

WORLD KNOWLEDGE FORUM HIGHLIGHT





THE 13th WORLD KNOWLEDGE FORUM



ON THE COVER
Key speakers from the past WKF.



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THE GREAT BREAKTHROUGH
New Solutions for Global Crisis:
Leadership, Integrity, Creativity and Happiness



The 14th World Knowledge Forum

Save the date

Oct.15 - 17, 2013, Seoul, Korea

www.wkforum.org



Invitation

Founder, World Knowledge Forum
Chairman, Maekyung Media Group

Sae-whan Chang

CHANG Dae Whan PH.D



The world today faces a host of severe economic and political issues such as the fiscal cliff in the United States, Euro-zone's sovereign debt crisis, China's economic slowdown, conflicts in the Middle East, the Arab Spring, and territorial disputes in Asia. It is about to confront even more formidable challenges as regime change in major countries is likely to intensify uncertainties around the world.

Economic, political and social inequality has worsened as a result, and this radical imbalance of wealth and power has led to conditions that are no longer sustainable. We define the fundamental cause of this inequity as the disparity of knowledge. Acknowledging the importance of sharing knowledge throughout the world, we established the World Knowledge Forum (WKF) in 2000, after two years of preparation, to provide a platform for in-depth discussions of creative innovation to help bridge the knowledge gap.

Over the past 13 years, thousands of scholars, policy-makers, global leaders and corporate CEOs have participated in the WKF to share their knowledge with a multinational audience and co-panelists.

The WKF now stands as the most prestigious business forum in Asia and a hotbed for new knowledge. The 14th Forum seeks innovative ways of delivering and implementing the shared knowledge to the real world. I invite you to join the World Knowledge Forum in Seoul on October 15-17, 2013, to share your insights and to take part in building a more equitable society.

THE WORLD KNOWLEDGE FORUM

Introduction

Our Mission

The World Knowledge Forum is a non-profit entity, which aims to promote balanced global growth and prosperity through knowledge-sharing. The largest business forum in Asia, the World Knowledge Forum brings together global leaders to address the importance of knowledge in meeting the challenges and opportunities of a rapidly changing world.

The World Knowledge Forum was conceived as part of the Vision Korea Project, a campaign launched by Mael Business Newspaper in 1997 to propose new visions for development to Korea and to the global community. The first World Knowledge Forum, entitled 'Shaping the New Millennium with Knowledge,' took place in 2000, shortly after the Asian financial crisis. Partnering with the Financial Times, Bloomberg, Nikkei and CNBC, the Forum has since grown to encompass 90 sessions featuring 200 panelists from all over the world.

WLEDGE FORUM

1997

The Vision Korea Project was launched.

1998

The World Knowledge Forum Secretariat was established. CHANG Dae-Whan, CEO of Mael Business Newspaper and founder of the World Knowledge Forum, presided over the Forum's Executive Committee.

1999

The first Knowledge Management Award Ceremony was established together with Booz Allen & Hamilton Inc.

2000

The first World Knowledge Forum was held, featuring 32 sessions led by 90 panelists.

2001

Partnerships with Financial Times, Bloomberg, CNBC, etc. Established the World Knowledge Corps

2002

INSEAD's first session (Best of Management) was held at the World Knowledge Forum.

2003

The first Asian Most Admired Knowledge Enterprises (MAKE) Award was established an award given to the world's leading knowledge-driven organizations.

2005

'Newspaper in Education (NIE)' agreement was signed to invite university student delegates to the World Knowledge Forum.

2007

Young Knowledge Leader (YKL) program was launched to spread knowledge among students.

2008

The first 'Woman Leaders Forum' was held at the World Knowledge Forum.

2009

The World Knowledge Forum hosted a Luxury Watch Exhibition, featuring a number of prestigious brands.

2010

New York Stern School's first Finance Master session was held at the World Knowledge Forum.

2011

IE Business School's first session was held at the World Knowledge Forum.

2012

The 13th World Knowledge Forum offered 92 sessions graced by the presence of 200 panelists including Jim Yong Kim, President of the World Bank; Condoleezza Rice, Former Minister of State of the United States of America; and Paul Krugman, 2008 Nobel Prize Laureate in Economics. 3,000 attendees from around the world participated in the Forum.



