

Doing Business

Agenda **CEO Conference - Shaping the Future**

09:00 AM - 09:30 AM

Registration & Welcome Coffee

09:30 AM - 11:30 AM

Panel 1: Debates on the challenges for the STRATEGIC MANAGEMENT

The major trends and their impact on the largest companies:

- Strategic solutions for Uncertainty, Volatility, Complexity and Ambiguity;
- From strategy to impact - CEO's journey to granting outcomes;
- Challenges following the structural transformation of the economy;
- Strategic planning under a top-speed digital transformation;
- Leveraging organizational networks to connect strategy with execution;
- Creating and leading a new course for strategic growth by predicting the near future outcomes.

11:30 AM - 12:00 PM

Coffee Break

12:00 PM - 01:30 PM

Panel 2: The CEO's role in leading INNOVATION

Rethinking business models and reinventing the companies' competitive advantages:

- Fostering change and the 4th industrial revolution;
- The magic role of innovation in making money by creating new markets through disruptive innovation;
- Responsible and responsive innovation leadership;
- Innovation and competitiveness, how large companies can best adapt;
- Shaping the company research and innovation path;
- Machine learning, Big Data, IoT vs. the future of work;
- Cybersecurity – the other side of the innovative transformation.

01:30 PM - 03:00 PM

Business Lunch