



GLOBAL CREATIVE LEADERSHIP INITIATIVE



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



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Key Points



1. The World

- World of Contrasts
- Urban World
- Mobile world
- Refugee Blocks
- Global players
- Global issues /Crisis
- Global Imbalances

2. Global Trends

- Geopolitics
- Globalisation
- Digital
- Genetics
- Ecology

3. Consequences

- Mobility
- Identity –Culture
- Life

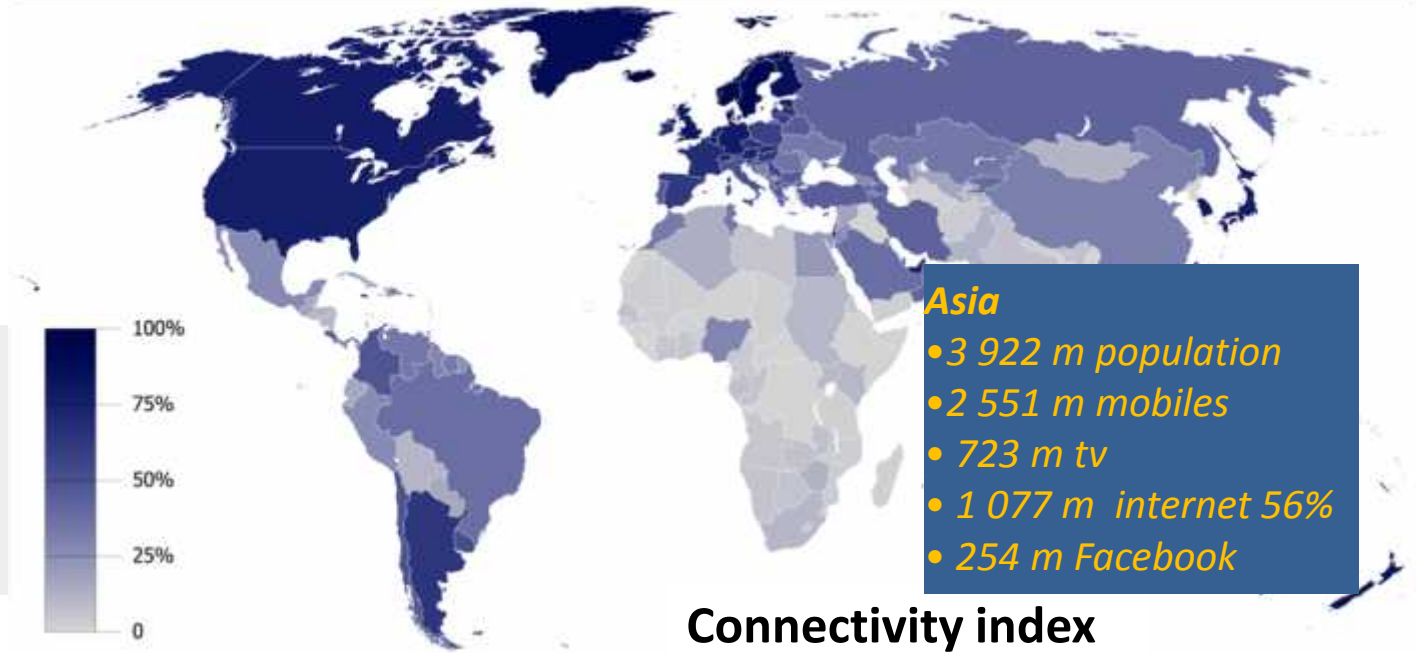
4. Lessons ?