Themes of Past Forums

2012

The Great Breakthrough
(New Solutions for Global Crisis: Leadership, Integrity, Creativity and Happiness)

2011

The New Economic Crisis:
Reforming Global Leadership & Asia's Challenge

2010

One Asia Momentum, G20 Leadership & Creatinnovation

2009

One Asia, New Economic Order & Recovery

2008

Collabonomics & Greater Asia

2007

Wealth Creation & Asia

2006

Creative Economy

2005

Creative & Collaboration: Foundation for the New Era

2004

Partnership for Renewed Growth

2003

Creating a New World Order and Economy

2002

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

2001

Drawing Roadmap for Knowledge Economy
and Global Prosperity

2000

Shaping the New Millennium with Knowledge

THE 13th WORLD KNOWLEDGE FORUM

SPEAKERS

Jim Yong Kim

President
World Bank

Power and knowledge spring from new sources and move along new paths. Many countries have strong, coherent development policies and programs - on paper. But they are not getting the results they want. In country after country, sector after sector, the greatest challenge is delivery.

Paul Krugman

Professor of Economics
Princeton University

Don't force a patient to go on a diet.
Now is the time for governments to provide
nutritious to the market.

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THE 13th WORLD KNOWLEDGE FORUM

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Condoleezza Rice

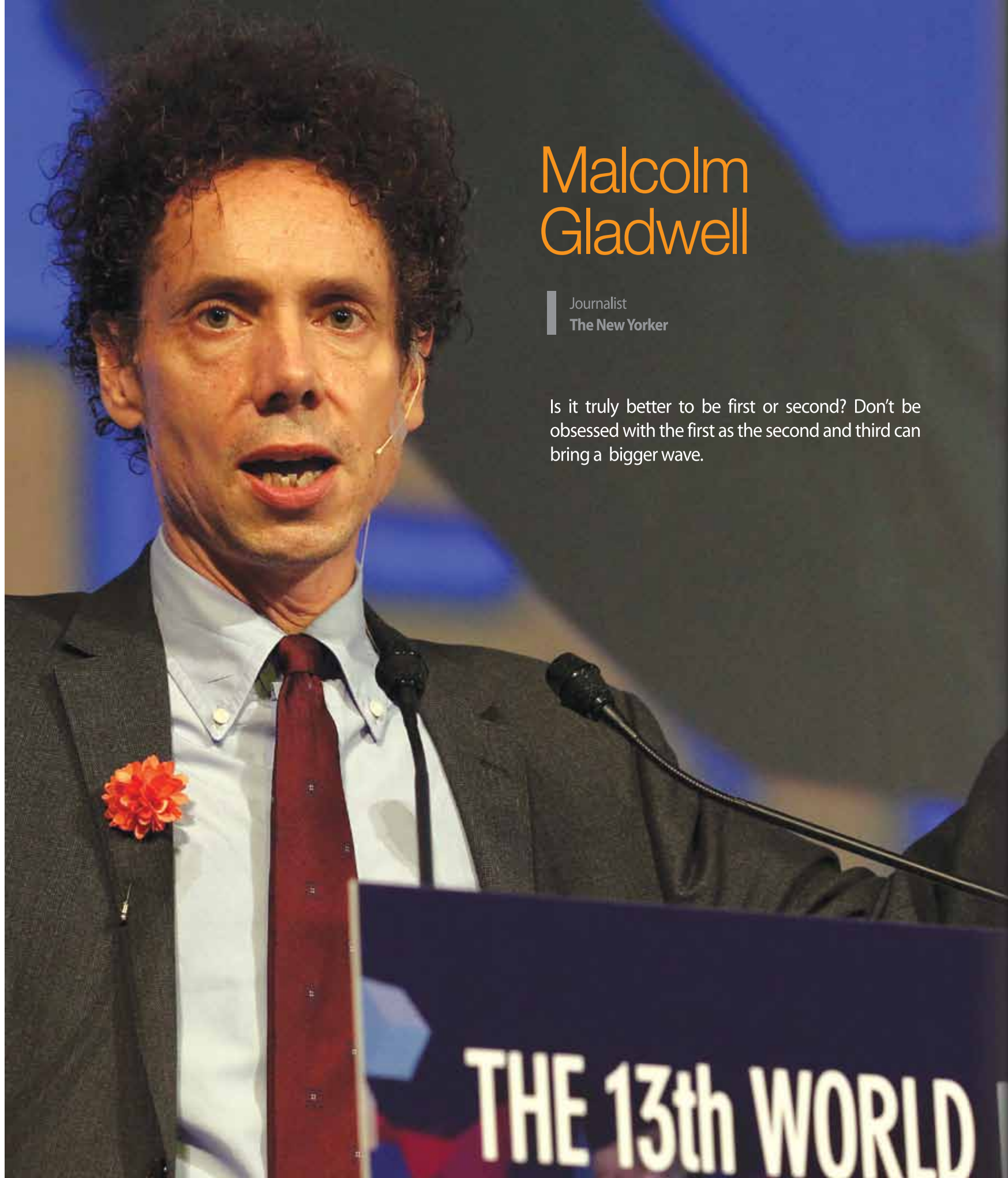
Former Secretary of State
United States of America

It's not that there aren't other states that are important powers, but the U.S. is the only country of that kind with a global reach.

