



WORLD KNOWLEDGE FORUM 2025

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SEOUL, KOREA

World Knowledge Forum
Secretariat

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NEW ODYSSEY: NAVIGATING THE GREAT TRANSITION

**WORLD KNOWLEDGE FORUM
2025**





Brand Identity of the World Knowledge Forum

The new logo of the World Knowledge Forum embodies the idea of encompassing diverse fields of knowledge from the highest heights to the deepest depths, not only in Asia but across the entire world.



Chairman of Maekyung Media Group
Founder of the World Knowledge Forum

CHANG Dae-Whan

A handwritten signature in black ink that reads "Dae-Whan Chang". The signature is fluid and cursive, with the first name "Dae-Whan" and the last name "Chang" clearly distinguishable.

MESSAGE FROM THE CHAIRMAN

The World Knowledge Forum celebrates its 26th anniversary this year.

The World Knowledge Forum is celebrating its 26th anniversary this year. The World Knowledge Forum is an annual festival of knowledge that showcases the most advanced ideas of our time. To achieve this, the Forum identifies the most pressing global issues and provides a platform where opinion leaders from Korea and around the world can freely share their perspectives. We strive to widely disseminate the insights and discussions generated at the Forum. In recent years, by leveraging advanced digital technologies, the Forum has expanded its role as a factory of global knowledge, spreading knowledge far beyond Korea to every corner of the world. Moving forward, the World Knowledge Forum will continue its journey to become not only Asia's leading forum but also the world's premier forum.

The 26th World Knowledge Forum is being held at a critical juncture, as the established order and systems that have driven global economic growth are collapsing and an intense arms race is accelerating. The era of strongmen is undermining globalization and free trade, prioritizing national interests and strengthening protectionism, while economically and militarily threatening neighboring countries. South Korea has faced unexpected leadership changes and is mired in low growth, making this a time when innovation and bold challenges are required across all sectors of society.

In particular, the rapid technological advancements led by artificial intelligence (AI) are shaking the foundations of industry and politics. Humanity is caught in the midst of a sweeping transformation. The world's major powers, including the United States and China, are investing astronomical sums in transformative technologies such as AI, semiconductors, quantum computing, biotechnology, and robotics, presenting rosy outlooks for the future. However, neighboring countries are concerned about the side effects of a winner-takes-all dynamic. There are growing concerns that these innovative technologies could lead to monopolies and even threaten human jobs.

Amidst these simultaneous and rapid changes in politics, economy, and culture, social conflicts are also intensifying. The need for challenges that break through these difficulties with innovation and integration has never been more urgent. This year, Maeil Business Newspaper presents the main theme of the World Knowledge Forum as "New Odyssey: Navigating the Great Transition."

Homer's classic "Odyssey" tells the story of a long journey in which humanity overcomes chaos, hardship, and temptations that are easy to fall into, finding hope through courage and challenge. In this era of great transition, where old systems are regressing and political and economic uncertainties are mounting, we hope that humanity can overcome these crises with wisdom and knowledge.

We look forward to you gaining valuable insights from the world's leading scholars and global experts at this year's World Knowledge Forum. If you discover insights and ideas that help you take a step forward during the three days of the Forum, it will be of the utmost value. We promise to reward your precious time with the very best knowledge.

WORLD KNOWLEDGE FORUM IN NUMBERS

2000~2024

(unit=ea)



PARTICIPANTS

For 25 years, distinguished participants from around the world—representing political, academic, corporate, and other diverse fields—have gathered for the “knowledge-sharing feast” at the annual World Knowledge Forum.

66,022



SPEAKERS

The World Knowledge Forum features global speakers from the fields of politics, economics, and industry, including former U.S. President George W. Bush, former U.K. Prime Minister David Cameron, former German Chancellor Gerhard Schröder, and former French President Nicolas Sarkozy, as well as Microsoft Co-founder Bill Gates, OpenAI CEO Sam Altman, The Trump Organization Executive Vice President Donald Trump Jr., and MIT Professor Daron Acemoglu.

6,058



SESSIONS

Every year, the World Knowledge Forum covers a variety of topics encompassing economy, industry, politics, culture, art, future, and climate change.

1,903



COUNTRIES

Participants and speakers are joining the World Knowledge Forum from countries in various regions including Asia, North America, South America, and Europe, and so forth.

