2b AHEAD
16. FUTURE CONGRESS

JUNE 20 - 21 AT WOLFSBURG CASTLE

THINK QUANTUM
THE PREDICTION OF EVERYTHING
HOW PREDICTIVE ENTERPRISES WILL CHANGE OUR CUSTOMERS, PRODUCTS, AND PROCESSES!

www.conference.future.consulting
DEAR READER,

For the last 16 years, 300 leading figures in business and society have gathered annually at my personal invitation to discuss the future of business. Our guests include CEOs and innovation managers from a wide range of industries, as well as executives from the areas of innovation management, research and development, product development, marketing, strategic corporate planning, and consumer and market research. The topics of this annual congress are exclusively limited to the future forecasts and the transformation of business models for the next ten years.

In 2017, the Future Congress of the 2b AHEAD ThinkTank will again rank among the most ambitious events of the European innovation scene. The central topic of our 16th Future Congress on June 20-21 will be “Think Quantum: How Predictive Enterprises Will Change Our Customers, Products, and Processes.”

The ThinkTank will present you with the technology roadmaps of the most important industries. We will show you how the first quantum computers will soon bring an entirely new dimension of performance power into the world and boost the speed of digitalization even further, thus providing the first decisive step towards autonomous systems. The Future Congress will present a picture of the future and how the predictive enterprises of tomorrow will work on the basis of intelligent, predictive operating systems.

The congress will present you with the strategies of global tech leaders, predict the business models of tomorrow, and will discuss the most important question for all of our futures: What role will human beings play in the intelligent world of technology?

Expect one of Europe’s most innovative future congresses! Meet personalities whose ways of thinking and acting have created new markets. Discuss the future of business with them on equal footing – intense, deep, and inspiring.

I warmly invite you to our 16th Future Congress on June 20-21, 2017 at Wolfsburg Castle. It is an honor to welcome you to the ThinkTank!

SVEN GÁBOR JÁNSZKY
Chairman of the 2b AHEAD ThinkTank
President, RULEBREAKER® Society
Panel discussions in think tank format. Once again in 2017, top speakers collaborate eye-to-eye with participants. No canned stage lighting, no PowerPoint marathons, no product or company promotions! Hosts and presenters sit together with our guests and speak openly, precisely, and pointedly.

Let yourself be fascinated by the keynotes and by the mind-blowing technologies previewed in our VisionTalks. Shifts in location disrupt inside-the-box thinking and constantly offer new perspectives.
IMPRESSIONS FROM THE 2016 FUTURE CONGRESS AT WOLFSBURG CASTLE
SPEAKERS
WE ARE PROUD TO PRESENT A SELECTION OF THIS YEAR’S SPEAKERS WHO WILL DISCUSS THE TRENDS OF THE NEXT TEN YEARS WITH YOU.

EHEMALS SAP/ BETTER PLACE/ NEWRGY
SHAI AGASSI | ISRAEL
Shai Agassi is a prodige of the international innovation scene. He will describe the future of our society, international trade, and politics, and our new concept of wealth after the “elimination of molecules.”

LYNK & CO
DAVID GREEN | SWEDEN
David Green is the pioneering mind behind the new Chinese attacker that has set its sights on the global automobile industry. He will present the world’s best car and the 2027 roadmap for autonomous driving.

VOLKSWAGEN
DR. MARTIN HOFMANN | GERMANY
Martin Hofmann will give an exclusive presentation of the results of the world’s first commercial quantum computer project in Beijing.

TENDER ARMOR
MADELINE AUFESEER | USA
The founder of Tender Armor is considered one of the greatest innovators in banking. She will speak about her vision for the future of payment and what business models will be made possible by tomorrow’s payment data.

FUJITSU TECHNOLOGY SOLUTIONS
DR. ROLF WERNER | GERMANY
Rolf Werner will present the roadmap for information technologies through 2027 as artificial intelligence increasingly becomes a normal part of life.
Matan Field will one day make the use of blockchain technology as natural to everyday users as the internet is today.

His vision: that tomorrow’s banks will no longer merely have a single company app, but many. His resources: secure and open programming interfaces for 30 banks and 5,500 developers across the globe. Tesobe is the nexus where the future of retail banking is being created.

The noted futurist is the host and moderator of the 2b AHEAD Future Congress. With theses drawn from his own work, he will introduce the various aspects of the congress, and will conclude the event by condensing the most exciting revelations from this year’s ThinkTank.

