

# Industry Strategy Meeting 2018

COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

Transforming Business in a Fractured World

San Francisco, USA 6-7 June

The global context is changing significantly as geostrategic competition has re-emerged on multiple fronts with wide-ranging political, economic and social consequences. Competing political narratives are shaping the governance of multiple industries. New economic strategies are being formulated to preserve the benefits of global trade and foreign investment. Socially, there is growing concern that a systemic approach is missing when it comes to climate change, inclusive growth and the Fourth Industrial Revolution. How then does business thrive in this fractured world? How should senior executives who are responsible for shaping their industry's agenda respond collectively to shared challenges?

To this end, the World Economic Forum will convene more than 300 Industry Strategy Officers to build on the business community's discussions at the Annual Meeting 2018 in Davos. The Industry Strategy Meeting also aims to advance the work of the System Initiatives that are enabling industries to shift from managing disruption to pioneering new models of business continuity and innovation.

The Industry Strategy Meeting programme will focus on three cross-industry themes:

- **Foresight and Preparedness:** How can industries improve their planning and performance in response to geopolitical challenges, market volatility and emerging technologies?
- **Trust and Resilience:** How can industries build trust among their stakeholders and strengthen their organizational resilience in an era of increasing digital disruption and cyber-threats?
- **Innovation and Impact:** How can business-driven innovation and new forms of collaboration address critical socio-economic and sustainable development challenges?

# Programme at a glance

	Wednesday 6 June	Thursday 7 June
08.00 - 09.00	Registration and Welcome Breakfast	Community Exchange Breakfast and Bilateral Meetings
09.00 - 10.00	Opening Town Hall on the Global Industry Outlook	Industry Sessions in Parallel "The Agenda from Davos"
10.30 - 11.30	Industry Sessions in Parallel "The Agenda from Davos"	System and Strategy Sessions in Parallel featuring Transformation Maps
<b>12.00 - 13.00</b>	<b>Community Lunch</b>	<b>Closing Town Hall on Shaping the Fourth Industrial Revolution followed by a Community Lunch</b>
13.00 - 17.00	System and Strategy Sessions in Parallel featuring Transformation Maps	
18.00 - 20.00	Community Dinner on Exploring New Frontiers	Learning Journeys in the San Francisco Bay Area

## Frequently asked questions

### What is a Strategy Officer's profile?

Strategy Officers who have comprehensive knowledge of their company's strategic priorities, can articulate key ideas on behalf of the chief executive officer, and provide thought leadership on important industry issues. Potential profiles include chief strategist, chief innovation officer, chief of staff, senior business development officer, or an equivalent role, preferably reporting directly to the chief executive officer.

### Where will the meeting take place?

The meeting will take place in San Francisco, USA, on 6-7 June 2018, beginning with an informal and optional welcome breakfast on 6 June. Please note that no airport transfers will be organized.

### Where will I stay?

PublicisLive, service provider of logistics and key support services to the World Economic Forum, will arrange accommodation for participants who request hotel booking assistance on TopLink (the Forum's online collaboration and interaction platform). Please request hotel booking assistance when registering on TopLink.

### Is there a registration fee?

Participation in the meeting is free of charge. Associated costs (travel, accommodation, etc.) should be covered by the participant's organization.

### What is the working language of the meeting?

The official language is English.

### By when do I need to register?

To allow us to prepare for your participation, we recommend registering as soon as possible and no later than Sunday 3 June 2018.

### Do I need a visa?

Please check with the US embassy or your nearest US consulate for visa requirements. The Forum is not responsible for providing visas.

### Where do I find additional information about the programme?

When you register, you will receive access to TopLink, where you will find the latest programme information.

### What is the Center for the Fourth Industrial Revolution?

The Center's mission is to advance global cooperation on the Fourth Industrial Revolution by defining policy frameworks for agile technology governance. The Center will address governance issues to enable the greatest positive societal impact from new technologies and scientific developments.

### Who do I contact for more information?

Please get in touch with your Forum contact, as indicated in your meeting invitation or TopLink account page under "Your Profile".