86

*Up to 2024
[Source = World Knowledge Forum Secretariat]

WORLD KNOWLEDGE FORUM TOPICS

2000~2024

2000

Shaping the New Millennium with Knowledge

World Knowledge Forum Launched

2001

Drawing the Roadmap for Knowledge Economy and Global Prosperity

World Knowledge Corps Launched

2002

Knowledge in a World of Risk: A Compass Towards New Prosperity

2003

Creating a New World Order and Economy

2004

Partnership for Renewed Growth

World Knowledge Forum Outside Korea Launched

2005

Creativity and Collaboration: Foundation for the New Era

2006

Creative Economy

2007

Wealth Creation & Asia

World Bank Recognized World Knowledge Forum

2008

Collabonomics & Greater Asia

Open Sessions Launched at World Knowledge Forum

2009

One Asia: New Economic Order & Recovery

One Asia Momentum Launched

2010

One Asia Momentum, G20 Leadership & Creatinnovation

2011

The New Economic Crisis: Reforming Global Leadership & Asia’s challenge

2012

The Great Breakthrough: New Solutions for Global Crisis

2013

The One Asia Metamorphosis

2014

Invigorating the Global Economy

2015

Mapping the Zeitgeist

Plenary Session Moved to Jangchung Arena

2016

Aiming for Great Instauration

Asia Business Awards Launched

2017

Inflection Point: Towards New Prosperity

2018

Collective Intelligence: Overcoming Global Pandemonium

2019

Knowledge Revolution 5.0: Perspicacity Towards Prosperity for All

2020

Pandenomics Perspective: Shaping New Global Symbiosis

Online and Offline Hybrid Forum Launched

2021

Terra Incognita: Redesigning the Global Architecture

2022

Supercompensation : Restoring Global Prosperity & Freedom

2023

Techno Big Bang: Humanity on the Shoulders of Giants

2024

Journey Towards Coexistence



WORLD KNOWLEDGE FORUM 2025

Following the 1997 Asian financial crisis, the World Knowledge Forum (WKF) was founded in October 2000 after two years of preparation with the ambition to transform Korea into a knowledge-driven nation. Since then, the World Knowledge Forum has served as a platform for active discussions aimed at narrowing knowledge gaps through knowledge sharing, and fostering balanced global economic growth and prosperity.

A total of approximately 6,058 global speakers and 66,022 attendees have participated since the inaugural forum in 2000, held under the theme of 'Shaping the New Millennium with Knowledge.' The WKF has since grown into one of the largest knowledge-sharing events worldwide. Prominent speakers at previous WKFs have included state leaders such as George W. Bush, the 43rd President of the United States; Theresa May, the 76th Prime Minister of the United Kingdom; Nicolas Sarkozy, the 23rd President of the French Republic; and Gerhard Schröder, the 7th Chancellor of Germany. Presidents of international organizations have also participated, including Jim Yong Kim, the 12th President of the World Bank. Founders and CEOs such as Bill Gates, Co-founder of Microsoft Corporation; Larry Ellison, Chairman and CEO of Oracle Corporation; John L. Hennessy, Chairman of Alphabet; and George Soros, Chairman of Soros Fund Management, have graced the forum. Scholars including Larry Summers, Paul Krugman, Michael Porter, and Gregory Mankiw have also addressed the forum.

Celebrating its 26th year, a wide range of discussions will take place under the theme “New Odyssey: Navigating the Great Transition.”

This year’s World Knowledge Forum will be joined by leading experts in their respective fields, including Justin Trudeau, The 23rd Prime Minister of Canada; Donald Trump Jr., Executive Vice President of the Trump Organization; Charles Michel, former President of the European Council; Jared Diamond, Professor Emeritus at UCLA; Werner Vogels, Chief Technology Officer (CTO) of Amazon; Robert Smith, Chairman of Vista Equity Partners; Herbert Diess, former Chairman of Volkswagen and current Chairman of Infineon; Martin Eberhard, Co-founder of Tesla; Nazir Razak, former Chairman of CIMB; Jim Moran, former Republican Congressman; Ashishkumar Chauhan, CEO of the National Stock Exchange of India; Chad Wolf, Executive Vice President of the America First Policy Institute (AFPI); Anne Corona, CEO of Enterprise Clients of Aon; Marisa Chearavanont, Special Advisor to the CP Group Chairman; Kurt Björklund, Chairman of Permira; Ian Horrocks, Professor at Oxford University; and James Robinson, Professor at the University of Chicago.



World Knowledge Forum 2025 Theme

NEW ODYSSEY: Navigating the Great Transition

In 2025, human civilization stands at a turning point. The existing order and systems are being called upon for a complete redesign, driven by the restructuring of the geopolitical landscape around major powers, the intensification of the climate crisis and resource competition, and rapid demographic shifts. Amid these changes, the dramatic advances in artificial intelligence (AI) present an uncertain future—AI could become a technology that saves humanity, or it could lead to technological monopolies and unforeseen side effects. In this era of upheaval, the World Knowledge Forum has chosen “New Odyssey: Navigating the Great Transition” as its main theme.

Homer’s classic “Odyssey” is not just a tale of a journey, but a bold narrative of overcoming chaos and hardship with courage and wisdom, resisting temptations, and ultimately regaining hope.

