

Warsaw, 7<sup>th</sup> October 2020

**Robert Lewandowski, named Europe's Footballer of the Year 2019/20, will speak at the Business Insider Global Trends Festival**

**Robert Lewandowski – footballer, investor and UNICEF Goodwill Ambassador has joined the speakers of the BUSINESS INSIDER Global Trends Festival conference that will take place online from 19<sup>th</sup> to 23<sup>rd</sup> of October 2020.**

During the interview *“The Focused Leader - How to maintain focus and peak performance in challenging times. World-class athlete’s perspective on the role of focus and perseverance in pursuit of success”*, Robert Lewandowski will talk about his experience and challenges he faces as the team leader not only on the football field. How to spot opportunities even under threat, how to motivate oneself and others and how to keep focused on the adopted goal in challenging situations - Robert Lewandowski will be sharing his experiences on the Global Stage of the conference on Friday, 23 October, at 18:25 CEST.

*“Self-discipline, strong will, perseverance, ability to make instant decisions and to draw conclusions from wins and losses are the desired traits of any athlete, and they are increasingly decisive to business successes. Both these domains also require a leader, a captain”* - says Robert Lewandowski, footballer, speaker at the BUSINESS INSIDER Global Trends Festival.

Robert Lewandowski was named UEFA Men's Player of the Year for 2019/20 and has won the Forward of the Season award for the 2019/20 UEFA Champions League. In his football career he also was the five-time Bundesliga top scorer, the top scorer of Champions League and top scorer of Poland's Top-Division (Ekstraklasa), as well as Champions League winner, eight-time Bundesliga Champion, Poland's Top-Division (Ekstraklasa) Champion, four-time German Cup Winner, Poland's Cup winner and Europe, Poland and Germany Super Cup winner. He is Bundesliga's all-time number three scorer. Since July 2014, as the player of Bayern Munich he has scored more than 250 goals. Furthermore, he is Poland's national team's all-time top scorer.

Besides his outstanding performance on the football field, Robert Lewandowski also stands out as a successful investor. He gets involved in mainly long-term promising technology and real estate development projects, trading and service platforms as well as products for

athletes. His most prominent projects include the investment in Movie Games, a computer games developer and publisher listed on the Warsaw Stock Exchange; Less\_ App, RL9 coffee branded with Robert Lewandowski's logo – during the pandemic 10 percent of profits on sales went to the Polish National Senior Economy Institute, and the investment in SamuraiLabs, a company detecting and preventing online violence. Robert Lewandowski is also the co-owner of the RL Media house and Stor9\_ marketing agency.

As the best player of Poland's national team and Bayern Munich he is the face of advertising campaigns all over the world. His official social media accounts are followed by over 34 million people.

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### **About the BUSINESS INSIDER Global Trends Festival conference**

The [BUSINESS INSIDER Global Trends Festival](#) will take place online from 19<sup>th</sup> to 23<sup>rd</sup> of October 2020. Its main theme will be the impact of Covid-19 on the global business. The conference will be held on four geographical stages - the **Global Stage** and three regional stages – **United States Stage**, **European Stage** (in Berlin and in Warsaw) and **Asia/Pacific Stage** (in New Delhi and in Tokyo). The BUSINESS INSIDER Global Trends Festival conference will examine the impact of coronavirus along five main themes: **Welcome to the Future, Shifting Societies, Sustainability, Technology** and **Organisation**. The event will be attended by executives, entrepreneurs and investors from around the world. It will feature more than 60 hours of presentations, discussions, and workshops.

Tickets are already on sale at the event's website: <https://trendsfestival.com/en/tickets-for-trends-festival.html>

For the BUSINESS INSIDER Global Trends Festival promotional video visit:

<https://www.youtube.com/watch?v=piBF3MB03F8>

