INNOVATION SUMMIT

The future company

March 5th 2020
Chicago

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INTRODUCTION

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Some companies have taken on board the idea that their increased power puts new demands on them. They now believe that firms should indeed serve stakeholders as well as shareholders. Business need to offer good value to customers; support their workers with training; be inclusive in matters of gender and race; deal fairly and ethically with all their suppliers; support the communities in which they work; and protect the environment. However companies reset and refine their purposes in the years to come, they will still need to perform. What innovative strategies are going to help them get there? What power playbook will they need to follow? Are there enough new technologies to ward off economic decline? What’s the geopolitical context and nuances leaders must consider?

The Economist’s Innovation Summit celebrates a decade in 2020 and we’re imagining the company of the future and also the social and political forces that will shape it. As we look ahead, how can business harness innovation to solve humanity’s most pressing challenges? What sort of chief executives will survive and thrive in the coming era of perpetual change? How can today’s firms manage the transformation they will need if they are to prosper? What world do we want to create and how can artificial intelligence help us get there?
OUR EXPERT SPEAKERS INCLUDE

- ALLEN BLUE, co-founder, LinkedIn
- ANDY PURDY, chief security officer, Huawei Technologies USA
- BECKY FRANKIEWICZ, president, ManpowerGroup
- BRIAN MODOFF, executive vice-president of strategy, Qualcomm
- EDWARD KNIGHT, vice-chairman, Nasdaq
- ELZA ERKIP, professor, New York University Tandon School of Engineering and member, NYU WIRELESS
- GAYLE SCHUELLER, chief sustainability officer, 3M
- GURU GOWRAPPAN, chief executive, Verizon Media
- LORI E. LIGHTFOOT, mayor of Chicago
- LUIGI ZINGALES, author, “A Capitalism for the People”
- MATTHEW BISHOP, author, “Philanthrocapitalism: How the Rich Can Save the World”
- PENNY PRITZKER, founder and chairman, PSP Partners, and former secretary of commerce, The Obama Administration
- POPPY CRUM, chief scientist, Dolby Laboratories and adjunct professor, Stanford University
- RAMESH SRINIVASAN, professor, UCLA Department of Information Studies and Director, UC Digital Cultures Lab
- RANDALL KROSZNER, deputy dean for executive programs and professor of economics, University of Chicago Booth School of Business
- REBECCA HENDERSON, university professor, Harvard Business School
OUR EXPERT SPEAKERS INCLUDE

• RICHARD EDELMAN, chief executive, Edelman

• ROBERT J. JACKSON JR., former commissioner, US Securities and Exchange Commission and professor, NYU School of Law

• SAMAN FARID, partner, Baidu Ventures

• TOM WHEELER, Former Chairman, US Federal Communication Commission (FCC)

• W. PATRICK WILSON, Director, Office of Business Liaison, US Department of Commerce

• YAEL EISENSTAT, Former CIA Officer, Former Global Head of Elections Integrity Operations, Facebook and Visiting Fellow, Cornell Tech
08.00  Registration

08.45  Open Keynote Plenary. Enlightened Capitalism: Performance and Purpose
What are companies for? How can legislators and regulators protect the public while preserving business vitality and creativity? We will examine the broad trends carving the future while keeping corporate innovation alive.

09.45  The New World Disorder: Geopolitical and Macroeconomic Context
The world is a riskier place, where access to markets is a lot less sure. The tech trade war unleashed by US president Donald Trump has injected higher costs and confusion into the global economy, forcing businesses to anticipate the next venue for hostilities. Where can a company invest without worrying about a fresh outbreak of trade belligerence? Are China and the US too intertwined to keep up the battle? Does technology favor tyranny? How can we build a new era of public-private collaboration that unites the world behind a common goal of global technological progress?

11.00  Morning Networking Break

11.00  In Conversation
On this fireside chat, Mayor Lightfoot will talk about her vision for the future of Chicago and innovation in government. She will also share her views on how to leverage technology to address economic inequality.

11.30  Bits and Ballots: Internet and Digital Democracy
Google and Twitter have already rolled out revised political advertising policies ahead of the 2020 American presidential election while Facebook made clear it won't police political speech. What role will social media play in the upcoming elections? As campaigns increasingly rely on the digital channels to spread their messages and reach voters, should political advertisement be regulated? Do big tech companies have a handle on how their platforms and products can be misused in elections? A team of experts will discuss election integrity and the social responsibility social media has in shaping the future.
12:00  As AI Advances, What are Humans For?
The most ethically contentious subject of the day is the rise of artificial intelligence and a potentially uneasy co-existence of real and synthetic humans. What if suddenly we are not even the most intelligent thing on the planet? What are the moral quandaries of differentiating between synthetic and biological humans? Will a machine-learning individual be more benign than humans? We might have the joyful problem of rather nicer people among us.

12:45  Networking Lunch

13.45  Waiting for 5G: Powering the Future?
The ultra-swift, and ultra-coveted, mobile-phone networks will soon connect everything from cars to industrial robots. That is part of the promise of 5G networks in general: not only can they offer much greater speeds, but they are designed to be super-responsive and capable of connecting to many more devices at once. Officials in the United States and China see 5G networks as a competitive edge. For better or worse, 5G has become a proxy for superpowerdom. How fast will 5G be and when will it arrive? How can regulators and policymakers maximise the benefits while minimising the harms? Would controlling 5G technology mean governing the world? And how long will it take until the heavily hyped technology makes a real impact on companies' bottom lines?

14:30  Spotlight Interview
In this one on one conversation, you will hear from a senior executive from Huawei, China’s telecoms giant.

14.45  Interactive Workshops
Attendees will be split into groups to consider actionable innovative solutions to various fields. The workshops will be interactive and cultivate a sense of shared responsibility. They will break down silos between traditional roles and areas of responsibility. At the end of it, participants will be asked to present the key ideas from their discussion group.

15.30  Afternoon Networking Break
16:00  Keynote Interview
In this session, we will hear from the only member of Congress who writes computer code in his spare time. Bill Foster, US representative for Illinois, a physicists-turned-politician, is also the chairman of a task force on Artificial Intelligence of the House Committee on financial services. He will share his views on cryptocurrency and tech giants and comment on how policymakers can encourage responsible innovation. Are regulators and the law adapting to the changing landscape to best protect consumers, investors and small business?

16.30  Oxford-Style Debate
This house believes companies putting stakeholder value first will do better for investors than businesses putting shareholder value first. Are companies right to abandon the shareholder-first mantra? Two teams of two experts will debate this, moderated by an Economist editor; the audience will ask them questions and decide the winner.

17.20  Closing Remarks