Stephen Brobst is ranked as one of the top four CTOs worldwide. The co-founder of the Burning Man festival will present the BIG PICTURE for the world of 2027.
SPEAKERS

KITTYHAWK
JONATHAN HEGRANES || USA

The Co-Founder of Jon Kittyhawk will speak about how he plans to build flying cars together with Larry Page – and how he will make drones usable for your company, too.

TANDEMPLOY
ANNA KAISER || GERMANY

Anna Kaiser is the founder and CEO of Tandemploy, where she shares leadership as part of the company’s job-sharing program. Her most recent accomplishment is the abolishment of the rigid 40-hour workweek. At our Future Congress, she will talk about her vision of cooperative leadership in open organizations.

INITIATIVE 2045
RANDAL KOENE || USA/NETHERLANDS

The Science Director of Initiative 2045 will effectively speak of eternal life – i.e., about how you can continue to exist in a virtual world as a brain upload long after your death.

SUPERMEAT
IDO SAVIR || ISRAEL

The head of the meat laboratory SuperMeat will speak about the revolution of meat production.

D-WAVE SYSTEMS INC.
BO EWALD || USA

Bo Ewald will discuss the consequences of his company’s quantum computer for your products, processes, and business model.
JULIAN WHEATLAND || UNITED KINGDOM

Julian Wheatland claims to have calculated the psychological profiles of 220 million Americans, using them to help Donald Trump achieve his campaign victory. How will your business model change when you know the psychological fingerprint of every one of your customers?

PEGOR PAPAZIAN || ARMENIA

Pegor Papazian is creating the first digital beings by launching an army of bots that finance themselves and buy services from other bots, thus becoming both customers and employers.

HOSSEIN RAHNAMA || CANADA

Hossein Rahnama aims to overcome the chasm between life and death by giving every individual their own personal bot that their loved ones can use to keep in contact with them after they have died.

ETHAN SMITH || USA

The Chief Growth Officer of Yummly and expert for microtargeting, innovative SEO, and omnichannel management will speak about what role artificial intelligence and the processing of metadata will play in your future marketing.
Kate Devlin predicts that the machines of the future will develop feelings - and even their own consciousness - thanks to artificial intelligence.

Frédéric Peyrot is developing software capable of analyzing conversations on the social network Slack and identifying the emotional state of staff members. At the 2017 Future Congress, he will speak about how his vision will lead to the leadership strategies of the future.

Michael Carl Research Director of the 2b AHEAD ThinkTank, presents a portrait of our society when algorithms have made predictive politics and predictive governance a reality

The head of HR for the TÜV SÜD group will speak about cooperation between humans and machines in the future – who will be the boss in this relationship? And what would the right working combination between the two look like?

The cloud expert will speak about how the networks of the future will need to be structured in order to integrate artificial intelligence into communication as well.
TUESDAY, JUNE 20, 2017

Starting at 7:00 a.m. | Welcome Lounge
FOR RED-EYE FLYERS AND EARLY BIRDS

Coffee and croissants

The early risers of the day can meet in the welcome lounge before the opening of the congress. Feel free to come directly to Wolfsburg Castle from the airport or train station! We will be here to welcome you with coffee and croissants. For arrivals from the south, we recommend the morning flights to Hannover (6:40 a.m. from Munich, 6:50 from Stuttgart, or the 7:05 from Frankfurt). For arrivals from the east or west, we recommend the ICE directly to Wolfsburg (5:44 a.m. from Cologne, 5:52 from Düsseldorf, and 6:34 or 6:47 from Berlin). For arrivals from the north, the ICE via Hannover (departing from Hamburg at 5:24 or 6:18 a.m.) is the best option.

9:30 - 10:45 a.m. | Welcome address and opening panel: Future Vision – Technology 2027
THE TECH ROADMAPS OF THE NEXT TEN YEARS

In the years of digitalization, technology has become the most important driver for economic and social development. It is changing everyday life more and more rapidly. While we imagine a linear path forward for ourselves and our companies, actual developments are unfolding at an exponential rate – the margin of error between our own predictions and reality is becoming increasingly larger. Those who are able to let go of their biased predictions and view the unpredictable as an opportunity rather than a threat will be the winners in tomorrow’s business. For everyone else, this dynamic will lead to the worst-case scenario. Better to be among the prepared!

