

# Press release

Berlin, June 8, 2018

## ESMT Annual Forum 2018: Technology – Managing the Future

ESMT Berlin held the ESMT Annual Forum “Technology – Managing the Future” on June 7, 2018. International business leaders and academics joined the one-day conference to discuss the opportunities and challenges of bringing new technologies to market. In keynotes and panel discussions, board members of leading global corporations, successful founders, and renowned academics debated the prospects of big data analytics and the implementation of new technologies in business. Peter Altmaier, Federal Minister of Economic Affairs and Energy; Tom Enders, CEO, Airbus; Edzard Overbeek, CEO, HERE Technologies; Carsten Spohr, CEO, Deutsche Lufthansa AG; and Dr. Dieter Zetsche, Chairman of the Board of Management, Daimler, and Chairman of the Board of Trustees, ESMT Foundation, were among the speakers.

Dr. Dieter Zetsche opened the Annual Forum and said, “Digitalization not only changes our products but also the way we work together. This generation of young entrepreneurs has more opportunities to actively shape the future than any generation that has come before. Many companies today prefer flatter organizational structures with fewer hierarchical levels to make them more flexible. This requires young professionals to adopt certain skills, such as interlinked thinking, flexibility, and a willingness for lifelong learning.”

In the concluding keynote, Minister Peter Altmaier emphasized the unprecedented speed of technological advancement. “The most important is the development of artificial intelligence or AI. Investment in AI is a key challenge for Europe and Germany, and therefore, we are preparing a national strategy on AI. It will require billions of money to keep pace with the development and become first in a race that is not yet decided. In Germany and France, we are leading in research, but the priority here is to ensure that knowledge can be transferred from the lab to the market.”

ESMT Annual Forum program information: <https://annualforum.esmt.org/program>

Photos: <https://bit.ly/2sGmBH7>

### Press contact

Martha Ihlbrock, +49 (0)30 21231-1043, [martha.ihlbrock@esmt.org](mailto:martha.ihlbrock@esmt.org)

Jeanne Gaebler, +49 (0)30 21231-1044, [jeanne.gaebler@esmt.org](mailto:jeanne.gaebler@esmt.org)

### About ESMT Berlin

ESMT Berlin was founded by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master's in management, as well as open enrollment and customized executive education programs. ESMT focuses on three main topics: leadership, innovation, and analytics. ESMT faculty publishes in top academic journals. Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. The business school is based in Berlin, Germany, and has a branch office in Shanghai, China. ESMT is a private business school with the right to grant PhDs and is accredited by the German state, AACSB, AMBA, EQUIS, and FIBAA. [www.esmt.org](http://www.esmt.org)