

Europe vs. Asia an Asian perspective



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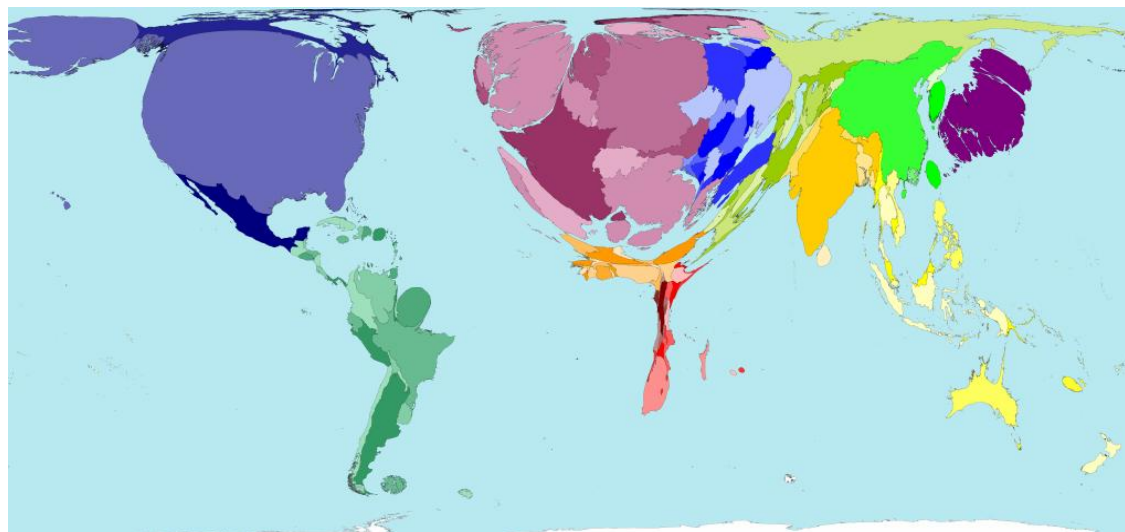
Asia and Europe: A perspective from a European in Asia

Agenda

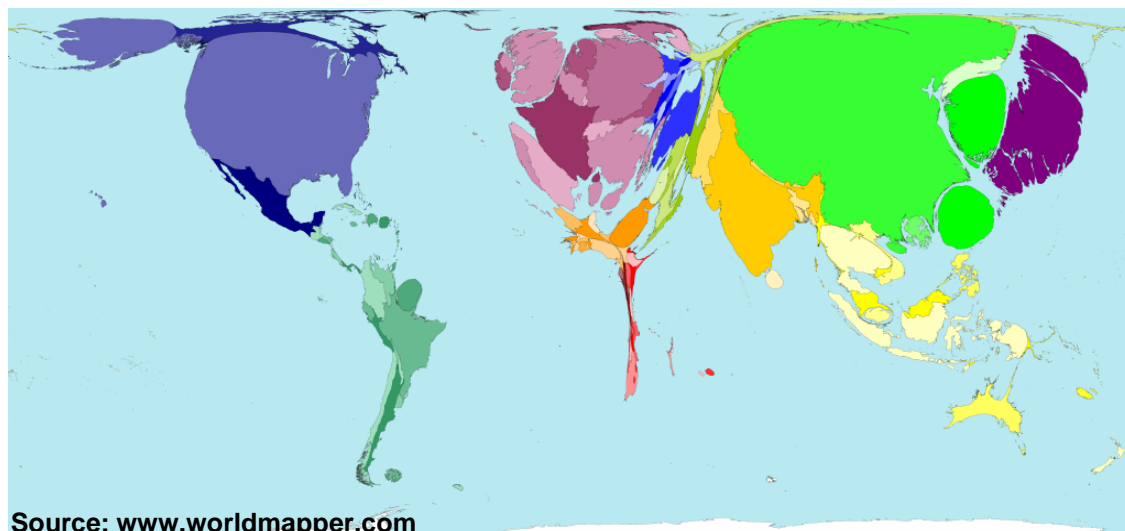
- 1. Asia's importance on the rise?**
- 2. Are the Western Economies in trouble?**
- 3. Any "Lessons Learned" ?**

