

PART ONE  
A BUSINESS PLAN FOR:  
Qi GLOBAL 2010-2012  
THE ANNUAL ASIAN SUMMIT  
FOR SUSTAINABLE INNOVATION



PART TWO  
AN INTRODUCTION TO:  
Qi GARDEN PARTY 2011-2012  
A FESTIVAL OF LIFE IN  
HARMONY WITH NATURE



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“IT WAS THE BEST OF TIMES, IT WAS THE WORST OF TIMES, IT WAS THE AGE OF WISDOM, IT WAS THE AGE OF FOOLISHNESS, IT WAS THE EPOCH OF BELIEF, IT WAS THE EPOCH OF INCREDULITY, IT WAS THE SEASON OF LIGHT, IT WAS THE SEASON OF DARKNESS, IT WAS THE SPRING OF HOPE, IT WAS THE WINTER OF DESPAIR, WE HAD EVERYTHING BEFORE US, WE HAD NOTHING BEFORE US”

CHARLES DICKENS – A TALE OF TWO CITIES

Although this quote is dated back to 1859, A Tale of Two Cities depicted dysfunctional societies and is an accurate summary on the contrasts that exist today. Whilst on one side, human beings are capable of great innovation and productivity, the modern world is beset by problems relating to a linear approach in a finite planet. Climate change, species extinction, water shortage, over fishing and farming, crass inequality, financial meltdowns and environmental disasters like the Gulf of Mexico are all created by human beings.

The wealthy 20% of the world's population are creating the majority of the problems and with the race towards economic progress for the remaining 80%, our acceleration towards further social and environmental catastrophes increases. The solution is to create innovative and attractive solutions, for the rich and for the poor.

iQ created the dilemma, Qi is the new iQ. It stands for Chi, 氣 the natural life source of everything; it stands for Quality Innovation, Quality Initiative and Quality Imagination.

Qi believes in the goodness of human nature, we know that there is a group of businesses and consumers out there asking the questions what is going on, what can we do, where are the solutions? The Green Activists movement achieves little on a grand scale; it is time for a media movement of people empowerment. Qi and our events Qi GLOBAL and Qi GARDEN PARTY are all about solutions brought to you by holistic thought leaders, it is about action and ethical entertainment. Our events are like a spa for the soul, they invigorate people to think and act according to how their decisions will affect future generations.

# INTRODUCTION

Qi's mantra is "Human Progress in Harmony with Nature". In the development of the brand into year two, response to Qi's content and style has been overwhelmingly positive. Our plan is to create a unique event in Singapore at the beginning of October each year where we bring in inspiring Asian thought leaders and create a platform for them to talk about their work within a wide and diverse number of themes. Where we separate ourselves from conferences and seminars is that -

- 1.** Our subject matter can be enjoyed personally and professionally, it is a new brand of media which we call ethical entertainment.
- 2.** We carefully media manage the talks into salient and punchy slots which are broadcast online.
- 3.** We devote huge care and attention to stylish design to create an aspiring sophisticated brand image.
- 4.** The events are a sensorial feast where the food, products and art and photography all deliver a progressive low carbon, high chic message.
- 5.** Most importantly, Qi GLOBAL events are all about **ACTION**: each speaker will have opportunities to form collaborations with fellow speakers and guests to create projects of social and environmental benefit. This **ACTION** will be filmed and posted online so that Qi visitors can see "Human Progress in Harmony with Nature" in **ACTION**.
- 6.** Qi is marketed to be a good place to go, either the events or website deliver inspiring people, products and perspectives so that the consumer can feel invigorated through their participation.
- 7.** Qi can put Singapore ahead of other Asian hubs as the progressive centre of social and environmental activity in SE Asia. Qi has chosen Singapore as the corporate governance is second to none as the perfect Asian hub to launch a people empowerment media movement.

