



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

The Fourth Industrial Revolution

David Aikman

Chief Representative Officer, Greater China
Managing Director, World Economic Forum

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Agenda

The Fourth Industrial Revolution

Key Questions for Leaders

Shaping the Future



World Economic Forum Our mission



The World Economic Forum – committed to improving the state of the world – is the International Organization for Public-Private Cooperation.

The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas.

World Economic Forum

The Forum: the Multi- Stakeholder platform

International organization:

Founded by Prof. Klaus Schwab in 1971.

Impartial:

tied to no political, partisan or national interests.

Global:

Based in Geneva, with offices in New York, Beijing Tokyo, and San Francisco

Multi-stakeholders:

A holistic, multi-stakeholder platform where leaders from business, government, civil society and academia connect and collaborate to improve the state of the world

**Leaders search for answers
to increasingly complex questions**



At Annual Meeting in Davos 2017

BEFORE

NOW

**Will my organization
be disrupted?**



**When is disruption
coming?**

What form will it take?

**How can I prepare myself
and my organization?**

THE FOURTH INDUSTRIAL REVOLUTION

The Fundamental Transformation

New technologies

New powers

New responsibilities













**Think systems,
not technologies**

A man with a prosthetic leg is walking with the assistance of a cane and another man. He is wearing a blue long-sleeved shirt, black shorts, and a black prosthetic leg. The man assisting him is wearing a black t-shirt and black pants. They are in a room with a green floor and a grey wall. A large, bright light source is casting long, dramatic shadows across the floor. The text "Empowering, not determining" is overlaid on the right side of the image.

