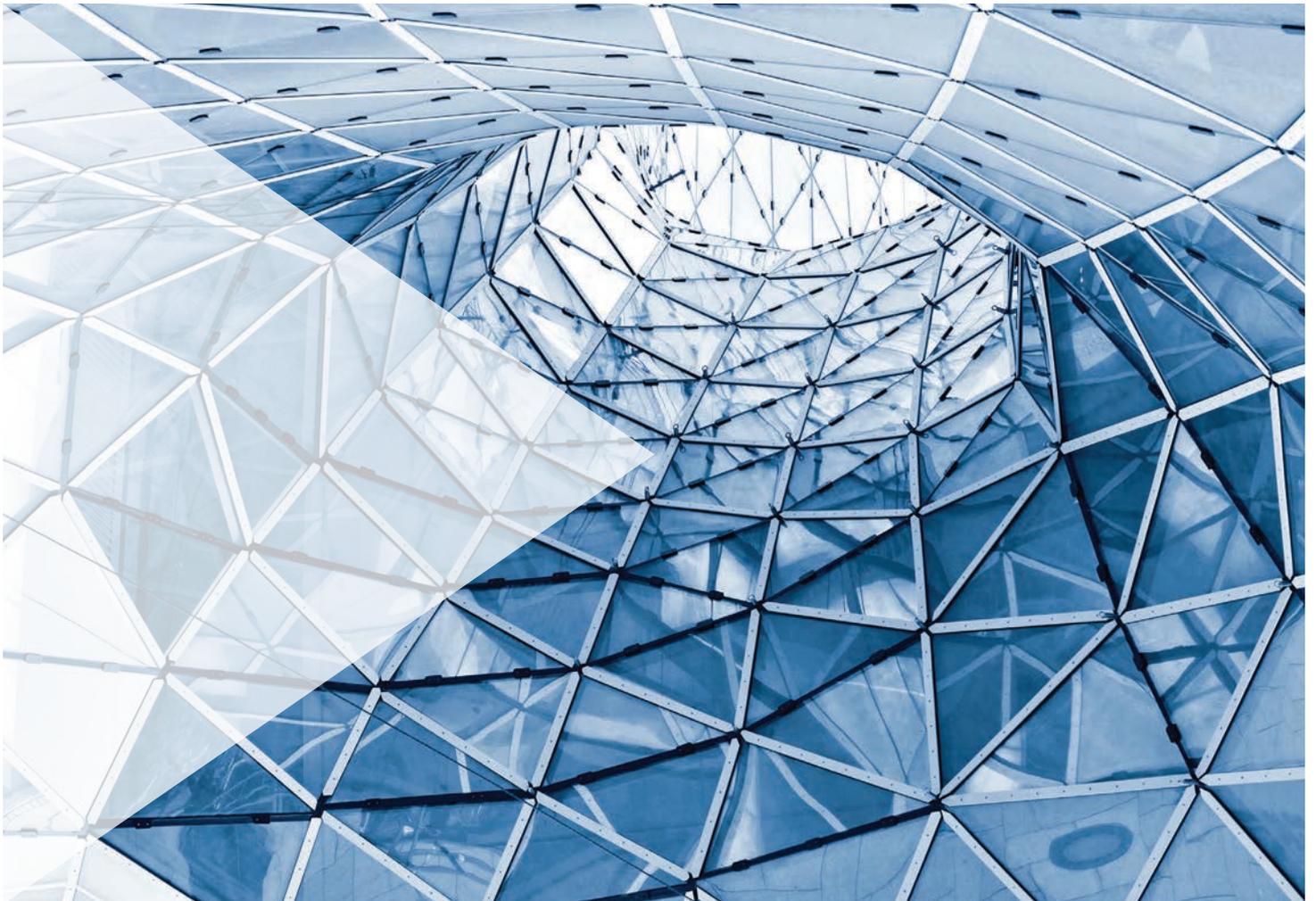


Summer Davos in Asia

Annual Meeting of the New Champions 2012 Meeting Overview

Tianjin, People's Republic of China 11-13 September



Creating the Future Economy

This year marks the sixth “Summer Davos” in Asia which this year convenes under the theme *Creating the Future Economy*.

Who will participate?