Daron Acemoglu

Charles P. Kindleberger Professor of Applied Economics
Massachusetts Institute of Technology

An elite-centered growth is needed up to a certain level. However, soon after that, an inclusive economic and political institute should be established in order to ensure economic growth and stability.



Malcolm Gladwell

Journalist
The New Yorker

Is it truly better to be first or second? Don't be obsessed with the first as the second and third can bring a bigger wave.



Jean-Pierre Raffarin

Former Prime Minister
France

The youth unemployment cannot be solved by conglomerate-centered economic policy or foster policy for small-sized companies. We must concentrate on fostering mid-sized companies that can create employment.

THE 13th WORLD KNOWLEDGE FORUM

SESSIONS



Day 1

Opening Ceremony

Jim Yong Kim: Delivering on Development - Harnessing Knowledge to Build Prosperity and End Poverty

Green One Asia

Condoleezza Rice : Creating Breakthrough-What we should do?

Zhang Wei: What is Chinese companies' influence on the world?

Korea – Japan Business Forum: Gamification and its Impact on Businesses

“Dreaming One Asia through R&D Network”

Malcolm Gladwell: The Law of David-The Underdog Advantage

John Rogers: Diagnosis of Global Financial Market Ethics

Special Lecture of Presidential Candidates of Korea

‘Beyond Human Capital- Leadership and Social Capital’

Global CEO Roundtable:
Shared Value and Its Implication on Growth

Writing New Leadership in the Economic Crisis

CSR, Toward New Horizon

CFA: Developing Financial Integrity

Oaksook Chun Kim: Honest to Humanity: T'oegyehak and

Creative Leadership

Anthony Thomson: What is the Tipping Point for Electronic Vehicles?

Building Successful Brands

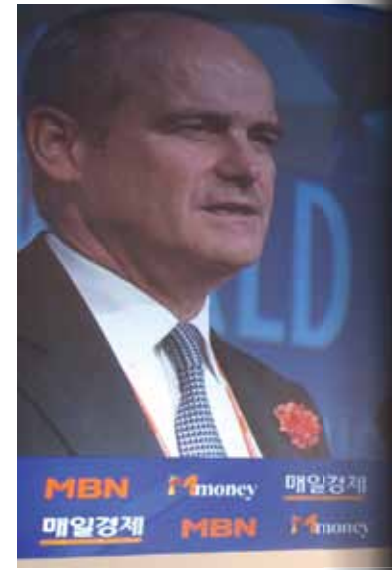
David Drummond: Overcoming Barriers to Innovation

Blossom Your Ideas into Flowers

CFA: Be More Realistic on Hedge Funds

Job Creating Growth – What should be done?

Next Emerging



Edward Jung: Innovation MegaProjects-Addressing 21st century Challenges with Innovation Ecosystems

‘Certain Individuals in Uncertain Times: Leading in Times of Uncertainty’

Valeria Budinich: Revving the Engine of Capitalism to Create New Private Wealth and Social Value

The Global Consequences of Deleveraging

For Better Workplace

CFA: How to be Green with Financial Products

Economic Outlook 2013





Paul Krugman: How can we end this depression?

Dominique Strauss-Kahn: How should we save the Eurozone?

Debate: Why Nations Fail?

The world economy in crisis

Herbjorn Hansson: The difference between the Eastern and the Western Culture

Arvind Rajan: The power of 'being connected'

Sanford Panitch: Creativity Beyond Borders–Insights In Being “Local” From A “Global” Media Company

Cass Sunstein: How to Nudge Better Policies

The new emerging market multinationals: Four strategies for disrupting brands and building markets

Renaissance of K-Wave

Debate: China Grows on?

Leadership in Connected

Ruchir Sharma: Breakout Nations, Leading the World Economy

Demystifying Business Model Innovation

Bob King: Co-prosperity

Shawn Achor: The Ripple Effect–How to Make Positive Change Easier

Debate on Globalization: Failure or Success to Global Growth?

The New Economics for Humanity

Joschka Fischer: The leadership I expect

Digital and Social Marketing: Opportunities and Challenges

Jose Maria Aznar: Leadership on the World Stage

What Brain Science Tells Us about Marketing

Bringing People Together through the Integrated Resort - A Force Multiplier

Debate: East Asia FTA vs. TPP: Convergence or Competition?

