

SME

MALAYSIAN

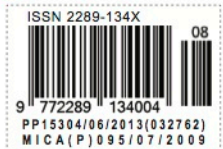
MOVERS & SHAKERS

POLITICS BUSINESS



80
PAGES
OF BUSINESS
INTELLIGENCE
FOR SMES!

A PUBLICATION OF:
Business Media International



AUGUST 2013
MALAYSIA EDITION
RM 5

- FROM BOOKSELLER TO WORLD'S LARGEST MALL: **JEFF BEZOS**
- MARKET ENTRY: **THE FIRST EIGHT STEPS**
- INSIDER'S VIEW OF THE **GAMES BUSINESS**
- OPPORTUNITIES FOR SMES IN **CHILE**

> **FUTURE SNAPSHOTS** < with Anne Lise Kjaer

GLOCALISATION AND THE INCLUSIVE ECONOMY

It has never been more crucial for businesses to engage in meaningful dialogue to create economic, social, emotional and sustainable value simultaneously. Companies are now starting to address this by focusing on how to do things better locally – which may indicate a new wave of grassroots-driven initiatives.

BALANCED CHOICES

What is certain is that 'Purpose Driven' will inform tomorrow's successful businesses and a more inclusive economy. Today's connected world is ruled by contrast and diversity, and a constant stream of contradictive messages have created a huge divide in society. "Do we live fast or slow; do we consume disposable or sustainable; do we act global or local?" In reality, contrasts will always co-exist so we need to understand how to anticipate and act to strike a happy balance. There are no silver bullets to address these challenges – what we need are new models for navigating complexity. Our biggest challenge today is that we are trying to solve 21st century issues with yesterday's tools. So how do we move forward and cultivate a more inclusive culture?

THE GLOBALISATION MYTH

Pankaj Ghemawat's recent book 'World 3.0: Global Prosperity and how to Achieve it' explodes many of the myths surrounding globalisation and lays out in detail how the world never really was all that flat to begin with. Collaboration and open dialogue inspires both

prosperity and a community of people who reconnect and share values through cultural experiences. According to the World Values Survey, which has been monitoring perspectives in over 100 countries since 1981, the Nordics are the world's biggest believers in individual autonomy. The combination of big government and individual freedom to act works – also illustrating a way forward, in which the state's main job is promoting autonomy and social mobility.

GOING GLOCAL TO CREATE VALUE

As individuals, we are more likely to bond with propositions involving personal contribution and community. The tiny Danish island of Samsø is an inspiring example, as it demonstrates how decentralisation, collaboration, innovation and empowerment work together as key

components of Glocalisation. Samsø is today a 100% renewable energy island selling to the grid and visitors from all over the world come to learn how to make change happen from the ground up. A local visionary, Søren Hermansen knew the islanders were conservative, but he convinced 'first movers' to act and the rest followed so that they all became stakeholders in the project's success. In a 2008 Time magazine interview 'Heroes of the Environment', Hermansen said: "People say 'Think globally and act locally' – but I say you have to think locally and act locally, and the rest will take care of itself."

CIVIC 'BIG DATA' NETWORKS

'Big Data' intelligence is another important aspect of Glocalisation, as it leverages local communities by reaching

out and tapping into global affinity networks and knowledge clusters. Data gathered by people, organisations, governments and 'things' is bringing huge opportunities in all areas of society. The case of New York City's Office of Policy and Strategic Planning shows the future possibilities: a tight in-house group of 'techies' find cost-effective solutions to pressing and complex problems of a mega-city – from housing inspections to illegal dumping – by analysing local statistics. However, systems are only as smart as the people using them and, with potentially 3 billion users connected to the Internet by 2016, managing, securing and understanding data will be a major challenge for most.

THE ERA OF GLOCALNOMICS

To take advantage of Glocal networks, businesses must balance the rational drivers of collaboration and multi-channel platforms with more inclusive values. Cultivating a purpose driven business culture – one that prioritises benefits to people and planet – will secure you a sound future foundation. Scandinavia is a global role model in this, performing particularly well in innovation and social inclusion, while also scoring top in economic competitiveness and happiness. A special report published in the Economist in February 2013 stated that: "the main lesson the Nordics can teach the world is not ideological, but practical." Everything local will be a priority in the future – meaning that focus on regional economic ecosystems is necessary to foster the self-sufficient economies that are key to welfare and global competitiveness.



Anne Lise Kjaer's insight into every area of futures - from energy, cars and technology to health, food and fashion, to the next big thing in culture, retail and travel has given her a worldwide client base and a unique ability to engage and inspire her audiences. A figurehead in the global forecasting community she says "The future is not some place we go but one we create". Follow the Trends on www.kjaer-global.com SME