The concept of the “New Odyssey” embodies humanity’s determination and challenge to overcome uncertainty and redesign its own systems. This is a collective task for all of humanity. In particular, Korea faces the daunting challenge of restoring political leadership amid global geopolitical tensions, making innovation and improvement of its social systems imperative.

Against this backdrop, the 2025 World Knowledge Forum aims to embark on a new journey through this era of great transition, together with opinion leaders from around the world. This year’s forum will address the comprehensive transformation facing humanity through five key pillars of knowledge—each offering keys to overcoming the current turmoil: ▲ New Order ▲ Invest the Future ▲ AI Transition ▲ Industrial Odyssey ▲ Culture & Human

Knowledge shines brightest in times of great transition. We hope the 2025 World Knowledge Forum will serve as the launching point for opening new horizons through the “New Odyssey.”



01.

NEW ORDER

WORLD KNOWLEDGE FORUM 2025
TRACK & SESSION
INTRODUCTION

In this era of upheaval, we are redrawing the new order. Changes in leadership, the reshaping of the security landscape, and competition for technological supremacy are intersecting. We discuss changes in the new international business environment and shifts in the geopolitical paradigm.

SESSION

- Leadership, Solidarity, and the New Odyssey
- APEC and the New World Order
- Europe at a Crossroads
- Trump 2.0: MAGA Economic Policy
- The World of Washington Lobbyists
- 2026 Geopolitical Outlook

02.

INVEST THE FUTURE

The flow of capital changes the future. Global investment trends, financial innovation, and the macro economy determine the fate of nations and companies. The future investment strategies of gurus are revealed.

SESSION

- Tech Investment Strategies in the AI Era
- The Power of Cryptocurrency
- Why India Matters Now
- Digital Assets and the New Order
- Prosperous Nations, Failing Nations
- Lessons from Japan's 30-Year Economy

03.

AI TRANSITION

Artificial intelligence (AI) is now steering humanity's course. From generative AI to AGI, AI is set to reshape future industries. Here's a look at the future that AI will transform.

SESSION

- The AI Power Race
- AI and Cybersecurity
- SMR, Powered by AI
- Advances in AI Drug Discovery
- Where Cloud Meets AI
- The Power of AI For Industries

04.

INDUSTRIAL ODYSSEY

Traditional manufacturing industries are advancing further. With the development of AI, geopolitical shifts, and changes in supply chains, the DNA of industry is being transformed. We present the challenges and success strategies of major industries.

SESSION

- Shipbuilding's Golden Age Returns
- Korea-Japan Business Cooperations: Next Steps
- Shield of the Sky: Iron Dome
- Cleantech and Trump 2.0
- Energy Transition: Batteries
- Defense Industry Outlook

05.

CULTURE & HUMAN

Cultural imagination evolves faster than technology. With the evolution of AI tools, culture spreads and is consumed at an even faster pace. Here, we present the recipes of cultural content.

SESSION

- The Rise and Fall of Civilization
- Dopamine & the Modern Trap
- The Secret of Obama's Speeches
- Edward Lee's 'Food and Culture'
- New K-Behavior Powerhouse
- The A to Z of Filmmaking

SPEAKER
INTRODUCTION



Justin Trudeau
The 23rd Prime Minister of Canada

Serving as the 23rd Prime Minister of Canada from 2015 to 2025, he led reforms including strengthening the middle class and forming a gender-balanced cabinet leading the country through an era of global challenges.

Trudeau entered politics in 2007 and led the Liberals to a historic majority in 2015 with his government taking bold action on many issues like climate change and poverty. He delivers powerful insights on building bridges to cultivate resilient communities and drive meaningful, lasting change.



Jared Diamond
Author of “Guns, Germs, and Steel”
Emeritus Professor at UCLA

Renowned as one of the greatest intellectuals of our times, he has written numerous best-selling books on anthropology.

He has received the U.S. National Medal of Science, the Pulitzer Prize for Nonfiction, the Tyler Prize for Environmental Science, and has been elected to the U.S. National Academy of Sciences. Beginning his research career in physiology, he expanded his work into ornithology, evolutionary biology, and biogeography. As an explorer, he rediscovered the Golden-fronted Bowerbird on a remote Pacific island. Diamond is renowned as a global intellectual, offering profound insights into modern civilization and environmental issues.



Charles Michel
Former President of the European Council

Served as President of the European Council from 2019 to 2024, setting the core agenda for the European Union.

He led large-scale recovery plans to overcome COVID-19 and, following the outbreak of the Russia-Ukraine war, coordinated immediate assistance to Ukraine from various European countries. Throughout his political career, he has consistently promoted Europe’s strategic autonomy within the global order and emphasized the need for innovation and unity to maintain the EU’s global influence. With his diplomatic skills in smoothly resolving conflicts, he advanced discussions on EU enlargement, aiming to integrate Eastern European countries into the European community. In 2014, he became the youngest prime minister in Belgian history.



