

Henley BusinessClass

New forces at play - Where is the global economy headed?

In June 2016, the British narrowly voted to leave the EU based on significant misinformation. There will be elections in Italy, France and Germany in the next twelve months – the result is likely to be anti-EU. In November 2016, the Americans elect Donald Trump as President. The financial markets are reacting and decision makers need to cope with several open questions.

The electorate are blaming the EU for influences that come from the rest of the world. In the US, the presidential election has caused a debate on democracy. What is happening in the world? Is democracy broken? In Finland, as well as in other parts of the world, the leaders of business need to navigate in uncertainty.

In this Henley BusinessClass, Roger Martin-Fagg from Henley Business School will provide insights into how economy really works, what has led us to where we are and also elaborate the possible futures of the EU. Kristiina Helenius, CEO of Amcham and a veteran of country branding and Finland's competitiveness, will shed light on how Finland fares today globally. Investment flows from North America to Europe, and the Nordics are drying up. At the same time, Finland is developing a hub strategy for logistics. Other forces affecting us are nordification, urbanisation, losing of foothold regionally and Russian sanctions. Time to take a closer look at where the opportunities are today.

The BusinessClass will examine the following topics:

- How the economy really works
- How banks create and destroy money
- The impact of China on the West
- The future of the EU
- How Finland competes in the global markets
- Nordification – Regional headquarters
- What are Finland's strengths, where is Finland underperforming?

AGENDA

- 08:15 Sign in, coffee and networking
08:45 **Welcome words**, Annu Matula, Director, Henley Business School Finland
08:50 **How can Finland compete?** Kristiina Helenius, CEO, Amcham Finland
09:10 **The role of Brexit, China and U.S. politics in shaping the business environment**
Roger Martin-Fagg, Henley Business School UK
09:40 Discussion
10:00 Closure

KEYNOTE SPEAKERS



Roger Martin-Fagg

Roger specialises in making economics and strategy accessible for non-economists and helping boards think through their strategy. He leads workshops, seminars, and delivers keynote sessions. For the past eight years, Roger has worked as an Independent Behavioral Economist. He is visiting faculty at Henley Business School and also at Warwick and Duke Business School. He has been External Examiner at The University of Bath, and visiting faculty at the Bank of England. He has a reputation for making the complex simple, producing accurate forecasts, and is one of a few Economists with a keen sense of humor.



Kristiina Helenius

Kristiina started as the CEO of Amcham Finland in August 2007. Today Amcham Finland is the leading international business organisation in Finland and the biggest Amcham in Northern Europe. Kristiina serves as an expert in the media, as a director on boards, and as a speechwriter for the president of Finland. She holds a Master's degree in Economics and Business Administration.

DATE, TIME & PLACE

23 November 2016, 8:15 – 10:00

Amcham Finland
Eteläranta 6 A 8, 00130 Helsinki

HOSTED BY



WHO SHOULD ATTEND

Board members, CEOs, senior leaders, top managers and decision makers.

SIGN UP!

Registration is required due to limited seats available. First ones to sign up secure their seats. There are only 35 seats available.

Latest sign up by 11 November 2016.

NOTE: In case the registration will be cancelled after 15 November or the registered person doesn't arrive to the event, a cancellation fee of 50€ will be charged from the person registered.

SIGN UP