The global wealth visualized

1960

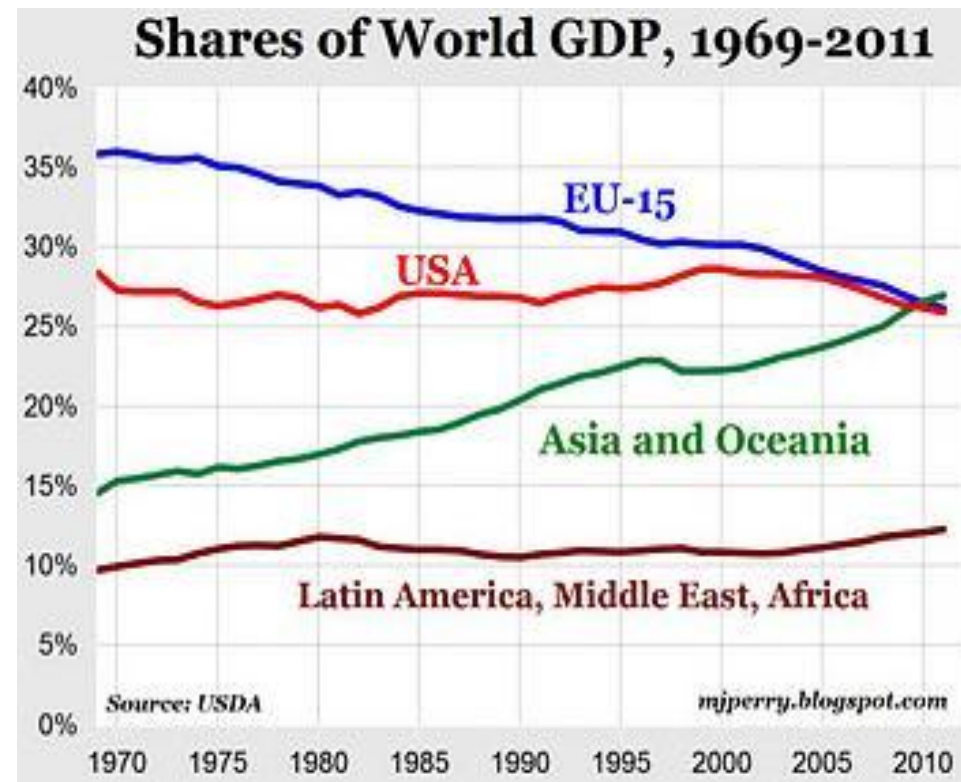
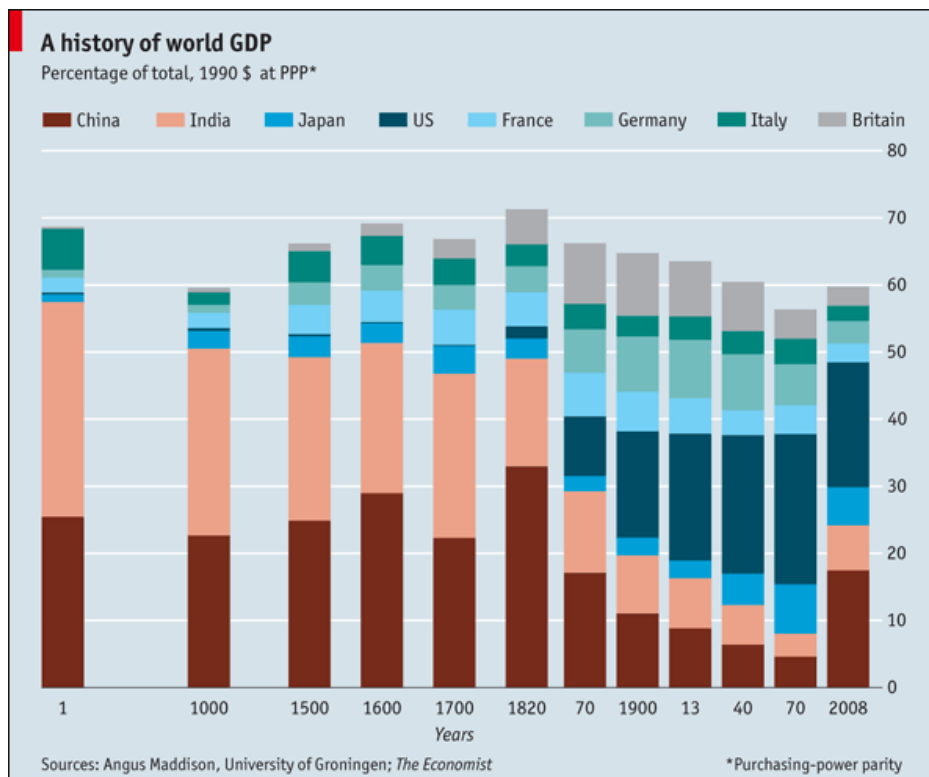


2015



Source: www.worldmapper.com

The numbers of global GDP shares speak for themselves



Asia and Europe: Pictures say more than economic data



Asia

A vibrant, crowded street scene in Asia, likely Vietnam, showing a mix of people on bicycles, a motorized rickshaw, and pedestrians. The scene is filled with activity, with many people wearing traditional conical hats. A red banner with white text is overlaid in the center.

