

The World @ 2014

Global Trends, Scenarios, and Questions for the Next Decade



V. Future Forum of the Konrad Adenauer Foundation

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Society and Technology Research Group
Palo Alto

- **DaimlerChrysler and STRG**
- **First, Some Bad News About the Future ...**
- **Global Trends for the Next Decade**

DaimlerChrysler - Overview

- From Automotive Company to Integrated Technology Concern and Back
- Key Figures
 - > 2002 revenues of €150 billion
 - > 365,000 employees
 - > 4,050,000 passengers cars and 485,000 trucks sold in 2002

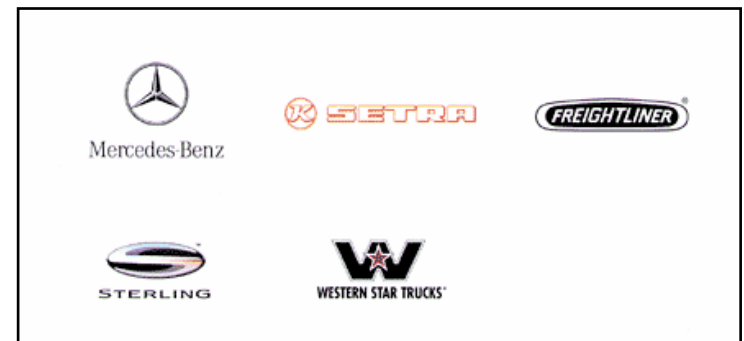
- Key Business Units

- > Mercedes-Benz Car Group
- > Chrysler Group
- > Commercial Vehicles
- > Services

- Global Alliance with Mitsubishi



- Strategic Partnership with Hyundai



Society & Technology Research Group (STRG)

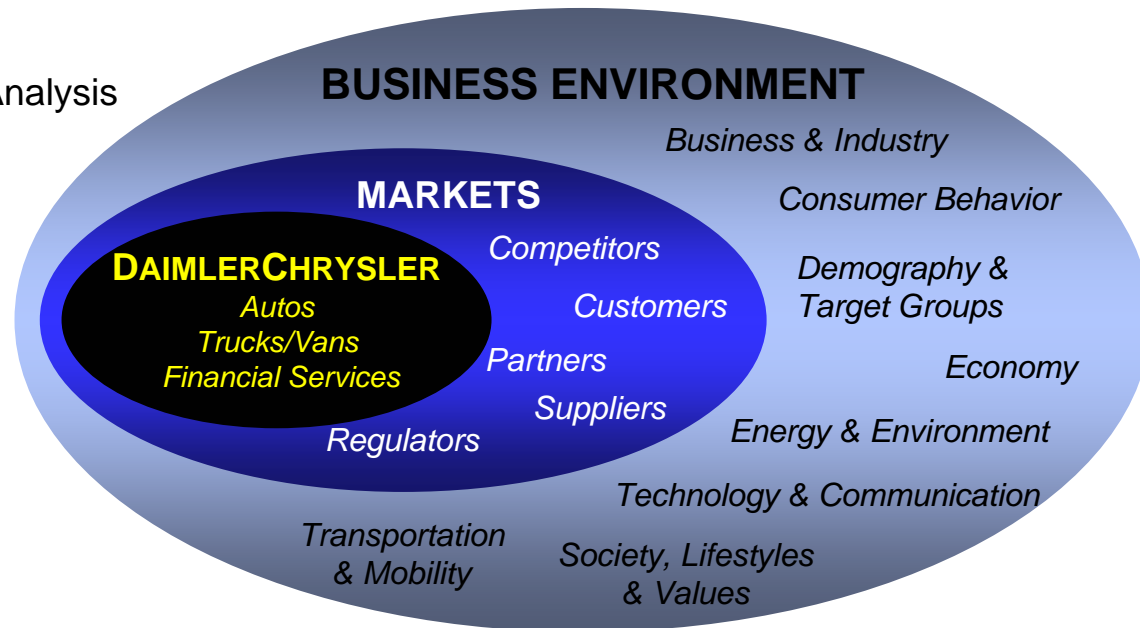
- The only non-technical lab in the DaimlerChrysler Research and Technology Division.
- **Offices:** Berlin and Palo Alto
- **Director:** Professor Eckard Minx
- **Mission:** “Outside-In” research and consulting to support DC business units and corporate offices on issues ranging from short-term marketing and investment decisions to long-term product and strategic planning.

