

WORLD KNOWLEDGE FORUM HIGHLIGHTS

The World Knowledge Forum Secretariat

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WORLD KNOWLEDGE FORUM

HIGHLIGHTS

- 03 WKF Introduction
- 05 Invitation
- 06 The 18th WKF
- 08 History of the WKF
- 10 The 17th WKF Summary
- 14 Speakers at the 17th WKF
- 18 MBA Courses & Book Signing Events
- 19 Open Sessions
- 20 Selected Speakers from Past Forums



The invitation to speak at the 17th World Knowledge Forum provided me with a great opportunity to share my perspective on current matters specific to my country.

Luis Guillermo Solís
President of Republic of Costa Rica

Congratulations on organizing and hosting such an impressive conference and doing it for seventeen years. I appreciate the chance to hear your thoughts on various matters relating to the Forum and to South Korea.

David Rubenstein
Co-Founder and Co-CEO of The Carlyle Group

I was honored to have been invited to participate in the World Knowledge Forum, and was pleased to both renew old acquaintances with friends from around the world. Hosting this conference on an annual basis is much appreciated by all of us.

Edwin Feulner
Founder of The Heritage Foundation

WORLD KNOWLEDGE FORUM

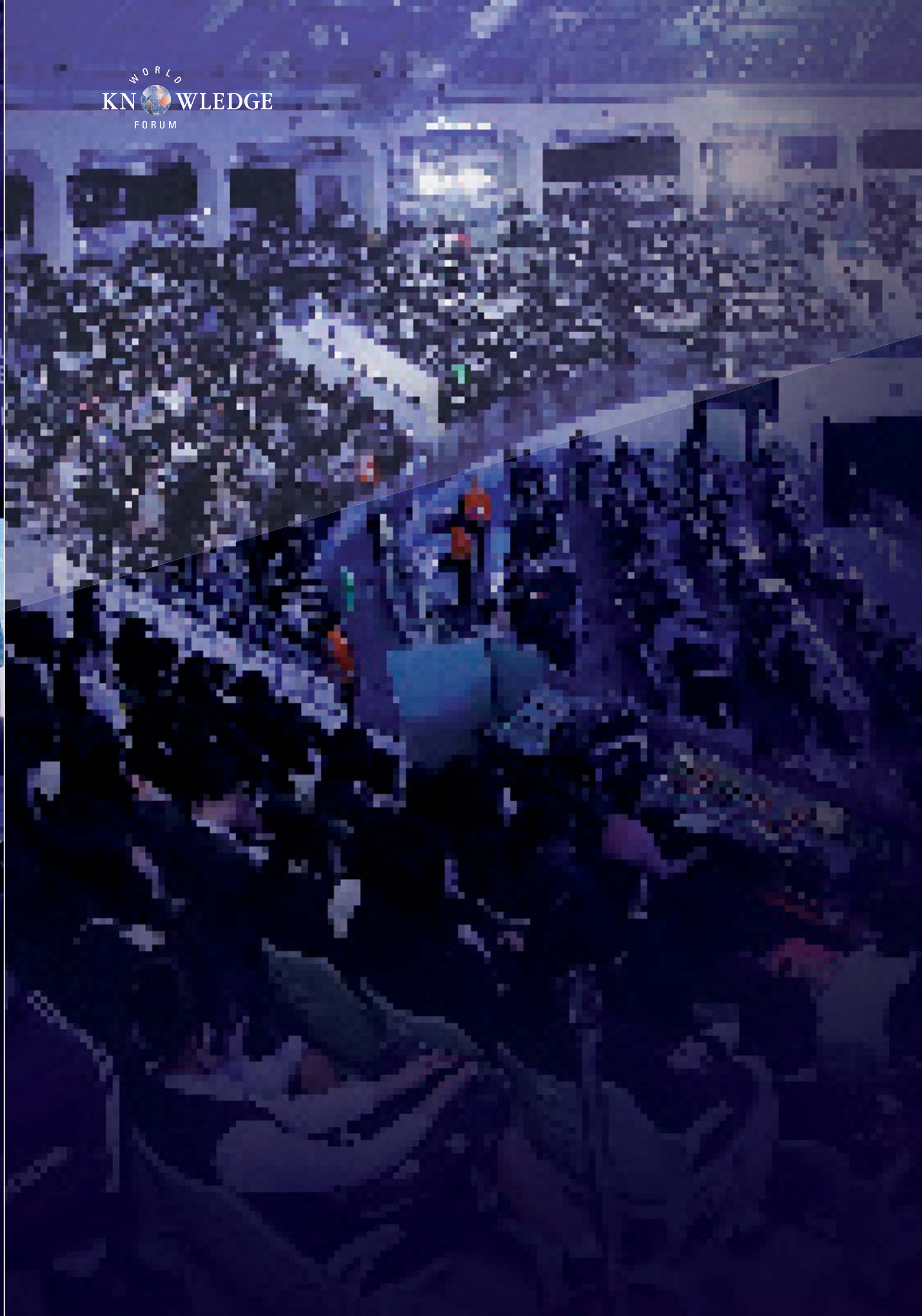


Introduction

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 Maeil 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 Dow Johns, the Forum has since grown to encompass 90 sessions featuring over 200 panelists from all over the world.

WORLD
KNOWLEDGE
FORUM



Invitation

The world is entering an era of uncertainty politically and economically. Donald Trump's victory in the U.S. Presidential Election and the United Kingdom's decision to exit the EU have been promoting trade protectionism around the globe. With the rise of the Islamic State (IS) and the remaining threats of terrorism, nationalistic sentiments are drastically increasing. North Korea's nuclear program and the rivalry between the U.S. and China are issues which are expected to continue throughout the year of 2017. The Korean Presidential Election will take place in 2017 where we may see a dramatic power shift as well. Leadership will play an integral part in fighting uncertainty and finding new growth engines. A nation with the type of leadership, which has the ability to bring the people together and effectively persuade the citizens to work toward a common goal, will become more competitive. We need to stop divisive leadership and endorse inclusive leadership. The Fourth Industrial Revolution is changing the world at astounding speeds. In order to adapt to and invent new technologies, people need to understand and cherish scientific knowledge and humanism first. This is why the World Knowledge Forum is fully committed to promoting growth by sharing knowledge.

