



PRESENTS

# NEW WORLD MODEL

## THE FUTURE OF INDUSTRY

An online event for private sector companies,  
businesses, and stakeholders

15, 16 and 17 September 2020



# NEW WORLD MODEL

## The COVID-19 Impact

The World Trade Organization predicts that global trade will contract by up to 30% as a result of the COVID-19 crisis. The US Congress recently passed the CARES Act to unlock an unprecedented U\$2 trillion of funding to help support individuals and businesses through this pandemic emergency. Facebook announced that all of its employees worldwide will now have the right to choose remote working configurations for their jobs. Our way of life, and of doing business, is changing before our very eyes. To survive, private companies in every sector will need to develop new business models adapted to the shifting conditions that will emerge as we face the pandemic threat.

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## The Way Forward

The World Free Zones Organization (World FZO) is the voice of over 3,000 zones around the globe that enable a quarter of global trade flows. Zones host over 3 million private companies worldwide and employ over 70 million people. As a global organization, the World FZO is bringing together world-class multinational corporate CEOs, leading industry experts, and senior decision-makers to provide insights on the road ahead to the millions of private sector companies and businesses operating worldwide. This online collection of webinars, interviews, panel discussions, and industry reports will collectively form the 'NEW WORLD MODEL' (NWM) event.

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## The Roadmap

The event will explore the different angles of the new industry business models likely to emerge in a post-pandemic landscape. Executives from large global corporate groups, along with senior experts from global NGOs and multi-lateral organizations, will offer solutions and approaches to current challenges, emerging opportunities, and future threats across multiple industries and sectors. The result of these conversations will be featured in thoroughly compiled industry reports published after the event as reference tools.

# NEW WORLD MODEL

## Unique Mixed-format Online Event

To best explore the different business models and dimensions of a post-pandemic landscape, the NWM event will feature different formats.

### RECORDED VIDEO INTERVIEWS

Over 30 CEOs, decision makers, and experts from global corporate & public sector entities will share their opinions & predictions for a post-COVID business world. Each speaker will be featured in a dedicated series of clips, each built to showcase their answer to a distinct, complex question. These interview series will offer deep dives into each speaker's point of view for a thorough understanding of their recommendations and projections.

### EDITED INDUSTRY PANEL VIDEOS

10 industry sectors will be showcased in dedicated panel videos. These videos will combine soundbites from different speakers to offer contrasting answers to each question along a given sector topic. These sectors will cover: Automotive, Aviation, Cross-border Trade, Digital Communications, Energy, Finance, Healthcare, Logistics, Manufacturing and Workforce.

### LIVE WEBINARS

To enable the audience to interact with some of our key speakers, 5 live webinars will take place covering key topics resonating with our stakeholders, namely:

- Classic and innovative zone models
- Promoting clean trade across sectors
- Financial management in a crisis economy
- Customs and borders management under shrinking supply chains
- Building resilience through digital infrastructure

### INDUSTRY REPORTS

For each panel topic, a dedicated report will be produced, in consultation with the speakers and expanded through deep research into the sector.

### NETWORKING, EXHIBITION AND SPONSORSHIP SOLUTIONS

An online microsite for this event will offer connectivity opportunities for registered participants to communicate with each other and with our sponsors and partners.

# KEYNOTE SPEAKER



**Dr. Mohammed Alzarooni**

Chairman

**World Free Zones Organization**



# SECTOR PROGRAM

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# NEW WORLD MODEL

## 50+ Speakers, 10 Industry Sectors

10 industry sectors showcased in dedicated panels videos featuring CEOs, decision makers, and experts from global corporate & public sector entities