Robert F. Smith
Chairman of Vista Equity Partners

Head of the world's leading private equity firm investing particularly in artificial intelligence (AI) and software.

Vista Equity Partners manages over \$100 billion in assets and has built a diverse portfolio of technology companies, serving millions of customers worldwide. Smith oversees the firm’s core investment strategies and capital raising, and is an active member of its key investment committees. Since founding Vista in 2000, he has supervised more than 600 transactions with a cumulative value exceeding \$315 billion. Known for his innovative investment approach and leadership, Smith was named one of Forbes’ 100 Greatest Living Business Minds in 2017. He earned a bachelor’s degree in chemical engineering from Cornell University and an MBA from Columbia Business School.



James Robinson
2024 Nobel Laureate in Economics
Professor at the University of Chicago

Winner of the 2024 Nobel Prize in Economics, he is renowned for his research on the causal relationship between political systems and a country's long-term economic performance.

He demonstrated, through works such as “Why Nations Fail,” that inclusive institutions lead to prosperity, while extractive institutions result in failure. In his latest book, “The Narrow Corridor,” he explores the conditions necessary for liberalism to take root within a state, arguing that freedom is only achieved when there is a balance of power between the state and the private sector; when this balance collapses, societies tend toward authoritarianism or anarchy. Robinson received his undergraduate degree from the London School of Economics, a master’s from Warwick University, and a PhD from Yale University inclusion strategies.



ZHANG Ya-Qin
Dean of Institute for AI Industry Research of Tsinghua

He is a Chinese IT and AI guru who served as the president of Baidu, known as the ‘China's Google’.

ZHANG Ya-Qin, Dean of Institute for AI Industry Research of Tsinghua University, served as President of Baidu often referred to as the “Google of China” from 2014 to 2019. Prior to joining Baidu, he spent 16 years at Microsoft, holding key leadership roles. He is recognized as one of the leading scientists in digital video and AI, with over 500 published papers, 60 U.S. patents, and 11 books to his name.

SPEAKER
INTRODUCTION



Nazir Razak
Chairman of Ikhlas Capital
Former Chairman of CIMB

A leader who has been at the forefront of the financial sector in Southeast Asia, including investment and M&A, based in Malaysia.

He built his career at CIMB Group, one of ASEAN's largest financial institutions, where he worked for 29 years before stepping down as chairman in 2018. Razak transformed CIMB from a local Malaysian investment bank into a leading financial group across ASEAN, expanding its assets nearly 1,000-fold and establishing a network of over 1,150 branches throughout Southeast Asia. He comes from a prominent political family in Malaysia, being the son of the country's second Prime Minister, Abdul Razak Hussein, and the younger brother of the sixth Prime Minister, Najib Razak.



Ashishkumar Chauhan
CEO of the National Stock
Exchange of India

Founded the National Stock Exchange of India (NSE), which is responsible for the capital market of India, an emerging economic powerhouse, and is a leader who is shaping the future.

He played a pivotal role in modernizing India's securities market by introducing the country's first mobile trading system, establishing the SME equity market, creating the flagship Nifty index, and launching derivatives trading platforms. Chauhan is credited as the "father of modern financial derivatives in India" for his innovative work in developing India's exchange-traded derivatives market. He is also a member of the University Grants Commission and serves as Chancellor of the University of Allahabad. Previously, he was the Group CIO at Reliance and CEO of the Mumbai Indians cricket team. Chauhan studied at IIT Bombay and IIM Calcutta.



Anne Corona
CEO of Aon's Enterprise Clients

An expert in consulting for large corporations in the global insurance market, she is recognized for her exceptional capabilities in corporate risk management.

She leads the strategic direction of Aon's Enterprise Client Group, delivering integrated risk capital and human capital solutions to large multinational clients worldwide. With nearly 25 years at Aon, Corona has held several senior positions, including CEO of Asia Pacific, President of the Financial Services Group, and Chief of Staff in the CEO's office. She is recognized for her entrepreneurial mindset and holistic perspective, helping Aon provide innovative solutions to its clients. Corona also chairs Aon's Global Inclusive Leadership Council, advancing the company's diversity and inclusion strategies.



Marisa Chearavanont
Special Advisor to CP Group

Born in South Korea and naturalised in Thailand, she is a philanthropist, social entrepreneur, and patron of the arts.

She is married to Supakit Chearavanont, Chairman of CP Group, Thailand's largest private company, and currently serves as Senior Special Advisor to the CP Group Chairman. Marisa is known for her passionate support of various social, educational, and cultural improvement initiatives. She founded the Chef Cares Foundation, which collaborates with Thailand's top chefs to drive positive and sustainable social change through culinary arts. The foundation provides culinary education opportunities to underprivileged youth in Thailand and actively works to preserve and globalize Thai culinary culture.