Over 1,500 important stakeholders from more than 90 countries will participate, including Forum communities at the forefront of creating the future economy:

- **Global Growth Companies** – businesses poised to become future leaders in the global economy based on their growth record, business model and industry leadership
- **Global Shapers** – extraordinary individuals between 20 to 30 years of age selected for their great potential for future leadership roles in society
- **Social Entrepreneurs** – leaders of the most innovative business solutions and partnership models driving social change
- **Technology Pioneers** – companies involved in the development of life-changing technology innovations and that have the potential for a long-term impact on business and society
- **Young Global Leaders** – a unique multi-stakeholder community of young leaders providing insight into the priorities and expectations of future generations
- **Young Scientists** – exceptional young researchers from around the world that have produced groundbreaking work in different scientific fields

The New Champions will be joined by:

- **Foundation Members and Partners** – represented by their chief executive officer and senior leadership responsible for strategic regional, technological and sectoral initiatives
- **Public Figures** – heads of government and ministers of energy, environment, science and industry convening to examine how sustainability can improve competitiveness
- **Faculty and Global Agenda Council Members** – individuals generating insights through their thought leadership and interdisciplinary collaboration
- **Media Leaders** – publishers and editors-in-chief, top columnists and economic editors

A select group of executives from the world’s most influential companies are also invited as Mentors of the Meeting to exchange experiences and ideas on critical issues with the New Champions. This year’s Mentors include:

Gao Jifan, Chairman and Chief Executive Officer, Trina Solar (TSL), People’s Republic of China

Susan Hockfield, President, Massachusetts Institute of Technology (MIT), USA

Jeffrey Joerres, Chairman and Chief Executive Officer, ManpowerGroup, USA

Paul Polman, Chief Executive Officer, Unilever, United Kingdom

Feike Sijbesma, Chief Executive Officer and Chairman of the Managing Board, Royal DSM, Netherlands

Christopher A. Viehbacher, Chief Executive Officer, Sanofi, France

Xiong Weiping, Chairman and Chief Executive Officer, Aluminium Corporation of China (CHINALCO), People’s Republic of China

Xu Heyi, Chairman, Beijing Automotive Group, People’s Republic of China

Programme Highlights

The programme of the Annual Meeting of the New Champions 2012 is designed to provide a unique platform for multistakeholder exchange and learning among global leaders via unique session formats.

Interactive panel sessions highlight critical challenges and opportunities on the global, regional and industry agendas and encourage participants to dive deeper into business and policy debates.

Forum Debates provide a platform for panellists to argue for or against a motion on an issue, leading to a fast-paced, dynamic discussion that also involves the audience.

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

Televised sessions 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 ideas via visually compelling narratives.

IdeasLabs showcase experts presenting new ideas, technologies and innovations from leading universities including: Carnegie Mellon University; China Europe International Business School (CEIBS); KAIST (Korea Advanced Institute of Science and Technology); Massachusetts Institute of Technology (MIT); Tsinghua University; University of Oxford; and University of Tokyo.

An Insight, An Idea is a session series featuring inspiring individuals and transformational ideas.

New Solutions is a session series designed to highlight innovative approaches pioneered by various “New Champion” communities.

WorkStudios are highly interactive sessions that stimulate learning, sharing and problem-solving among peers on a range of complex strategic issues.

Creating the Future Asian Economy is a session series on key policy, business and investment trends in Asia.

The **Culture Series** features the latest ideas from the world of arts in an inspirational setting.



What is the programme about?

The arrival of the 7 billionth person on the planet is a 21st century milestone that signals opportunities and challenges of an unprecedented scale. The optimal future scenario assumes that the global economy can deliver social cohesion, technological innovation, sustainable consumption and meaningful employment. The discussions in Tianjin will focus on how to ensure that the right values, incentives and models are in place to deliver the best possible outcomes for global prosperity, national competitiveness and entrepreneurial growth for future generations.

In this context, "Creating the Future Economy" serves as the theme of the Annual Meeting of the New Champions 2012 and requires an exploration of the following four sub-themes:

- Rethinking traditional markets and existing value chains
- Rising to societal challenges through entrepreneurial solutions
- Reinventing institutions and industries through innovative models
- Recognizing the new frontiers of science and technology

The Meeting in Tianjin will feature an intensive and interactive three-day programme to explore and address these themes in depth. Key policy, business and investment trends in Asia will be incorporated throughout the programme.



Industry Summits in Tianjin

The Forum is also holding private, peer-to-peer meetings designed to provide participants with cross-industry and multistakeholder perspectives on key emerging issues. The intensive and interactive private programme will be thematically linked to sessions in the official programme and will include the following industry-related topics:

- Innovation
- Energy and Resources
- Mobility
- Infrastructure and Urban Development
- Health

Participation is by invitation only and exclusively for chief executive officers and board-level executives from Partner and Member companies.