- **Services**

- > Business Environment & Market Analysis
- > Scenario Planning
- > Strategy Development
- > Silicon Valley Learning Journey

- **Selected Project Areas**

- > E-Business and Telematics
- > Fuel Cell
- > Micro-Compact Car (smart)
- > A3XX Super Jumbo
- > Armored Passenger Car



Presentation Overview

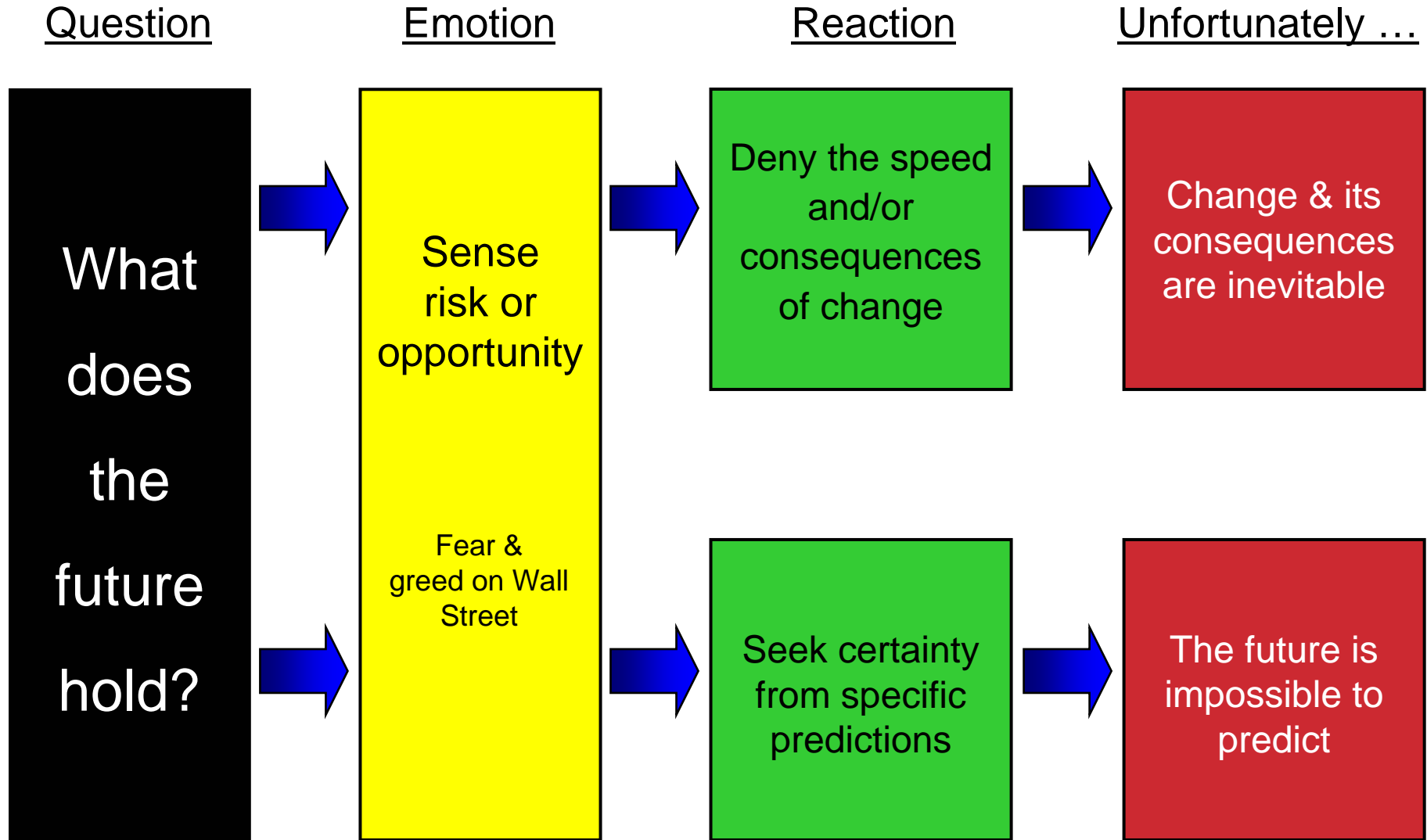
- DaimlerChrysler and STRG

- **First, Some Bad News
About the Future ...**



- Global Trends for the Next Decade

Human Nature Resists Future Uncertainty



Who Would Have Imagined in the Late 1980s ...

- the collapse of the Soviet Union and Communism?
- a fourfold increase in the Dow?
- a decade-long recession in Japan?
- the rise of the Internet?
- violent crime dropping 25% in the U.S.?

Presentation Overview

- DaimlerChrysler and STRG
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- **Global Trends
for the Next Decade**




Society - Global Trends

20-30 Year Life Stage Politically Powerful

Affluent **Third Age**

Exploding Numbers

Active




60 Year-Olds at Work & Play


Mass Migration Women

Diversity

Lifestyle Clusters



Mixed Races



Cyclical Lifestages

@ Home on the Road The World at Your Doorstep

Flexible Work (Uncompressed) decompressor are needed

New Gender and Family Roles

Timeshifting

Consumers of the World, Unite!