The development of the Qi brand towards Qi GARDEN PARTY is a natural step. The online viewing allows for a wider audience of consumers both with a business and personal interest. The ACTION mechanism is one that consumers are crying out for. In a world where consumers distrust governments and big brands, the assurance of action and not just media managed words will draw a loyal customer base. To expand upon the principle, the festivals increase the size and diversity of the audience by using celebrity names to the top name draw.

The vision for Qi is to create events and record and edit them for online and TV broadcasting. This coverage can provide an audience of consumers from around the world positioning Singapore as the Asian centre of social and environmental innovation.



# WHAT'S IN IT FOR SINGAPORE?



## **1. ATTRACT ENTREPRENEURS:**

Attract Social & Environmental Entrepreneurs to establish themselves in Singapore.

## **2. INNOVATIVE SOLUTIONS:**

Foster global, creative and innovative solutions to environmental and social problems.

## **3. KNOWLEDGE SHARING:**

Empower local investors, executives and students with knowledge from the world's new breed of thought-leaders.

## **4. CREATE BUZZ:**

Innovate and inspire the MICE industry in thinking different about their offerings.

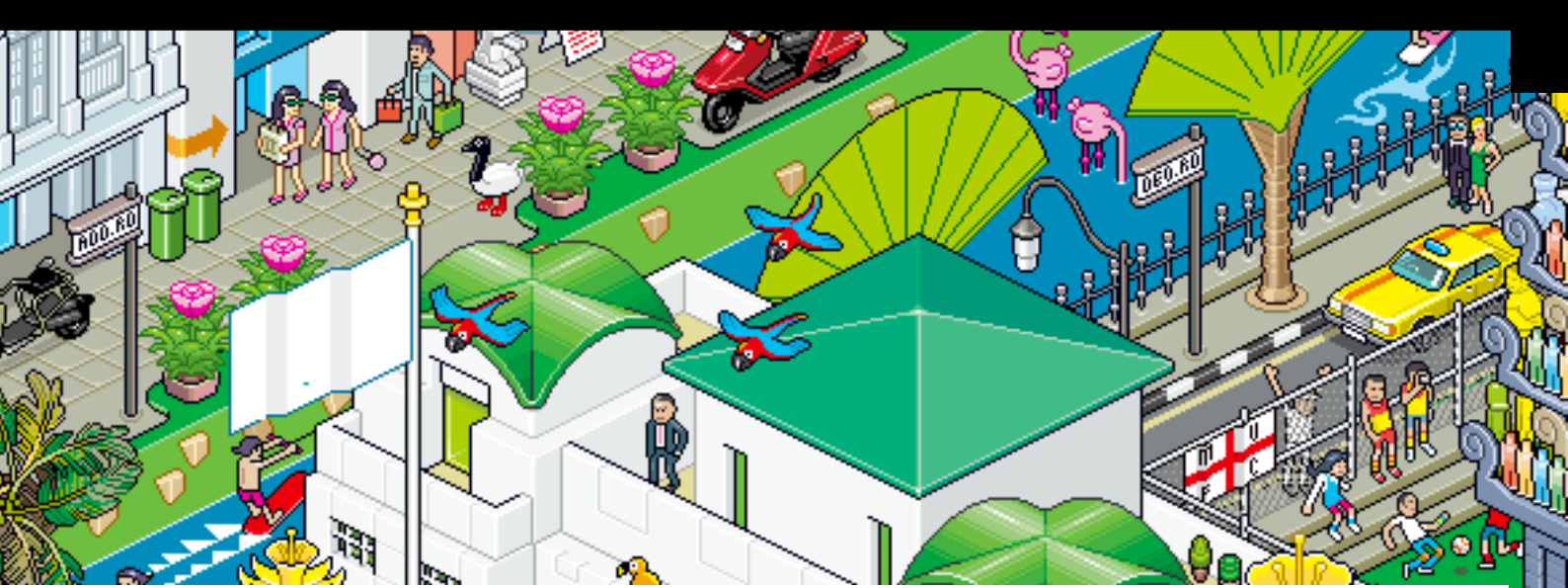
## **5. DIVERSIFY:**

Show a different side of Singapore and potentially jump-start local eco-tourism attractions.

