

# WORLD KNOWLEDGE FORUM

---

## HIGHLIGHTS

**The World Knowledge Forum Secretariat**

5FL, Maekyung Media Center Bldg. 190, Toegye-ro,  
Jung-gu, Seoul, Korea 04627

Tel : +82-2-2000-2411~8 Fax : +82-2-2000-2419

Website : [www.wkforum.org](http://www.wkforum.org)

General Inquiry : [knowledge@mk.co.kr](mailto:knowledge@mk.co.kr)



# WORLD KNOWLEDGE FORUM HIGHLIGHTS

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

## Introduction

The World Knowledge Forum is a non-profit entity, which aims to promote balanced global growth and prosperity through knowledge-sharing. As 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 now grown to encompass 1,053 sessions featuring over 4,028 speakers in total from all around the world.





# THE 19<sup>th</sup> WORLD KNOWLEDGE FORUM

## Save the Date

October 10th - 12th, 2018  
SEOUL, KOREA



World Knowledge Forum  
Secretariat

82.2.2000.2411~8  
wkforum.org

General Inquiry  
knowledge@mk.co.kr



Founder, The World Knowledge Forum  
Chairman, Maekyung Media Group  
CHANG Dae-whan Ph.D.

*Dae-whan Chang*

## Invitation

With gracious support and enthusiasm from many knowledge seekers around the world, the World Knowledge Forum has grown into one of the most prominent knowledge hubs in the world. Each year, the World Knowledge Forum has been developing its contents and addressed numerous global agendas with approximately 250 speakers and 4,000 audiences.

In order to meet the encouragement and expectations of many who wait for the World Knowledge Forum every October, we have set the stage again for the best speakers and themes to look ahead of time this year. The 19th World Knowledge Forum is scheduled to take place from October 10th through 12th in 2018, and we will attempt to come up with action plans for important global issues at hand. There will be in-depth discussions regarding geopolitical, economic, business, and social issues at the 19th World Knowledge Forum.

I invite you to join us at the 19th World Knowledge Forum.

# THE 18th WORLD KNOWLEDGE FORUM

43,260  
Participants

4,028  
Speakers

1,053  
Sessions

73  
Countries

## World Knowledge Forum in Numbers (2000~2017)

## History of The World Knowledge Forum

### 1997

The Vision Korea Project was launched.

### 1998

The World Knowledge Forum Secretariat was established. CHANG Dae-whan, Chairman of Maekyung Media Group 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

Another prestigious venue, Jangchung Arena was newly added, 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). Also, 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 hosted within the forum and reputable businessmen were awarded the "Asian Business Award".

### 2017

The number of sessions and speakers reached a record high for the 18th World Knowledge Forum, amounting to 104 sessions and 256 speakers. 30-minute impactful, short, relay lecture series called INSIGHT 30' was newly launched to the forum program. In addition to diverse, timely contents, robot emcee which was used for the first time attracted much attention from both the audience and the speakers.



# THE 18<sup>th</sup> WORLD KNOWLEDGE FORUM SUMMARY

October 17th ~ 19th, 2017

Jangchung Arena & The Shilla Seoul, KOREA

## Inflection Point: Towards New Prosperity

Searching for New Global Leadership  
Shifting Paradigm in Global Economy  
Discovering 4IR Hypostasis  
Investment Strategy under New Environment  
Seeking Ways to One Asia  
Collective Intelligence for New Life





# 2017 Speakers at the 18th WKF



**Hillary Rodham Clinton**  
Former U.S. Secretary of State



**François Hollande**  
Former President of France



**Zhang Ya-Qin**  
President of Baidu



**Oliver Hart**  
Winner of the 2016 Nobel Prize  
in Economic Sciences



**Xu Jinghong**  
Chairman of Tsinghua Holdings



**Reince Priebus**  
Former White House Chief of Staff



**Tsuneo Kita**  
Chairman & Group CEO of NIKKEI

# 2017

## Speakers

at the 18th WKF



**Fatih Birol**  
Executive Director of  
International Energy Agency



**Amnon Shashua**  
CEO & CTO of Mobileye,  
Senior Vice President of Intel



**David Hanson**  
Founder & CEO of Hanson Robotics



**Dirk Ahlborn**  
CEO of Hyperloop Transportation  
Technologies



**Wang Jisi**  
President of the Institute of  
International and Strategic Studies,  
Peking University



**Hu Weiwei**  
Founder & President of Mobike



**Nick Bostrom**  
Director of Oxford Future of  
Humanity Institute



# 2017

## Top MBA Courses

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 this year. It was a great opportunity for the participants to meet global leaders including Nick Bostrom and Michele Wucker.



