

XIV EURASIAN MEDIA FORUM

“WIN-WIN SCENARIO”

June 22–24, 2017
EXPO 2017 Congress Center
Astana, Republic of Kazakhstan

CONFERENCE PROGRAM

DAY ONE Thursday, June 22	
10:00–18:00	Registration of delegates <i>Congress Center Foyer</i>
11:00–12:00	Master-class “How creative thinking nourishes content and commerce. Celebrating original thinking and gaining media impact” David Applefield , special representative, Financial Times, USA-France <i>Conference hall #4, 2nd floor</i>
12:00–13:30	Master-class “Mechanisms of successful campaigns in the media” Giles Kenningham , founder of “Trafalgar Strategies”, former head of political press to the UK Prime Minister <i>Conference hall #4, 2nd floor</i>
13:30–15:00	Master-class “Overview of business news. Commercial aspect of media. How do media companies make money?” Todd Baer , Global director, Bloomberg Media, UK <i>Conference hall #4, 2nd floor</i>
15:00–16:30	Lecture “Five centuries of news history” Shelby Coffey III , vice-chair, Newseum, USA <i>Conference hall #4, 2nd floor</i>
16:30–18:00	Master-class “Factchecking in the digital video age” Toby Leah Bochan , Head of Video, Storyful Versha Sharma , Managing editor, NowThis <i>Conference hall #4, 2nd floor</i>
DAY TWO Friday, June 23	
08:00–10:00	Registration of delegates

	<i>Congress Center Foyer</i>
10:00–10:30	Forum Opening Ceremony Conference Host- Riz Khan , producer, RizKhan Productions, UAE <div style="text-align: right;"><i>Congress Center</i></div>
	Welcoming speech by State Secretary of the Republic of Kazakhstan Gulshara Abdykhalikova
	Welcoming speech by “Astana EXPO-2017” Chairman of Board Akhmetzhan Yessimov
	Opening speech by Chairperson of the EAMF Organizing Committee Dr. Dariga Nazarbayeva
10:30–12:00	<u>Plenary session №1</u> CHANGES IN THE WORLD ORDER: BUILDING BRIDGES OR WALLS? From old approaches to new scenarios of global interaction. Transformation of the world map: conclusions and challenges. The new reality of the modern world is turbulence. The transformation of society flows from obsolete, outdated relationships towards new forms of global integration. With new leaders, mankind is entering a new era of possible multipolarity. The crisis affecting national economies and political horizons, spans not only developed but also developing countries. How should states operate in such complicated circumstances? What are the efficient strategies for embarking on the ‘new growth path’ in Europe, the USA and the CIS countries? What are the variants of the world order in the 21st century? What are the key areas of influence and interaction between the leading countries in solving these issues? <u>Moderator:</u> Nik Gowing , international TV host, journalist, UK <u>Speakers:</u> José Manuel Barroso , ex-President, European Commission, Portugal Abdullah Gül , 11-President of the Republic of Turkey Bill Richardson , ex-Ambassador USA to UN Gilead Sher , ex-PM Chief of Staff and Chief Negotiator, Israel. <div style="text-align: right;"><i>Congress Center</i></div>
12:00–12:30	Coffee break <div style="text-align: right;"><i>Congress Center Foyer</i></div>
12:30–14:00	<u>Panel session №2</u> “FUTURE ENERGY” TO FUEL A GREEN ECONOMY The concept of ‘green economy’ as the basis for sustainable development of the modern world. ‘Future energy’ – what will it be like? The global pace of technical progress is increasing at breakneck speed. As increasingly advanced technologies come on stream, governments are becoming aware of the need to embrace the ‘green economy’ concept in order to achieve sustainable development. Economic models, market mechanisms and social behavior need to be adapted to take advantage of alternative ‘green’ energy sources. Many developed countries are finding that sun, air and water are the best friends of