Congress host and noted futurist Sven Gábor Jánszky will greet his guests and introduce the various aspects of the congress program with reference to his own analysis. This panel will unveil the technology roadmaps of various key industries through 2027. The strategy and technology heads of major German and international corporations will debate the question of how we can successfully adapt our business models over the next ten years.
JULIUS VON INGELHEIM  
Spokesperson, Wolfsburg AG  
The Future Congress wonderfully demonstrates how quickly a vision can become reality. At the congress a few years back, we marveled at the first 3D printers – today the technology is standard. The increasing acceleration of life and business stemming from new technological and digital solutions was the right choice of topics for this year’s congress. Because we are not only experiencing rapidly changing customer behavior: This speed is also prime soil for new business models.

THOMAS SATTELBERGER  
Former Head of HR and Labor Director, Deutsche Telekom AG  
Really great format and excellent speakers. My compliments!

PROGRAM

TUESDAY, JUNE 20, 2017

10:45 - 11:30 a.m. | Business Speed Dating  
In business speed dating, congress participants get to know each other in relaxed but compact conversations over coffee. In 30 minutes, you will get to know 15 interesting people, including potential customers and business partners. This short and intense conversation format will give you an overview of the congress participants that are of interest to you.

For a predictive matching, four weeks in advance of the congress the 2b AHEAD organizing team will speak with every participant. Based on the answers given concerning current questions, projects, and expertise, we will arrange the most promising constellations for business speed dating. Use these introductions as a foundation for deepening conversations later during the congress. Don’t forget to bring plenty of business cards!

11:30 a.m. - 12:00 p.m. | Keynote  
THE ELIMINATION OF MOLECULES – THE FUTURE OF DIGITAL SOCIETY  
Thanks to digitalization, we are now seeing the elimination of molecules in many industries – the increasing insignificance of physical products. In the next ten years, this phenomenon will hit other major areas as well – health, education, security … This is causing a shift in the importance of raw materials for international relations and thus changing our concept of governments and society. Who will still be manufacturing anything in the future? What will raw materials be worth? How will this disrupt the global economy … and lead to a new world order?
CLAUDINE PERLET
Head of Digital Strategy & Transformation Office, Allianz SE

What was special about the Future Congress was the people and the conversations – over the years, 2b AHEAD has managed to gather a wonderful mix of people together, people who are really driven by the topic of the future and who are interested in intense discussions. This is very rare. Improvements for next year? Not really (but I wouldn’t mind seeing the topic “Responsibility”).

NATALIE GUDE LOSADA
CEO, PRO-DIRECT-FINANCE GmbH

Event moderation with great professionalism and elan, interplayed with a setting that is constantly in motion. An exciting atmosphere that helped us to listen and to take part in the dialogue – right in the middle of the dialogue.

TUESDAY, JUNE 20, 2017

12:00 - 1:00 p.m. | Lunch, conversations, Future Lounge
Take an hour for conversations with your new contacts from business speed dating and other conversation partners over a buffet lunch. Venture a look inside our Future Lounge, where you can test the future technologies that are ready for presentation so far - with your own hands! If you have booked a VIP ticket, your Personal Networking Assistant will now ensure that you can converse with the five contacts that you requested to meet.

We wish you fruitful conversations and, of course, Bon appétit!

In parallel
12:15 - 12:45 p.m. | Press conference
The highlights of the 16th 2b AHEAD Future Congress

1:00 - 1:30 p.m. | Keynote
DATA – THE LIFELINE OF PREDICTIVE ENTERPRISES
In most companies today, data has an informative function. It describes trends and developments, reveals probabilities, and delivers an overview for corporate decision making. In the future, successful companies will view themselves as data firms, regardless of whether they sell software, steel plate, eyeglasses, ice cream, or SUVs. They will view data as a product. Future customers for your data will not only be your data scientist, but also your end customer, your service providers, and your business partners. Predictive enterprises will provide your data as a product while simultaneously consuming the data of other companies. Where will this lead to new business models? How will we need to rethink data protection in these times, and what new infrastructures will you need to implement the answer?

1:30 - 2:00 p.m. | VisionTalk
THinking QUANTum – THE BIG VISIONS
Cars that fly? Meat can work without animals? Robots fight for their right to exist, and grandpa gets his own chatware so that we can write him after he’s passed away? Impossible! Or is it? Here big visions aren’t despised, but demanded! In short but striking talks, scientists, inventors, and startup founders explain how they plan to change the world. Lunatic ... or visionary? You decide. Join us for a trip into the impossible. Think bigger – think quantum!
TUESDAY, JUNE 20, 2017

2:00 - 3:00 p.m. | StrategyArena: Future Vision – Customer Needs 2027

INTIMATE AI: HOW WILL CUSTOMER ANALYSIS AND MARKETING CHANGE WHEN AI KNOWS YOU BETTER THAN YOUR PARTNER DOES?