John Bruton: Austerity is the only solution

Christian Wulff: My Leadership Story

Dean Karlan: Pragmatic Optimism in the Fight Against Poverty

Debate on Happiness: Equation of Work, Success, and Happiness

Daron Acemoglu: Why these countries will succeed?

Sara Olsen: “accounting 2.0” is shaping a more viable future for people and the planet



Day 2

Day 3

Listening to European Leaders: How to Overcome Eurozone Crisis

Jesper Juul: Video Games and the Art of Failure-On the Dangers of Game Design in Education, Business, and Policy

Rudy Simone: Overcoming obstacles

Economist Roundtable: Austerity vs. Growth

Ian Bogost: How to do things with videogames

Simon Cooper: Evolving opportunities in the Middle East after the Arab Spring

David Gordon: Greatest Risk of 2013, Middle East, Eurozone, and China

Game = More Than Virtual Reality

Korea Knowledge Management (KKM) Award Ceremony

John Chambers: The Eurozone and its credit impact on the rest of the world

Economic Risks 2013

Political Risks Outlook 2013

Best Practices from Awardees of KKM Award Ceremony

Nouriel Roubini: Will there be a 'Perfect Storm?'

North Korea Outlook 2013

Social Innovation = The 3rd Industrial Revolution

Barry Eichengreen: Korea, Build a New Model

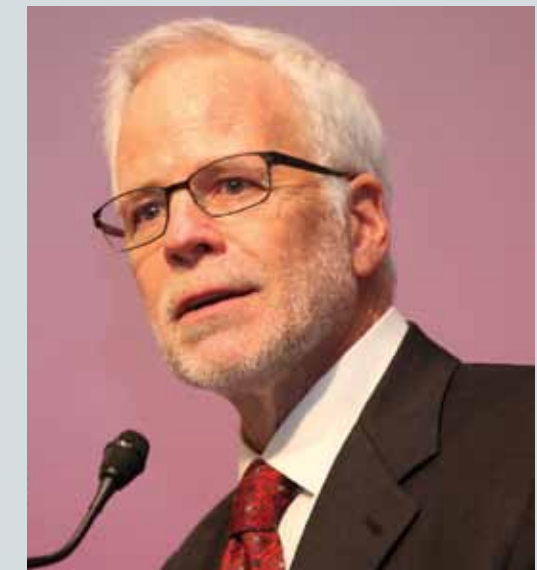
Asian MAKE Award Ceremony

Best Practices from Awardees of Asian MAKE Award Ceremony

Scott Panzer: Global Property Market Outlook 2013

Powered by Frost & Sullivan: Megatrend and Tech-trend 2013

Global Agenda 2013



INSEAD Best of Management 2012

Professor Serguei Netessine leading his MBA class at WKF 2012

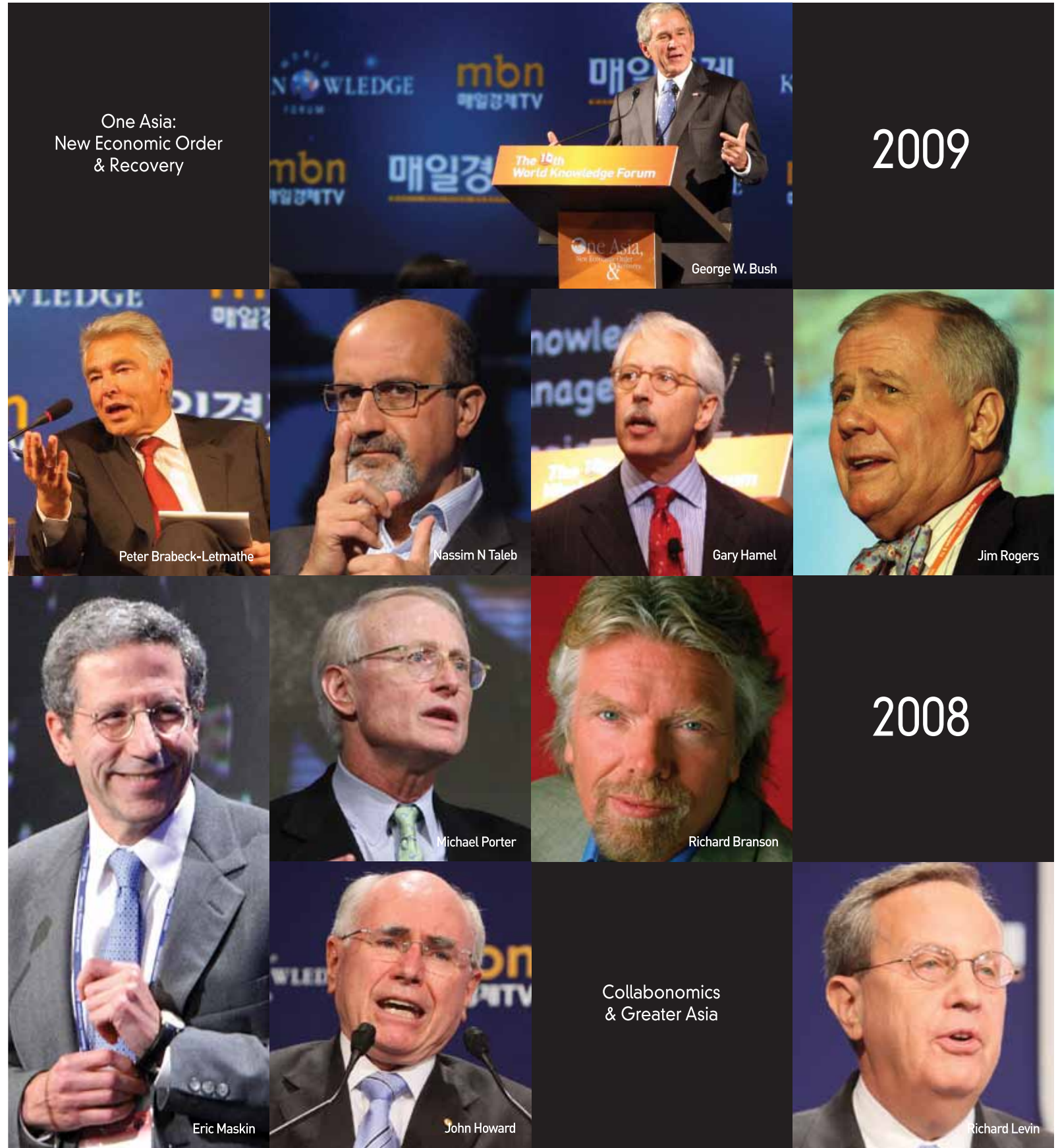
NYU Stern Finance Master Class 2012

Vice Dean Thomas Pugel leading his MBA class at WKF 2012

Dean Santiago Iniguez de Onzono leading his MBA class at WKF 2012

2011





2007



Colin Powell



Alan Greenspan



Edmund Phelps

Wealth Creation and Asia



Tom Peters



Philip Rosedale

2006



George Soros

Creative Economy



Thomas C. Schelling



Shelly Lazarus

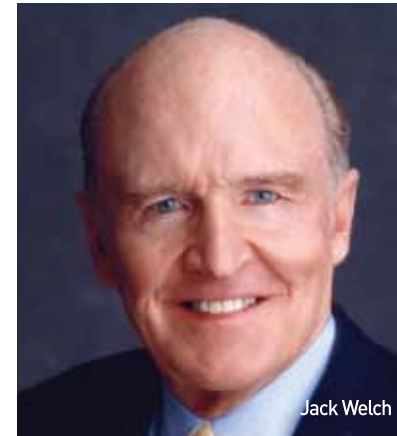


Jacques Attali



Craig Mundie

2005



Jack Welch



Edward Prescott



Robert Kagan



Paul Jacobs



Kevan Watts



Ralph Parks