Global Brands **Mass Luxury**

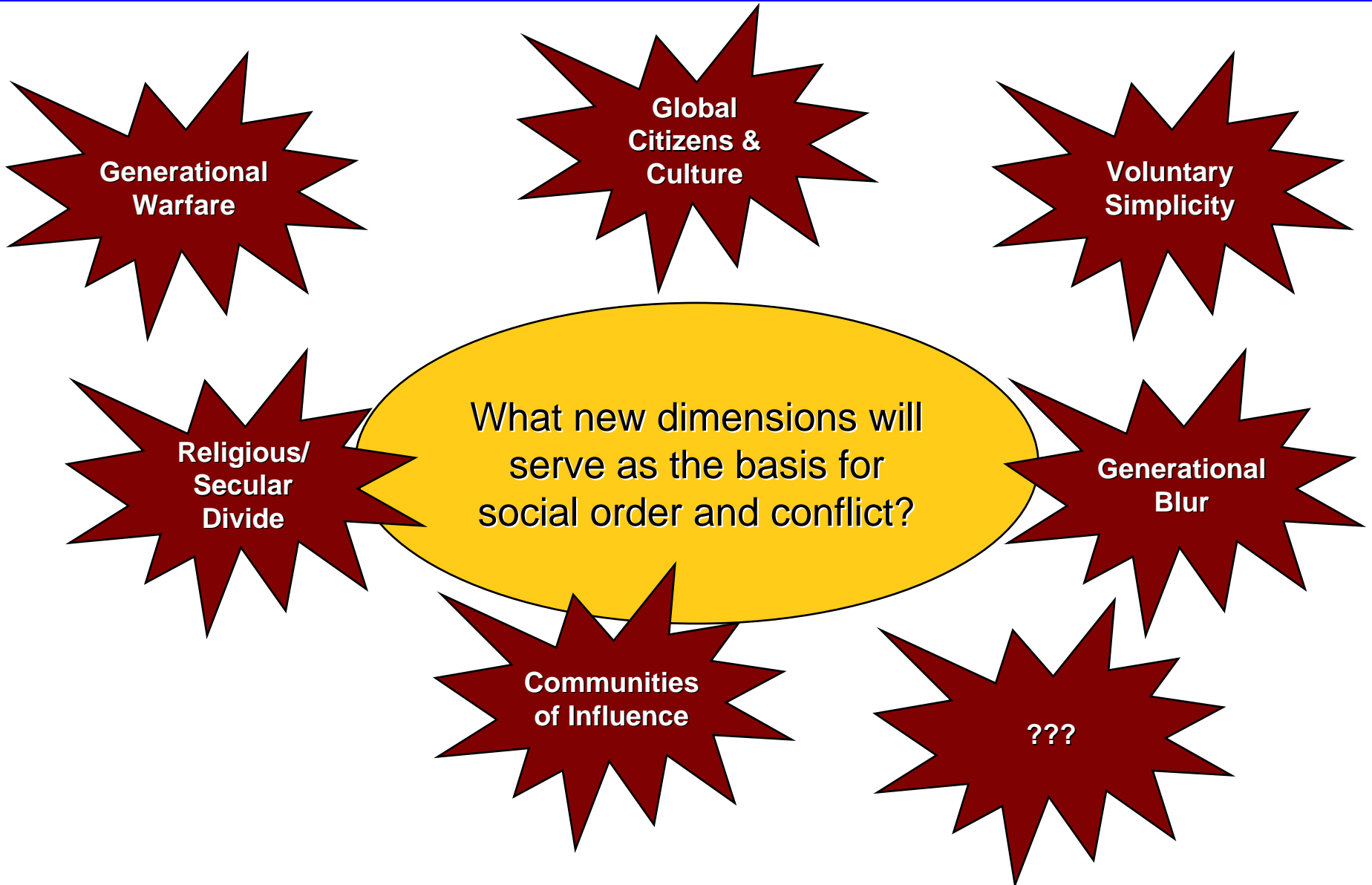
Second Labels Experiences

A Mercedes for Every Garage?



