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

Source: PwC World in 2050 (January 2011); Banking in 2050 (May 2011); PwC analysis
Notes: G7 = USA, Japan,德国, UK, France, Italy, Canada; E7 = China, India, Brazil, Russia, Indonesia, Mexico, Turkey

The World in 2050 • United Europe: Helsinki
PwC

28/29 August 2015
Europe should use its cultural diversity to benefit from the economical power shift

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