“Customers who bought this item also bought…”. This is how online retailers like Amazon have long worked to generate additional profit from our user behavior – the result is sometimes helpful, but often merely annoying. These rather primitive marketing approaches from the early digital age, however, are on the way out. We can even safely lay aside the customer segmentation of the pre-real-time era à la Sinus Milieu and his generation of thinkers. And even the omnichannel strategies that have recently become a priority are only a fraction of the answer to the challenges that the predictive era will bring for marketing and market research.

Today’s digitalization of customer interfaces with the aim of pitching the company product on as many digital channels as possible is not an answer to the questions of a radical future. Because the question of who will be the winners and losers in this transformation will be decided elsewhere – there, where real-time data about the personal interests and current behavior of the customer is generated and analyzed to adapt products and services to situational and highly personalized customer needs. This is the world of adaptive products. Your predictive system will need to be capable of accurately anticipating and predicting where the needs of your customers will change. This kind of self-learning system will constantly improve itself in believably interpreting these needs. Not only customer needs can be analyzed here, however. Your customer’s preferred style of speaking, outlook and ways of thinking, and even their personal psychological profile may also be just as important. What would your marketing look like if you knew how every single one of your customers ticked and what approach their psyche reacts to best? What competencies and strategies will market research need in order to remain relevant for this future business model? How will your customers’ lives change when they are addressed more and more subjectively by commerce? Will there even by generalizable customer segments for the predictive era? If so, what will they look like?

3:00 - 3:30 p.m. | Elevator pitch

ENTREPRENEURSHIP – THE BUSINESS MODELS OF THE FUTURE

Five hand-picked founders of successful organizations will present their business ideas competitively at the elevator pitch. Each has exactly two minutes to convince the audience of the merits of his or her business model. An expert jury will rate the pitches. The best one will then be presented with the 2b AHEAD Future Award that evening. Additionally, congress participants and venture capitalists will be given the opportunity to meet with the presenters. The business models pitched at the congress are chosen using a nationwide invitation among entrepreneurial initiatives.
The speeches were extremely inspiring and enriching, and there were, in fact, also ideas that I will take “back to the office” with me. The compilation of the guests and participants in particular was very well done – very open people who want to change things, who think long-term and sustainably.

FRANK STRÄSSLLE
CEO, Bayerische Medien Technik GmbH
After two days at the Future Congress, you look at the world in a different way, and resistance to change within your own company no longer seems unconquerable.

TUESDAY, JUNE 20, 2017

3:30 - 4:30 p.m. | Break, coffee, Future Lounge

One thing definitely belongs at the future congress: the XXL breaks! These give participants more time for conversation and making new contacts. If you have booked a VIP ticket, your Personal Networking Assistant will ensure that you get to meet your top 5 contact requests for personal conversation. If you would like to relax a bit, take a look inside the Future Lounge! Do a live test of the future products that are ready for hands-on presentation today!

4:30 - 5:00 p.m. | Keynote
PREDICTIVE POLITICS

Do predictive analytics have the potential to change the way politicians think? All across the globe, political systems are undergoing radical change. With Trump’s electoral victory alone (and despite its dramatics) a fundamental shift in political thinking has made itself known. Trump largely owes his victory to a previously unheard-of precision in its approach to the individual voter – Cambridge Analytica is setting new standards for the possible.

Predictive analytics, applied to the political and social spheres, takes the precision of interpreting the will of the people to an entirely new level: timely, conceptually, highly differentiated. What will governments be able to do when they not only parrot the opinions of the people, but know what these are well in advance? And not only what the public will say, but also what it will want – on election day, but also every other day of the year? Technology is opening an entirely new dimension of political action: the future dimension. The quality of political governance will thus become quantifiable, even beyond the lifetime of legislation. What decision today will best meet the needs of the people – from a future perspective as well?

Michael Carl, Research Director of the 2b AHEAD ThinkTank, provides a portrait of our society when algorithms have made predictive politics and predictive governance a reality.
REINHARD CORDES
Managing Partner, ONLYGLASS GMBH
The Future Congress sets itself apart through high-caliber experts who present their thoughts, analyses, experiences, and hypotheses in a range of formats at varied locations – with highly specialized expertise.