Mercedes-Benz

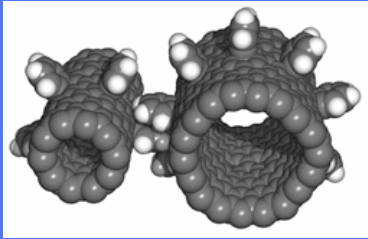
Society - Scenarios and A Question



Technology - Global Trends

Nanotechnology

The Invisible Science



Smart
Materials

Nano-
Electronics

Micromachines

Dynamic Communication

Anytime

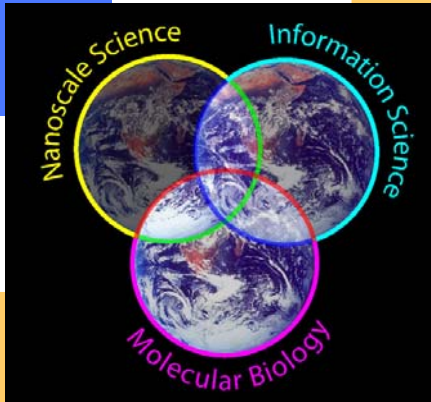
Anyone

Anywhere



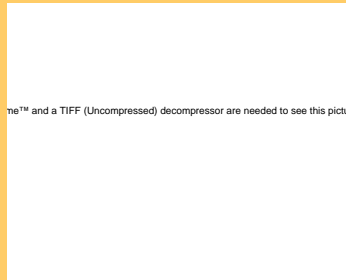
Any
Device