**NEW WORLD MODEL**  
THE FUTURE OF INDUSTRY  
AUTOMOTIVE



**NEW WORLD MODEL**  
THE FUTURE OF INDUSTRY  
AVIATION



**NEW WORLD MODEL**  
THE FUTURE OF INDUSTRY  
CROSS-BORDER TRADE



**NEW WORLD MODEL**  
THE FUTURE OF INDUSTRY  
DIGITAL COMMUNICATIONS



**NEW WORLD MODEL**  
THE FUTURE OF INDUSTRY  
ENERGY



**NEW WORLD MODEL**  
THE FUTURE OF INDUSTRY  
FINANCE



**NEW WORLD MODEL**  
THE FUTURE OF INDUSTRY  
HEALTHCARE



**NEW WORLD MODEL**  
THE FUTURE OF INDUSTRY  
LOGISTICS



**NEW WORLD MODEL**  
THE FUTURE OF INDUSTRY  
MANUFACTURING



**NEW WORLD MODEL**  
THE FUTURE OF INDUSTRY  
WORKFORCE

# SECTORS



## NEW WORLD MODEL THE FUTURE OF INDUSTRY AUTOMOTIVE

With lockdowns forcing people to stay home, cars are no longer on the roads. Sales, manufacturing, and use of automotive vehicles has dropped almost overnight. This panel looks at which parts of the industry have been most affected, the changes that will be required to survive and recover as the crisis ends.



**Dr. Martin Koers**  
Managing Director  
**German Association of  
the Automotive Industry**



**Yves van der Straaten**  
Secretary General  
**The International  
Organization of Motor  
Vehicle Manufacturers**



**Jean Todt**  
President  
**Fédération  
Internationale de  
l'Automobiles**

# SECTORS



## NEW WORLD MODEL THE FUTURE OF INDUSTRY AVIATION

As the major conduit for passenger and freight transport, the aviation industry has been severely affected from the very beginning of this crisis. From airlines to aircraft manufacturers, airports to service providers, a cascade of companies are impacted by the sector slowdown. This panel explores ways in which the sector needs to adapt, and how the industry will transform as a result.



**Mikail Houari**  
President AME  
**Airbus**



**Sebastian Mikosz**  
Senior Vice President  
Member and External  
Relations  
**IATA**



**John Selden**  
General Manager  
**Hartsfield-Jackson  
Atlanta International  
Airport**

# SECTORS



## NEW WORLD MODEL THE FUTURE OF INDUSTRY CROSS-BORDER TRADE

Global supply chains were thrown into disarray by the severity of this pandemic crisis. While some essential goods continued to ship around the world, other kinds needed to be sourced differently with very little forewarning. This panel takes a macro view of trade flows during the crisis, looking at how supply chains are deploying new solutions to adapt and continue to fulfill the needs of companies and people globally as the crisis unfolds.



**John W.H. Denton**  
Secretary General  
**International  
Chamber of  
Commerce**



**Dr. Liam Fox**  
former International  
Trade Secretary UK



**John Mein**  
Coordinator  
**Alliança Procomex;**  
Chairman of Private  
Sector Consultative  
Group **WCO**



**Alan Wolff**  
Deputy Director  
General  
**World Trade  
Organization**

# SECTORS



## NEW WORLD MODEL THE FUTURE OF INDUSTRY DIGITAL COMMUNICATIONS

As people stayed home during the pandemic, communicating with the outside world relied heavily on digital solutions. From online work meetings to digital entertainment, the stress on digital infrastructure increased dramatically. This panel looks at how this infrastructure adapted to cope with this demand, and at ways it can make industries stronger as we emerge from our pandemic predicament.



**Xavier Anglada**  
Managing Director -  
Strategy & Consulting  
Lead, Middle East  
**Accenture**



**Mats Granryd**  
Director General  
**GSMA**



**Bishar A. Hussain**  
Director General  
**Universal Postal Union**



**Vinod Kumar**  
CEO  
**Vodafone Business**

# SECTORS



## NEW WORLD MODEL THE FUTURE OF INDUSTRY ENERGY

The oil and gas industry was affected severely by the drop in air and road traffic caused by the pandemic. Access to energy became an issue for many countries due to border closures and dependence on outside sources. This panel looks at the way locally produced energy, sustainable energy programs, and innovative energy management could offer new models to power our societies after the crisis.



**Sanda Ojiambo**  
Executive Director  
and CEO

**UN Global Compact**



**Dietmar Siersdorfer**  
Managing Director,  
Middle East and UAE

**Siemens Energy**

**MORE SPEAKERS  
TO BE ANNOUNCED  
SOON**

# SECTORS



## NEW WORLD MODEL

THE FUTURE OF INDUSTRY

### FINANCE

Financial aid became a priority for people and businesses as industry ground to a halt in the wake of the pandemic. Cash management meant the difference between bankruptcy and survival. This panel looks at the role of the financial industry in helping companies survive and thrive through this global crisis.