Rethinking traditional markets and existing value chains

- What structural changes are necessary to maintain global competitiveness in the 21st century?
- How are countries and companies repositioning themselves in the global value chain?
- How are new international trade and foreign investment patterns redefining markets?
- How are demographic shifts changing frontier markets?
- How is urbanization reshaping industries?
- How are the values of the younger generation redefining business models?

Reinventing institutions and industries through innovative models

- How will major trends, new models and emerging technologies across different sectors transform industry landscapes?
- What do transformations in China mean for the world?
- What innovations will help to manage global risks?
- Where will there be increases in consumption and investment in the face of austerity?
- What sectors will drive green growth in a resource-constrained world?
- How will labour markets evolve along with technological advances and emerging market growth?

Rising to societal challenges through entrepreneurial solutions

- What are the societal challenges that present major entrepreneurial opportunities?
- What creative approaches are promoting sustainable consumption?
- How can open innovation models help address societal challenges?
- How will gender equality transform countries, industries and companies?
- How can a successful company remain entrepreneurial?

Recognizing the new frontiers of science and technology

- How will trends in technology reshape human capital?
- Which emerging technologies will drive new industries?
- How are new models of research and development driving innovation?
- How are social media forcing companies to rethink their business?
- How will big data transform business decision-making?
- How will scientific discoveries and technological trends across sectors impact industries and create new pathways to the future economy?

FAQs

Where will the Meeting take place?

The Annual Meeting of the New Champions 2012 will take place at the Meijiang Convention Center in the city of Tianjin.

How will I travel to Tianjin?

Tianjin can be conveniently reached by frequent and short flight connections from most major airports in Asia including Shanghai, Guangzhou, Hong Kong SAR, Seoul and Nagoya. A shuttle bus service from Tianjin Binhai Airport and Beijing International Airport will be provided to the official hotels in Tianjin. A continuous shuttle service will also be provided throughout the Meeting between the official hotels and the Meeting venue.

Where will I stay?

The World Economic Forum has made block reservations in several hotels in the city of Tianjin. PublicisLive, our operations and production provider, handles accommodations for registered participants.

What does registration include?

Registration (CHF 8,000 for Forum Members, CHF 10,000 for non-Members) allows access to all sessions, including plenary sessions, interactive sessions, working sessions, lunches and dinners. Please note that it does not include travel or accommodation.

When do I need to register?

Participation is by invitation only and the deadline for inclusion in the participants booklet is Thursday 16 August.

What is the working language of the Meeting?

Sessions will be held in English with simultaneous interpretation in Mandarin Chinese and Japanese in most sessions.

Do I need a visa?

Most foreign nationals need a visa to enter the People's Republic of China. Please check with the Chinese embassy or consulate nearest you for visa requirements. The World Economic Forum is not responsible for providing visas, but is working closely with Chinese authorities to facilitate the visa application procedure. Further details will be provided in the confirmation letter that you will receive upon registration.

Where do I find additional information about the programme?

Basic information on the programme can be found on our website, <http://www.weforum.org/NewChampions>. Upon registration, you will receive your personal access information to the Meeting's private area.

Who do I contact to register or for more information?

E-mail: NewChampions@weforum.org

Programme at a Glance

Monday 10 September

08.00

Registration opens

19.00 - 21.00

Community Dinners

Tuesday 11 September

09.00 - 10.00

Interactive Sessions

10.30 - 11.30

Interactive Sessions

12.00 - 13.00

Interactive Sessions

13.00 - 14.00

Community Lunch

14.00 - 15.00

Interactive Sessions

15.30 - 16.30

Interactive Sessions

17.00 - 18.00

Welcome Remarks and Opening Plenary

Wednesday 12 September

09.00 - 10.00

Interactive Sessions

10.30 - 11.30

Interactive Sessions

12.00 - 13.00

Interactive Sessions

13.00 - 14.15

Community Lunch

14.15 - 15.15

Interactive Sessions

15.45 - 16.45

Interactive Sessions

17.15 - 18.15

Interactive Sessions

18.30 - 21.00

Cultural Soirée

Thursday 13 September

09.00 - 10.00

Interactive Sessions

10.30 - 11.30

Interactive Sessions

12.00 - 13.00

Interactive Sessions

13.00 - 14.15

Community Lunch

14.15 - 15.15

Interactive Sessions

15.45 - 16.45

Interactive Sessions

17.00 - 18.00

Closing Session and Closing Remarks

18.00 - 19.00

Farewell Reception