- Innovate. Integrate. Inspire



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Rich/poor
Knowledge
Digital Fracture



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

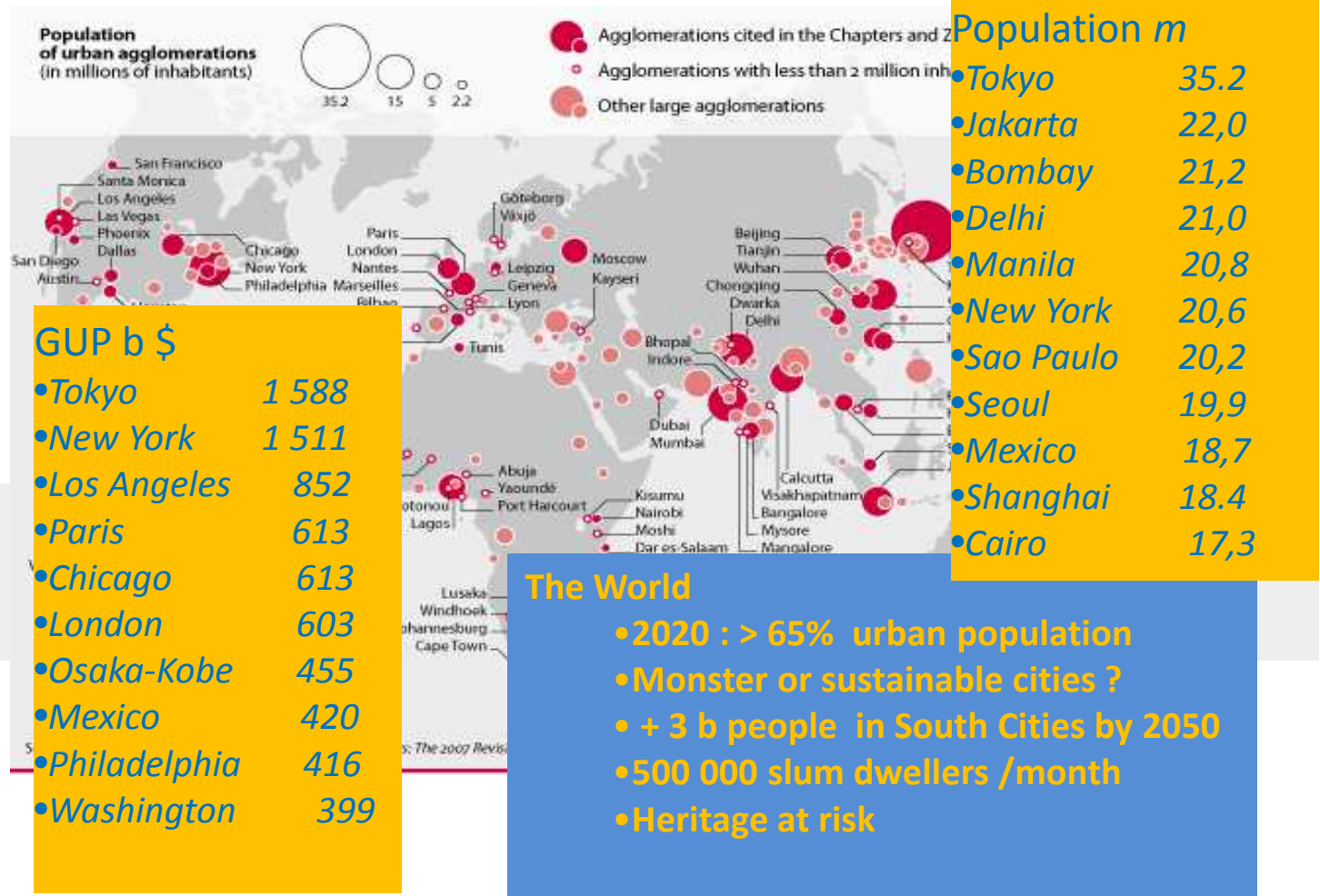


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An Urban World



Sao Paulo, Brazil





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Networks Power

Multinationals
World Finance
Civil Society
NGOs



New kind of economy
based on networks

- New principles
- New ways of creating values

Investissements directs étrangers (IDE) entrants, 2008



Global Entreprises

