

23 October 2020

The Business Insider Global Trends Festival conference has wrapped up

For five days, on five stages across three continents, more than 250 excellent speakers have discussed the trends in their industries in the context of our rapidly changing world.

“The effects of the Covid-19 pandemic are felt by business on different levels of activity. This unprecedented event created completely new paths of development and forced companies around the world to react immediately, and almost no industry remained untouched by the change. The world experts at the five scenes of the BUSINESS INSIDER Global Trends Festival talked about the paths chosen and the solutions applied, as well as the direction we will be taking in the future - says Mark Dekan, CEO Ringier Axel Springer Media.

The theme of this edition Business Insider’s Global Trends Festival was the impact of the COVID-19 pandemic on global business. The event took place in a new format: over 250 experts appeared on our virtual stages, where the audience could interact, ask questions, and comment on lectures. The platform enabled users to network, view on-demand materials, participate in competitions with valuable prizes, and view virtual EXPO - presentations of companies from all over the world.

The Business Insider Global Trends Festival stages have featured (among others): **Henry Blodget**, CEO, Insider Inc; **Nouriel Roubini**, world-famed economist who predicted the 2008 crisis; **Reed Hastings**, CEO and Co-founder, Netflix; **Adena T. Friedman**, President and CEO, NASDAQ; **Nassim Nicholas Taleb**, professor of New York University, author of bestselling books “Black Swan” and “Antifragile”; **Michael Miebach**, designated CEO, Mastercard; **Markus Duesmann**, CEO, AUDI; **Blake Chandlee**, Vice President, TikTok; **Robert Lewandowski**, footballer, investor and UNICEF Goodwill Ambassador; **Mathias Döpfner**, CEO, Axel Springer SE; **Marc Walder**, CEO, Ringier AG; **Werner Baumann**, CEO, Bayer AG; **Nancy Dubuc**, CEO, VICE Media; **Boyan Slat**, Founder, The Ocean Cleanup; **Phil Graves**, VP, Patagonia;

Sergio Ermotti, CEO, UBS Group AG; **Stuart Kronauge**, Chief Marketing Officer of Beyond Meat; **Audrey Tang**, Taiwan's Digital Minister; **Poppy Gustafsson**, CEO, Darktrace; **Stan Garmark**, Vice President, Spotify; **Alain Dehaze**, CEO, Adecco; **Jean-François Manzoni**, President of IMD (International Institute for Management Development) Lausanne; **Ray Dalio**, Founder, Bridgewater Associates; **Ritesh Agarwal**, CEO of OYO; **Kristin Peck**, CEO, Zoetis and **Vani Kola**, Managing Director, Kalaari Capital.

Each day of the conference, the speakers took up a different theme: Welcome to the Future, Shifting Societies, Sustainability, Technology, and Organizations. Among the subtopics on days one and two were changes brought on by the COVID-19 pandemic and trends shaping consumer behavior resulting from changing buyer habits. Speakers discussed the fintech sector, digital transformation, deglobalization, e-commerce, and the future of entertainment and media consumption. The third day of the conference was devoted to sustainable development, an increasingly popular element of corporate strategy. Experts talked about sustainability in fashion, mobility, and new energy. On the fourth day, the topic was technology in healthcare, biotechnology, food, mobility, and the pharmaceutical industries. The closing day of the conference used the previous four days' learnings and applied them to organizations.

“Plus” and “VIP” ticket holders have the possibility of free access to the content on demand from the entire conference for the next 12 months. For the others, from Saturday 24 October, an option will be introduced to purchase access to speeches and content from all 5 days of the BUSINESS INSIDER Global Trends Festival, which will be available until 31 October 2021. For more information visit: www.trendsfestival.com

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