Asia never sleeps...

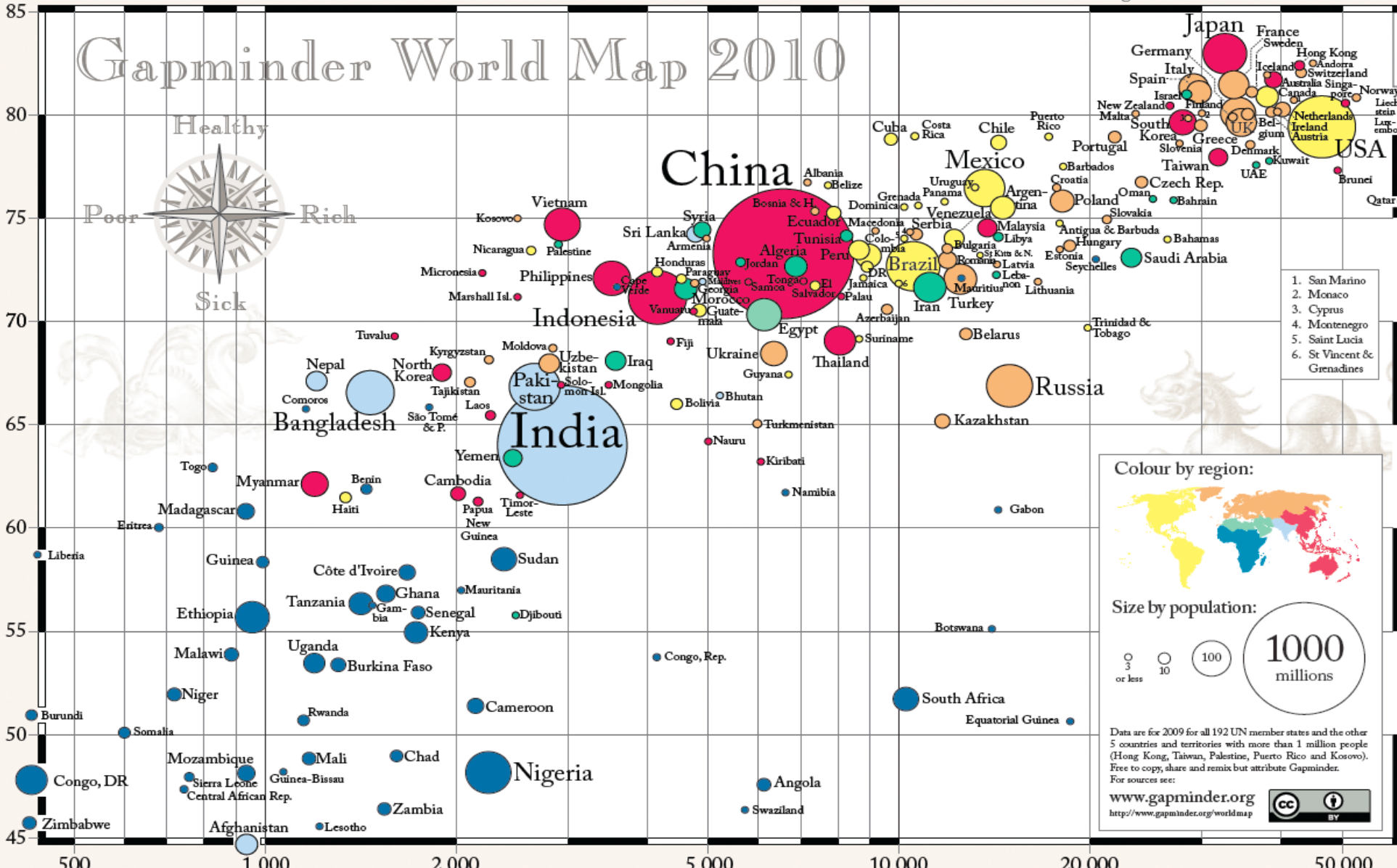
Low-income countries

Middle-income countries

High-income countries

Gapminder World Map 2010

Health Life expectancy at birth (years)



