

Annual Meeting of the World Economic Forum  
Globalization 4.0.  
Global Architecture during the Fourth Industrial Revolution

WEF 2019

Like every year, I'm arriving home very excited that I've had the chance to experience Davos. So I'd like to share a few of my thoughts with you.

This year, the meeting was jointly directed by the General Manager of Microsoft and 6 young global leaders, which speaks a great deal of the place being made for future generations.



The principal topic was **"Globalization 4.0: Shaping a Global Architecture in the Age of the Fourth Industrial Revolution"**

Globalization is an ideology and a complex reality. Despite technological hyper-connectivity and migration, there is a multi-locality with very different traits everywhere in the world. To paraphrase Klaus Schwab, we live in a very diverse world, where often common interests predominate over common values.

Globalization in its current form is not sustainable. It needs to be re-proposed so that it becomes more inclusive. In Klaus Schwab's words "We also need a re-moralization of globalization [...]" That statement leads to questions the likes of: What does it mean to go back to a moral globalization? If moralization is adapting to values, it means that what we are experiencing is a reflection of humankind's values, and that leads us to the same proposal: What do we need to do to have the society that we aspire to -a fairer, more just society, a decent society for all. Organizations such as the WMCW say that the key lays precisely in putting those principles into practice.



A record number of participants attended this 48th meeting. There were over 3,200 attendees, of which close to half were private sector leaders, while the other half represented high-level government officers, the media, artists, academicians and civil society representatives. Overall, 60 heads of State attended the meeting.

There were 600 different sessions, 300 of which were meetings dealing with initiatives that the Forum and its partners track. As readers know, the initiative that I've been involved in is the anti-corruption partnership, better known as the Partnership Against Corruption Initiative (PACI).

Schwab also said that the global system seems to be going uncontrollably round in circles, with imbalances in the environment, the economic, social, political and technological systems. The UN has put forward the Sustainable Development Goals, but are they enough to redesign the global system into a version apt for the fourth industrial revolution? According to the World Economic Forum, within this complex setting the most competitive ecosystems will be the most productive, innovative, agile, and people-focused.



One of those elements refers to agility. I had the chance to attend a session entitled “Agility at All Costs?” Several people took part in the session, including the Chairman of the Board of Directors of Nestlé, Paul Bulcke. To my mind, the main question we must ask ourselves is: What do we change and how do we change it before the crisis catches us by surprise? Agility, in my opinion, is not a moment in time rather it is an organization’s way of being.



At the meeting, agility was said to be the ability of leaders and companies to anticipate and be proactive. At the same time, it was said to be the ability to position companies, competitively participating in the varying markets.

Participants highlighted at the session that international corporations use a different model in each country and in each market so as to better adapt to each ecosystem.

It is clear that to be an agile company in today’s hyper-connected and hyper-accelerated world is very challenging, just as it is to convey to members of an organization that agility is a virtue because agility is change, even if people don’t necessarily like change. Yet, in view of the fourth industrial revolution, change is not optional.

**Technology is increasingly important in our society. Although it has inherent risks, such as cyber-security attacks and an absence of privacy, it is an unstoppable reality that will continue to transform almost all areas of society, from DNA changes through to the way we do business. For instance, according to the WEF, artificial intelligence will lead to a loss of 47% of all jobs.**