TOBIAS STRICKER
sons gmbh, Geschäftsführung
The congress is marked by a very relaxed atmosphere. Not only the presentations of international speakers on future developments, but also the good service and constantly changing locations – open-air, under pavilions, or inside the castle – that make the event an exciting, colorful, and enjoyable experience.

TUESDAY, JUNE 20, 2017

5:00 - 6:00 p.m. | StrategyArena: Future Vision – Leadership Strategies 2027
AI THAT LEADS: HOW CAN WE LEARN TO PERCEIVE AIS AS COLLEAGUES AND MANAGERS?

Machines and robots have made life more comfortable. They can do jobs that would be too dangerous for humans or that would demand superhuman abilities – be it strength, speed, or precision. Jobs we don’t miss doing. We will soon experience the same thing with artificial intelligence.

The AI in your life will make decisions whose full effects you will not be capable of grasping. It will ask critical questions that you will find personally enriching. It will know what is occupying you at the moment, what beliefs and attitudes you have. It will be capable of accurately assessing the capabilities and personal characteristics of your employees and will autonomously put them where they are most needed at a given time. And they will constantly improve in all these areas and learn new things on their own.

In short: Self-learning intelligences will acquire leadership skills, which sets them apart from machines and robots. It is time for a detailed look at human-digital teams: How will team development work? What leadership guidelines will AI need?

6:00 p.m. | End of the first congress day

8:00 p.m. | Awards evening

On the evening of the first day of Future Congress each year, the pioneering innovators in attendance at the conference will meet together with businesspeople, politicians, and other prominent personalities from the host region of Wolfsburg for our annual awards evening. In a relaxed atmosphere, the Innovation Award 2017 will be given for the most outstanding innovative project of the past year. Join us when your favorite is recognized, and use this further opportunity to deepen earlier conversations and make new contacts.
ERNST-CHRISTIAN ZANDER  
Project Manager, Rundfunk BerlinBrandenburg

I really like the discipline and focus in schedule and content. The setting was very nice. And the icing on the cake was that I was able to meet a lot of people! The many opportunities for dialogue and exchange are the heart of this congress.

JULIUS SPÖRL  
Head of Customer Communication, WWK Versicherungsgruppe

The 2b AHEAD ThinkTank is Europe’s leading platform for future ideas right now. It gives successful, high-performance German companies a real innovation boost.

WEDNESDAY, JUNE 21, 2017

Starting at 8:00 a.m. | Coworking lounge

Coffee and Croissants

Early risers can meet at the coworking lounge to have breakfast, to plan joint projects, or to make a few phone calls before the start of the congress.

9:00 – 09:30 a.m. | Keynote

TH!NK QUANTUM – HOW QUANTUM COMPUTERS WILL REVOLUTIONIZE OUR WORLD

The steam engine. The railway. Electricity. The automobile. Penicillin. Atomic energy. Computers. The internet. They have all changed the world – and with it, business as well. The next big revolution will be quantum computers.

The computing power of these computers will dwarf everything we have ever seen. They will be capable of analyzing extremely complex situations and accurately predicting future outcomes. This is why it’s no wonder that Google’s algorithm experts, IBM’s Watson developers, and the cryptography geniuses at the NSA are scrambling for first place in the race to develop quantum computers. These machines, however, will mean fundamental changes not only to our markets, but to our living and working environments as well. And they will open up a new universe of possibilities for tomorrow’s business models.

This keynote will reveal what the world will look like in 2027, when quantum computers have become part of everyday life. What will this mean for your life, your work, and your leadership skillset?
WEDNESDAY, JUNE 21, 2017

09:30 – 10:00 a.m. | Showcase
THINK QUANTUM – HOW THE NEW QUANTUM COMPUTERS ARE ALREADY CHANGING OUR WORLD

In Beijing, the world capital of smog and traffic jams, there will soon be perfect traffic when the city switches to self-driving cars under the control of a quantum computer. The flagship in quantum computing uses data analysis to predict where traffic problems could occur in the next few minutes and prevents these by assigning an exact route and speed for every single vehicle on the streets. The current champion of the world’s supercomputers would need 40 seconds for this calculation – this quantum computer can do it in 5-10.

This showcase will reveal the status of the project and the next steps towards the vision of traffic paradise Beijing.