Carly S. Fiorina



Mori Yoshio



Paul Kennedy



Robert A. Mundell

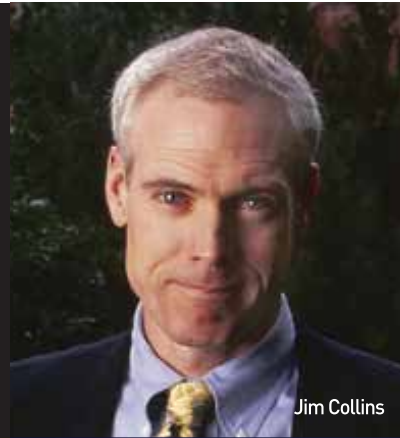
Partnership for
Renewed Growth



Kim Dae-jung

2004

2003



Creating a New World Order
and Economy

Jim Collins



Robin Buchanan



Martin Feldstein



Francis FUKUYAMA



Edith Cresson

2002



Michael Dell



Joseph E. Stiglitz



Philip Kotler



Larry Ellison



Stephen R. Covey

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

2001



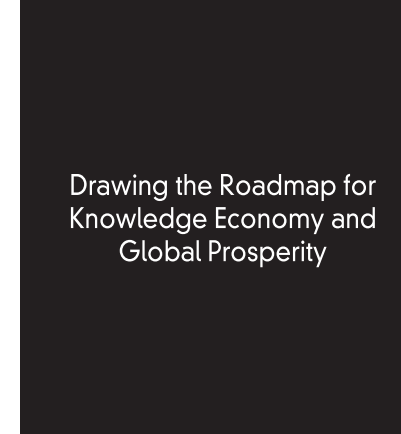
Panitchpakdi Supachai



Bernard Lietaer



Yves Doz



Drawing the Roadmap for
Knowledge Economy and
Global Prosperity

Makoto Nagao



Bill Gates



Lindiwe Hendricks

2000



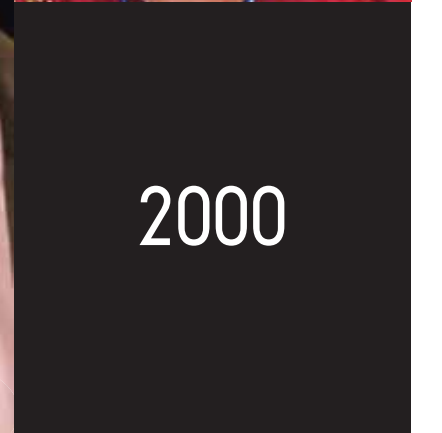
Lester Thurow



Donald Johnston



Paul Romer



Heinrich Rohrer



Rajat Gupta

THE 13th WORLD KNOWLEDGE FORUM

THE GREAT BREAKTHROUGH:
New Solutions for Global Crisis

SPEAKERS

Daron Acemoglu Shawn Achor Ahn Nam-sung Esko Aho Akimoto Hisao Naji Al-Mutairi Sulaiman Al-Yahya Gamal Aziz Jose Maria Aznar	Massachusetts Institute of Technology 'The Happiness Advantage' KETEP NOKIA HEISEI Corporation Kuwait Institute for Scientific Research Qassim University, Saudi Arabia MGM Hospitality Spain	Charles P. Kindleberger Professor of Applied Economics Author President Executive Vice President President Director General Dean of the College of Engineering President and Chief Executive Officer Former President
Claude Barfield Bark Taeho Yakov Bart Jean-Louis Beffa Chua Beng Huat Erik Berglof Martin Boehm Ian Bogost Richard Brandweiner Michael E. Brown John Bruton Todd Buchholz Valeria Budinich	American Enterprise Institute Ministry of Foreign Affairs and Trade, Repulic of Korea INSEAD Lazard Asia Financial Advisory National University of Singapore European Bank for Reconstruction and Development IE Business School Georgia Institute of Technology Perpetual Investments Elliott School of International Affairs of GW Ireland 'Rush' Ashoka	Resident Scholar Minister for Trade Professor of Marketing Chairman Professor of Sociology Chief Economist Associate Dean of the Master in Management Programs Professor of Interactive Computing Group executive for income and multi sector Dean Former Prime Minister Author Founder and CEO of the Full Economic Citizenship