## PART ONE

# A BUSINESS PLAN FOR: Qi GLOBAL 2010-2012 THE ANNUAL ASIAN SUMMIT FOR SUSTAINABLE INNOVATION





# QUICK FACTS ABOUT Qi GLOBAL 2010



**Theme:** Human Progress in Harmony with Nature

**Dates:** 8-9th of October, 2010 in Singapore.

**Speakers:** 30-36 social & environmental entrepreneurs, 15-20 representatives from corporate sponsors, 10-15 representatives from NGO's, 5-10 representatives from government.

**Guests:** 500 VIP's in Singapore and up to 500,000 online in Asia and Europe. Private sector CEOs and Entrepreneurs, Recognized, award-winning or upcoming Social Entrepreneurs, High net worth individuals, investors and fund managers and Directors of development NGOs and Foundations, Artists, Performers and Musicians, Designers and Architects, Educational leaders and members of the Press.

**Sponsors & Supporters:** We are working with global and regional businesses supporting sustainable development such as BMW. Qi GLOBAL is supported by STB for 2010-2012 and we have partnerships with Social and Environmental NGO's such as WWF. Also, We are also working together with groups such as Indevor (INSEAD MBA students) for them to broadcast Qi GLOBAL 2010 and host local Q&A at their campuses in Paris and Singapore.

**Venues:** Suntec convention partner will use their theatre and atrium for exhibition. Fairmont will be the centre for accommodation and social events.

**Advertising & PR** Publicis will run a global campaign, focused around Social Media, working pro-bono. Media to include Social Online Media as well as Al Jazeera, BBC, CNN, Channel News Asia, Bloomberg, Reuters, Financial Times, Herald Tribune, The Economist, Newsweek Asia, Time Asia plus local/regional publications.

## OVERALL AIM FOR 2010

**Results!** Action is the number one priority of Qi GLOBAL 2010 through a high number of new collaborations between global businesses and social & environmental entrepreneurs.

### Value Proposition

**Advance!** your organisation. Use the summit and the global online broadcast as a tool to train employees and managers in thinking more creatively about sustainable solutions for your business.

**Build!** new relationships. Meet like-minded Asian and European entrepreneurs and businesses for future business and CSR collaborations.

**Communicate!** your good efforts. Position your brand as a global leader in sustainable innovation and communicate your current and future initiatives to the world press.





## BACKGROUND INFORMATION & TESTIMONIALS

The first Qi GLOBAL was held at the 8th of October 2009 at the National Museum, Singapore. The theme was sustainable design and development and speakers such as DR. IR. WILLIE SMITS, Chairman of the Masarang Foundation, SINGGIH SUSILO KARTONO, Designer and Founder of Magno Design, JOHN HARDY, Designer, environmentalist and founder of The Green School, DR. SINGH INTRACHOOTTO, Design Principal, Osisu, KENNETH COBONPUE, Designer and LONE DRÖSCHER NIELSEN, Founder of Nyary Menteng Orangutan Rehabilitation Project. Media coverage was large in the social arena and also in traditional media such as Reuters, BBC, Asian Geographic Society, Asia Channel News, Business Times and Straits Times. The night was such a huge success in terms of guest and media feedback that we are working on a much bigger and hopefully even better event this year.