10.00 - 11.00 Uhr | VisionTalk
THINK QUANTUM – THE BIG VISIONS II

The second day of the congress begins with this year’s big visions. Scientists, inventors, and founders of successful organizations will explain how they want to change the world in a series of short talks. They will again challenge your preconceptions of the doable and the possible. Once more, you will find yourself shaking your head – or getting swept up in the excitement! The second 2b AHEAD VisionTalk session is sure to broaden your horizons as well. This keynote will provide a picture of business in the year 2027, and will explain how living environments and business models will change.

11:00 - 12:00 a.m. | Enabling Transformation
TOMORROWING YOUR BUSINESS!

Our Future Congress is famous for raising just a many important questions as it answers! In this part of the congress, we give space for those questions that you would like to discuss in more detail. At topical round tables, guests have the opportunity to discuss the consequences of the future developments they have heard about so far with congress speakers and the future experts of the 2b AHEAD ThinkTank. What do these emerging changes mean for your products, business model, and processes? What opportunities might be waiting here, and how can you enable your team to recognize them? How can you take the inspiration you gained from the Future Congress back with you as you return to everyday life?
The Future Congress offers an ideal opportunity to break out of the daily grind and dive into the bigger questions about our future. Here you can meet interesting people and expand your horizons on many levels.

JÖRG WITZMANN  
CEO, JWICON

You have succeeded in implementing really great speakers and stories to get the listeners excited. I was also impressed by the fact that many people have been local guests, participants, and visitors for 15 years. WOW!

PETER BRAUN  
CEO, Ipsos GmbH

The Future Congress offers an ideal opportunity to break out of the daily grind and dive into the bigger questions about our future. Here you can meet interesting people and expand your horizons on many levels.

PROGRAM

WEDNESDAY, JUNE 21, 2017

12:00 a.m. - 13:00 p.m. | Lunch, conversations, Future Lounge

Use the lunch break not only to feed your body, but your mind as well! Enjoy conversations with new contacts and potential customers directly at our rich buffet! Talk about the craziest ideas of the day or discuss concrete applications for your business model.

Again we wish you: Successful conversations and Bon appétit!

1:00 - 2:00 p.m. | StrategyArena: Future Vision – Products 2027

WIE VERÄNDERN SICH DIE PRODUKTE DER PREDICTIVE ENTERPRISES?

HOW WILL PREDICTIVE ENTERPRISES CHANGE YOUR PRODUCTS?

Predictive systems will kill your standard products. Because the more precisely you know your customers, the more they will see that your products and services have been individually adapted to them – and to their real-time needs. The products of the future will be adaptive, changing themselves autonomously and intelligently to fit every situation and stage of life. And they will be self-learning. By 2027, quantum-computing intelligence will not only be a standard feature of your smart phone, but will also interface and interconnect with all sensor-equipped products. But how will the production of these self-learning products work? What unintelligent products will we still need tomorrow? How can product and data security be guaranteed when no standardized products are left?

2:00 - 2:30 p.m. | Keynote

THE OTHER SIDE OF THE SINGULARITY – THE DYNAMICS OF BRAIN UPLOADING HOW WILL PREDICTIVE ENTERPRISES CHANGE YOUR PRODUCTS?

What will humans do when we are demoted to being the second most intelligent species on earth? Initiative 2045, founded by Russian oligarch Dmitry Itskov, examines the future of human life on earth after the point when computers have surpassed human intelligence. What tasks will humans take on in the future, and what will be our part in the operating system of the world? Why not try a brain upload? Substrate independent minds are systems whereby mechanisms of the human mind are translated into computer languages and uploaded to a computer. Should such a replica of the human mind be possible, then humans could theoretically live on forever in the virtual world – or survive in bodiless form in hostile environments, such as on space missions to distant parts of the universe.
The Future Congress has created a unique atmosphere that enabled us guests to come into conversation with each other and to have the best exchange in all directions right from the start. Speeches “from inside the audience” were just as helpful here as the physically tangible changes in scenery.

Once again, the Future Congress was a successful compilation of people, ideas, and dialogue.

The Future Congress has created a unique atmosphere that enabled us guests to come into conversation with each other and to have the best exchange in all directions right from the start. Speeches “from inside the audience” were just as helpful here as the physically tangible changes in scenery.

Once again, the Future Congress was a successful compilation of people, ideas, and dialogue.

2:30 - 3:15 p.m. | Break, coffee, Future Lounge

If you haven’t been to the Future Lounge yet – it’s about time! Test the future prototypes that are ready for presentation so far – hands-on! If you have booked a VIP ticket, your Personal Network Assistant will now put you in touch with a few more exciting personalities.