Object-to-Object



Artificial Intelligence

Smart
Agents



Robots

Data
Mining

Sensors

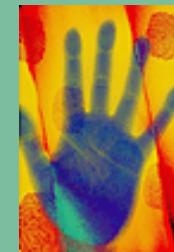
Technology
Convergence

Biotechnology

Designer Drugs

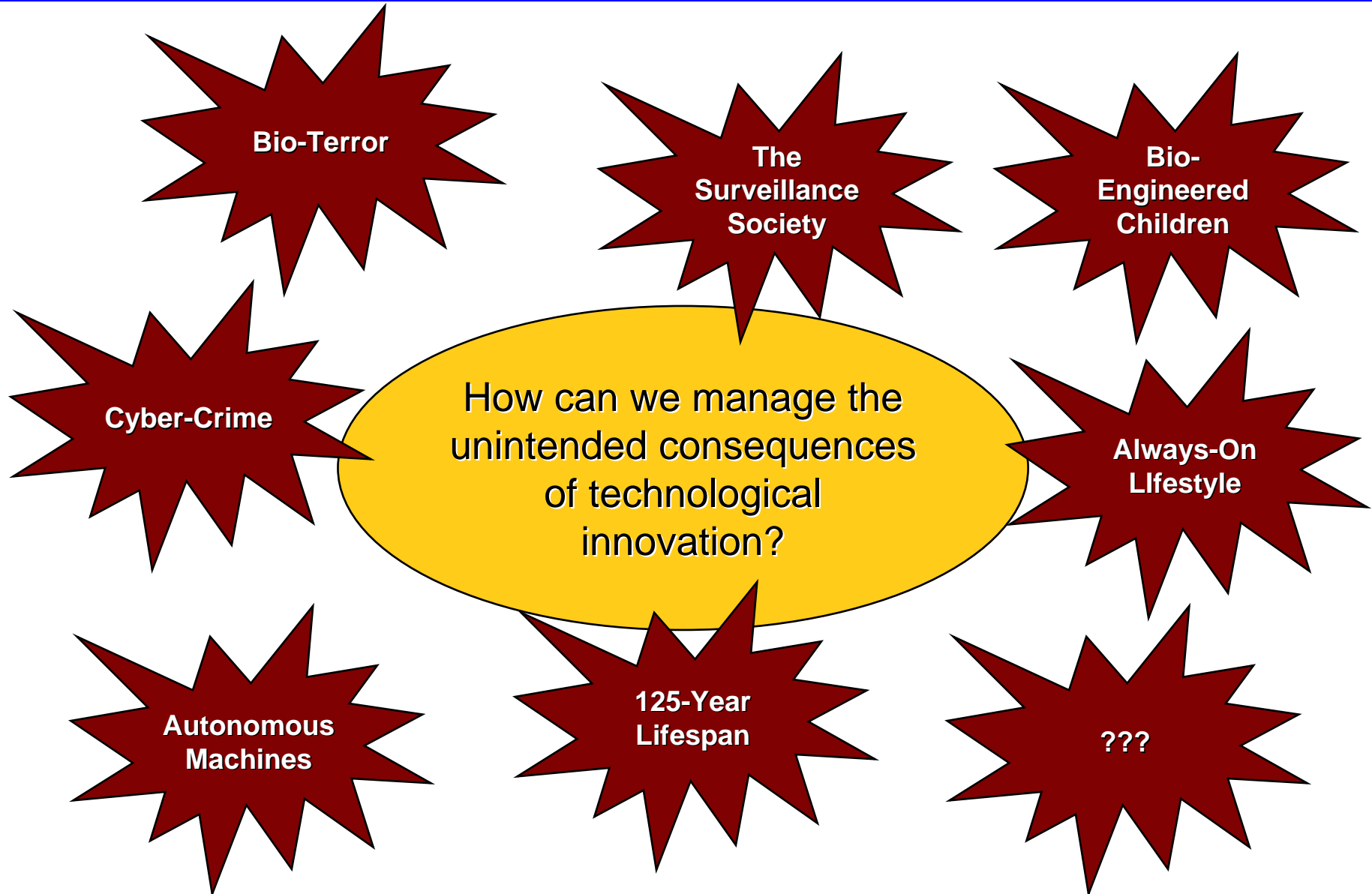
Cloning

Bio-Sensors

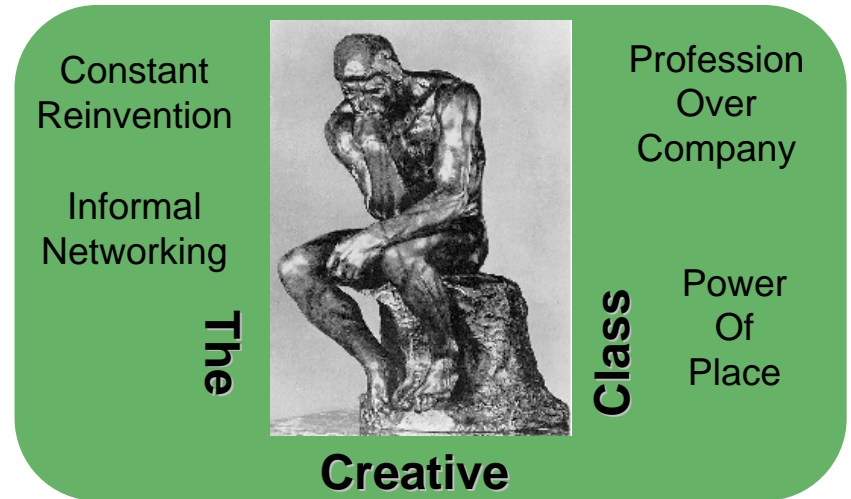
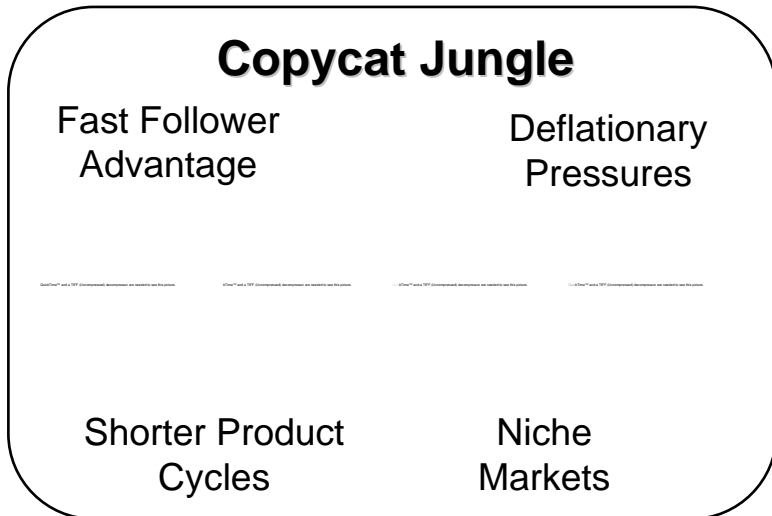
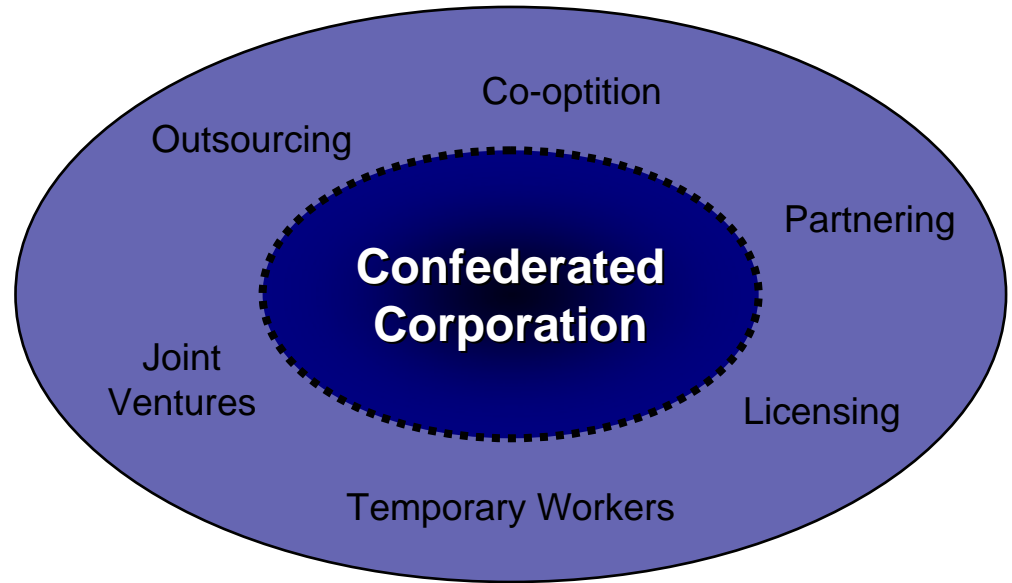