### Testimonials

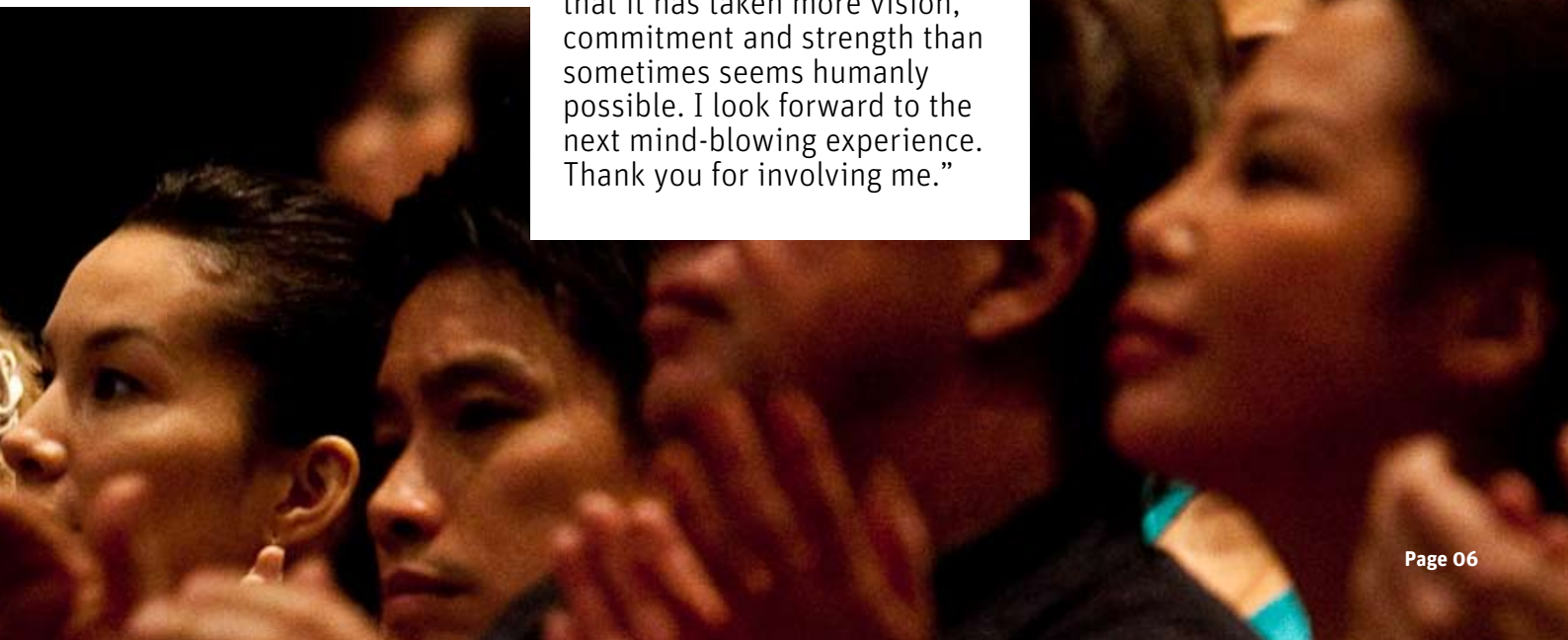
“My R&D team had a great time at the opening. It was indeed an enriching experience for us all. We still have a lot to learn from your organization and your circle of likeminded friends.”

“Last night people went home enlightened and ready for more: congratulations. Both Julian and I look forward to the next one ... a fashion show in Singapore! You’ll have to turn away 10 times the number of people you can allow in ...”

“It was a fascinating, thought-provoking evening watching these six individuals speak of their work. One person at a time saving the world came to mind. What touched me most, was how each of them spoke simply about the work they have undertaken, which when unfolded before us was clear that it has taken more vision, commitment and strength than sometimes seems humanly possible. I look forward to the next mind-blowing experience. Thank you for involving me.”

“Just want to congratulate you on the amazing conference last night. It must have been an uphill task to put it all together. My husband and I went away feeling very inspired after listening to the six speakers and perhaps, even slightly embarrassed for not doing more for the planet in our own way. So thank you for having a good line up of speakers, sharing with us their stories and passion.”

“Congrats on the successful launch of Qi Global! I really enjoyed the wonderful speakers you lined up. They are pure quality! I did not get a chance to talk to you it but thanks for inviting me. I am impressed with what you all have put up.”



