

CONCEPTUAL DESCRIPTION OF
THE NEW ECONOMY FORUM

Christer Sturmark and Kjell Spångberg have taken the initiative of establishing the New Economy Forum in Stockholm at the beginning of 2001 according to the principles described below.

Background

The New Economy is here to stay. The time is right for a new, global, top-echelon forum focused exclusively on the core concerns of the New Economy—developed by Davos World Economic Forum, geared for a new era.

Sweden's roll as a leading nation in the developing New Economy is indisputable. Along with the U.S., therefore, we are a logical choice to organize this forum.

Stockholm has become known as “the European capital of the Internet” and “Mobile Valley.” The high density of New Economy companies, especially in the mobile services industry, high rate of innovation, “Label of Excellence” award and flourishing culture, in combination with an inquisitive nature and the capacity to play host for a high-level international forum, makes Stockholm the ideal location in Sweden for the New Economy Forum.

Against this backdrop, Christer Sturmark and Kjell Spångberg, in cooperation with the City of Stockholm, are taking the initiative of organizing the New Economy Forum set to begin in Stockholm in September 2001. The New Economy Forum will strengthen and create synergies with the Stockholm Challenge Award.

Objective and Goal

This worldwide conference on the New Economy is being organized to strengthen the New Economy's significance and spread throughout the world. Since our goal is to create an annual forum, we are placing high demands on the caliber of the contents, participants and organization.

The New Economy Forum will be a broad forum where top-level politicians, business leaders, academics and NGO leaders can discuss the opportunities and consequences of the New Economy.

In working towards this goal, the New Economy Forum will describe, analyze and report on the most important New Economy trends for the

coming year. This will occur in the form of a report that will be discussed publicly.

The New Economy Forum will present problems to businesses, politicians and the academic world as well as initiating research and development projects.

The New Economy Forum will also strive to function as a catalyst for transnational and cross-disciplinary projects that seek to propagate, integrate and mould the world's information society, i.e. further the New Economy's continued global development.

To further the continued development of the New Economy and our global information society, awards in relevant areas will be awarded to notable individuals and scholarships will be awarded to young talents. Award recipients and scholarship winners will be evaluated on the basis of their contributions to theoretical, scholarly and practical progress in the field of the New Economy.

The New Economy Forum will strengthen both Sweden's and Stockholm's rolls in the New Economy, both when it comes to theoretical and practical activities. By establishing a lasting institution for the New Economy, the Forum is taking responsibility for the New Economy's global development.

Forms and Methods

The event will be exclusive and the participants will be key players, i.e. people in leading rolls who can transform their experiences into reality. Approximately 500 people will participate the first year, increasing thereafter to a maximum of about 1,000 people.

Media representation will also be limited to an exclusive crowd, with one or more select media companies involved as partners and more general information provided to the others.

The New Economy Forum is planned for 3 ½ days in connection to a weekend. Time for corporate visits and recreation will be granted accordingly before and after the Forum. The program includes lectures, seminars, debates and discussions interspersed with cultural, open-air and entertainment events to afford the participants as many benefits and networking opportunities as possible.

Conference and hotel facilities, as well as lunches and dinners, will be of the finest quality. The level of service will be first class.

Awards and scholarships will be presented at a banquet in the Blue Hall in Stockholm's historic City Hall building. Nominations for award and scholarship recipients in the New Economy Forum's different classes will be made by distinguished reference groups.

Organization

A project organization group with a centrally located office in Stockholm is being established to include the following:

- 1 experienced project manager with a broad, international contact network
- 1 logistics manager
- 1 program manager
- 1 PR and media manager
- 1 finance manager
- 2-3 project assistants

The project organization will answer to a board of directors.

A reference group of representatives for the target groups will ensure quality by placing demands on the New Economy Forum and then following up. The reference group will be linked to the project organization's board of directors.

Finances

The New Economy Forum is estimated to turnover 20 million SEK annually. Financing will occur through sponsorship and participation fees. Any potential surplus will be reserved for the future. A budget is being prepared separately.

Sponsorship

See separate presentation of the sponsor packet.

Contact

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