



THE MODERN AGE OF COMMUNICATION

Summary

Entrepreneurship in the next age. The culture of business and the science of business - finding the right balance.

Learning to build communication skills across cultures is probably the most important tool a person can acquire in order to develop business opportunities as well creating options for the future. Planning ahead for the future is something we never stop doing during our lifetimes. Increasing our options is the most important part of those plans.

Brief background of Mohamed Khashoggi:

Mohamed Khashoggi is the President of Media Consultants, a US company with offices in the United States, Tokyo, Beijing, Taipei, Toronto and London. Mr Khashoggi has acted as a consultant and advisor to several governments and institutions creating Nation Branding profiles. This included promotion of investment, policy maker relationships and diplomatic engineering. Mr Khashoggi has also been a businessman developing projects in over 39 countries over a 30 year career.

Mr Khashoggi started his career whilst still in college with an oil trading company called Ashville Oil in the U.K in his early twenties that eventually traded over 3 million barrels of crude oil a month. In the early 90's he began focusing on the precious metals sector being an investor in Apex Mining in the silver sector which emerged as one of the industry's premier silver/zinc/lead companies, and his family's holdings as founding investors in Barrick gold which is one of the largest gold mining companies in the world.

Founded in 1999 Telespan productions in Madrid Spain. Telespan became one of the leading independent film production companies in Spain. It has won many awards including Best Picture twice and has generated some of the highest revenues for films in Spanish film history.

Mr Khashoggi has through his partnership in Dubai based SCG Group acted as advisor to foreign institutions and governments. This includes but is not limited to Media Relations in the GCC, creating an image for GCC market, Promotion of investment, Policy makers' Relationships, Diplomatic Engineering.



Part 1

We live in an age of substantial changes. Is the age of globalization over? Is extreme nationalization here to stay? Will trade wars be for the better in the long term or create more uncertainty? How do we prepare for our own personal future in this age?

The seventeenth century was the age of second contacts. The places that were discovered in the 16th century during the Age of Discovery were turning into places of repeated meetings. People were arriving from elsewhere and departing for elsewhere. Things were ending up in places where they were not made.

HOW DO WE PREPARE FOR THE AGE OF THIRD CONTACTS?

The next age of trade will be dominated by key industries in global trends:

1. Robotics
2. Advanced life sciences (allow people to live longer and healthier lives)
3. The code-dification of money- transforming state monopolies: money and force
4. Cybersecurity (the weaponization of code- new opportunities/bad actors)
5. Big data (land was the raw material of the agricultural age, iron of the industrial age- data is the raw material of the information age)

Topics to be covered in Part 1:

- Finding a job or creating your own job?
- How important is it for people across different cultures to take time in developing personal tools. How do we stand out in an electronic age?
- The skills of storytelling versus science.
- Optimism versus anxiety/speculation and science
- Networking and likeability
- Learning about cultures and people
- Getting out of your comfort zone
- Being fearless about languages and other cultures
- The advantages of traveling and working in other countries to learn different approaches to universal problems
- Understanding geopolitical, generational and cultural contexts
- Risk and security.
- Where to invest time and resources?



Part 2

Part 2 of the presentation will be questions and answers. The guest speaker will ask the audience several questions to create a dialogue about the topics discussed. The audience members will ask as many questions as they like.