The 18th World Knowledge Forum under the main theme "Rebuilding Trust" will be held from October 17th through October 19th in 2017, and we will focus on coming up with actions plans regarding the most important global issues at hand. World renowned experts in politics, economics, culture, and various industries will attend the forum and share their deep insights, and put their heads together to come up with solutions regarding the biggest global risks of our time.

I invite you to join us at the 18th World Knowledge Forum.



Founder, the World Knowledge Forum
Chairman, Maekyung Media Group

CHANG Dae-whan Ph.D.

Sae-whan Chang

Save the Date

October 17th-19th, 2017

SEOUL, KOREA

THE 18th WORLD KNOWLEDGE FORUM



**World Knowledge Forum
Secretariat**

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wkforum.org

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History of The World Knowledge Forum

1997

The Vision Korea Project was launched.

1998

The World Knowledge Forum Secretariat was established. CHANG Dae-whan, CEO of Maeil 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, and CNBC were established. The World Knowledge Corps was created.

2002

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

2003

The Asian Most Admired Knowledge Enterprises (MAKE) Award was established and the award was 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 University Stern School of business Finance Master session was held for the first time 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.

2013

HEC Paris and CEIBS newly joined the World Knowledge Forum as a knowledge partner and hosted a special session for the audience. Technology Frontier sessions were newly launched, covering industrial issues such as big data, 3D & 4D electric car, carbon fiber, display, and aerospace.

2014

The official Season Two of the World Knowledge Forum began at the brand new venue, Shilla Hotel, Seoul. Pre-event was held featuring Thomas Piketty, Professor at the Paris School of Economics, in September to mark its beginning. Open sessions were provided to the public at Hanuel Theatre at National Theatre of Korea, and live streaming service was introduced.

2015

The World Knowledge Forum (WKF) was held at The Shilla Seoul for the first time in 2014. Another prestigious venue, Jangchung Gymnasium, was added in 2015, reaffirming the reputation of the WKF as the biggest and the most prominent forum in Asia. Jangchung was equipped with a state-of-the-art gigantic screen (55meters by 8meters). In addition to assembling 17 state-of-art industry sessions, exhibitions with drones, 3D printers, and displays were also presented to the attendees. The WKF successfully hosted open sessions in which over 3,500 participants attended.