**Zainab Shamsuna Ahmed**

Minister

**Ministry of Finance**

**Nigeria**



**Cheryl Buss**

Chief Executive: ABSA  
International

**ABSA**

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## NEW WORLD MODEL THE FUTURE OF INDUSTRY HEALTHCARE

The pharmaceutical industry received a significant boost in the pandemic crisis. However, not every player in the healthcare landscape thrived. This panel examines the impact on the different facets of the healthcare industry and the short and medium-term outcomes for the many companies active in the sector.



**Thomas B. Cueni**  
Director General  
**International  
Federation of  
Pharmaceutical  
Manufacturers**



**Carlos Nuño**  
President  
**Teledoc Health  
International**



**Dr. Maha El-Rabbat**  
Special Envoy to the  
Director-General of  
**World Health  
Organization** on  
COVID-19

# SECTORS



## NEW WORLD MODEL

THE FUTURE OF INDUSTRY

### LOGISTICS

As shipping routes were impacted by quarantine measures, and logistic operations were forced to abide by new health and safety rules, the industry suffered major upheaval in a short amount of time. This panel explores the tools and strategies that the industry can use to adapt, transform, and compete as the crisis unfolds.



**David Abney**  
Executive Chairman  
UPS Board of  
Directors



**Christopher Logan**  
Managing Director  
Accenture



**Umberto de Pretto**  
Secretary General  
IRU



**Sultan Bin Sulayem**  
Group Chairman & CEO  
DP World

# SECTORS



## NEW WORLD MODEL THE FUTURE OF INDUSTRY MANUFACTURING

New social distancing rules and health measures in the workplace have affected manufacturing operations in major ways. This panel examines the changes that have been forced upon the industry, the opportunities these changes create, and the new business dynamics that are likely to emerge as a result.



**Mohanud Helal**  
Secretary General  
**Economic Cities  
and Special  
Zones Authority**



**Christian Hoffmann**  
Head Government  
Affairs / Geopolitics &  
International Relations  
**Siemens**



**Jacek Olczak**  
Chief Operating Officer  
**PMI**



**Li Yong**  
Director General  
**UNIDO**

# SECTORS



## NEW WORLD MODEL THE FUTURE OF INDUSTRY WORKFORCE

Workforce dynamics have been completely upended by the pandemic crisis, from teleworking to physical distancing, and the massive layoffs caused by a drop in business transactions. This panel looks at how employer and employee responsibilities interact and overlap, and how these dynamics can grow to serve both sides of the equation as we emerge from this crisis.



**Sharan Burrow**  
General Secretary  
**International Trade  
Union**



**Moussa Oumarou**  
Deputy Director-General  
for Field Operations &  
Partnerships  
**International Labour  
Organization**



**Roberto Suarez-  
Santos**  
Secretary-General  
**International  
Organization of  
Employers**



**John Taylor**  
President & CEO  
**Society of Human  
Resource  
Management**



# LIVE WEBINAR PROGRAM

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# WEBINARS

## Introduction

As the COVID-19 crisis continues to impact every region of the world, clear consequences are emerging. Through public rescue packages and private sector instruments, debt levels are increasing to cover the revenue gap triggered by long lockdown periods everywhere. Moreover, the need for contactless transactions and the desire for less physical, analog processes is accelerating an already rapid digitization trend across industry sectors. At the same time, the renewed urgency to procure essential goods, and the restrictions applied to international shipping and customs procedures, have shortened supply chains. This has resulted in new manufacturing models and a stronger focus on local production, with wide repercussions in multiple industry sectors.

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## Expert Opinions

Our event brings together senior decision-makers, global experts, and industry leaders to discuss actionable options and opportunities within the context of this pandemic crisis.

Across recorded interviews, edited panel discussions, published industry reports, interactive exhibitions, and live conversations, we examine multiple industry sectors and tackle important dimensions of business affairs for free zone stakeholders.

In our live webinars, we will examine these impacts from different points of views, with emphasis on specific aspects of business operations both within free zones and in the wider economy.

# Webinar 1

## Classic and innovative zone models

16:00hrs GST (UTC/GMT+4) | Tuesday 15th September

### THEME

Basics of building a free zone, key elements to include, pitfalls to avoid, original solutions implemented in specific free zones, transformation vectors to consider for growth

### FRAMEWORK

This webinar examines the basic building blocks of a solid free zone structure, based on research from UNCTAD, the OECD, the WTO, and the World FZO. It looks at priorities to set when building a free zone from scratch, tools and solutions available to improve existing operations, and innovative business models in place in pioneering free zones around the world.