1. San Marino
2. Monaco
3. Cyprus
4. Montenegro
5. Saint Lucia
6. St Vincent & Grenadines



Data are for 2009 for all 192 UN member states and the other 5 countries and territories with more than 1 million people (Hong Kong, Taiwan, Palestine, Puerto Rico and Kosovo). Free to copy, share and remix but attribute Gapminder. For sources see: www.gapminder.org <http://www.gapminder.org/worldmap>

Money GDP per person in US dollars (purchasing power adjusted) (log scale)

GAPMINDER

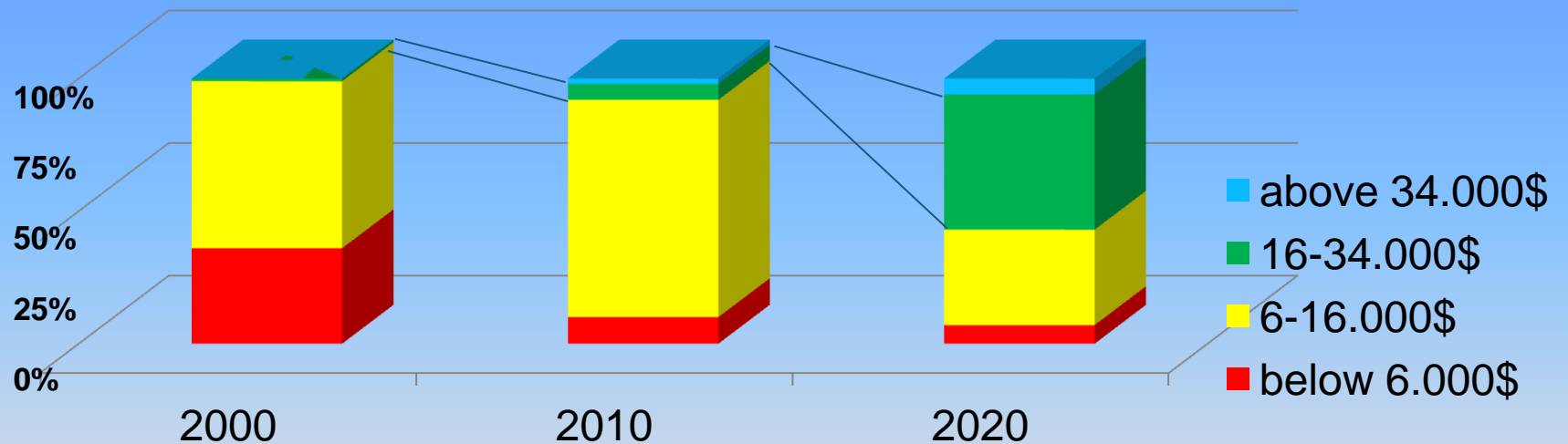
In historical perspectives Asia will be dominating the world - again - in a few decades

5 Megatrends in Asia

- Growth of Middle Income Class
- New products, value chains and innovations ex Asia
- World GDP growth is created largely in Asia by 2050
- The world population growth will be in Asia
- The young population drives technology applications

The rise of the “Middle Class” in Asia will have huge momentum on the economic developments

Projected Income of urban households in China



Source: IMF, OECD, GBP Analysis

China's economic success – will they eat their own children?



