presents an unparalleled opportunity for business leaders from major multinationals and high-growth companies and Technology Pioneers from industrialized, emerging and frontier markets to meet informally as peers. To that end, the Forum is once again organizing CEO Insight

Groups, which are private, peer-to-peer programmes designed to provide business leaders with cross-industry perspectives on key emerging issues.

Participation is by invitation only and exclusively for CEOs and board-level executives taking part in the Annual Meeting of the New Champions in Tianjin, People's Republic of China. The Forum business communities participating are:

- Technology Pioneers
- Global Growth Companies
- Foundation Member companies from all regions
- Industry Partner companies
- Strategic Partner companies

This intensive and interactive private programme will be organized under two modules that are thematically linked to sessions in the official programme:

- Developing New Business Models
- Competing in a Low-carbon World

Eligible participants will be contacted by the Forum with additional information on the CEO Insight Groups programme.

## VIP Access to the World Expo 2010

The World Economic Forum, in collaboration with the Shanghai World Expo Organizing Committee and its official hospitality service provider, Shanghai China Travel International, will provide a unique opportunity to access the World Expo Park, China and Expo Theme Pavilions. The package will include flight and transfers, hotel and entrance to the Expo. More information will be provided upon registration for the Annual Meeting of the New Champions 2010.

[www.weforum.org/NewChampions](http://www.weforum.org/NewChampions)