Gemma Calvert Victor Cha John Chambers Amitava Chattopadhyay Young Chin H. S.(Hyun Sang) Cho Emily Cho Cho Kyung Rae Choi Byung-il Simon Cooper Tyler Cowen	Neurosense Ltd. Georgetown University Standard & Poor's S&P Sovereign Rating Committee INSEAD Pyramis Global Advisors Hyosung Group Korean Air HSBC Securities Korea Korea Economic Research Institute HSBC, Middle East & North Africa, HSBC Bank Middle East Limited George Mason University	Founder and Managing Director Professor and Director of Government and Asian Studies Department Chairman L'Oreal Chaired Professor of Marketing-Innovation and Creativity; Professor of Marketing Chief Investment Officer President of Industrial Materials PG Vice President of Corporate Communications Chief Executive Officer President/CEO Deputy Chairman & CEO Professor of Economics
Steven D'Souza Serhan Daglas Paris de l'Etraz Thierry De Montbrial Richard Dobbs David Drummond Richard Duncan	IE Business School TÜBITAK Marmara Research Center IE Business School IFRI, French Institute of International Relations McKinsey Global Institute Google Inc 'Dollar Crisis'	Professor Director of Energy Institute Professor President Director Senior Vice President, Corporate Development and Chief Legal Officer Author
Christian Edelmann Barry J. Eichengreen Michael Evans Antonio Fatas Joschka Fischer Fukao Mitsuhiro	Oliver Wyman UC Berkeley The Goldman Sachs Group, Inc. INSEAD Germany Keio University	Region Head, Asia Pacific Professor of Economics Vice Chairman and Global Head of Growth Markets The Portuguese Council Chaired Professor of European Studies, Professor of Economics Former Minister of Foreign Affairs and Vice-Chancellor Professor, Faculty of Business and Commerce
Ignacio Garcia Alves Michelle Gielan Malcolm Gladwell David Gordon Nik Gowing James Gwertzman	Arthur D. Little Institute for Applied Positive Research The New Yorker Eurasia Group Asia Pacific, PopCap Games Inc.,	Global Chairman and CEO Co-founder Journalist Head of Research and Director, Global Macro International Journalist and Broadcaster General Manager