Anna Lembke
Author of "Dopamine Nation"
Professor at Stanford University

A best-selling author and medical doctor who brought "Dopamine" to global attention.

The book has been translated into 35 languages and has sold over 200,000 copies in Korea alone. She emphasizes that a healthy life requires a balance between pleasure and pain in the brain. Lembke is a professor at Stanford University School of Medicine and heads the Stanford Addiction Medicine Dual Diagnosis Clinic. In her follow-up work, "Dopamine Detox," she provides a step-by-step guide to practicing dopamine fasting, offering practical methods for achieving balance.



Kurt Björklund
Chairman of Permira

He leads Europe's largest private equity fund a renowned buyout firm specialising in corporate acquisitions and divestitures.

He became Co-Managing Partner in 2008, Managing Partner in 2021, and was appointed Chairman in 2024. Permira is recognized as a leading group in the global private equity industry. In 2024, it ranked 20th in the Private Equity International (PEI) 300 ranking. It was also placed among the top in the HEC Paris Dow Jones Global Buyout Performance Ranking. Permira actively invests across Europe, North America, and Asia, employing over 500 people in 16 cities worldwide. The firm manages approximately €80 billion (about 115 trillion KRW) and is renowned for its long-term investments in five key sectors: technology, consumer, healthcare, services, and climate.

SPEAKER
INTRODUCTION



Ian Horrocks
Co-founder of Oxford Semantic Technologies
Professor at Oxford University

Co-founder of Oxford Semantic Technologies and a professor of computer science at Oxford University, he is a leading authority on AI.

He is a fellow of the Royal Society, the European Association for Artificial Intelligence, and Academia Europaea. He is also a recipient of the Lovelace Medal, the highest honor awarded by the British Computer Society. Horrocks’s research focuses on enabling computers to understand and efficiently process knowledge. He pioneered the field of the semantic web, which transforms web information into a format that computers can interpret. He developed foundational theories, algorithms, and reasoning systems for the semantic web, and the inference software he created continues to be widely used in the field of artificial intelligence today.



Chad Wolf
Executive Vice President of America First Policy Institute (AFPI)

He plays a key role in shaping and researching the policy agenda of the AFPI, widely recognized as the think tank closely tied to the U.S President Donald Trump.

Prior to joining AFPI, Wolf served as Acting Secretary of the U.S. Department of Homeland Security (DHS), the third-largest federal department in the U.S. Government. During his time at DHS, he successfully navigated numerous global and domestic challenges to the nation’s security, including COVID-19, civil unrest, numerous border and immigration crises, historic natural disasters, and threats to global aviation security. Mr. Wolf is the Founder and CEO of Wolf Global Advisors (WGA), a strategic advisory and consultancy firm which focus on the homeland and national security markets.



Joseph Torigian
Professor at American University

He is an Associate Professor at the School of International Service at American University and an expert on Chinese President Xi Jinping and the Chinese Communist Party.

Professor Torigian is an Associate Professor at the School of International Service at American University in Washington, D.C., and a Center Associate at the Lieberthal–Rogel Center for Chinese Studies at the University of Michigan. His first book, “Prestige, Manipulation, and Coercion: Elite Power Struggles in the Soviet Union and China After Stalin and Mao”, was published by Yale University Press. His recent bestseller, “Precedence for the Party: The Life of Xi Zhongxun, Father of Xi Jinping”, was published by Stanford University Press in 2025.



John Mearsheimer
Distinguished Professor at the University of Chicago

A leading authority in the field of realist international politics, renowned for his exceptional ability to analyse hegemony.

In an academic environment dominated by liberal optimism after the end of the Cold War, he emphasized that conflict among great powers remains inevitable. According to his theory, great powers pursue hegemony sufficient to overwhelm their rivals, leading to a balance of power shaped by fear and calculation. He identifies the anarchic nature of the international system, states’ survival instincts, and military competition as the key variables. His major works include “The Tragedy of Great Power Politics” and “The Israel Lobby and U.S. Foreign Policy.” Mearsheimer interprets contemporary international issues—such as the Russia-Ukraine war and cross-strait relations through a realist lens, greatly influencing experts in diplomacy and security.



Herbert Diess
Chairman of the Supervisory Board, Infineon Technologies

Former CEO of the Volkswagen Group and current Chairman of Infineon, the world's leading supplier of automotive semiconductors.

He began his career in the automotive sector at BMW in 1996, eventually serving as a board member. Later, he moved to Volkswagen, where he served as CEO of the passenger car division. He also chaired the audit committees for Volkswagen Group brands such as Skoda, SEAT, and Audi. Diess is recognized as a skilled executive, known for his exceptional preparedness and control in crisis situations. In addition to his global business expertise, he possesses deep insights into future industries such as electric mobility. He studied automotive engineering at Munich University of Applied Sciences and earned his doctorate from the Technical University of Munich.