- Exxon – Apple – Toyota - Nokia
- Vectors of norms

Emerging nations

- BRICS + CIVETS
- 2011 : FDI 78 000 billions US\$



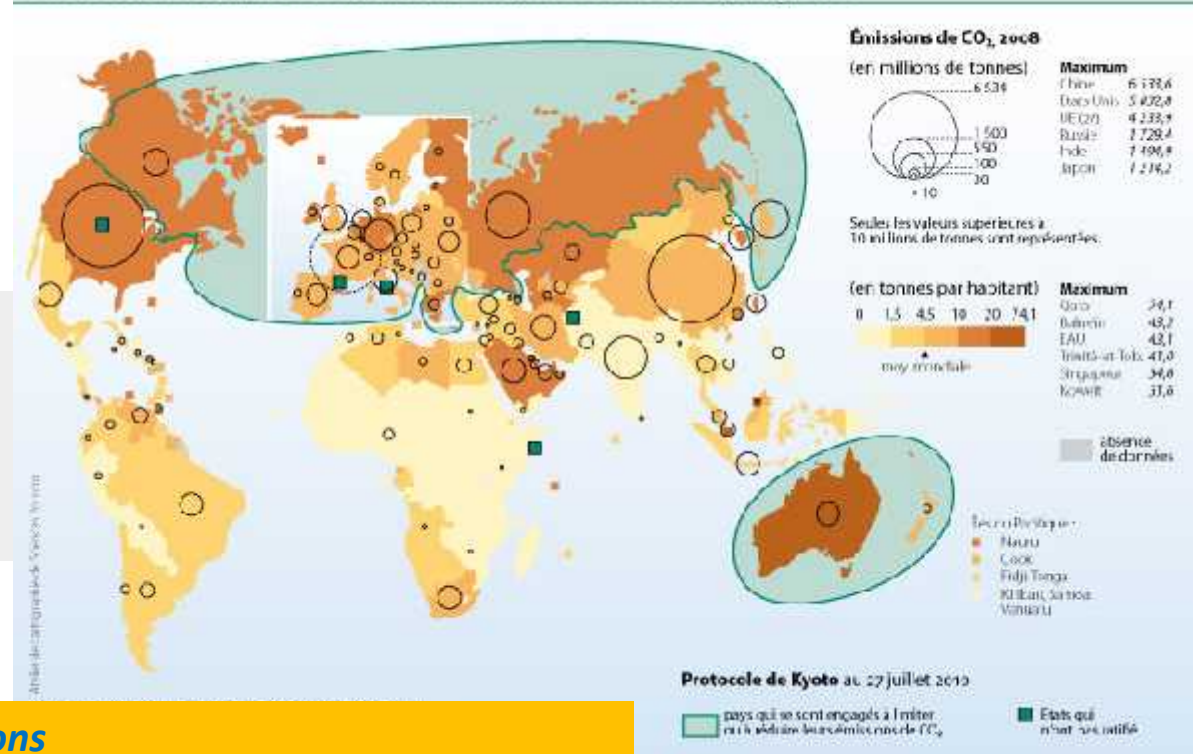
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Climate Change
 Cultural Diversity
 Economic Crisis
 Food – Water crisis
 Land ownership



Climate refugees
 Bangladesh

Émissions de CO₂ et ratifications du protocole de Kyoto, 2010



5 Questions

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



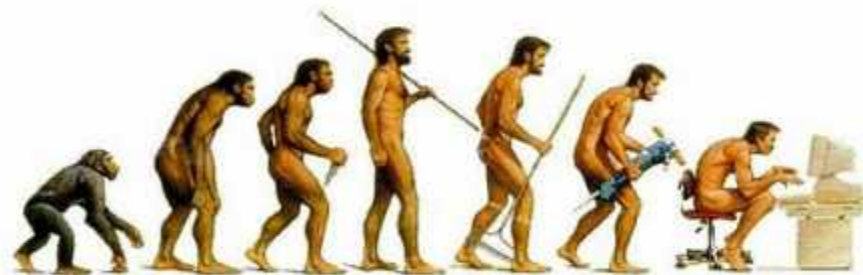
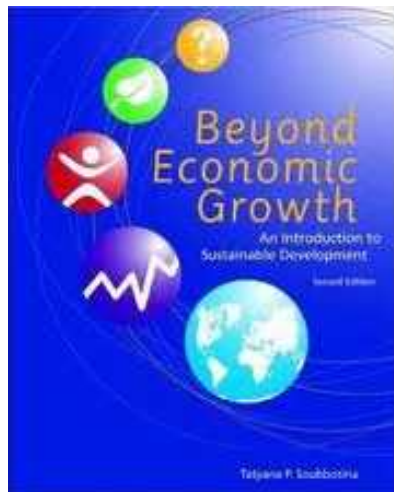
Abandoned city
 Texas, USA