## Open Sessions

William Kim, CEO of AllSaints, Hu Weiwei, Founder and President of Mobike, Seo Jungjin, Chairman of Celltrion, and John Lee, CEO of Meritz Asset Management 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.





## Photos from The 18th World Knowledge Forum



## Past Main Speakers

# 2016

## Aiming for the GREAT INSTAURATION



**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



**Strobe Talbott**  
President of The Brookings Institution



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



**Robert Barro**  
Professor at Harvard University



**Pedro Domingos**  
Professor at University of Washington



**Peter Pace**  
Former Chairman of U.S. Joint Chiefs of Staff



**Howard Charney**  
Senior Vice President of Cisco



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



**Masaaki Shirakawa**  
Governor of the Bank of Japan, Professor at Aoyama Gakuin University



**John B. Taylor**  
Professor at Stanford University



# 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



**Tatiana Mitrova**  
Head of Oil and Gas Department at Energy Research Institute of Russian Academy of Sciences

# 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



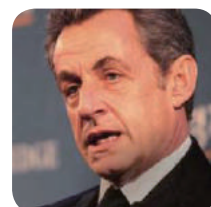
**Thaksin Shinawatra**  
Former Prime Minister of Thailand



**Edward Glaeser**  
Author of 'Triumph of the City'

# 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  
CGIC 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)



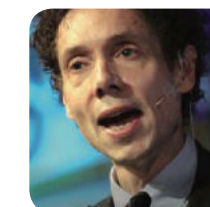
**Jim Yong Kim**  
President of World Bank



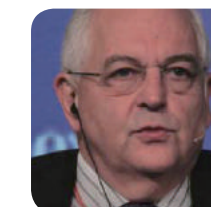
**Paul Krugman**  
Professor at Princeton University



**Nouriel Roubini**  
Professor at NYU Stern School of Business



**Malcolm Gladwell**  
Journalist at the New Yorker



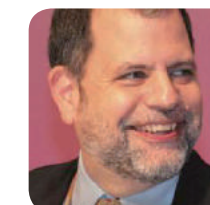
**Martin Wolf**  
Chief Economics Commentator at Financial Times



**Dani Rodrik**  
Professor at Harvard University



**Daron Acemoglu**  
Professor at MIT



**Tyler Cowen**  
Professor at George Mason University



**Condoleezza Rice**  
Former Secretary of United States of America



**Jose Maria Aznar**  
Former Prime Minister of Spain



# 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**  
The 9th Governor of Alaska



**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



**Strobe Talbott**  
Former President of  
The Brookings Institution



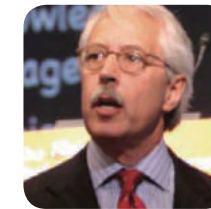
**Fan Gang**  
Director of The National Economic  
Research Institute (NERI)

# 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**  
CEO of Nestlé Group



**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



**Kristie Lu Stout**  
News anchor for CNN

# 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



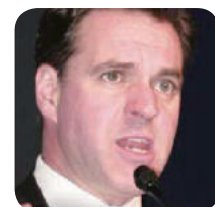
**Nouriel Roubini**  
Professor at NYU Stern  
School of Business



**Paul Krugman**  
2008 Nobel Prize Laureate  
in Economics



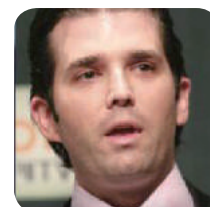
**Jeffrey Katzenberg**  
CEO of Dreamworks Animation SKG



