GLOBAL ISSUES

“It is not a matter of predicting the future, but of being prepared for it”
Pericles (500-429 BC) Greek politician and commander

June 2014
Gaëtan Siew CEO
1. The World
   - World of Contrasts
   - Urban World
   - Mobile world
   - Refuge Blocks
   - Global players
   - Global issues /Crisis
   - Global Imbalances

2. Global Trends
   - Geopolitics
   - Globalisation
   - Digital
   - Genetics
   - Ecology

3. Consequences
   - Mobility
   - Identity - Culture
   - Life

4. Lessons?
   - Innovate. Integrate.Inspire
Rich/poor Knowledge Digital Fracture

North – Old and Fragile
South – Young and Poor
South 90% < 25 years

Asia
- 3,922 m population
- 2,551 m mobiles
- 723 m tv
- 1,077 m internet 56%
- 254 m Facebook

World
- 7,0 bn population
- 5,6 bn mobiles
- 1,4 bn tv
- 2,4 bn internet
- 1,0 bn Facebook
An Urban World

- 2020: >65% urban population
- Monster or sustainable cities?
- +3 b people in South Cities by 2050
- 500,000 slum dwellers/month
- Heritage at risk

Sao Paulo, Brazil

Population m
- Tokyo 35.2
- Jakarta 22.0
- Bombay 21.2
- Delhi 21.0
- Manila 20.8
- New York 20.6
- Sao Paulo 20.2
- Seoul 19.9
- Mexico 18.7
- Shanghai 18.4
- Cairo 17.3

GUP b $
- Tokyo 1,588
- New York 1,511
- Los Angeles 852
- Paris 613
- Chicago 613
- London 603
- Osaka-Kobe 455
- Mexico 420
- Philadelphia 416
- Washington 399
A Mobile World

People – Ideas - Goods

- Brain drain/ Brain gain
- Competing Cities

- 6% The world Population – 2008
- 2020: 15% of EU population from Africa
- Delocalisation v/s immigration
- Climate refugees

Nomads, Mali
Diversity
Regionalisation

• By Region
• By Culture
• By Trade
• By Geopolitics
• By Vector/Medium
Emerging nations
• BRICS + CIVETS
• 2011: FDI 78 000 billions US$

Networks Power
Multinationals
World Finance
Civil Society
NGOs

New kind of economy based on networks
• New principles
• New ways of creating values

Global Entreprises
• Exxon – Apple – Toyota - Nokia
• Vectors of norms

Emerging nations
• BRICS + CIVETS
• 2011: FDI 78 000 billions US$
5 Questions

- World crisis or temporary discomfort?
- US diminishing presence?
- Chinese growth continue?
- EU Implosion or Consensus?
- Arab spring Explosion or New Democracy?
Five Mutations

- Geopolitics
- Globalisation
- Digital - 6th continent
- Genetics
- Ecology
Values & Principles

Western Democracy

Eastern Philosophy

**West:**
Democracy: Universal Principle & ideology?
Neo-Liberalism + Human Rights
Sacred Individual rights

**East:**
Western concepts: Secularisation – Identity - Liberalism already assimilated
Asian Values: Harmony – Good Man – Humanity (Lee Kuan Yew – Sin)
Universal Values?
Hierarchal vision of the world
Consequence 1: Mobility

People: Immigration ( & Expats) – Tourism
Ideas: +++ Technology
Goods: Air – Land – sea

Choking cities
Jakarta – Up to 10h/day
India - $6b/year

Bogota TransMilenio 400km by 2012
Curitiba – 1100 km : 2m pax

2015: 600 m retired living 2 summers

2012: $460 b remittance - 230 m people

2020: 1.6 b tourists

- Urban mobility
- Management models
- MIT + Singapore

HNWI: Expats with nomad tools
Consequence 1 : Mobility
People: Immigration ( & Expats) – Tourism
Ideas : +++ Technology
Goods : Air – Land – sea

Mobility – Economy
Global Players – “Localized”
Asia = 22 % world exports
Asia = 5.5 t $ market

India : Tata >> Jaguar
India: Mittal >> Arcelor
India: “IT” Indian Technology

USA looks at Asia instead of EU
USA looks at the Pacific instead of Atlantic
GLOBAL CULTURE MARKET
800 bn $ - annually
New soft power
7% of GDP

Consequence 2 : Identity - Culture

Tjibaou Cultural Centre, New Caledonia

Hong Kong Cultural District

Baku, Azerbaijan - Cultural Centre
Consequence 2: Identity - Culture

**WINNERS**
- USA + BRIC (Brazil**))

**LOSERS**
- EU (Fr, It, Pt, Es, De)

**WEST DECLINE**
- Aging: Innovation
- Elitist v/s Popular
- Small critical mass
- $\text{In} + \text{Cn} = 8 \times \text{EU}$
- $\text{In} + \text{Cn} = 5 \times (\text{EU} + \text{US})$

**GLOBALISATION**
- Americanisation
- Information flow
- Regional culture
- Global + Transnational
- Homogenous + Heterogenous
Consequence 2: Identity - Culture

SHIFT & MIX of all CULTURES
- Cinema
  - Sony/Columbia >> Z Yimou
  - Bollywood: 3.6 b tickets
  - Hollywood: 2.6 b tickets

SHIFT & MIX of all CULTURES
- Literature - Books
  - De >> Random House
  - Fr >> Time Warner (Lagardère)
- Nobel:
  - Gao Xing Chang
  - Mo Yan
  - R Tagore

SHIFT & MIX of all CULTURES
- Music
  - US >> Warner
  - Fr >> Universal
  - UK >> EMI
  - Jp >> Sony
  - K-Pop >> Gangnam style

SHIFT & MIX of all CULTURES
- Art Market 2011 = 47 b$
  - China: 41%
  - EU: 27%
  - USA: 23%
Consequence 2: Identity - Culture

GLOBALISED - LOCALISED
India: absorbs & remains Indian
Cn, Jp, Kr: strong export attitude
Sin: Asia for beginners

Singapore – National Art Gallery
Consequence 3: Life

Death of distance?
Mobility accelerator
New organisation of space

- Increased productivity/efficiency
- Online database
- Health identifier
- Distance learning
- Exchange accelerator
- Mobile meteo for African farmers
- Internet / Facebook revolution
- Wikileaks: Big brother II

2012: 40% Western world living alone
Consequence 2: Life
2025 Future Cities
600 cities = 65% GDP = 2 b people (25% W)
Asia: 20 out of Top 25 cities in GDP growth

2030: Future Cities – Innovation
333 b$: Global market integrated cities
10,8 t$: City infrastructure

2030 Future Cities Global Market
• Retro-fitting / Upgrading of old cities
• Connecting city systems for integration & interoperability
• City density/Population without congestion
• Transition to resource-efficient, low carbon cities
• Resilient energy systems
Consequence 2: Life

Diversity – Innovation
• Technological hubs + Legal Framework + Int’l Infrastructure

- Hong Kong
- Singapore
- Seoul
- Leaders in Asia

New York
San Francisco
Miami
Los Angeles
Beirut
Istanbul
Barcelona
London
Paris
Berlin
Milano
Lessons?

New Model

• Connecting mobilities, affinities, identities, languages
• Understanding a globalized, integrated, collaborative world
• Sharing new mobility (knowledge/resources)
• Designing necessity into beauty
“Today we speak, if not the same tongue, the same universal language. There is no one centre, and time has lost its former coherence. East and West, yesterday and tomorrow exist as a confused jumble in each one of us. Different times and different spaces are combined in a here and now that is everywhere at once.”

Octavio Paz (Mexico)