Hahn Chaibong Zakri Abdul Hamid Herbjorn Hansson Christopher Hill Hori Yoshito Fraser Howie Hur Nam-suk	The Asan Institute for Policy Studies Office of Prime Minister, Malaysia Nordic American Tankers Limited University of Denver GLOBIS University 'Red Capitalism' POSCO ICT	President Science Advisor Chairman & CEO Dean of Josef Korbel School of International Relations President Co-author CEO
Yuka Ichiki Iguchi Tetsuya Santiago Iñiguez de Onzoño Jang Yongsuk Donald Johnston Jun Kwang-woo Edward Jung Jesper Juul	NAMCO BANDAI Games Inc. NIKKEI Industrial Daily IE Business School Science and Technology Policy Institute Former Secretary General of the OECD NPS(National Pension Service) Intellectual Ventures New York University Game Center	Game Method Consulting Executive Director Editor-in-Chief Dean Research Fellow Counsel and Founding Partner Heenan Blaikie LLP Chairman and CEO Co-Founder/CTO Arts Professor of Tisch
Alexis Karklins-Marchay Dean Karlan Jim Yong Kim Joey Kim Kim Yeonhee Oaksook Chun Kim Kim Hyoung-Tae Jimmy Kim Eric Kim Bob King Willem Kok James Kruger Paul Krugman Kwak Seung Jun Kweon Sang-hee Kwon Oh-gap Kwon Young-Min Kym Hyogun	Ernst & Young Yale University World Bank Softbank Ventures Korea Boston Consulting Group Korea Capital Market Institute USTREAM Korea Maverick Capital International Union, UAW Netherlands Macquarie Group Limited Princeton University Presidential Council for Future & Vision (PCFV) Sungkyunkwan University Hyundai Oilbank Co.,Ltd Former Korean Ambassador to Germany Knowledge Management Society of Korea	Emerging Markets Center Leader Professor of Economics President Venture Capitalist Senior Partner and Managing Director Doctor President CEO Managing Director President Former Prime Minister General Counsel Professor of economics Chairman Professor of Mass Communication & Journalism President & C.E.O President
William Lazonick Lee Kang Deok Lee Kwon Lee Jong-Wha Lee Junkyu Chuen Choi David Raymond Leung Michael A. Leven Emmanuel Limido Lin Shunjie Jean Lin Timothy Llewellynn Walter Lohman Doreen Lorenzo	University of Massachusetts Lowell Korea Coast Guard Kim&Chang Office of the President, Republic of Korea (Cheongwadae) Ministry of Strategy and Finance Republic of Korea MTR Corporation Limited Las Vegas Sands Corp Centuria Capital China Chamber of International Commerce(CCOIC) Isobar Global nViso SA The Heritage Foundation frog	Professor of Economics Commissioner General Attorney(US) Senior Advisor to the President for International Economy Senior International Economic Adviser and G20 Special Adviser Chief of Operations Engineering President & Chief Operating Officer Chairman Secretary General Global Chief Strategy Officer CEO Director of Asian Studies Center President
Maeng Hyung Kyu	Ministry of Public Administration and Security (MOPAS)	Minister
Pik Yee, Agnes Mak Tang Scott Panzer Park Nei-Hei Peng Chen Peter A. Petri Jean Pisani-Ferry Thomas Pugel	Hong Kong Productivity Council Jones Lang LaSalle Americas, Inc. Sookmyung Hospitality Dimensional Fund Advisors Brandeis International Business School Brugel Institute NYU Stern School of Business	Executive Director Vice Chairman Business School Dean CEO of Asia Pacific Carl J. Shapiro Professor of International Finance Director Professor and Vice Dean

