

# *The World in 2050*

## United Europe: Helsinki

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## Global Mega Trends for us and the next generation

**SAAAME  
Trading**

**Urbanization**

**Demographics**

**Rapid Mobile Adoption**

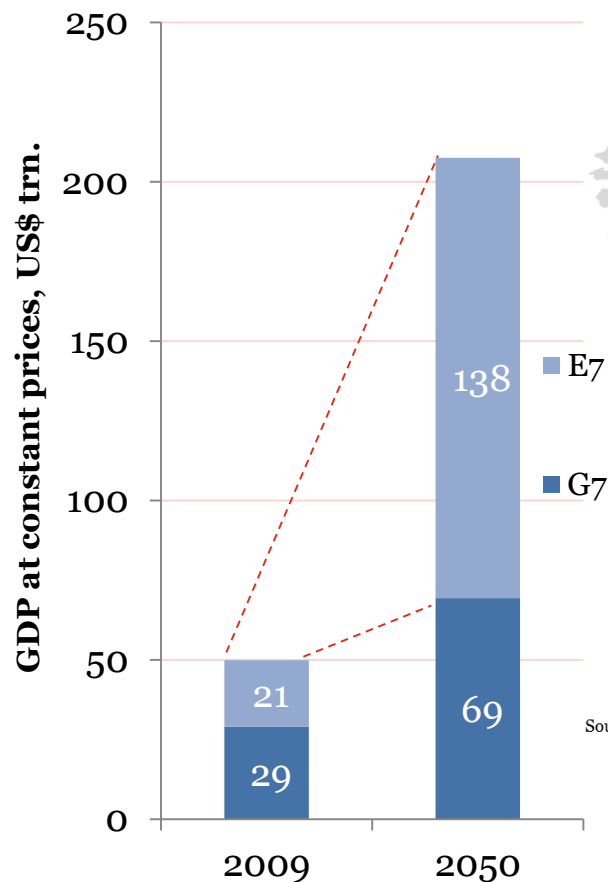
**Technological shifts**

**Economical  
power shift**

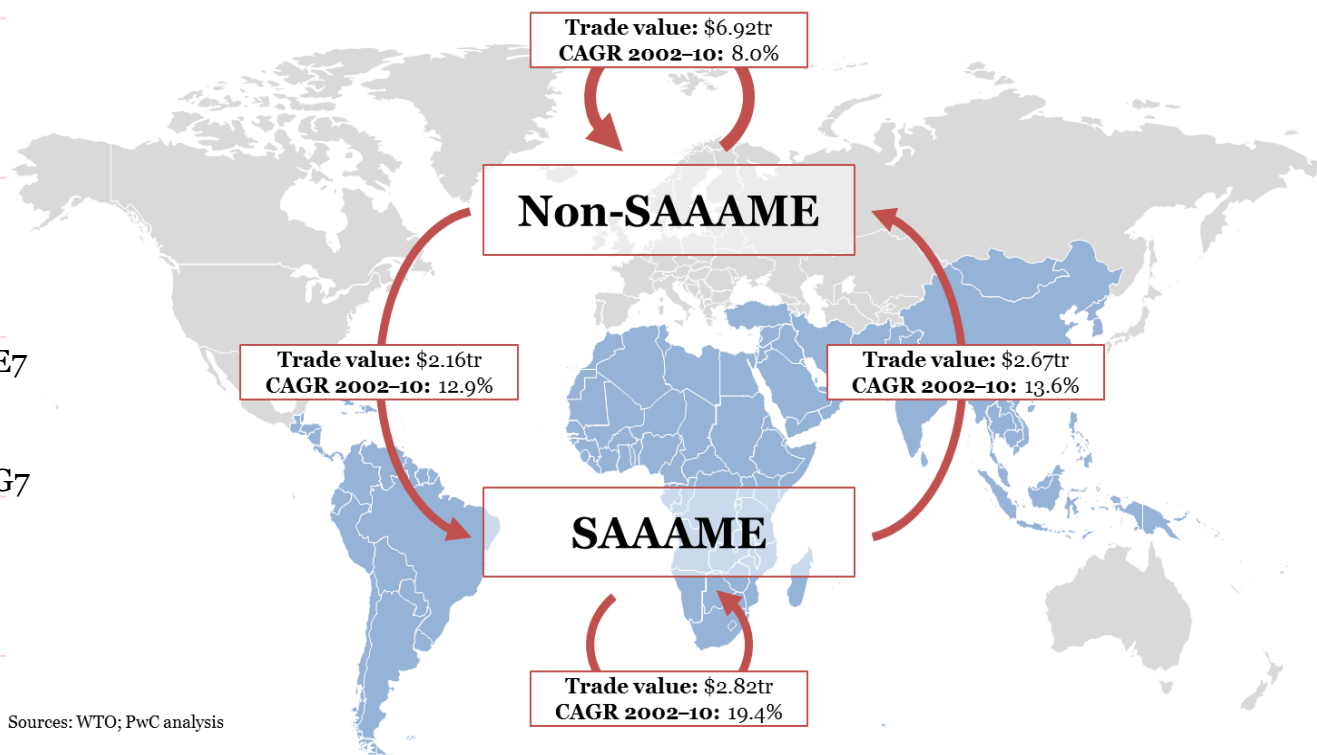
**Natural  
resources**

# SAAAME are emerging as an increasingly important network for international trade and dominate the western countries in 2050