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Five Mutations

- Geopolitics
- Globalisation
- Digital - *6th continent*
- Genetics
- Ecology





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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



GLOBAL CREATIVE LEADERSHIP INITIATIVE

Consequence 1 :Mobility

People: Immigration (& Expats) – Tourism

Ideas : +++ Technology

Goods : Air – Land – sea



2020: 1,6 b tourists



2012: \$ 460 b remittance - 230 m people

Choking cities

Jakarta – Up to 10h/day

India - \$6b/year



Bogota TransMilenio 400km by 2012

Curitiba – 1100 km : 2m pax

- Urban mobility
- Management models
- MIT + Singapore



HNWI : Expats with nomad tools

2015: 600 m retired living 2 summers



GLOBAL CREATIVE LEADERSHIP INITIATIVE

Consequence 1 :Mobility

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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



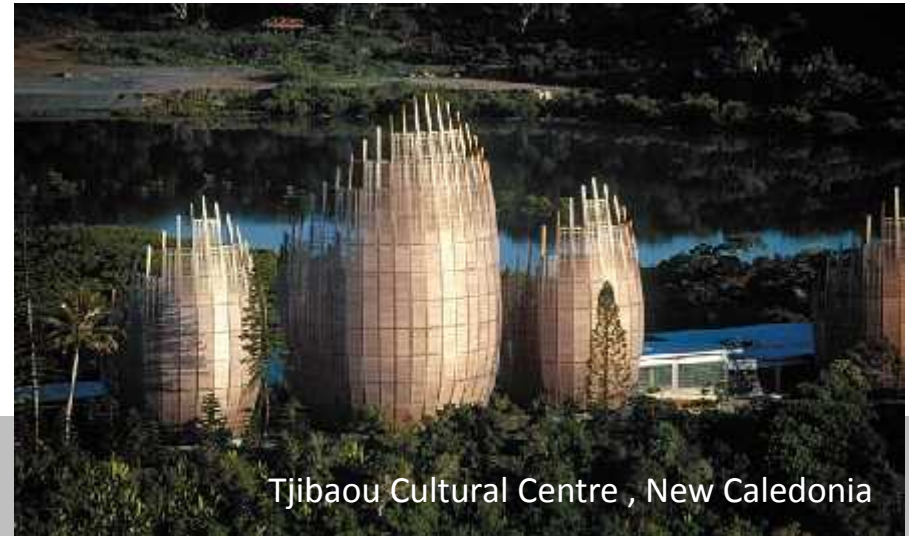


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Consequence 2 : Identity - Culture

GLOBAL CULTURE MARKET

800 bn \$ - annually
New soft power
7% of GDP



Tjibaou Cultural Centre , New Caledonia

Hong Kong Cultural District



Baku, Azerbaijan - Cultural Centre



GLOBAL CREATIVE LEADERSHIP INITIATIVE

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
 $In + Cn = 8 \times EU$
 $In + Cn = 5 \times (EU + US)$

GLOBALISATION

+ americanisation
+ Information flow
+ regional culture

Global + Transnational
Homogenous + Heterogenous



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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