2016

The contents of the World Knowledge Forum were vastly upgraded. Representatives of the U.S. Republican Party and the Democratic Party attended the forum and held fiery discussions regarding the U.S. Presidential Election. Global Money Show was also hosted during the forum and reputable businessmen were awarded the "Asian Business Award", and the CEOs held keynote sessions. The Fourth Industrial Revolution exhibition was set up at the venue where many new technologies were introduced to the participants.



World Knowledge Forum in Numbers

(2000~2016)



39,100
Participants



3,772
Speakers



72
Countries



949
Sessions

The 17th World Knowledge Forum Summary

Jangchung Arena, The Shilla Seoul, KOREA
October 11th ~ 13th, 2016

Aiming for GREAT INSTAURATION

Francis Bacon, an English Philosopher from the 17th century, proposed the idea that innovation is based on the knowledge of a society. In order to overcome the prejudices and preconceived ideas of the dark Medieval Age, acquiring knowledge was more important than ever before. He believed that the society will reach the Great Instauration when everybody equips oneself with knowledge. He claimed this reformation will create the ideal and prosperous society. Four hundred years have passed and we now live in 2016. The world is full of many different extreme ideologies. Issues such as Brexit, protectionism, which stemmed from the U.S. and now spreading to China, Islamic State, and nationalism is stirring up confusion around the world. The gap between the rich and poor is intensifying and populism ideologies can be found in many parts around the globe. History evolves by repeating itself. Today's world makes us look back at the Medieval period when Bacon called for advancements in science and knowledge. Without reforming the current state, future is never fully guaranteed.

The starting point is knowledge. Only logical and practical knowledge can change the world. The way to acquire knowledge is engaging in thorough observations and experiences, that is, science. The world is transforming drastically by the Fourth Industrial Revolution. In times of change, leadership is a critical factor. The gateway for innovation will open when leaders lead with innovative and logical ideas. With the U.S. Presidential Elections coming up and the Korean Presidential Election taking place the year after, new leadership is undoubtedly a timely topic to examine. The 17th World Knowledge Forum will explore the value of knowledge sharing and the importance of new leadership. Experts in politics, economics, and sciences will come together to evaluate today's world and we hope many people will join us in these essential discussions.

THE 17th
WORLD
KNOWLEDGE
FORUM

GREAT
INSTAU-
RATION

NEW
LEADERSHIP
IN THE
MAELSTROM

CATALYZING
GROWTH
METABOLISM

WINNING IN
TECHNOLOGICAL
SINGULARITIES

GLOBAL
INVESTMENT
& FINANCE

INSIDE
CHINA
& ONE ASIA

MOONSHOT
THINKING

Innovation in our definition

We believe that
the dreams of today inspire the innovation of tomorrow

Summation
= bring the future now
= design the future • realize the future • share the future



Innovation in our definition

We believe that
the dreams of today inspire the innovation of tomorrow

Summation
= bring the future now
= design the future • realize the future • share the future

**THE MOST PROMINENT
KNOWLEDGE FESTIVAL BEGAN
at JANGCHUNG**

2016

Speakers at the 17th WKF



Gerhard Schröder
Former Chancellor of Germany



Dick Cheney
Former U.S. Vice President



Edwin Feulner
Founder of The Heritage Foundation



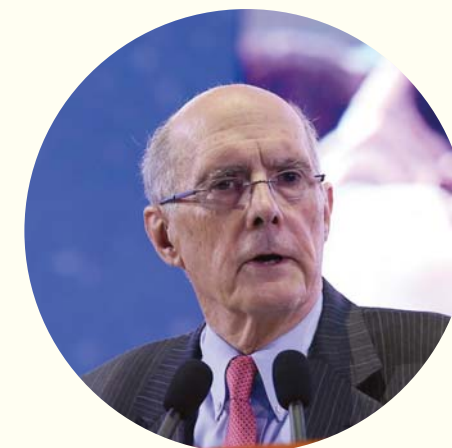
George Papandreou
Former Prime Minister of Greece



