

The World Knowledge Forum
Secretariat

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매일경제 **MBN**

WORLD KNOWLEDGE FORUM HIGHLIGHTS

2021

SINCE 2000



ABOUT WORLD KNOWLEDGE FORUM



Following the 1997 Asian financial crisis, the World Knowledge Forum (WKF) was founded in October 2000 after two years of preparation based on the ambition to transform Korea into a knowledge-driven nation. Since then, the World Knowledge Forum has played the role as a platform for active discussions with the aim of reducing knowledge gaps through knowledge sharing and to promote balanced global economic growth and prosperity. A total of approximately 5,188 global speakers and 55,860 audiences have participated since the first forum in 2000 that was held under the theme of "Shaping the New Millennium with Knowledge," and the WKF has now become one of the biggest knowledge-sharing events in the world.

Main speakers we had at the past WKF's include the following: state leaders such as George W. Bush, the 43rd President of the United States; Theresa May, the 76th Prime Minister of the United Kingdom; Nicolas Sarkozy, the 23rd President of the French Republic; and Gerhard Schröder, the 7th Chancellor of Germany; Presidents of international organizations such as Jim Yong Kim, the 12th President of the World Bank; founders and CEOs such as Bill Gates, Co-founder of the Microsoft Corporation; Larry Ellison, Chairman and CEO of the Oracle Corporation; John L. Hennessy, Chairman of Alphabet; George Soros, Chairman of Soros Fund Management, and scholars such as Larry Summers, Paul Krugman, Michael Porter, and Gregory Mankiw.

At the World Knowledge Forum 2021, speakers and audiences gathered both offline and online to discuss various agendas under the theme of "Terra Incognita: Redesigning the Global Architecture."

Michael R. Pompeo, former Secretary of State of the United States; Michael Sandel, Professor at Harvard University; Thomas Bach, President of IOC; Marcus Wallenberg, Chair of the Board of Directors of Skandinaviska Enskilda Banken (SEB); Bob Sternfels, Global Managing Partner of McKinsey & Company; Jesper Brodin, President and CEO of Ingka Group (former IKEA Group); Paul Milgrom, Professor at Stanford University; and many other world renowned speakers participated in the World Knowledge Forum 2021 and graced the occasion with their presence.



Brand Identity of the World Knowledge Forum

The new Brand Identity (BI) of the World Knowledge Forum embodies the world moving towards the future centered by the World Knowledge Forum. The BI carries the philosophy of the World Knowledge Forum; center of the global economy, challenge against the future, and the power of human connection. The BI symbolizes that the World Knowledge Forum, representing Asia, serves as a platform to project the future of politics, economy, industry, and society based on knowledge-sharing.



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 350 speakers and 4,500 audiences.

In order to meet the encouragement and expectations of many who wait for the World Knowledge Forum every September, we have set the stage again for the best speakers and themes to look ahead for 2022.

The World Knowledge Forum 2022 is scheduled to take place from September 20th through 22nd in 2022, and we will come up with the best action plans for important global issues at hand. In-depth discussions on geopolitics, business, technologies and social issues will be made at the World Knowledge Forum 2022.

I invite you to join the World Knowledge Forum 2022.

Chairman of Maekyung Media Group
Founder of the World Knowledge Forum

CHANG Dae-whan Ph.D.



WORLD KNOWLEDGE FORUM 2022

September 20 - 22, 2022
Seoul, Korea

KNOWLEDGE REVOLUTION 5.0
Prosperity Towards Prosperity for All

WORLD KNOWLEDGE FORUM

THE 20th WORLD KNOWLEDGE FORUM


KNOWLEDGE REVOLUTION 5.0
Prosperity Towards Prosperity for All

WORLD KNOWLEDGE FORUM

WORLD KNOWLEDGE FORUM IN NUMBERS 2000~2021

PARTICIPANTS

For 21 years, distinguished participants from political, academic, corporate, and other diverse areas around the world have gathered to the “knowledge-sharing feast” at the annual World Knowledge Forum.

 **55,860**

SPEAKERS

Global leaders from political, economic, and industrial sectors such as George W. Bush, the 43rd President of the United States; Bill Gates, Co-founder of the Microsoft Corporation; Richard Branson, CEO of Virgin group; to name a few, participated in the World Knowledge Forum as renowned speakers.

 **5,188**

COUNTRIES

Participants and speakers are joining the World Knowledge Forum from countries in various regions including Asia, North America, South America, Europe, and so forth.

 **82**

SESSIONS

Every year, the World Knowledge Forum covers a variety of topics encompassing economy, industry, politics, culture, art, future, and climate change.