Edward Lee
Award Winning Chef & Author

A Korean-American chef and author who gained popularity on the Netflix series “Culinary Class Wars”.

Born in Seoul, he moved to the United States with his family as a child and spent his school years in New York. He studied English literature at New York University. Although he began his career at a publishing company, he quickly realized it wasn’t the right fit and started his journey as a chef at the age of 22. He rose to prominence after winning Season 8 of the popular American cooking competition show “Iron Chef America” in 2010. He currently operates several restaurants, including 610 Magnolia.

SPEAKER
INTRODUCTION



Subodh Kulkarni
CEO of Rigetti Computing

An expert boasting over 30 years of experience in the semiconductor industry.

Since 2022, he has led the company's commercialization strategy as its CEO. Rigetti Computing is a U.S.-based quantum computer startup. Selected for a competitive research support program by the U.S. Defense Advanced Research Projects Agency (DARPA), the company is developing quantum processors based on superconducting qubits. This suggests a high potential for quantum technology to be applied in the defense and cybersecurity sectors in the future. CEO Kulkarni earned a bachelor's degree from the Indian Institute of Technology in Mumbai and master's and doctoral degrees from the Massachusetts Institute of Technology in the U.S. He currently serves as a director at several technology firms, including Kitronik.



SHIRAKAWA Masaaki
Former Governor of the Bank of Japan

He led the Bank of Japan for five years since 2013 and is an economic expert who overcame the global financial crisis.

During his tenure, he implemented a range of policies aimed at economic recovery and financial system stability. Shirakawa is known for his broad experience across monetary policy, financial markets, and crisis management, having joined the Bank of Japan in 1972 and holding various senior roles before becoming a governor. He authored the book "Tumultuous Times: Central Banking in era of Crisis", which analyzes Japan's era of high growth, the bursting of its economic bubble, and the subsequent decades-long stagnation, drawing on his direct experience and insights. After retiring from the Bank of Japan, he became an honorary visiting professor at Aoyama Gakuin University.



Martin Eberhard
Co-founder of Tesla Motors

He founded the company in 2002 together with his friend Marc Tarpenning. He served as its first Chairman and as CEO until 2007.

He played a crucial role in transforming people's perception of electric vehicles—from being seen as slow and clunky cars into fast, forward-looking means of transportation. After leaving Tesla Motors, he took part in Volkswagen's electric vehicle development and served as Chairman of SF Motors and InEVit. He currently advises a variety of companies, and actively lectures worldwide on topics such as reducing carbon fuel consumption, the advantages of electric propulsion, and entrepreneurship. He earned a bachelor's degree from the University of Illinois at Urbana-Champaign (UIUC) in 1982 and a master's degree from the same university in 1984.



SHIN Hak-cheol
Vice Chairman of LG Chem

A clean tech leader who is leading the transition of LG Group into a global sustainability leader.

He built his career at 3M, a global comprehensive manufacturing company that produces various industrial and consumer goods based on chemical technology. He joined 3M Korea as a regular employee and rose to become Senior Vice President at the U.S. headquarters. After joining LG Chem as CEO in 2019, he set the company's three main growth pillars as battery materials, eco-friendly materials, and global new drugs, driving portfolio innovation. He currently serves as Chair of the World Economic Forum Chemical & Advanced Industry Community, Chairman of the National Academy of Engineering of Korea, and President of the Korea Chemical Industry Association. Born in 1957 in Goesan-gun, Chungbuk, he graduated from Cheongju High School and Seoul National University.



Dmytro Kuleba
Former Minister of Foreign Affairs of Ukraine

Former Foreign Minister of Ukraine who has led the unity of Western countries against Russia's invasion.

From 2020 to 2024, he served as the youngest foreign minister in Ukraine's history. After the outbreak of war, he became a key figure in Volodymyr Zelensky's cabinet and was regarded internationally as a symbol of democracy, freedom, and resilience. He is also the author of "The War for Reality: How to Win in the World of Fakes, Truths, and Communities." In this book, he discusses the importance of information warfare for individuals and society today, and introduces wartime communication strategies in the digital age. He is currently a senior fellow at Harvard Kennedy School's Belfer Center for Science and International Affairs and a professor at Sciences Po in Paris.



Zack Kass
AI advisor
Former Head of Go-to-Market at OpenAI

At OpenAI, Zack led the teams responsible for sales, partnerships, and customer success, turning the company's cutting-edge research into real-world business solutions.

He has personally advised executives across dozens of industries on deploying AI at scale. As an executive business advisor, Zack now works with Fortune 1,000 boardrooms and leadership teams—including Coca-Cola, Morgan Stanley, and Amgen—to help leaders navigate the rapidly evolving AI landscape. Beyond his advisory work, Zack also supports AI education and research at the University of Virginia. He holds a BA from the University of California, Berkeley.