Biometrics

Technology - Scenarios and A Question



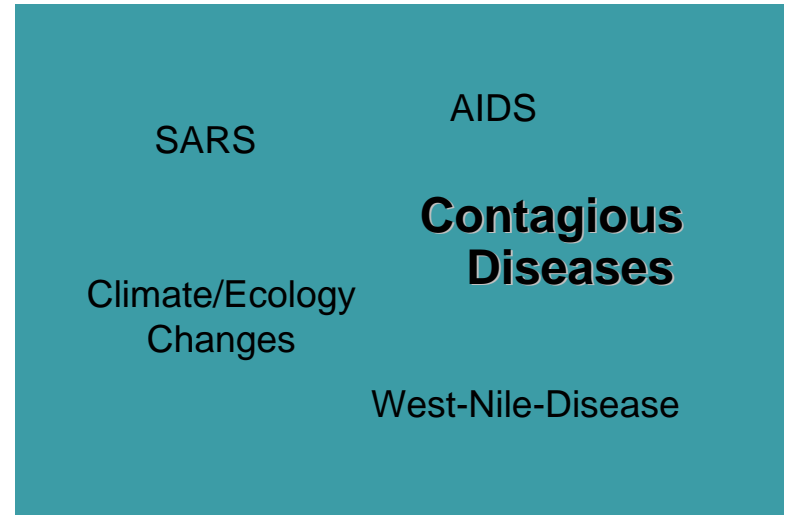
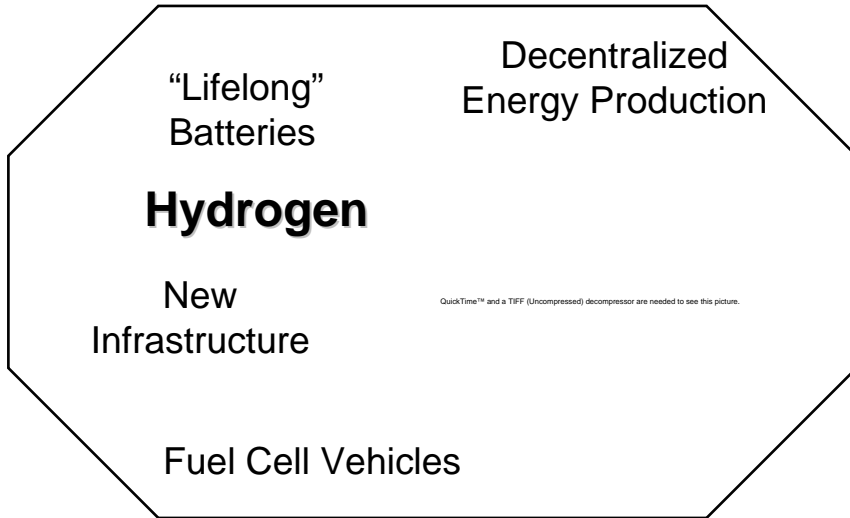
Economy/Business - Global Trends



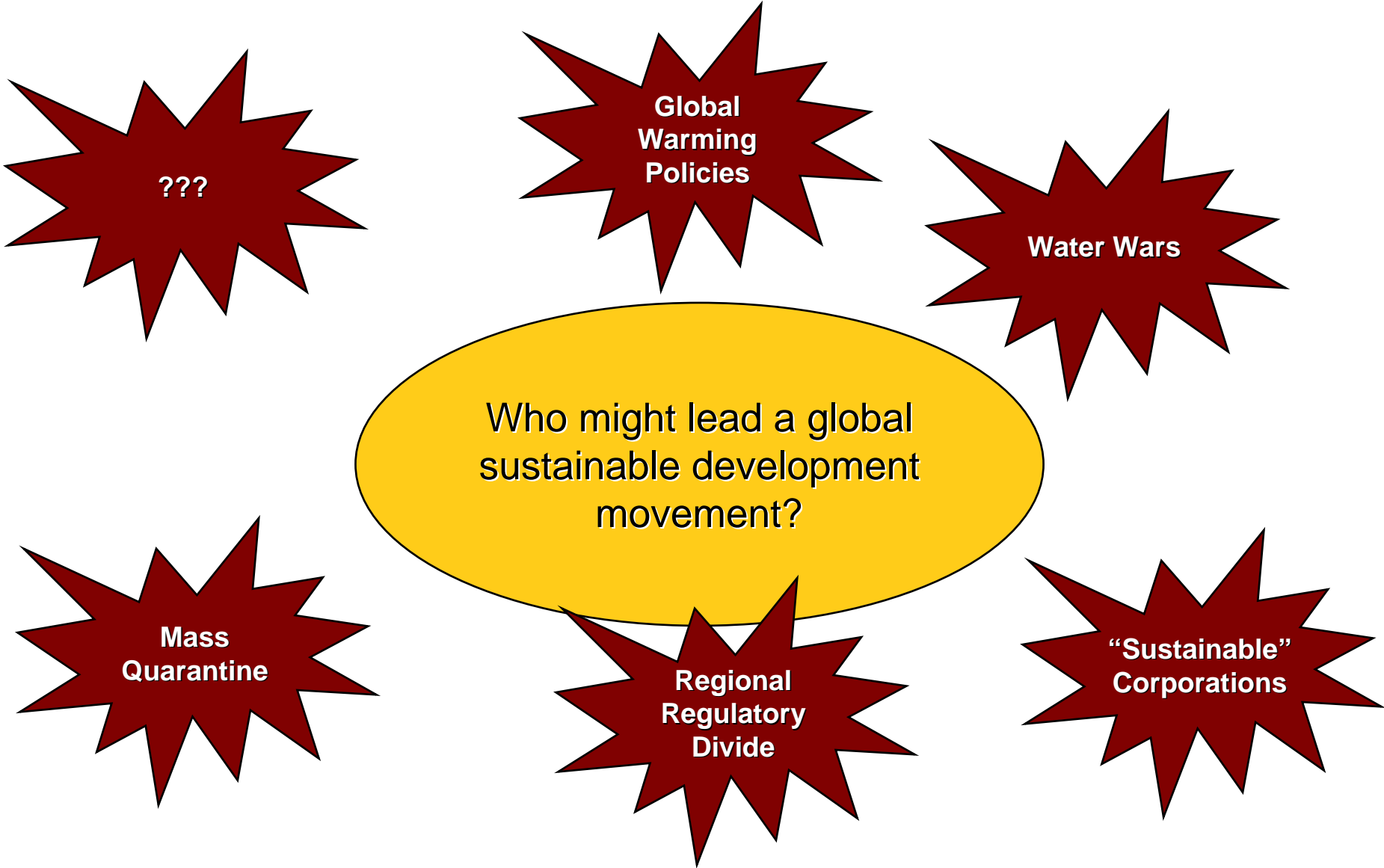
Economy/Business - Scenarios and A Question