# SPEAKERS & THEMES



POLICY & NATION DEVELOPMENT



IMPACT INVESTMENT



ARCHITECTURE & URBAN PLANNING



BIOMIMICRY & INNOVATION



GREEN TRANSPORT & TOURISM



ENERGY & TECHNOLOGY



SUSTAINABLE FASHION & DESIGN



CONSUMER TRENDS



WOMEN'S EMPOWERMENT



FOOD, BODY & HEALTH



CONSERVATION & WILDLIFE



YOUTH AMBITION & EDUCATION

## Confirmed Speakers include:

**Dr Jose Ramos-Horta**, President of Timor Leste, Climate Change: Asians to take the leadership for Asians

**Durreen Shahnaz**, Founder of Social Stock Exchange Asia, Singapore, The world's first Social Stock Exchange

**Mechai Viravaidya**, Founder Of Population & Community Development Association Poverty Eradication And Empowering The Poor Through Education

**Jack Sim**, Founder of World Toilet Organization, Singapore, The extinction of the flush toilet

**Singh Intrachotoo**, Design Principal, Osisu, Thailand, Rubbish?

**Lucky Dissanayake**, Founder of FutureEnergy, Sri Lanka, Eliminating fossil fuel dependency by alleviating energy poverty

**Peter Ingwersen**, Founder of NOIR, Denmark, Ethical Luxury: dream or reality?



# EXPANSION FOR 2011-2012

Qi GLOBAL 2010 will be a first of its kind event in Singapore with Asian thought leaders meeting to talk about their work and collaborating to spur action of social and environmental benefit to fellow Asians and the world. The next steps in 2011 and onwards are to diversify and expand Qi GLOBAL into ethical entertainment media movement to be enjoyed by a wider audience of consumers.

Qi's ingredients for events currently include inspiring speakers, low carbon design, locally and regionally sourced food and ethical art and photography. This unique combination makes Qi events more memorable: an intellectual, emotional and sensual experience.

2011 & 2012 will see an incremental increase in speakers' year on year. We would look to up weight the "A" list famous name speakers to attract the X factor big attraction year by year. The big name draw would be a major PR addition to the usual ingredients and speakers that will take the event from a 2 day 3 night format, Qi will increase to 3 days of talks with various themed evenings. The move towards household names would include businessmen like Richard Branson and Bill Gates, an ex president like Bill Clinton and royalty like Prince Charles and Queen Rania of Jordan.



# MARKETING, PARTNERS & SPONSORS

## Marketing

For 2010, we have engaged the social networking services of Publicis to create a campaign to publicise Qi GLOBAL 2010. The creative is being put together in the next two weeks. The date for the launch of the campaign is set for mid to end of July. The social networking activity will run across facebook, linked in, a small world and luxury society. Additional forums relating to green, eco, sustainability, conservation, impact investment, micro finance and other relevant market places will be targeted with both the social networking creative in parallel to an EDM campaign announcing the news updates, details on speakers and content of Qi GLOBAL 2010.

This is in addition to the specific targeting of current Qi fans and in combination with the Public Relations push with the services of Grayling Asia. With regards to traditional media we are expecting Al Jazeera, BBC, CNN, Channel News Asia, Bloomberg, Reuters, Financial Times, Herald Tribune, The Economist, Newsweek Asia, Time Asia plus local/regional publications such as Affluent, Luxury lifestyle, Appetite, ICON – Chinese equivalent of Tatler, Expat Living, The Edge, The Peak, Prestige, Shanghai Tatler, Beijing Tatler, NuYou (Leading Chinese female lifestyle mag.), Zzbb (Chinese equivalent of FT “How To Spend It”), LEON (Leading male lifestyle in Japan & China), Business Times, Straits Times, Zaobao, Today, Ish, Space, Cube, J-Plus, IS, Timeout, Her World, Harper’s Bazaar, Female, Simply Her, Men’s Folio, The Rake, Solitaire, Silver Kris, The Star (Malaysia daily), New Straits Times (Malaysia daily), Tatler Indonesia, DestinAsian – Travel & lifestyle based in Indonesia, Travel + Leisure SEA.