Art Market 2011 = 47 b\$

China 41 %

EU 27%

USA 23%



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





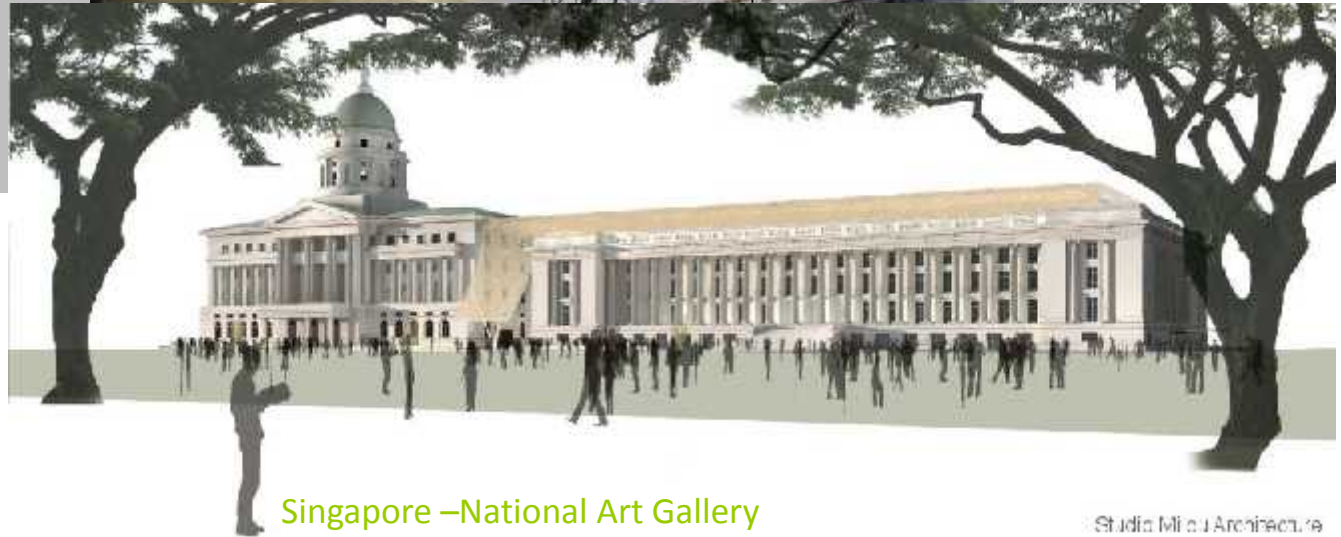
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Consequence 2 : Identity - Culture

Bilbao

GLOBALISED - LOCALISED

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



Singapore –National Art Gallery

© Studio Milieu Architecture



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Consequence 3 : Life

Death of distance?

Mobility accelerator

New organisation of space



2012 : 40 % Western world living alone

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





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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*



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Consequence 2 : Life

Diversity – Innovation

•Technological hubs + Legal Framework + Int'l Infrastructure

- Hong Kong
- Singapore
- Seoul
- Leaders in Asia

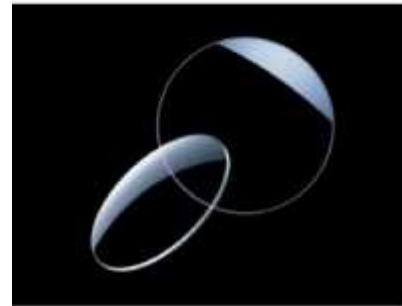
New York
San Francisco
Miami
Los Angeles
Beirut
Istanbul
Barcelona
London
Paris
Berlin
Milano



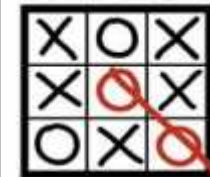


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Lessons ?



**THINK
OUTSIDE
THE BOX**



Think outside the box

innovate.
integrate.
inspire.



New Model

- Connecting mobilities, affinities, identities, languages
- Understanding a globalized, integrated, collaborative world
- Sharing new mobility (knowledge/resources)
- Designing necessity into beauty





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“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)



*Obrigado
Shi Shei
Gratias
Merci
Spasiba
Thank you
Shoukran*