#### **MODERATOR**

**Jacopo Dettoni**

Editor, fDi Magazine



**Dr Mohan Guruswamy**

Chief Knowledge Officer  
World FZO



**B. Charito Plaza**

Director General  
Philippines Export  
Processing Zones Authority



**Shankar Singham**

CEO  
Competere



**Jean Paul Gautier**

CEO  
Locus Economica



**James Zhan**

Director Investment  
UNCTAD

# Webinar 2

## Promoting clean trade across sectors

16:00hrs GST (UTC/GMT+4) | Wednesday 16th September

### THEME

Safe Zone, clean trade solutions, OECD Code of Conduct, AEO status

### FRAMEWORK

This webinar looks at the role of free zones in promoting clean trade across different industry sectors, including consumer goods, food & beverage, pharmaceuticals, and other fields. Angles to examine will include types of illicit trade, weakness points in free zones, and best practices to consolidate free zones for clean and safe trade flows.



### MODERATOR

**Irene Mia**

Editor  
IISS



**Ziyad bin Mohammed Al-Shiha**

Deputy Chair  
B20 Saudi



**David M Luna**

President  
Luna Global Networks



**Pamela Coke Hamilton**

Director of International Trade  
UCTAD



**Wamkele Keabetswe Mene**

Secretary General  
African Continental Free  
Trade Area Secretariat

# Webinar 3

## E-Commerce

18:00hrs GST (UTC/GMT+4) | Wednesday 16th September

### THEME

Liquidity solutions, cash vs debt vs equity, financing ongoing projects using collateral, currency management in foreign trade, payroll management

### FRAMEWORK

This webinar focuses on the e-commerce challenges and opportunities that the crisis has created, particularly from the B2B perspective. It will look at the impact of the crisis on e-commerce trade flows in different regions and across sectors, at the advantages of moving business volume to a digital platform, and at the best ways for companies to broaden both their client base and their supply chains through e-commerce solutions.



**Abdel Ilah Bousseta**  
Director of Postal Operations  
UPU



**Martin Ibarra**  
President  
Araujo Ibarra & Asociados S.A.

**MORE SPEAKERS  
TO BE ANNOUNCED  
SOON**

# Webinar 4

## Customs and borders management under shrinking supply chains

11:00hrs GST (UTC/GMT+4) | Thursday 17th September

### THEME

Inside vs outside the fence supply, shipping vs local supply, collaboration between free zones, customs compliance

### FRAMEWORK

This webinar examines the impact of the shift towards local production on global supply chains and the resulting changes required in customs management to steer through this crisis. Questions addressed will include how to provide security and reassurance in a crisis economy deeply concerned about health and safety of imported goods, how to instigate global standards of tracking and controls to maintain health and safety in trade flows, and how to adapt to lower customs and border traffic as supply chains contract.



### MODERATOR

**Christopher Clague**

Managing Editor  
The Economist  
Intelligence Unit



**Ahmed Alhakhbani**

Governor  
Saudi Customs



**Lars Karlson**

CEO  
KGH Global Consulting



**Poul Hansen**

Chief of Trade Facilitation Section  
UNCTAD



**Umberto de Pretto**

Secretary General  
IRU

# Webinar 5

## Building resilience through digital infrastructure

17:00hrs GST (UTC/GMT+4) | Thursday 17th September

### THEME

Digitization solutions, server access, redundancies, privacy protocols, data protection, benefits of digital over analogue services

### FRAMEWORK

This webinar looks at the importance of switching to a fully digital workflow to maximize resilience in a contactless economy. Aspects to examine include how to prioritize digitization at the free zone level and company level, what tools to use to switch analog business processes to digital, and the cost-benefit equation of digitizing operations in a crisis.