 **1,544**

HISTORY OF THE WORLD KNOWLEDGE FORUM 2000~2021

2000

Shaping the New Millennium with Knowledge

World Knowledge Forum Launched

2001

Drawing the Roadmap for Knowledge Economy and Global Prosperity

World Knowledge Corps Launched

2002

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

2003

Creating a New World Order and Economy

2004

Partnership for Renewed Growth

World Knowledge Forum Outside Korea Launched

2005

Creativity and Collaboration: Foundation for the New Era

2006

Creative Economy

2007

Wealth Creation & Asia

World Bank Recognized World Knowledge Forum

2008

Collaboronomics & Greater Asia

Open Sessions Launched at World Knowledge Forum

2009

One Asia: New Economic Order & Recovery

One Asia Momentum Launched

2010

One Asia momentum, G20 Leadership & Creatinnovation

2011

The New Economic Crisis: Reforming Global Leadership & Asia's challenge

2012

The Great Breakthrough: New Solutions for Global Crisis

2013

The One Asia Metamorphosis

2014

Invigorating the Global Economy

2015

Mapping the Zeitgeist

Plenary Session Moved to Jangchung Arena

2016

Aiming for Great Instauration

Asia Business Awards Launched

2017

Inflection Point: Towards New Prosperity

2018

Collective Intelligence: Overcoming Global Pandemonium

2019

Knowledge Revolution 5.0: Perspicacity Towards Prosperity for All

2020

Pandenomics Perspective: Shaping New Global Symbiosis

Online and Offline Hybrid Forum

2021

Terra Incognita: Redesigning the Global Architecture

MAIN SPEAKERS FROM THE PREVIOUS YEARS



Bill Gates
Co-founder of
Microsoft Corporation



George W. Bush
The 43rd President of
the United States



Hillary Rodham Clinton
The 67th United States
Secretary of State



Richard Branson
Founder of
Virgin Group



Tony Blair
The 73rd Prime Minister of
United Kingdom



Marcus Wallenberg
Chair of the Board of
Directors of Skandinaviska
Enskilda Banken (SEB)



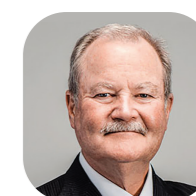
David Rubenstein
Co-founder & Co-CEO
of the Carlyle Group



Yukio Hatoyama
The 93rd Prime Minister
of Japan



Jerry Yang
Co-founder & former
CEO of Yahoo



Brian Duperreault
Executive Chairman &
former CEO of AIG



Mike Pompeo
The 70th United States
Secretary of State



Janet L. Yellen
The 78th United States
Secretary of the Treasury



Nathan Belcharczyk
Co-founder of Airbnb



Colin Powell
The 65th United States
Secretary of state



Kersti Kaljulaid
The 5th President
of Estonia



Larry Ellison
Chairman & CTO of
Oracle Corporation



Carl Bildt
The 40th Prime Minister
of Sweden & GCIG
Commissioner



Joseph E. Stiglitz
2001 Nobel Prize Laureate
in Economics



Niall Ferguson
Senior Fellow at
the Hoover Institution



Edmund Phelps
2006 Nobel Prize
Laureate in Economics



Gregory Mankiw
Professor at
Harvard University



Jack Welch
Former Chairman of
General Electric



Nicolas Sarkozy
The 23rd President
of France



Alan Greenspan
The 13th Chairman of
Federal Reserve Board



Francois Hollande
The 24th President
of France



Lawrence Summers
The 8th Director of the
National Economic Council



Enrico Letta
The 55th Prime
Minister of Italy



Robin Li
Chairman & CEO
of Baidu



Wang Jia Rui
Vice Chairman of the 12th National
Committee of the Chinese People's
Political Consultative Conference



George Soros
Chair of
Soros Fund
Management



Gerhard Schröder
The 7th Chancellor
of Germany



Paul Krugman
Professor at City University
of New York



Steve Chen
Co-founder of
YouTube



Michael Porter
Professor at
Harvard University



Paul M. Romer
Professor at NYU Stern



Eric Yuan
Founder & CEO of Zoom



Michael Sandel
Professor at
Harvard University



Donald Trump Jr.
Executive Vice
President of the
Trump Organization



Thomas Piketty
Professor at Paris School
of Economics



Bob Woodward
Pulitzer Prize-Winning
Journalist



WORLD KNOWLEDGE FORUM 2021 SUMMARY

TERRA INCOGNITA:

REDESIGNING THE GLOBAL ARCHITECTURE

* The definition of Terra Incognita is "the unknown land," meaning the world we have not experienced.

Date | September 14 - 16, 2021
Venue | Jangchung Arena · The Shilla Seoul
· Seoul Club · National Theater of Korea

TRACKS

01.
NEW
BUSINESS PATH

02.
WEALTH
DISCOVERY

03.
GLOBAL POWER
DYNAMICS

04.
RACE TO
NET-ZERO

05.
BEYOND
GRAVITY

06.
HELLO,
NEW WORLD!



Harvard University Professor Michael Sandel (screen), Democratic Party of Korea Chairman Young Gil SONG (second from the right), and People Power Party Chairman Jun-seok LEE (first from the right) participated in the online and offline hybrid talks at the opening ceremony of the World Knowledge Forum 2021.