3:15 - 4:30 p.m. | StrategyArena: Future Vision – Society 2027

SUPERHUMAN INTELLIGENCE: HOW WILL COMPUTERS LEARN TO MAKE DECISIONS?

Even today, there are already decisions that computers are better at making than humans: What is the best move in this game of Go? What is the optimal route for avoiding today’s morning traffic? At the same time, our world is becoming increasingly complicated. For most decisions made by companies today, the consequences are too complex for humans to fully identify or predict. But before AIs can make these complicated decisions for us, they have to be told what value system their decisions should be based on. Who will teach humanity to machines, and how? Who decides what is considered right or wrong? Microsoft’s chatbot Tay has recently demonstrated how many unsolved problems are ahead of us. In a limited environment, Tay became – or better, was turned into – a racist. The company’s new chatbot Zo, in contrast, has been programmed to keep silent about controversial subjects. But is a digital muzzle really the right solution? Wouldn’t it actually be better to view computer learning as our collective responsibility, a kind of socialization process? Will the singularity lead to equality between machines and human beings? Will we all need to take part in teaching intelligent computers to be more human?

4:30 - 5:00 p.m. | Closing keynote

This keynote will provide a picture of business in the year 2027, and will explain how living environments and business models will change.

5:00 - 5:15 p.m. | Farewell

At the conclusion of our congress, host Sven Gábor Jánszky will summarize the most exciting revelations of our discussions and will conclude this year’s congress.

5:15 p.m. | End of the 16th Future Congress

For departures to Frankfurt and the south, we recommend the evening flight from Hannover (6:55 p.m. to Frankfurt and the 8:52 p.m. ICE to Munich via Stuttgart). For departures to the east and west, we recommend the ICE leaving directly from Wolfsburg (6:17 p.m. to Berlin or 6:56 p.m. to Cologne and Dusseldorf). For departures to the north, the ICE via Hannover (6:56 p.m. departure toward Hamburg) is the best option.
THE RITZ-CARLTON WOLFSBURG *****
Parkstraße 1, 38440 Wolfsburg
Phone: +49 5361 - 607 000
Single Room: 275 EUR
This hotel is located 1.5 km (1 mile) from the congress venue.

TRYP WOLFSBURG ****
Willy-Brandt-Platz 2, 38440 Wolfsburg
Phone: +49 1802 - 121 723
Single Room: 179 EUR
This hotel is located 3.7 km (2 miles) from the congress venue.

INNSIDE BY MELIA ****
Heinrich-Nordhoff-Straße 2, 38440 Wolfsburg
Phone: +49 5361 - 609 00
Single Room: 193 EUR
This hotel is located 3.7 km (2 miles) from the congress venue.

LEONARDO HOTEL WOLFSBURG CITY CENTER ****
Rathausstraße 1, 38440 Wolfsburg
Phone: +49 5361 - 207 0
Single Room: 129 EUR
This hotel is located 4.5 km (2.8 miles) from the congress venue.

HOTEL LUDWIG IM PARK ****
An der Wasserburg 2, 38446 Wolfsburg
Phone: +49 5363 - 940 0
Single Room: 139 EUR
This hotel is located 6.6 km (4 miles) from the congress venue.

BEST WESTERN HOTEL AN DER WASSERBURG ****
Gifhorner Str. 25, 38442 Wolfsburg
Phone: +49 5362 - 940 0
Single Room: 135 EUR
This hotel is located 14 km (8.7 miles) from the congress venue.

BRACKSTEDTER MÜHLE ***
Zum Kühlen Grunde 2, 38448 Wolfsburg
Phone: +49 5366 - 900
Einzelzimmer: 66 EUR
This hotel is located 7 km (4.4 miles) from the congress venue.

BY TRAIN
In order to make travelling to the conference by train as comfortable as possible, we have entered into an agreement with Deutsche Bahn: for only €99.00 round-trip, our guests can travel to the congress first-class from anywhere in Germany without being restricted to any routes or trains. This special ticket is valid from June 18-23, 2017. If this offer is of interest to you, you may book your trip using the following service number: +49 180 631 1153, under the keyword “Think Tank Zukunftskongress.” Please have your credit card ready while calling. Your destination is Wolfsburg Main Station (Wolfsburg Hbf). From there, you can take a taxi to Wolfsburg Palace. The congress venue is ten minutes from the station by taxi.