**GDP of G7 and E7  
US\$ trn., 2009 vs. 2050**



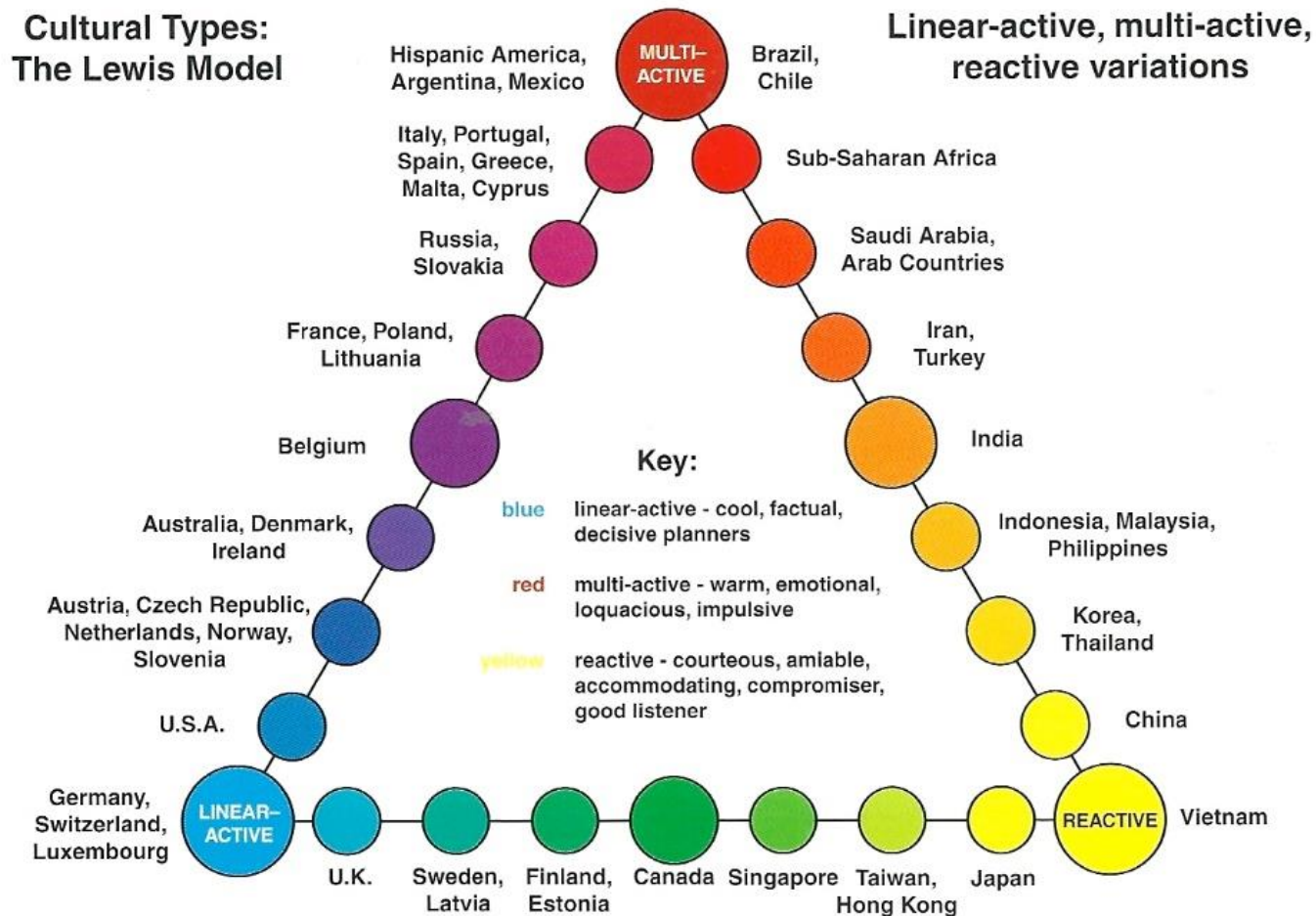
Sources: WTO; PwC analysis



Source: PwC World in 2050 (January 2011); Banking in 2050 (Mai 2011); PwC analysis

Notes: G7 = USA, Japan, Deutschland, UK, France, Italy, Canada; E7 = China, India, Brazil, Russia, Indonesia, Mexico, Turkey

# Europe should use its cultural diversity to benefit from the economical power shift



\*Richard D. Lewis, 2006 „Leading Across cultures“