Luis Guillermo Solís
President of the Republic
of Costa Rica



Wendy Sherman
Former U.S. Under Secretary of State
for Political Affairs



Strobe Talbott
President of The Brookings Institution

2016

Speakers at the 17th WKF



David Rubenstein

Co-Founder and Co-CEO
of The Carlyle Group



Peter Pace

Former Chairman of U.S.
Joint Chiefs of Staff



Masaaki Shirakawa

Governor of the Bank of Japan,
Professor at Aoyama Gakuin University



Robert Barro

Professor at Harvard University



Pedro Domingos

Professor at University of Washington



Howard Charney

Senior Vice President of Cisco



John B. Taylor

Professor at Stanford University

2016

Top MBA Courses

HEC Paris hosted their prestigious MBA session at the WKF once again after their participation in 2014. MBA sessions of top universities such as New York University Stern School of Business, INSEAD, IE Business School, Tsinghua University, Peking University, and CKGSB are some of the most popular sessions at the World Knowledge Forum.



Book Signing Events

WKF speakers held special book signing events at the venue. It was a great opportunity for the participants to meet global opinion leaders.



Open Sessions

Alexa Clay, author of the best-selling book *The Misfit Economy*, Liu Ruopeng, CEO of Kuang-Chi Science, who is famous for 'Ironman Suit' and is often called the 'Chinese Elon Musk', Eric Alexander, the Asia-Pacific Head of Uber, which made the concept of 'sharing economy', shared their valuable insights to the participants. Over 3,500 WKF participants comprised of businessmen and students participated in the open sessions held at Jangchung Arena.

2015 | Mapping the ZEITGEIST



Tony Blair
Former Prime Minister
of Great Britain
and Northern Ireland



Timothy Geithner
Former U.S. Secretary
of the Treasury



Leon Panetta
Former U.S. Secretary
of Defense



Nathan Blecharczyk
Co-Founder of Airbnb



Le Luong Minh
Secretary General of ASEAN



Theo Waigel
Former German Minister
of Finance



Hu Angang
Dean of Institute for
Contemporary China Studies
at Tsinghua University



Nouriel Roubini
Chairman of Roubini Global
Economics



Paul Kennedy
Professor at Yale University

2013 | The One Asia Metamorphosis



Larry Summers
Professor at Harvard
University



Gregory Mankiw
Professor at Harvard
University



Peter Voser
CEO of Royal Dutch Shell plc



Meir Dagan
Former Director of Mossad



Salman Khan
Founder of Khan Academy



K. C. Chan
Secretary of Financial
Services & the Treasury of
Hong Kong



Kishore Mahbubani
Dean of Lee Kuan Yew
School of Public Policy



Iwata Kazumasa
President of Japan Center
for Economic Research



Thaksin Shinawatra
Former Prime Minister
of Thailand

2014 | Invigorating the Global Economy



Nicolas Sarkozy
Former President
of the French Republic



Thomas Piketty
Professor at Paris School
of Economics



Gene Sperling
Former Director of the U.S.
National Economic Council



Yukio Hatoyama
Former Prime Minister
of Japan



Carl Bildt
Former Prime Minister
of Sweden
GCIG Commissioner



Jeremy Rifkin
President of the Foundation
on Economic Trends



Jean-Claude Trichet
Former President
of the ECB



Li Yining
Honorary Dean at Guanghua
School of Management,
Peking University



Johannes Baillou
Chairman of the Board
of Partners of Merck



Sarah Lewis
Bestselling Author, Curator

2012 | The Great Breakthrough: New Solutions for Global Crisis (Leadership, Integrity, Creativity, and Happiness)