The shortest possible connections between two points is never a straight line



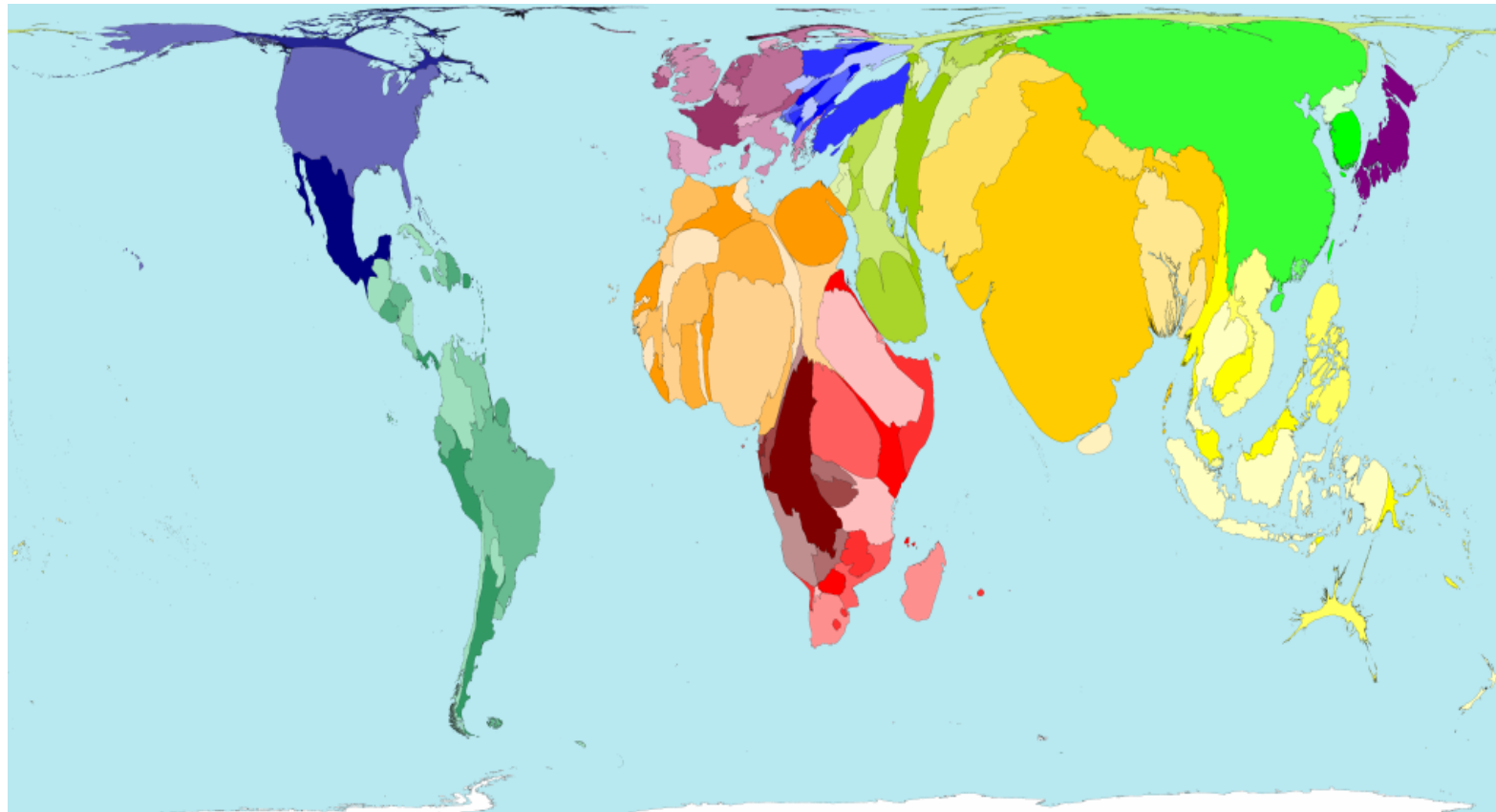
- **Steady Growth momentum**
- **Reduction of Poverty**
- **Integrated Global Partnerships**



- **Corruption**
- **Environmental Problems**
- **Intellectual Property Rights**

By the year 2300 the world will have to feed 9 billion people
 – about 50% living in Asia – majority younger than 25 years

The world population in the year 2300: visualized



Source: www.worldmapper.com

The rise of Asia is not there - yet



Europe

The lights will continue to shine in Europe – but less bright



Europe and the West is threatening itself – saturated and slow (exceptions confirm the rules)



In Asia the importance of the West is diminishing – Asia's internal strength is gaining momentum



The Western economic dominance will be challenged by Megatrends in Asia

5 Megatrends in Europe

- Demographic & Social Challenges
- Increasing importance of R&D (productivity/unit cost)
- Corporate Social Responsibility
- Renewable Energies
- China becoming a global power (threat & opportunity)

Of course it always depends on how you look at it



Global CEO's give a glimpse into the Crystal Ball of the future

1. CEO's say sustainability is contributing to their profits
2. CEO's say economic crisis negatively impacts their ability to innovate
3. Globalization continues to advance despite uncertain economic outlook
4. Asian companies set to benefit from the Eurozone crisis
5. Majority of companies say they must rethink their capabilities to secure growth in emerging markets
6. Global executives say companies should be measured by their societal purpose
7. Majority of global experts now fear looming geopolitical disruption
8. Trust in government suffers a severe breakdown across the globe

Source: Selected collection of opinion polls from WEF, The Economist, FORBES, IHT, Analysis by GBP

So what?

