Beat: Business

MADDY KEYNOTE 24, The EVENT That BUILDS THE FUTURE

RESERVED FOR HEIGHT GAIN AND REFLECTION

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USPA NEWS - The Emergence of a Global Economy implies the Need for some Form of Global Economic Governance. The Same Functions that Governments perform at the National Level will somehow have to be performed at the Global Level. There should be No Illusion as to where the Real Power in Decision-Making relating to the Global Economy will, for the present, continue to rest - that is, with the Economically Strongest Countries, Firms and Organizations... Money still talks. Even within "Democracies", Power and Interest usually prevails over Social Objectives...

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The Growth and Development of Countries in a Globalizing World undoubtedly depend on their Economic Activities. Businesses operating in the Economy try to achieve Competitive Advantage by closely following the Technology and developing Different Strategies in the Production and Marketing of Goods and Services.

The Tourism Sector and the Export of High Value Added Products also contribute to the Economic Development of a Country. It also provides a Significant Amount of Foreign Currency inflow to the Country. Therefore, in the Competitive Global Market, it is important for Businesses to focus on these Sectoral and Economic Activities. In this way, Countries will be able to feel the Reflections of Economic Developments.

MADDY KEYNOTE 24 PROGRAM (Palais Brongniart, Paris - On March 28, 2024)

- The Inspirational Scene, reserved for Gaining Perspective, and Reflection on Global Themes.

* How will Innovation transform the Way we provide Care?
* Faster, Better, Elsewhere. How is AI redrawing the Boundaries of the Business World?
* Mapping the Investment World in 2024
* Maintain and Renovate: 2 Pillars of Transformation
* How to start a Business in a “Moneyless” World?
* How to develop the Role of CVCs as Strategic Investors
* Cash, Cash: Customer Experience at the Service of Savings / Let's talk about Money
* 1% for the Planet: the Theory of Change Framework
* When Startups help Large Groups to decarbonize
* Entrepreneurship, what Reality behind the Position of CEO
* Green Innovation for a Sustainable Future
* Moving up the Scale, between Local and Global: France, Europe, US, who is leading the Dance?
* Y a-t-il encore de l'Ethique dans le Monde des Affaires?

- Agora Scene: The Business Scene, which covers Subjects in Detail and provides Concrete Answers to Use Cases that drive the Ecosystem on a Daily Basis.

* Equity, Diversity and Inclusion Policy: the Reality behind the Display
* Which Exit to choose: Buyout by an Industrialist or Private Equity Fund?
* Generative AI between Ethics and Performance: where is the Happy Medium?
* Help, my Teacher is an AI!
* Deeptech: the Revenge of the Long-Term Economy

* How AI is shaking up the World of Investing?
* How to innovate to have a Positive Impact on Society?
* Scalability: what Impact on Teams and Managers?
* The Software Industry in the Era of GDPR and Cybersecurity
* KBI, ESG, OKR: Cultural Transformation in Three Letters
* Art and Culture facing AI
* AI Act: the European exception?
* Entrepreneurship in the age of AI
* Is Responsible Digital just a click away?

- La Nef Scene - Change My Mind.

* Finance does not green Startups - B Corp : Five Seasons
* The Company cannot reconcile Profit and Positive Impact - B Lab France
* Technology will save the World - B Corp : Pixelis
* You have to quit your Job to get involved - B Corp : Birdeo

Source: Maddy Kenynote 24
On March 28, 2024 @ Palais Brongniart in Paris

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