SPEAKERS AT THE WORLD KNOWLEDGE FORUM 2021



Mike Pompeo
The 70th United States Secretary of State



Michael Sandel
Professor at Harvard University



Thomas Bach
President of International Olympic Committee(IOC)



Mark Schneider
CEO of Nestlé



Marcus Wallenberg
Chair of the Board of Directors of Skandinaviska Enskilda Banken (SEB)



Graham Allison
Professor at Harvard University



Paul Milgrom
Professor at Stanford University



Bob Sternfels
Global Managing Partner of McKinsey & Company



Ban Ki-moon
The 8th Secretary General of United Nations



Jim Goodnight
Co-founder & CEO of SAS Institute

SPEAKERS AT THE WORLD KNOWLEDGE FORUM 2021



Peter Diamandis
Founder & Executive Chairman
of XPRIZE Foundation



Bobbi Brown
Founder of Bobbi Brown
Cosmetics



Luke Ellis
CEO of Man Group



Daron Acemoglu
Professor at MIT



Jesper Brodin
President & CEO of
Ingka Group(IKEA Group)



Marc Raibert
Founder & Chairman
of Boston Dynamics



Justin Yifu Lin
Professor at National School
of Development
Peking University



Edwin Feulner
Founder of
The Heritage Foundation



Warren East
CEO of Rolls Royce



Patrice Caine
Chairman & CEO of
Thales Group



Fatih Birol
Executive Director of
International
Energy Agency(IEA)



Peter C. Oppenheimer
Chief Global Equity
Strategist of
Goldman Sachs



Roy Azevedo
President of Raytheon
Intelligence & Space



Michael Schoellhorn
CEO of Airbus Defence
and Space



Gitanjali Rao
TIME's 2020 Kid of the Year



Gary Shapiro
President & CEO of
Consumer Technology
Association



Pamela Melroy
Deputy Administrator
of NASA



Vitalik Buterin
Creator of Ethereum



Chris Urmson
CEO & Co-founder of
Aurora



Carlos Alvarado
The 48th President of
the Republic of
Costa Rica



WORLD KNOWLEDGE FORUM 2021

01 HYBRID FORUM IN THE PANDEMIC ERA

The World Knowledge Forum has newly presented a hybrid forum that covers online and offline sessions. Over 350 global speakers participated in the World Knowledge Forum to meet and share knowledge with the audiences.

02 LIVE STREAMING

About 160 sessions held at the World Knowledge Forum were live-streamed. Participants watched the sessions in real-time through the World Knowledge Forum's application and website. Also, watch-again VOD service was made available immediately after the sessions.

03 OPEN SESSION & METAVERSE

To share knowledge with the general public, the World Knowledge Forum has organized 15 Open Sessions and also a debate session on fairness with Michael Sandel, Professor at Harvard University; Young Gil SONG, Chairman of Democratic Party of Korea; and Jun-seok LEE, Chairman of People Power Party. 8 sessions including Q&A have been held on a metaverse platform.



Marc Raibert, Founder and Chairman of Boston Dynamics, introduces the robotic dog Spot at the World Knowledge Forum 2021.

MAEKYUNG MEDIA GROUP

Maeil Business Newspaper presents new visions to the government, the public and businesses as a Knowledge Powerhouse. By doing so, Maeil Business Newspaper proudly does its part in building the foundation for Korea's knowledge based economy.

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MAEIL BUSINESS NEWSPAPER

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-estate, stocks, and bonds with keen insights and professional expertise. By providing timely, accurate economic news and through campaigns such as "Vision Korea," Maeil Business Newspaper presents new visions to the government, the people and businesses. By doing so, Maeil Business Newspaper proudly does its part in building the foundation for Korea's knowledge-based economy.

MBN

Maeil Broadcasting Network

Since 2011, MBN has provided a wide variety of programs ranging from news to entertainment. With 17 years of experiences as a 24-hour news channel, MBN offers premium contents in various fields to viewers. Acknowledged for its quick and accurate news reporting, MBN was selected as the Nation's best news channel for 4 consecutive years. Through its commitment to "Listen, Agree, Care & Solve," MBN's dedication to excellence on every level makes this broadcast network a leader in its field.

For more information on registration and event details, visit the World Knowledge Forum website.

World Knowledge Forum Website

www.wkforum.org



For video contents of the World Knowledge Forum, visit the World Knowledge Forum YouTube channel.

World Knowledge Forum YouTube Channel

www.youtube.com/wkforum



For the latest updates of the World Knowledge Forum and live-streamed session videos, download the the World Knowledge Forum App.

Download the World Knowledge Forum App