**MODERATOR**  
**Courtney Fingar**  
Editor-in-Chief  
NS Media Group



**Tanja Richter**  
Technology Director Consumer  
Products & Services  
Vodafone



**Xavier Anglada**  
Managing Director - Strategy &  
Consulting Lead, Middle East  
Accenture



**Juan Pablo Rivera**  
CEO  
Zona Franca de Bogotá S.A.



**CALL FOR PAPERS**

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# CALL FOR PAPERS

## Event Scope

The World Free Zones Organization (World FZO) is the voice of over 3,000 free zones around the world where companies employ almost 70 million people and handle a quarter of global trade. As the COVID-19 crisis continues to disrupt multiple industries around the globe, the World FZO has invited dozens of industry leaders and experts from around the world to examine the impact, challenges, and opportunities brought on by the pandemic across 10 key sectors of international trade. These discussions will take the form of an online event titled 'New World Model - The Future of Industry' broadcasting over 15 to 17 September 2020. Recorded interviews and keynote speeches will be available online, as well as edited panel discussions extracted from those interviews. Live seminars will complete the approach with Q&A sessions from the audience. A set of World FZO industry reports distilling the results of these conversations will be published by the end of September. We anticipate an audience of over 5,000 industry professionals and academic experts from every continent.

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## Event Themes

The event will focus on several aspects of the current crisis with both short and long term perspectives. The goal is to address key aspects of the crisis including:

- What are the deepest changes that the pandemic has forced upon different industry sectors?
- What regions have shown the most resilience, and why?
- How should companies transform to meet these new challenges?
- What new opportunities will this crisis create for the public and private sector?
- How will the Global Value Chain transform as a result of this new paradigm?

Discussions will focus around Aviation, Automotive industry, Energy, Healthcare, Digital Communications, Logistics, Manufacturing, Workforce management, and Cross-Border Trade dynamics. Live seminars will examine issues of customs and border management in shrinking supply chains, illicit trade prevention, financial management during a crisis, and resilience through digitization.

# CALL FOR PAPERS

## SUBMISSION GUIDELINES

We are looking for abstracts of research papers of no more than 2,000 words addressing the above questions, topics, and sectors. Paper can be either empirical or theoretical in nature and should offer perspectives and directions towards resolving issues relating to the current COVID-19 crisis. Papers can cover any number of industries and/or regions, must be written in English, and can address their topic from either the private or public sector angle, or a combination thereof. Accepted papers will be published as part of our event series within 1 month of the event date by the World FZO Knowledge Committee.

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## Submission Timelines

- Abstracts should be sent **no later than September 7, 2020**.
- Abstracts should be in Word or PDF attachments
- Abstracts should be sent to [ceo@worldfzo.org](mailto:ceo@worldfzo.org) with the subject 'New World Model 2020 - Paper submission'.
- Abstracts should mention:
  - title of communication
  - name(s) of the author(s)
  - affiliation
  - corresponding author's e-mail address
  - postal address
  - telephone number.
- Notification of acceptance will be sent by September 11, 2020.



# SPONSORSHIP OPPORTUNITIES

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# SPONSORSHIP

Increase your visibility among our community of over 3,000 Zones, the zone companies, govt officials, etc with a webinar sponsorship!

We are committed to helping industry partners promote their products and services to the World FZO Community in a variety of ways. Sponsors have multiple options to showcase your brand across video and digital print content.

## NEW WORLD SPONSOR

- Contact us for details.

## PLATINUM SPONSOR - U\$25,000

- Standalone logo at start and end of ALL main panel videos
- Standalone logo at start and end of summary panel video
- Standalone logo at start and end of ALL interview videos
- Mention in all press releases and marketing materials
- Mention in social media banners promoting event
- Sponsor logo included in the attendees survey
- Corporate video included in video library
- Logo on sponsor page within project book
- Corporate video on World FZO website
- 1 speaker for panel interview

## GOLD SPONSOR - U\$15,000

- Logo at start and end of ALL main panel videos
- Logo at start and end of summary panel video
- Mention in all press releases and marketing materials
- Mention in social media banners promoting event
- Sponsor logo included in the attendees survey
- Corporate video included in video library
- Logo on sponsor page within project book
- Corporate video on World FZO website
- 1 speaker for panel interview

## MAIN PANEL SPONSOR - U\$4,000

- Logo at start of selected panel video
- Mention in all press releases and marketing materials
- Mention in social media banners promoting event
- Logo on sponsor page within project book
- Corporate video on World FZO website

## VIDEO PANEL SPONSOR - \$3,000

- Logo at start and end of selected panel video
- Logo on sponsors page within project book

## REPORT PANEL SPONSOR - \$2,000

- Logo on title page for selected panel within project book
- Logo on sponsors page within project book

## EXHIBITOR SPACE SPONSOR - \$2,000

- Profile page with branding
- Links to website and social media channels
- List of representatives with chat feature
- Document library



[www.worldfzo.org](http://www.worldfzo.org)