SPEAKER
INTRODUCTION



Cody Keenan
Former White House Director of
Speechwriting

A political language expert who served as speechwriter for the former U.S. President Barack Obama, known as the ‘master of public speaking.’

He was the author of the 2015 Charleston church shooting memorial speech, famous for moving President Obama to tears. He began his political career as an intern in Senator Ted Kennedy’s office in 2003. He connected with President Obama by joining the 2007 campaign team. During Obama’s first term, he served as Deputy Director of Speechwriting at the White House. He is currently a partner at Fenway Strategies, consulting on speechwriting and strategy for companies and politicians. He graduated from Northwestern University and earned a master’s degree from Harvard Kennedy School.



Martin Kon
President & COO of Cohere

Oversees all commercial, financial, and operational activities of Cohere, the leading security-first enterprise AI company.

At Cohere, Martin is focused on bringing commercial products and solutions to market that help make businesses more efficient and productive. Prior to Cohere, Martin served as a senior executive on Google’s YouTube division where he led YouTube’s global strategy, finance, business operations, and commercial data analytics functions. Martin has also held senior leadership roles at BCG and Oliver Wyman, and has more than two decades of experience advising C-suite executives at companies around the US, Canada, and Europe, especially in tech, media, and telecoms. Based in Cohere’s NYC office, Martin holds a Bachelor’s of Commerce from McGill University and an MBA from Queen’s University.



Jim Moran
CEO of Moran Strateies
Former U.S. Congressman

A former politician who served 12 terms as a member of the U.S. House of Representatives for the Democratic Party and is currently a lobbyist.

He exercised significant influence in legislation by serving as chairman or ranking member of key budget subcommittees on the House Appropriations Committee, including those for defense, environment, and health. In particular, he oversaw defense budgets for over 20 years, supervising weapons procurement, military medical research, base realignment, and cyber security. He was a founding member of the “New Democrat Coalition,” which pursues a centrist and pragmatic line within the Democratic Party, focusing on international trade, technological innovation, support for small and medium-sized enterprises, and balanced budgets. He is currently the head of Moran Global Strategies, a government relations and strategy consulting firm.



Chris Stewart
Founder of Skyline Capitol
Former U.S. Congressman

A former politician who served six terms as a member of the U.S. House of Representatives for the Republican Party and is currently a defence lobbyist.

In 2023, he resigned from Congress due to his wife’s health issues, and is now active as the founder of the lobbying and strategy consulting firm Skyline Capitol. He served as a senior member on the House Permanent Select Committee on Intelligence and the Appropriations Committee, dealing with defense, foreign affairs, and interior budgets. He is regarded as one of the top experts in the United States in intelligence and national security. After graduating from Utah State University, he joined the U.S. Air Force and graduated at the top of his class in pilot training. From 1984 to 1998, he served for 14 years as an Air Force pilot, flying both rescue helicopters and B-1B strategic bombers.



Hal Brands
Distinguished Professor at Johns
Hopkins University

An emerging expert in geopolitics renowned for his research on global political strategy and the power struggle with China.

After building his career at the Institute for Defense Analyses (IDA) and Duke University’s Sanford School of Public Policy, he served as Special Assistant to the U.S. Secretary of Defense for Strategic Planning in 2015. He later contributed to the U.S. National Defense Strategy Commission (NDSC) and is also the co-author of the bestseller “Danger Zone: The Coming Conflict with China.” He is currently a senior fellow at the American Enterprise Institute (AEI). He studied history and political science at Stanford University and received his PhD from Yale University.



Sanford Panitch
President of Sony Pictures Motion
Picture Group

A veteran film producer who has planned and produced major Hollywood films at Sony Pictures.

While attending Tulane University in the United States, he founded a company called Revive Screening and entered the film industry. In 1995, he worked as Executive Vice President of Production at 20th Century Studios (formerly 20th Century Fox), and in 2008, he founded Fox International Productions, leading direct investments in non-English-speaking countries. He joined Sony Pictures in 2015, serving as President of International Film and Television. In 2016, he became President of Columbia Pictures under Sony Pictures, and since 2019, he has been President of Sony Pictures Motion Picture Group. This is a key position overseeing Sony Group’s theatrical film business.

MBA INTRODUCTION

Partnering with the world's leading MBAs to achieve Maeil Business Newspaper's vision of a knowledge powerhouse.



NYU Stern

New York University Stern School of Business is one of the premier management education schools and research centers in the United States. NYU Stern has been home to four Nobel Laureates in Economics, offering a broad portfolio of programs enriched by the dynamism, energy, and deep resources of one of the world's business capitals.



HEC Paris

HEC Paris, a world-class business school in Europe, provides unique educational programs. Through its flagship leadership education, HEC Paris offers both theoretical knowledge and hands-on experience. The institution is known for producing the most competitive CEOs of Fortune Global 500 companies in Europe.