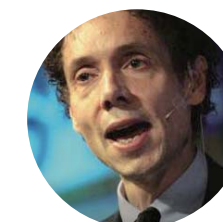
Jim Yong Kim
President of World Bank



Paul Krugman
Professor at Princeton
University



Nouriel Roubini
Professor at NYU Stern
School of Business



Malcolm Gladwell
Journalist at the New Yorker



Martin Wolf
Chief Economics
Commentator at Financial
Times



Dani Rodrik
Professor at Harvard
University



Daron Acemoglu
Professor at MIT



Tyler Cowen
Professor at George Mason
University

2011 | The New Economic Crisis : Reforming Global Leadership & Asia's Challenge



Gordon Brown
Former Prime Minister
of the United Kingdom



Larry Summers
Professor at Harvard
University



Sarah Palin
Politician of the United States
of America



Michael Sandel
Professor at Harvard
University



Martin Sorrell
Chief Executive of WPP



Nishida Atsutoshi
Chairman of Toshiba



Amy Chua
Professor at Yale University



Tom Albanese
Chief Executive of Rio Tinto

2009 | One Asia : New Economic Order & Recovery



George W. Bush
The 43rd President of the United
States of America



Gary Hamel
Professor at London Business
School



Peter Brabeck-Letmathe
Chairman of Nestle S.A.



Paul Krugman
2008 Nobel Prize Laureate in
Economics



Biz Stone
Co-founder of Twitter



Jack & Suzy Welch
Former CEO of GE &
Columnist



Nassim Nicholas Taleb
Author of 'The Black Swan'



Jim Rogers
CEO of Rogers Holdings

2010 | One Asia Momentum, G20 Leadership & Creatinnovation



Tony Blair
Former Prime Minister
of Great Britain
and Northern Ireland



Yukio Hatoyama
Former Prime Minister
of Japan



Richard Branson
Founder & CEO of Virgin
Group



Nouriel Roubini
Professor at NYU Stern
School of Business



Paul Krugman
Professor at Princeton
University



Jeffrey Katzenberg
CEO of Dreamworks
Animation SKG



Niall Ferguson
Professor at Harvard
University



Hans Vestberg
President and CEO
of Ericsson



Donald Trump Jr.
Executive Vice President
of the Trump Organization

2008 | Collabonomics & Greater Asia



Michael Porter
Professor at Harvard
University



Richard Branson
Founder & CEO of Virgin
Group



Eric Maskin
2007 Nobel Prize Laureate in
Economics



John Howard
Former Prime Minister of
Australia



Richard Levin
President of Yale University



Robert Polet
CEO of Gucci Group



Jack Trout
Author of 'Positioning'

2007 | Wealth Creation and Asia



Colin Powell
Former U. S. Secretary
of State



Alan Greenspan
Former Chairman of Federal
Reserve Board



Edmund Phelps
2006 Nobel Prize Laureate
in Economics



Tom Peters
Chairman of Tom Peters
Company



Philip Rosedale
Founder of Linden Lab



Vinton G. Cerf
Vice President & Chief
Internet
Evangelist of Google Inc.



Rolf Jensen
Chief Imagination Officer of
Dream Company Inc.



Peter Sands
Group Chief Executive
of Standard Chartered Bank

2005 | Creativity and Collaboration : Foundation for the New Era



Jack Welch
Former Chairman of GE



Edward Prescott
2004 Nobel Prize Laureate
in Economics



Robert Kagan
Professor of Carnegie
Endowment for
International Peace



Paul Jacobs
CEO of Qualcomm



Kevan Watts
Country Head (India) of Bank
of America Merrill Lynch



Ralph Parks
Chairman of JP Morgan Asia



Loo Choon Yong
Executive Chairman of Raffles
Medical Group, Ltd., Singapore
Group, Ltd., Singapore



Steve Ellis
CEO of Bain & Company

2006 | Creative Economy



George Soros
Chairman of Soros Fund
Management



Thomas C. Schelling
2005 Nobel Prize Laureate
in Economics



Shelly Lazarus
Chairman and CEO of Ogilvy
& Mather



Jacques Attali
President of PlaNet Finance



Craig Mundie
Chief Research and Strategy
Officer of Microsoft Corporation



Leon Brittan
Vice Chairman of UBS
Investment Bank



Alan Eustace
Senior Vice President
of Engineering & Research
at Google



Kenneth Rogoff
Professor at Harvard
University

2004 | Partnership for Renewed Growth



Carly S. Fiorina
Former Chairman of HP



Mori Yoshio
Former Prime Minister
of Japan



Paul Kennedy
Professor at Yale University



Robert A. Mundell
1999 Nobel Prize Laureate
in Economics



Kim Dae-jung
Former President
of Republic of Korea



Gianni De Michelis
Former Deputy Prime
Minister of Italy



John Donahue
Director of Weil Program in
Collaborative Governance at
Harvard's John F. Kennedy
School of Government



