



“Shaping Tomorrow’s World”

Asia-Europe Young Leaders Forum
17–20 November 2014
Ho Chi Minh City, Vietnam

Towards a Global Middle Class

Structure

The YLF will take the form of team-building exercises and competence trainings, panel discussions and presentations by distinguished experts, field visits and collaborative workshops. Follow-up alumni meetings are envisaged. The Forum’s language is English.

Who should apply?

The YLF addresses young leaders in business and politics, media and civil society who have a strong interest in Asian-European relations and excellent professional and social skills. The number of participants is limited.

Candidates will be nominated by a mentor and have to submit a CV and a letter of motivation stating their interest in Asian-European relations no later than 14 July 2014 to

ylf2014@bertelsmann-stiftung.de

Dates:

Application	until 14 July 2014
Acceptance letters	early August
YLF 2014	17-20 November
APK	20-22 November

For more information

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Disclaimer

Please consider that your acceptance of invitation to this event must be in accordance with the compliance regulations of your employer and may require your employer’s authorisation.



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Young Leaders Forum

Bertelsmann Stiftung, the largest private non-profit foundation in Germany, and the Asia Pacific Committee of German Business (APA) are hosting the third Asia-Europe Young Leaders Forum (YLF) from 17 to 20 November 2014 in Ho Chi Minh City, Vietnam.

The Forum will be held on the occasion of the 14th Asia-Pacific Conference (APK) of German Business (Ho Chi Minh City, 20 to 22 November), where more than 700 top decision makers from business and politics gather at the invitation of Germany's Federal Ministry for Economic Affairs and Energy, the German Chambers of Commerce Abroad, and APA.

In keeping with its motto, "Shaping Tomorrow's World", the YLF 2014 aims to foster dialogue between young Asian and European high-potentials, strengthen their sense of economic, political and social responsibility, develop their leadership skills, and encourage debate on specific challenges Asia and Europe are facing. The rise of the middle classes is this year's key topic. In addition, the Forum intends to establish a network enabling these future decision-makers to maintain regular contact and cooperation. Participants are invited to attend the subsequent Asia-Pacific Conference of German Business where the key findings of the Forum will be presented to a broader audience.

Towards a Global Middle Class

While Europe and the Western world witness a "middle class squeeze", one of the most striking aspects of Asia's emerging economies is the unprecedented growth of a middle class of several hundred millions. The rise of these middle classes may in future be considered one of today's most fundamental transformations, contributing to the emergence of a truly global middle class.

The ramifications will be profound, not only for markets and global patterns of consumption, but also for politics and society. The middle classes in Asia are not only relevant as consumers, but also want to play a stronger political role – something more and more Asian governments have to reckon with. Furthermore, the changing composition of Asian societies will have a lasting impact on social cohesion, lifestyles and values in these societies. At the same time, the shrinking of the middle class in Europe does not bode well for social cohesion there.

The Forum will therefore not only address market trends, consumption patterns and resource constraints brought about by this development, but also look into the emerging Asian middle classes' expectations and lifestyles, their political empowerment and impact on

social stratification and sustainable development. It will also focus on the "old" middle classes in Europe and how they perceive the rise of their Asian counterparts.

Bringing together future leaders from Asia and Europe to understand and discuss these issues on the basis of inputs from notable speakers from politics, business and academia is the main objective of this year's Young Leaders Forum. Participants will be asked to sketch likely scenarios of how the emerging middle classes in Asia will affect an 'Asia 2030' and to develop strategies on how to deal with the implications of their rise. These will be presented at the Asia-Pacific Conference of German Business held directly after the Forum.

Beyond providing a platform for inspiring debates on the current and future role of the middle classes, Bertelsmann Stiftung and APA hope to foster intercultural exchange and to build an international network able to support and inspire the participants throughout their future careers.