	<p>the future.. What in fact is the ‘future energy’ and the future itself for the states, that depend on oil? Who and what mechanisms may be reliable in the development of new ideas and new breakthroughs?</p> <p><u>Moderator:</u> Andrew Levchenko, journalist, TV host, RBC TV, Russia</p> <p><u>Speakers:</u> Natalya Alexeeva, head of UNEP-Central Asia Rajendra Pachauri, Nobel Peace Prize Winner, India Representative of WWF Russia Arman Kashkinbekov, director general, Association of Renewable Energy, Kazakhstan Jacek Palkiewicz, fellow, UK Royal Geographical Society, Poland</p> <p style="text-align: right;"><i>Congress Center</i></p>
13:00–13:30	<p><u>Press-conference</u> «Samruk-Kazyna: Embedding international best practice to become a world-leading SWF»</p> <p><u>Speakers:</u> Baljeet Grewal – Aspiration to become a leading SWF, embrace scrutiny and drive global standards Victoria Barbary - Overview of the IFSWF and its strategic aims Gani Bitenov – Embedding the Santiago Principles</p> <p style="text-align: right;"><i>Conference-hall #4, 2 floor</i></p>
14:00–15:00	<p>Lunch</p> <p style="text-align: right;"><i>Conference hall #3, 2nd floor</i></p>
15:00–16:30	<p><u>Panel session №3</u></p> <p style="text-align: center;">THE SECRET OF THE “ASIAN ECONOMIC MIRACLE” Sustainability in the era of crises and steps towards global leadership in world markets.</p> <p>Turbulence in the world economy is putting a significant strain on many leading countries. In search of ways to survive, world markets are undergoing large-scale structural reform to try to save the world financial system. Against this background, the ‘Asian tigers’ have achieved tremendous economic successes in a short period of time. The high rates of development of China and the ‘new industrial countries’ are now attracting as much attention from politicians, scientists and the public as world crises. What contributes to strengthening the role of Asia in the global economy? Rivalry for the right to lead the world market.</p> <p><u>Moderator:</u> Todd Baer, Global director, Bloomberg Media, UK</p> <p><u>Speakers:</u> Wei Wang, chairman, China Mergers & Acquisitions Association, China Parag Khanna, economist, Senior fellow, Lee Kuan Yew University, Singapore Kairat Kelimbetov, Governor of Astana International Financial Centre, Kazakhstan Ariuna Namsrai, member of the Board of Trustee, Eurasia Foundation, USA</p>

	<p>German Gref, chairman of the Board, Sberbank, Russia (<i>tbc</i>)</p> <p style="text-align: right;"><i>Congress Center</i></p>
15:00–16:30	<p>Master-class “How media influences image of the country”</p> <p>Sergey Stanovkin, head of BBC Representative Offices in CIS</p> <p style="text-align: right;"><i>Conference-hall #4, 2 floor</i></p>
16:30–17:00	<p>Coffee break</p> <p style="text-align: right;"><i>Congress Center Foyer</i></p>
16:30–17:00	<p>Book signing session</p> <p>Parag Khanna “Connectography: Mapping the Future of Global Civilization”</p> <p style="text-align: right;"><i>Congress Center Foyer</i></p>
17:00–18:30	<p>Panel session №4</p> <p style="text-align: center;">CAN TRUTH PREVAIL?</p> <p style="text-align: center;">En garde! From 'truthiness' to 'post-truth'. The new frontiers of information.</p> <p>Any information vacuum in the modern world is immediately filled with a mass of undigested material, facts and ‘alternative facts’, truth and lies, much of it unchecked, misinterpreted or deliberately distorted. How can we distinguish reliable news from fake news? How can we fight back against information attacks and covert campaigns to influence public opinion? The ‘weaponisation’ of information is the latest means available to unscrupulous politicians and dangerous criminals to achieve their goals. In an age of increasingly complex message systems and social networks, resistance to the manipulation of information becomes ever more complicated. Is it possible to disconnect from the flow overwhelming us? Principles of verification – fact-checking information. Technologies of reliable data storage.</p> <p><u>Moderator:</u> Jane Dutton, TV host, Al-Jazeera International, Qatar</p> <p><u>Speakers:</u> Dauren Abayev, minister of information, Kazakhstan Giles Kenningham, founder, Trafalgar Strategies, UK Shelby Coffey III, vice-chair, Newseum, USA Catherine Cano, president, CPAC, Canada Shahida Tulaganova, producer, Cries from Syria, UK</p> <p style="text-align: right;"><i>Congress Center</i></p>
19:00–22:00	<p>WELCOME RECEPTION</p> <p style="text-align: right;"><i>Astana Ballet</i></p>
<p>DAY THREE Saturday, June 24</p>	
10:00–11:30	<p>Panel session №5</p> <p style="text-align: center;">THE SYRIAN CRISIS: IS THE END IN SIGHT?</p>