**Empowering,
not determining**

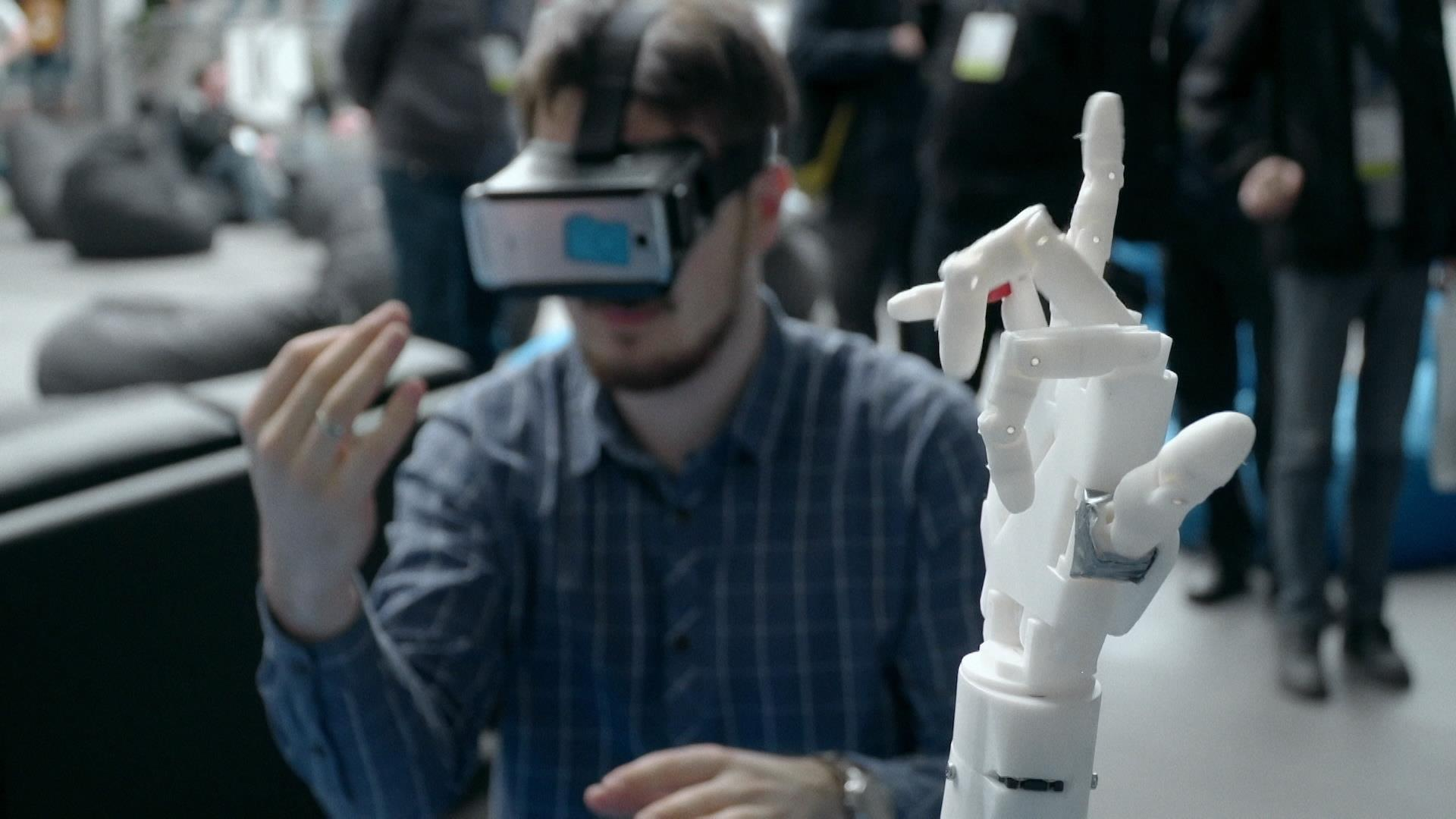


Photo Credit: Andrew McConnell / Panos



A photograph of a wind farm at sunset. The sky is a gradient of blue, orange, and pink. Silhouettes of numerous wind turbines are visible against the horizon. Two turbines are prominently featured in the foreground on the left, while many others stretch across the landscape towards the right.

**By design,
not by default**





**Values as a feature,
not a bug**

Key thoughts for Japan

**Think systems,
not technologies**

Products become means to shape the society, not purpose.

**Empowering,
not determining**

The possible consequences of products to the market matter.

**By design,
not by default**

There is no single future. Multiple future options with scenario thinking.

**Values as a feature,
not a bug**

Enriching the human dignity at your center of the solutions

The Forum's 14 Key Strategic Focuses



Consumption



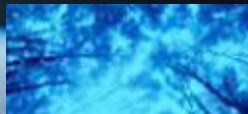
**Economic
Growth and
Social
Inclusion**



**Education,
Gender and
Work**



Energy



**Environment
and Natural
Resource
Security**



**Financial and
Monetary
Systems**



**Food Security
and
Agriculture**



**Health and
Healthcare**



**Information
and
Entertainment**



**International
Trade and
Investment**



**Long-Term
Investing,
Infrastructure
and
Development**



Mobility



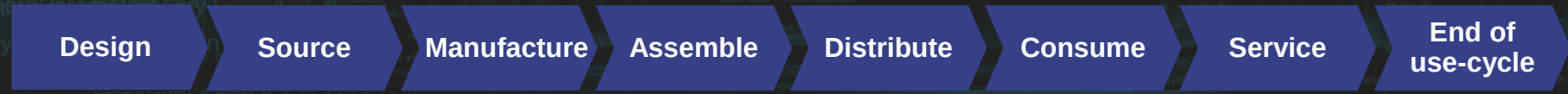
Production



**The Digital
Economy
and Society**

Fundamental Transformation in Production

Production is more than manufacturing:



Why production matters:

~30%

Global GDP
contribution



+850 million

Jobs worldwide



>70%

Global innovation
(patents)



~30%

Global GHG
emissions



Drivers Shaping the Future of Production

1

Technology
and
innovation



2

Regulations
and
governance



3

Global economy,
trade and
investment



4

Natural
resources and
sustainability



5

Human
capital and
skills



6

Consumer
expectations



Future Scenarios to design Next Models

In the space of a decade (from 2020 to 2030) AI moves to the epicenter of the production calculus

Rampant populism and unbridled protectionism translate into a profoundly uneven landscape for global production

Disrupted



Deterred



Massive supercomputers and AI mobilized in support of addressing global challenges

Damaged



Devolved



Pressure is for strong support of local production, customization and the pursuit of the circular economy

Frameworks to manage the Fourth Industrial Revolution's waves of transformation

Think systems, not technologies
Empowering, not determining
By design, not by default
Values as a feature, not a bug



Are you ready?

Thank you.

WORLD
ECONOMIC
FORUM

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