IE Business School

Rooted in entrepreneurship and innovation, IE fosters professional development through an extensive global network, cutting-edge facilities, and partnerships with top institutions. IE has developed an agile approach to delivering the best education for every student. The Liquid Learning model, created over 20 years ago, offers a dynamic, advanced learning experience with the flexibility to move seamlessly between in-person and online classes.



CKGSB

Established in Beijing in 2002 with the support of the Li Ka Shing Foundation, CKGSB is China's first non-profit independent business school. The school boasts a distinguished faculty with degrees from world-renowned institutions such as Harvard, the University of Pennsylvania, and Stanford. CKGSB is emerging as a prestigious MBA academy in China, underpinned by an alumni network that contributes to 25% of China's GDP. Prominent professors will share the secrets of successful Chinese enterprises.



IESE Business School

Alongside IE and ESADE, IESE Business School ranks among Spain's top three business schools, with campuses in Barcelona and Madrid, Spain; New York, USA; Munich, Germany; and São Paulo, Brazil. Founded with an advanced management program, IESE has continuously offered continuing education and general management courses. In 1964, under the guidance of Harvard Business School, IESE Business School introduced Europe's first MBA program.



INSEAD Business School

Ranked #1 in Europe (2024) and #4 globally (2025) by the Financial Times, INSEAD is one of the world's most prestigious business schools, offering a truly global MBA program. With a diverse student body and world-class faculty, INSEAD equips future leaders with the knowledge and mindset to thrive in a global business environment. The school has campuses in France (Fontainebleau), Singapore, and Abu Dhabi, making it a uniquely international institution.

REGISTRATION
INFORMATION

Registration link
(www.wkforum.org)



Registration
: Begin your registration process.



Select the number of attendees
: Choose the number of attendees you want to register.



Choose a payment method
: Select your preferred payment method.



**Make the payment
(credit card or wire transfer)**
: Complete the payment using either a credit card or wire transfer.



**Receive a confirmation email
(verify paid authentication code)**
: You will receive an email confirming your payment.
Verify the paid authentication code provided in the email.



Enter the authentication code
: Input the authentication code you received.



Registration complete
: Your registration is now complete.

REGISTRATION
FEE

* VAT included

Category	Individual and Corporate Registration July 14 (Mon), 10:00 AM ~ August 28 (Thu), 5:00 PM
Regular rate	₩3,600,000
50% Discounted rate	Applicable for college students, persons with severe disabilities, and descendants of independence patriots ₩1,800,000

World Knowledge Forum 2025

New Odyssey: Navigating the Great Transition

Dates | September 9 (Tue.) ~ 11 (Thu.), 2025
Venue | Jangchung Arena · The Shilla Seoul

Individual and Corporate Registrations

Deadline: **Thursday, August 28, 2025 at 5:00 PM**

* Note: To complete your general registration, full payment must be received by the deadline.

Guidelines

- Discounts for students, persons with disabilities, and descendants of independence patriots:
This discount is available to individuals who provide proof of eligibility, such as a student ID (for full-time students), disability documentation (for severe disabilities), or a certificate of ancestry for descendants of independence patriots (up to 5th generation), to the World KnowledgeForum secretariat's office.
- Cancellation policy: Should you need to cancel your registration, please submit your cancellation request by 5:00 PM on Thursday, August 28, 2025, to receive a refund after the event concludes (excluding processing fees).
- Simultaneous interpretation: Simultaneous interpretation services will be available for all sessions.
- Please refer to the website for detailed program information.

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MAEKYUNG MEDIA GROUP

Maeil Business Newspaper presents new visions to the government, the public and businesses as a Knowledge Powerhouse. By doing so, Maeil Business Newspaper proudly plays its part in building the foundation for Korea’s knowledge based economy.



Maeil Business Newspaper

Maeil Business Newspaper is a leading business publication in Korea widely read by businessmen and corporate subscribers. Maeil Business Newspaper provides the most diverse array of topics related to economy, finance, real estate, stocks, and bonds with keen insights and professional expertise. By providing timely and accurate economic news, along with campaigns such as "Vision Korea," Maeil Business Newspaper presents new visions to the government, the people, and businesses. By doing so, Maeil Business Newspaper proudly exercises its role in laying the solid foundation for Korea's knowledge-based economy.



Maeil Broadcasting Network

MBN is a channel providing a variety of programs ranging from news to entertainment. With 20 years of experience as a 24-hour news channel, MBN offers premium content in various fields to viewers. Acknowledged for its quick and accurate news reporting, MBN was selected as the Nation's best news channel for 4 consecutive years. Through its commitment to "Listen, Agree, Care & Solve," MBN's dedication to excellence on every level makes this broadcast network a leader in its field.

For more information on registration and event details, visit the

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