Environment - Global Trends



Environment - Scenarios and A Question



Geo-Politics - Global Trends

Between Tradition ...

Free Press

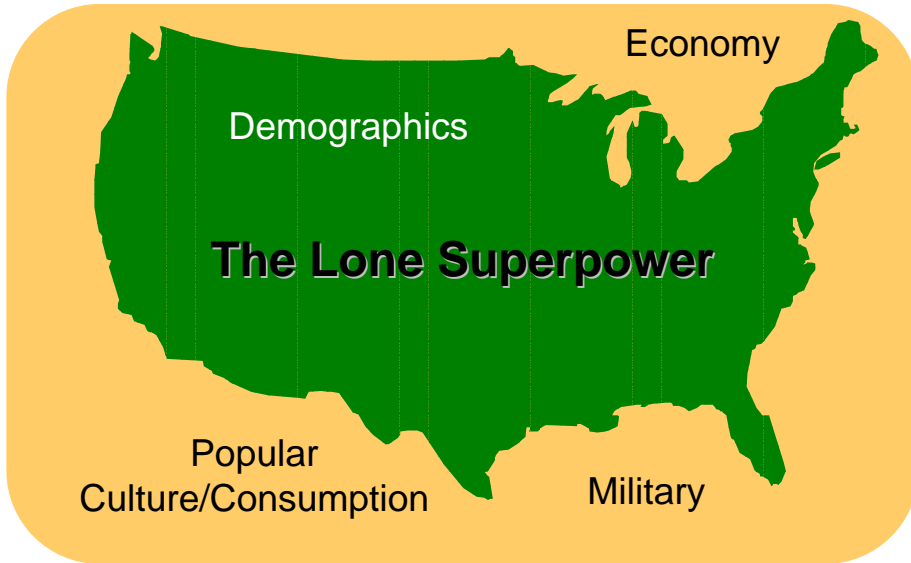
Market Economy

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Human Rights

Separation of Church and State

... and Modernity



New Global Citizen

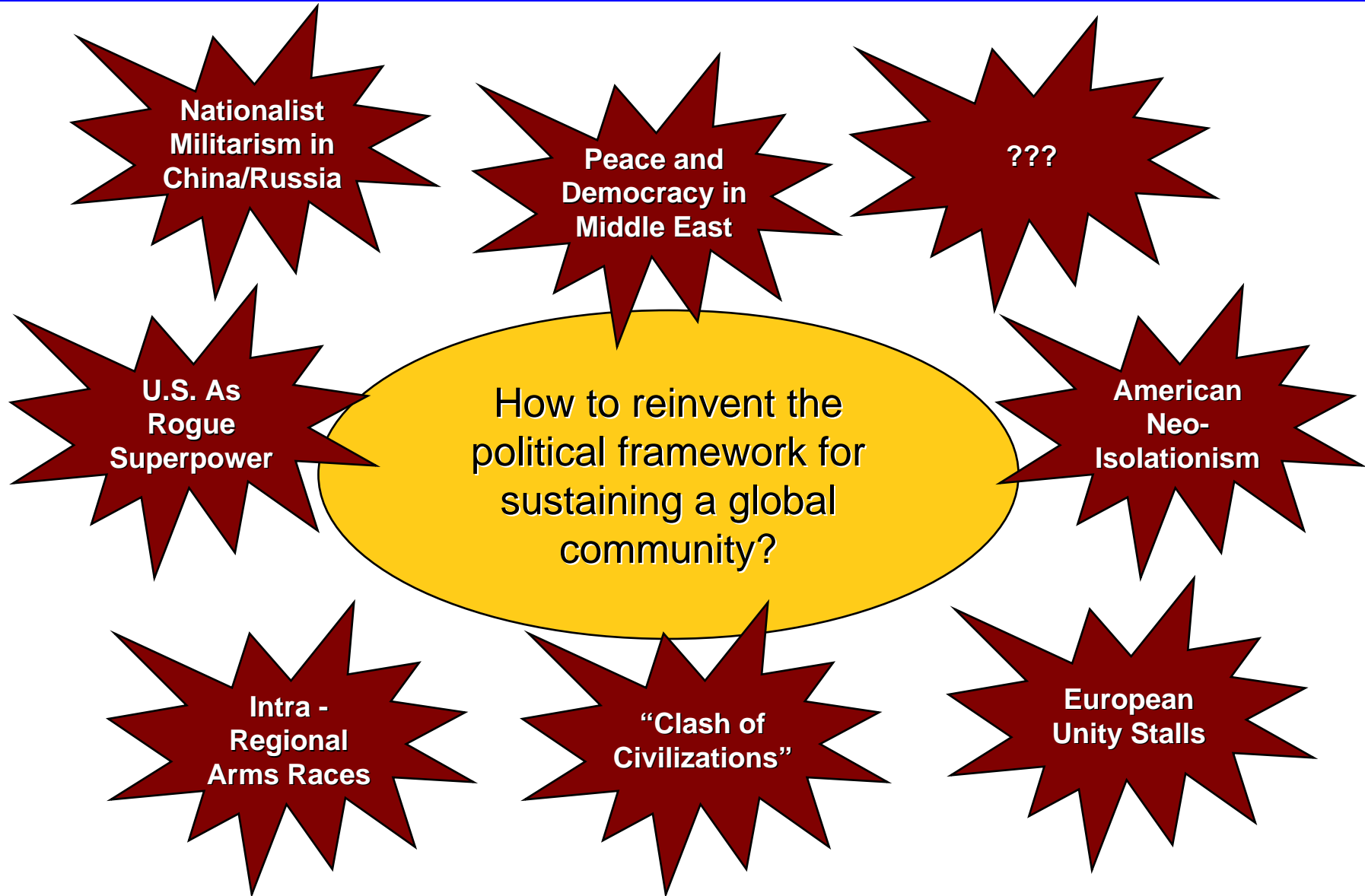
WTO Membership

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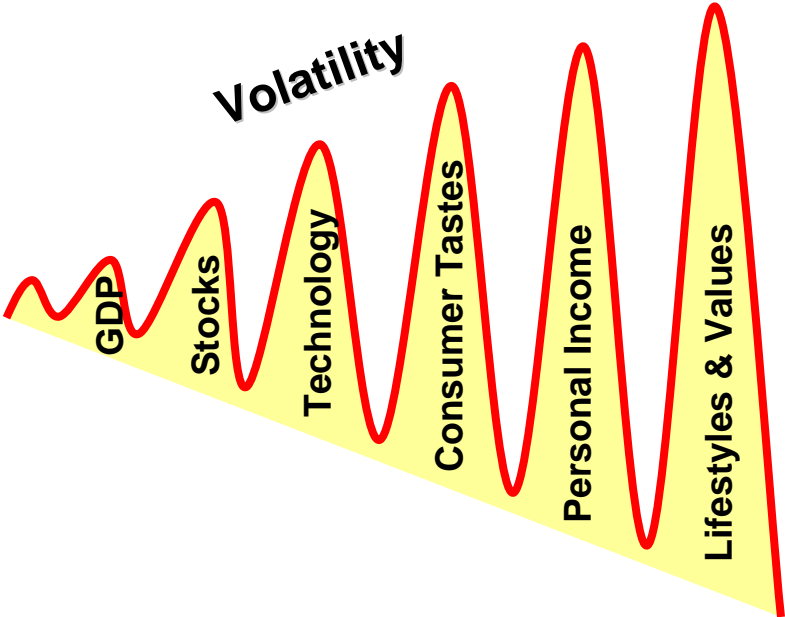
Western Culture & Consumption

Geo-Politics - Scenarios and A Question

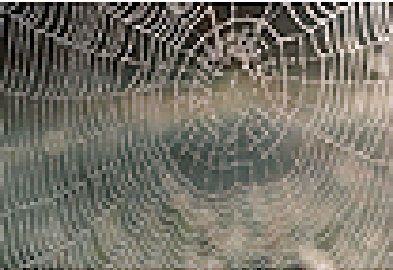


Master Themes

Complexity



Acceleration



Networks



Transparency

Summary

How to reinvent the political framework for sustaining a global community?

How can we manage the unintended consequences of technological innovation?

What new dimensions will serve as the basis for social order and conflict?

What patterns of market governance and coordination could support dynamic economic development?

Who might lead a global sustainable development movement?

How Do You Feel About The Future?



The best way to predict the future ...

... is to create it

Contact Information

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