**Niall Ferguson**  
Professor at Harvard University



**Hans Vestberg**  
President & CEO  
of Ericsson



**Donald Trump Jr.**  
Executive Vice President  
of the Trump Organization



**Richard Thaler**  
Professor at The University of  
Chicago Booth School of Business

# 2008

## Collabonomics & Greater Asia



**Michael Porter**  
Professor at Harvard University



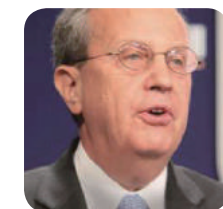
**Richard Branson**  
Founder & CEO of Virgin Group



**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'



**Daniel Lamarre**  
CEO of Cirque du Soleil



**Komiyama Hiroshi**  
President of University of Tokyo



**Fan He**  
Senior Fellow of Institute of World  
Economics and Politics



# 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



**Robin Li**  
Co-Founder & CEO of Baidu



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



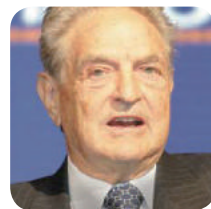
**Rolf Jensen**  
Chief Imagination Officer of Dream Company Inc.



**Peter Sands**  
Group Chief Executive of Standard Chartered Bank

# 2006

## Creative Economy



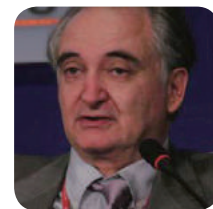
**George Soros**  
Chairman of Soros Fund Management



**Thomas C. Schelling**  
2005 Nobel Prize Laureate in Economics



**Shelly Lazarus**  
Chairman & CEO of Ogilvy & Mather



**Jacques Attali**  
President of PlaNet Finance



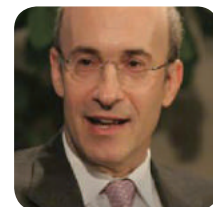
**Craig Mundie**  
Chief Research and Strategy Officer of Microsoft Corporation



**Leon Brittan**  
Vice Chairman of UBS Investment Bank



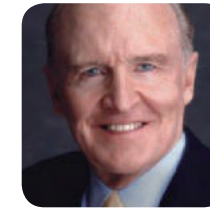
**Alan Eustace**  
Senior Vice President of Engineering & Research at Google



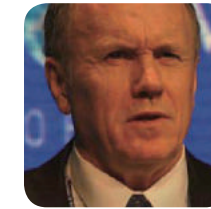
**Kenneth Rogoff**  
Professor at Harvard University

# 2005

## Creativity and Collaboration : Foundation for the New Era



**Jack Welch**  
Former Chairman of GE



**Edward Prescott**  
2004 Nobel Prize Laureate in Economics



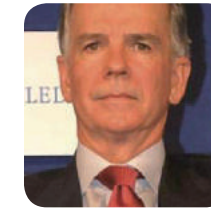
**Robert Kagan**  
Professor of Carnegie Endowment for International Peace



**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

# 2004

## Partnership for Renewed Growth



**Carly S. Fiorina**  
Former Chairman of HP



**Mori Yoshio**  
Former Prime Minister of Japan



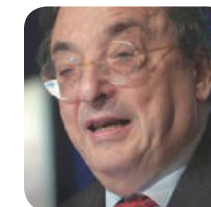
**Paul Kennedy**  
Professor at Yale University



**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 Donahues**  
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



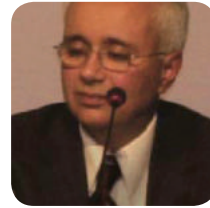
**Edwin J. Feulner**  
President of  
The Heritage Foundation



**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

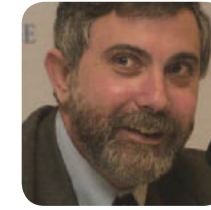
## Drawing the Roadmap for Knowledge Economy and Global Prosperity



**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 & CEO  
of MindTree  
Consulting Pvt Ltd.

# 2002

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



**Larry Ellison**  
Chairman & CEO of  
Oracle Corporation



**Michael Dell**  
Chairman & 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



# MAEKYUNG MEDIA GROUP

15 million audiences are  
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 and 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 (Korea's No.1 General Programming TV Channel)

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 20 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.