	<p style="text-align: center;">Political processes in conflict resolution.</p> <p>"Unite in the fight against terrorism and put an end to the war in Syria" – this is the key issue on the agenda of almost every meeting of world leaders. But so far no one can change the picture, not even the major powers. The various parties, every one pursuing their own goals, cannot agree because there is a lack of consensus on the fight against international evil. A political settlement of the conflicts could put an end to the war in Syria, but the contradictory opinions and foreign policy strategies of Europe, the US and Russia create a tangible obstacle to reaching an agreed outcome. How can the ‘Astana Process’ serve as a starting point on the way to successful conflict resolution? Is there any chance of eradicating terrorism in Syria and in the world? What is the price of war?</p> <p><u>Moderator:</u> Sophie Shevardnadze, TV Host, Russia Today</p> <p><u>Speakers:</u> Abdullah Gül, 11-President of the Republic of Turkey Kairat Abdrakhmanov, minister of foreign affairs, Kazakhstan Shahida Tulaganova, producer, Cries from Syria, UK Kayhan Barzegar, director of the Institute for Middle East Strategic Studies, Iran Salim Hudaifah, political representative, Free Syrian Army Alaa Ebrahim, journalist, Syria</p> <p><u>Expert:</u> Basel Haj Jasem, political researcher, Netherlands</p> <p style="text-align: right;"><i>Congress Center</i></p>
11:30–12:00	<p>Coffee break</p> <p style="text-align: right;"><i>Congress Center Foyer</i></p>
12:00–13:30	<p><u>Panel session №6</u></p> <p style="text-align: center;">CAPITAL, LABOUR, AND INTELLECT: THE THREE “WHALES OF TOMORROW”</p> <p style="text-align: center;">The engine of investment, the driving force of integration and forced industrialization. Strategic tasks for business. Who will survive?</p> <p>Advances in technology in the 21st century are setting new terms for global economic development. Despite dependence on the world prices for raw materials, the transition of many developed and developing countries towards an innovative path of geopolitical transformation is unavoidable. The global indicators of industrial production could no longer forecast stable growth after the price of oil began to fall. Investments in new technologies are gaining speed, and in turn, industrialization policy cannot prevent an adverse impact of the crisis on the global economy. The high speed breakthrough to the digital world has changed our general understanding of the world forever. Capital, labour and intellect are the three ‘whales’ of tomorrow. Where to obtain capital, who will work and how to think effectively in order to build a successful state?</p> <p><u>Moderator:</u> Andrew Levchenko, journalist, TV host, RBC TV, Russia</p>

	<p><u>Speakers:</u> Maria Valovaya, professor, Plekhanov Russian University of Economics Don Bonker, President of the Institute of international Management and Development, USA Eli Hadzhieva, Founder and director, Dialogue for Europe, Bulgaria Yerlan Ospanov, managing partner and CEO, Verny Capital, Kazakhstan</p> <p style="text-align: right;"><i>Congress Center</i></p>
13:30–14:30	<p>Lunch</p> <p style="text-align: right;"><i>Conference hall #3, 2nd floor</i></p>
14:30–16:00	<p><u>Panel session №7</u> <i>(with the support of «PUBLIQ Foundation»)</i></p> <p style="text-align: center;">A DIGITAL REVOLUTION Digital reform and safety strategy. Block-chain as the new algorithm of technological capabilities and solutions.</p> <p>Modern technologies are an essential part of society and everyone’s life. Despite variations in the rate of introduction of new technologies in different countries, signs of scientific and technical progress, such as mobile phones, radio or satellite television, are detected even in the most remote areas. Over the last decades, the world has taken a step towards another reality, where nanotechnologies manage revolutions and everything is made for comfort, convenience and a carefree life. Are there any limits to mankind’s ability to come up with new inventions? What will tomorrow bring? What are the prospects and risks of using block-chain technology in everyday life? Is the future possible without technological disasters, new diseases, global epidemics and natural disasters?</p> <p><u>Moderator:</u> Greg Beitchman, VP, Content Sales and Partnerships CNN, UK</p> <p><u>Speakers:</u> Tyler Smith, director of energy, ConsenSys, USA Brett Scott, alternative finance author and journalist, South Africa Artur Saudabayev, researcher, Nazarbayev University, Kazakhstan Luke Aikman, founder, Nudge Digital, UK Pedro Fuentes, head of PKI platform, WiSeKey, Switzerland Matej Michalko, Co-founder and CEO, DECENT, Switzerland</p> <p style="text-align: right;"><i>Congress Center</i></p>
16:00–16:30	<p>Coffee break</p> <p style="text-align: right;"><i>Congress Center Foyer</i></p>
16:30–18:00	<p><u>Panel session №8</u> <i>(with the support of «Samruk-Kazyna Trust»)</i></p> <p style="text-align: center;">LIFE IN A 'SIMPLIFIED' WORLD What makes modern people happy?</p> <p>“People have become lazy” – many experts have come to this conclusion. New technologies offer more and more opportunities to live easier and simpler lives.</p>

	<p>While still at the workplace, we can just press a button on a smartphone and control the temperature at home, check the state of food in the refrigerator and start cooking our supper. Meanwhile a robot vacuum cleaner will have cleaned the house. What effect does this kind of automation have on the modern human being? What impact does it have on moral values and spiritual ideas? What are the dreams of 21st century men and women and what do they need to be happy?</p> <p><u>Moderator:</u> Catherine Cano, president, CPAC, Canada</p> <p><u>Speakers:</u> Gerd Leonhard, futurist, The Futures Agency CEO, Switzerland David Applefield, special representative, Financial Times, USA-France Jacek Palkiewicz, fellow, UK Royal Geographical Society, Poland</p> <p style="text-align: right;"><i>Congress Center</i></p>
18:00- 18:30	<p>Closing remarks of the Chairman of the EAMF Organizing Committee Dr. Dariga Nazarbayeva</p> <p style="text-align: right;"><i>Congress Center</i></p>
18:30–18:50	<p><u>Book signing session</u></p> <p>Gerd Leonhard “Technology vs Humanity”</p> <p style="text-align: right;"><i>Congress Center Foyer</i></p>
19:00- 22:00	<p>OFFICIAL RECEPTION</p>