Pierre-Jean Everaert
Chairman of InBev

2003 | Creating a New World Order and Economy



Martin Feldstein
Former Chairman of U.S.
President's Council
of Economic Advisers



Jim Collins
Author of 'Good to Great'



Francis Fukuyama
Professor at Johns Hopkins
University



Robin Buchanan
Dean of London Business
School



Edwin J. Feulner
President of The Heritage
Foundation



Edith Cresson
Former Prime Minister
of France



Ohmae Kenichi
President & CEO of Business
Breakthrough Inc.



John J. Fernandes
President & CEO
of the Association
to Advance Collegiate

2001 | Drawing the Roadmap for Knowledge Economy and Global Prosperity



Bill Gates
Co-founder of Microsoft
Corporation



Supachai Panitchpakdi
Director-General of WTO



Paul Krugman
Professor at Princeton
University



Yves Doz
Timken Chaired Professor
at INSEAD



Nagao Makoto
President of Kyoto University



Lindiwe Hendricks
Deputy Minister of Trade
and Industry, South Africa



Bjorn Stigson
President of WBCSD



Ashok Soota
Chairman and CEO
of MindTree
Consulting Pvt Ltd.

2002 | Knowledge in a World of Risk : A Compass towards New Prosperity



Larry Ellison
Chairman and CEO of Oracle
Corporation



Michael Dell
Chairman and CEO of Dell



Joseph E. Stiglitz
2001 Nobel Prize Laureate
in Economics



Philip Kotler
Distinguished Professor
at Northwestern University



Stephen R. Covey
Author of 'The Seven Habits
of Highly Effective People'



Orit Gadiesh
Chairman of Bain
& Company



David Johnston
President of University of
Waterloo



John Ridding
CEO of Financial Times

2000 | Shaping the New Millennium with Knowledge



Lester Thurow
Professor at MIT



Paul Romer
Professor at Stanford
University



Donald Johnston
Secretary General of OECD



Heinrich Rohrer
1986 Nobel Laureate in
Physics



Rajat Gupta
Managing Director
of McKinsey & Company



Robert Davis
CEO of Lycos Inc.



Thomas Andersson
President of IKED



Phillip Melchior
Managing Director of Reuters

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the testimonies to the strength and influence
of Maekyung Media Group

M 매경미디어그룹

매일경제 MBN 매경닷컴 매경비즈 매경e신문

MBN 매일경제TV 매경출판 매경이코노미

LUXMEN GOLF FOR WOMEN Citylife N 여행+

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 was established on December 1st of 2011, and the channel has grown most rapidly among the general programming channels. By July of 2012, MBN became No.1 among the four news broadcasting stations in Korea. 17 years of valuable experiences in news broadcasting has made MBN the leader in delivering high-quality, high-content, exclusive news programs to its audience. Moreover, MBN's heart-warming dramas, breathtaking documentaries, dynamic variety shows, and engaging educational programs have captured the interest and attention of a wide range of audiences.

매일경제TV

Maeil Business TV

Maeil Business TV is the no.1 business news channel in Korea. Maeil Business TV currently provides real-time business news to more than 10 million households in Korea. Maeil Business TV 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 region and countries, it delivers global news to the Korean audience

매경닷컴

Maekyung dot com

Maekyung dot com (www.mk.co.kr) is the No. 1 business and economic portal site in Korea. The service provides 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 economy, in addition to a broad range of on-line social and cultural services, which offer our readers useful information needed in the fast-paced world. The website allows readers to voice their news on "MK Public Forum" and conducts daily polls on the latest issues related to economy and politics.

Magazine & Publication

Since 1968, the Maeil Business Newspaper published a wide range of specialized books on the stock market, economics, management, and business that enable readers to better manage everyday lives. Maekyung Economy, a premier weekly economic magazine, successfully highlights and captures the current business trends. The magazine offers insights into the trends in the global economy and the latest information on different industries and business sectors. Luxmen, a premier monthly business magazine, is a visual business magazine, which combines difficult economic articles with aesthetic designs.