Lessons learned?



**Everything looks set for growth in Asia –
beware that you will not get squeezed in between**





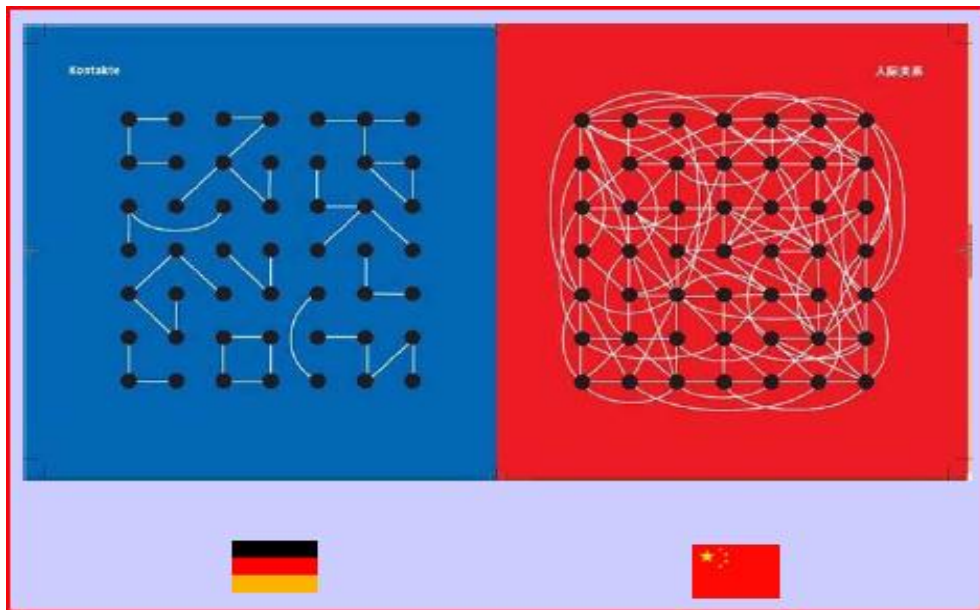
China will not go away



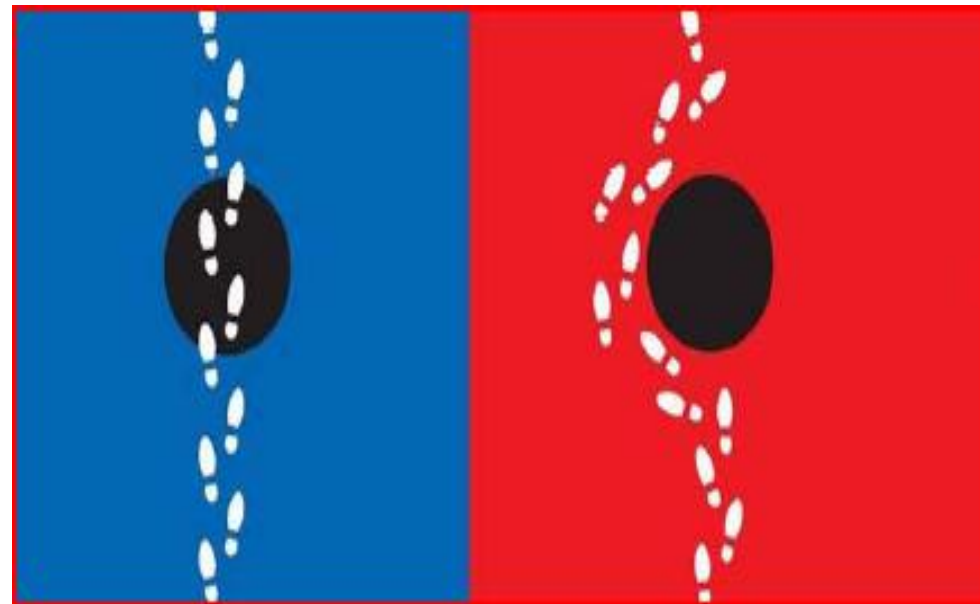
Expect the unexpected

A final word on cultural differences

Networking



Problem solving



Don't miss it



Thank you for your attention!