



FORBES GLOBAL CEO CONFERENCE

TOWARD A WINNING VISION

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Manila, Philippines

We live in an age of abundant opportunities. People can now create, discover, and improve the quality of their lives like never before. Yet the world economy faces unprecedented risks. Divergent economic growth rates, uncoordinated monetary policies, volatile energy and financial markets and technological disruptions can cause uncertainty in the marketplace. Geopolitical threats, health crises and social inequality are also among the global concerns of our time. How can CEOs manage these and other challenges, and invest their resources in productive ways? Increasingly, great companies recognize the importance of having a clear vision to drive their businesses, one that is based on core competencies, values and purpose. While CEOs must adapt constantly to a rapidly changing world, having a solid vision enables them to execute with clarity and resolve. This year's Forbes Global CEO Conference will focus on the theme of visionary leadership – how leaders at the helm of great companies conceive and articulate vivid visions that capture the imagination of their teams, inspire confidence among investors, and win the hearts and minds of consumers.

The search for growth

The global slowdown is a major theme in 2015, applying to economic trends and performance. With the global economy facing many challenges, the US is the safe haven with signs of recovery, while Asian countries are slowing down by historical standards. China's GDP expansion has eased to around 7%, and its stock markets have sharply corrected, but it still has growth most countries would envy. India's reform program and economy are on the rise. Europe is struggling with deflation and stagnation. Russia is officially in recession. Such divergence leads to uncoordinated monetary policies by central banks. While the Fed is holding rates steady—for now—Europe and Japan are pursuing their own policies, including quantitative easing and fighting deflation. The plunge in crude oil prices has created winners and losers. Where will new growth come from? And how will these trends play out in the political sphere around the world? How should CEOs and investors assess these and other trends? This opening panel gathers leading voices on the global landscape.

Road map to riches

What is the outlook for global financial markets? Divergent economic growth rates and uncoordinated monetary policies can mean greater volatility in the markets and foreign exchange moves. In this environment, what are the best investment ideas that pension funds, corporations and individuals should focus on? What are the optimal strategies to achieve the highest return at the lowest risk? How should investors choose between stocks and bonds, currencies and commodities, debt, private equity, venture capital, derivatives, hedge funds or real estate? Which markets look like the next investment winners and which ones look poised for sell-offs?

Seeing is believing

Today's complex business environment puts CEOs everywhere to the test. They must accelerate their leadership capabilities, strategic thinking, entrepreneurial zeal and creativity to achieve enduring success for their companies. Increasingly, business leaders recognize the importance of having a clear vision, one that is based on core competencies, values and purpose. Merely having a vision is also not enough, execution is key. When it comes to performance, seeing is believing. How best can CEOs conceive and implement vivid visions to generate profits and revenues? Without the support of their teams, CEOs will not progress far. How can they inspire the confidence of their staff and maximize their productivity?

Hitting the bull's eye

All eyes are on the outlook for emerging markets amid concerns that the region has entered into an era of slower growth. China's GDP expansion has eased to around 7% and faces more challenges. In India, there is much optimism about the new leadership and the country's outlook is improving. What next for China and India? The ASEAN region has been a hub for global manufacturing and trade. How will the region be transformed with the integration of the ASEAN Economic Community this year? The burgeoning consumer markets in emerging markets generate enormous spending power. Demand is strong for everything from shopping sprees, tourism, entertainment, to education, financial services, health care and wellness sanctuaries, and luxury goods. Urbanization also propels demand for better infrastructure and modern living spaces and financial towers. As emerging economies stabilize at moderate growth rates and mature structurally, how will their growth models become more sustainable and present business and investment opportunities to entrepreneurs and multinationals?

Building a winning brand

Brands are like people: they have values and personality. They exude presence, leave a strong impression and communicate clearly. The top winning brands in the world are among the most valuable companies on the planet. What do they do differently and how do they position themselves across diverse markets? In the age of social media, how do brands stay relevant and how do they influence buying decisions? Brand extensions can enhance a brand's association and visibility, but how to extend one's brand without running the risk of diminishing its value? Consumers now expect brands to lead on corporate social responsibility, but how should companies leverage their expertise to solve the world's problems? Content marketing has become a strategic tool for companies to establish themselves as thought leaders. What are the effective strategies to provide their customers with intellectual enlightenment? Branding is also important to leaders of world cities and countries who are eager to raise their global competitiveness. How can branding shape and reinforce their status as destinations for tourism, investment and culture?

Gazing into the future

Technology and innovation drive revolutionary change across the world. Mobility, social media, the cloud and the Internet of things are among the trends that transform the way we live, play and do business. In the coming years, how will the widespread penetration and evolution of feature-rich, smart mobile devices unfold? In what ways will ubiquitous social networking and user-generated content grow? How should companies manage cyber risks in the digital world? What's next for cloud technologies that provide on-demand, real time access to supercomputer power and unlimited storage? What breakthroughs will come from the convergence between the real and virtual worlds? How will technology bring more sweeping changes to retail, education, financial services, media, healthcare and other sectors? What opportunities do these and other developments present to entrepreneurs and consumers?

Seek and you will find

World class entrepreneurs are persistent, searching and optimistic dream-chasers. Some invent new gadgets and design services. Others envision new markets and pioneer industries. One thing is certain: great entrepreneurs believe in the power of imagination and unleashing its potential to meet

the needs of consumers and businesses. This panel gathers visionaries and trailblazers to shed light on their entrepreneurial journeys. They will lend their voices to what it takes to start and build a successful company, overcome obstacles, invest strategically, create lasting value – and always have fun.

New direction

Young disruptors, innovators and entrepreneurs represent the best of the next generation. These bright stars are engaging, creative and hardworking - some are even impatient to change the world. They bring their passion, smarts and energy to startups and family businesses. They are making their mark and gaining credibility across diverse sectors. How can the leaders of the next generation fulfill their potential to the fullest and sustain their success over a lifetime?

Envisioning a better tomorrow

"We make a living by what we get, we make a life by what we give," said Winston Churchill. Forbes pays tribute to some of the world's most notable, generous and innovative philanthropists of our time. These agents of change are deploying their financial capital, developing ideas and leveraging their experience and relationships to help resolve humanity's biggest problems. What are the lessons learned on how best to choose social causes, determine best practices, form partnerships, create buzz, and measure outcomes? This panel gathers some of Forbes' 'Heroes of Philanthropy' who are making the world a better place and leaving behind a powerful legacy.

View from the top

Every great endeavor, be it in government, business or personal journey, begins with a vision for success. Yet 'vision' has become one of the most overused and least understood words in the language. It conjures up different meanings for different people, and that is a risk for leaders and the communities for which they are responsible. A great vision reflects one's core values and purpose; it motivates teams, and provides strategic guidance for companies and countries to strive toward a better future. How can this be achieved? Observers have also pointed out: A vision without execution is just hallucination. How can leaders turn their profound ideas for business or social change into brilliant realities?

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