Jean-Pierre Raffarin Rah Seungyun Arvind Rajan Rhee Namuh Samuel Rhee Rhee Changyong Condoleezza Rice Dani Rodrik John Rogers Nouriel Roubini	France 2018 Pyeong Chang Winter Olympic & Paralympics Bid Committee LinkedIn, AP & Japan Taurus Investment & Securities Morgan Stanley Investment Management Asian Development Bank United States of America Harvard University, John F. Kennedy School of Government CFA Institute New York University Stern School of Business	Former Prime Minister Communications Director Managing Director& Vice President Deputy CEO Head of Asian equity Chief Economist Former Secretary of State Professor of Economics President and CEO Professor
Rishaad Salamat Anthony Scaramucci Seo June Won Wiboon Shamsheun Ruchir Sharma Shen Dingli Shin Sung-Chul Shin Sungwhan Shin Jang-Sup Jorge Sicilia Rudy Simone Jean-Michel Six Phil Smith Marc Smith Sohn Jie-ae Song Sang Kee Song E Young Charles Spence Dominique Strauss-Kahn Daniel Sung Cass Sunstein	Bloomberg TV SkyBridge Capital NIMBUSCHAIR Integral Humanities Science and Technology of Thailand Morgan Stanley Investment Management Fudan University Hanyang University 'Hongik University National University of Singapore Chief Economist of BBVA group 'Aspergirls' Standard & Poor's Reuters News Social Media Research Foundation Arirang TV & Radio Korea Unversity Sogang University Oxford University IMF Gyeonggi Content Agency Harvard Business School	Anchor Managing Partner Head Editor Vice-Minister Managing Director Executive Dean Professor Professor; College of Business Professor of Economics Director of BBVA Research Author European Chief Economist General Manager South Asia Chief Social Scientist President & CEO Professor Professor of Economics Professor of Psychology Former Managing Director President Professor
Alex Tabarrok George Tanasijevich Osama S. Tayeb Tran Viet Thanh Anthony Thomson	George Mason University Marina Bay Sands King Abdulaziz University(KAU) Science and Technology of Vietnam Qualcomm	Professor President & Chief Executive Officer President Vice-Minister Vice President, Business Development & Marketing
Urata Shujiro Stijn Van Nieuwerburgh Mika Vehvilainen	Waseda University NYU Stern School of Business Finnair Plc	Professor of Economics Professor/Director of the CREFR at NYU Stern President & CEO
Wang Yong Charlie Welsh Whang Jooho Martin Wolf Qinghai Wu Christian Wulff	Peking University Mergermarket Group Korea Institute of Energy Research Financial Times Siemens Ltd., China Germany	Professor Co-founder President Chief Economics Commentator Senior Key Expert Former Federal President
Xu Dingbo Zhang Yan Zhang Wei Lijun Zhao	China Europe International Business School Beijing Pangu Investment Group China Chamber of International Commerce and CCPIT Neusoft Corporation	Associate Dean, Member of Management Committee General Manager Vice President Director

MK MEDIA GROUP

20million viewers and readers are
testimony to the strength and influence of the
MK (Maekyung) Media Group

매일경제

Maeil Business Newspaper

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

MBN

MBN

MBN is a channel providing variety of programs ranging from news to entertainment. With 17years of experience as a 24-hour new channel, MBN offers premium content in various fields to the viewers. Known 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.

Mmoney

M-money

M-money is the no. 1 business news channel in Korea. M-money currently provides real-time business news to more than 10 million households in Korea. M-money not only provides information on economic matters but also practical solutions for business management, investment on stocks and real-estates, and much more. Through its networks in the United States, the European Union, Japan, China, Singapore, and many more, it delivers global news to Korean audience.

매경닷컴

Maekyung dot com

Maekyung dot com(www.mk.co.kr) is the no. 1 business & economic portal site in Korea, providing the most comprehensive "real-time" financial and business news on the net. Maekyung dot com delivers up-to-date information including real-time stock news, finance, e-business and the economy, in addition to a broad range of online social and cultural services which offers our readers useful information needed in the fast-paced society. The website allows the readers to voice their news on "MK Public Forum" and conducts daily polls on the latest issues related to the economy and politics.

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매일경제

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매경닷컴

매경이코노미

LUXMEN

Citylife

매경출판

M-print

English Web News

Magazine & Publication

Since 1968, the Maeil Business Newspaper has been publishing a wide range of specialized books on stock market, economics, management and business that enable readers to better manage their daily lives. Maekyung Economy, a premier weekly economic magazine, highlights and captures the current business trends. The magazine offers insight into the trends in global economy and the latest information on various industries and business sectors. Luxmen, a premium monthly business magazine, is a visual business magazine with eyes which combines difficult economic articles with sensible design.





The World Knowledge Forum Secretariat

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