BY PLANE
Your destination airport is Hannover Airport. From Hannover Airport, you can take a taxi to Wolfsburg. The distance is 105 km (65 miles). The drive takes approximately one hour. Alternatively, you can also travel to Wolfsburg from Hannover Airport by train. The trip takes 60-90 minutes depending on the type of connection. For all connections, you will first need to use the rapid transit system (S-Bahn) to travel to Hannover Main Station (Hannover Hbf), then you can transfer from there.

BY CAR
Enter the following address into your navigation system: Schloss Wolfsburg (Wolfsburg Castle), Schlossstrasse 6, 38448 Wolfsburg. From the A2, take the “Wolfsburg Flechtorf” exit onto the A39, then stay on the A39 until the “Wolfsburg” exit. Take the “Wolfsburg” exit towards “Wolfsburg Zentrum,” (Wolfsburg Center) and turn right onto “Siemensstraße”. Follow the signs leading to “Wolfsburg Nord” and to the castle (“Schloss”).

HOTELS, TRAVEL, CONTACT INFORMATION

ORGANIZER
2b AHEAD ThinkTank GmbH
Spinnereistraße 7 | Halle 20
04179 Leipzig
www.zukunft.business

CONTACT
Our congress team is gladly available at any time to receive your registration or to answer any questions you may have concerning travel or hotel booking.

Please contact our Project Manager, Johanna Eife, directly at:
Tel.: +49 (0) 341 124 79 646
Fax: +49 (0) 341 124 79 611
E-mail: johanna.eife@2bahead.com

CONDITIONS OF PARTICIPATION
Participation at the 2b AHEAD Future Congress is possible only upon personal invitation or through the official application process. The number of participants is limited. We ask your understanding of the fact that participation is generally limited to one representative per organization. Please send us the signed and completed registration form by e-mail or fax.

HOTELS
We have arranged a selection of seven partner hotels for you. Use the keyword “2b AHEAD” to receive special conditions on your accommodations. We are happy to offer you any assistance you may need in handling your booking.
I hereby bindingly order my ticket for participation at the 2b AHEAD ThinkTank Future Congress on June 20-21, 2017 at Wolfsburg Castle:

**THINKTANK-TICKET**
Includes access to all keynote speeches and panel sessions, conference documentation, catering, and participation at the awards ceremony (incl. catering).  
1,690 EUR (+VAT)

**THINKTANK-KOMPLETT-TICKET**
Includes one overnight stay at a four-star partner hotel, access to all keynote speeches and panels, conference documentation, catering, participation at the awards ceremony (incl. catering), and access to video documentation of all speeches following the conference.  
2,095 EUR (+VAT)

**THINKTANK-VIP-TICKET**
Includes one overnight stay at a five-star partner hotel, shuttle service to and from the airport or train station, Personal Networking Assistance, access to all keynote speeches and panels, conference documentation, catering, participation to the awards ceremony (incl. catering), and access to video documentation of all speeches following the conference.  
3,050 EUR (+VAT)

Upon receipt of your registration, you will receive an invoice. Please inform us in case of any possible changes in billing address. Cost-free cancellation of registration is possible in written form up to 12 weeks before the beginning of the event. After this period, half of the ticket price will be retained at cancellation. In cases of non-appearance or cancellation received less than eight weeks prior to the event, the entire ticket price will be due. A transfer of tickets to substitute participants is possible at any time. The event organizer reserves the right to make changes to the program as required by circumstances.

Notice regarding interaction with the press:
The 2b AHEAD Future Congress is open to journalists and photographers. The congress will be documented on the Internet by video. By signing any applicable registration form, you simultaneously give your consent to be cited using the words spoken during the panel session, and to be depicted in the static and moving images taken during that session. All rights of use for the online and offline documentation of the event lie with the event organizer. Consent for the processing of personal data: By signing any applicable registration form, you simultaneously give your consent to the storage of the personal data you have voluntarily disclosed for all purposes related to the implementation of the 2017 2b AHEAD Future Congress, as well as for listing and publication in the directory of participants for the event in online and offline media. No sharing of data with uninvolved third parties shall occur. The data will be used solely by 2bAHEAD ThinkTank GmbH and its congress partners.
2b AHEAD
16TH FUTURE CONGRESS

JUNE 20 - 21 AT WOLFSBURG CASTLE

THINK QUANTUM
THE PREDICTION OF EVERYTHING
HOW PREDICTIVE ENTERPRISES WILL CHANGE OUR CUSTOMERS, PRODUCTS, AND PROCESSES!

www.conference.future.consulting