## Partners

We have established partnerships with NGO’s with databases of relevant databases for potential Qi consumers. We currently have partnerships with WWF, Lien Foundation, INSEAD & Conservation International where we offer limited free tickets in return for these organisations sending out the Qi publicity to their databases.

## Corporate Partners

We look for corporate partners who share some of the Qi principles of “Human Progress in Harmony with Nature” to put together deals where we can reduce our outgoings in return for branding exposure. Hotel partners like Fairmont exemplify this policy where they have an active approach to lowering their carbon footprint, banning protected species from the menus and promoting healthy food.

## Educational institutions

We have already established healthy relations with schools and universities where we share our vision with students. Additionally, we will offer the Qi GLOBAL content online in auditoriums in Singapore and further afield in order for the younger generations to have access to the thoughts and work of Asian thought leaders.

## Sponsors

Multi National Corporations are reeling after the financial meltdown, consumers are looking for authenticity in their lives and brands are and will respond to this increasing trend. Qi provides a relevant media market place to stress deeper brand values, typically it is their consideration for social and environmental issues that has been identified as the problems that big brands need to illustrate their active empathy.



# FINANCIAL PROJECTIONS

The below costs are for Qi GLOBAL FROM 2010 TO 2012. They do not include costs for what has been described for the Qi FESTIVAL.

Qi GLOBAL 2010, 2011, 2012 events				
	2010 30 speakers 2d event	2011 36 speakers 3d event	2012 36 speakers 3d event	
<b>Speakers</b>				
1	Flights	36,189	175,077 (a)	192,585 (a)
1	Hotel	16,258	36,000 (b)	43,200 (b)
1	Taxis	5,419	7,920	8,712
1	Dinners	27,250	66,450	73,095
	<b>Subtotal</b>	<b>85,116</b>	<b>285,447</b>	<b>317,592</b>
<b>Event</b>				
2	Venue & Catering	60,980	128,058	140,863
2	Organizer	50,000	105,000	115,500
	<b>Subtotal</b>	<b>110,980</b>	<b>233,058</b>	<b>256,363</b>
<b>Marketing</b>				
	Brochures, flyers.	60,000	72,000	79,200
	Filming, editing	45,000	135,000	202,500
	PR	15,000	30,000	37,500
	<b>Subtotal</b>	<b>120,000</b>	<b>237,000</b>	<b>319,200</b>
	<b>Others (+10%)</b>	<b>31,610</b>	<b>75,550</b>	<b>89,316</b>
	<b>Total</b>	<b>347,705</b>	<b>831,055</b>	<b>982,471</b>

1 Based on n. speakers

2 Based on Auditoriums for 500 - 1000 -1000p

(a) 36 speakers + 50% companions in business

(b) 3 days, 4 nights

A stylized illustration in shades of light blue and yellow. It depicts a person from the chest up, holding a large, bulbous plant with a long stem. The person's arms are extended, holding the plant. The background is a light blue wash. The text is overlaid on the upper left portion of the image.

PART TWO

**AN INTRODUCTION TO:  
Qi GARDEN PARTY 2011-2012**  
A FESTIVAL OF LIFE IN  
HARMONY WITH NATURE



# Qi GARDEN PARTY: A FESTIVAL OF LIFE IN HARMONY WITH NATURE



**Qi GARDEN PARTY** is different from Qi GLOBAL as it aims to include more entertainment to draw a larger, more diverse, family oriented and younger crowds.

The likes of Shakira or Radiohead, performance artists who have a progressive give back philosophy, in addition to design leaders like Stella McCartney will attract large and enthusiastic audiences.

The Qi GARDEN PARTY is a Sunday “bring your family and friends” day out. Whilst the audience are largely attending because of the big names, there will be a multitude of alternative entertainment all about sustainable living to encourage the consumers to think differently.

The idea is to create ethical entertainment where the various types of talks, performances or exhibitions are held indoors and outdoors with two or three stages so that consumers can pick and choose what is of interest to them. The vibe is relaxed as the guests are encouraged to wander freely to see and experience whatever takes their fancy.

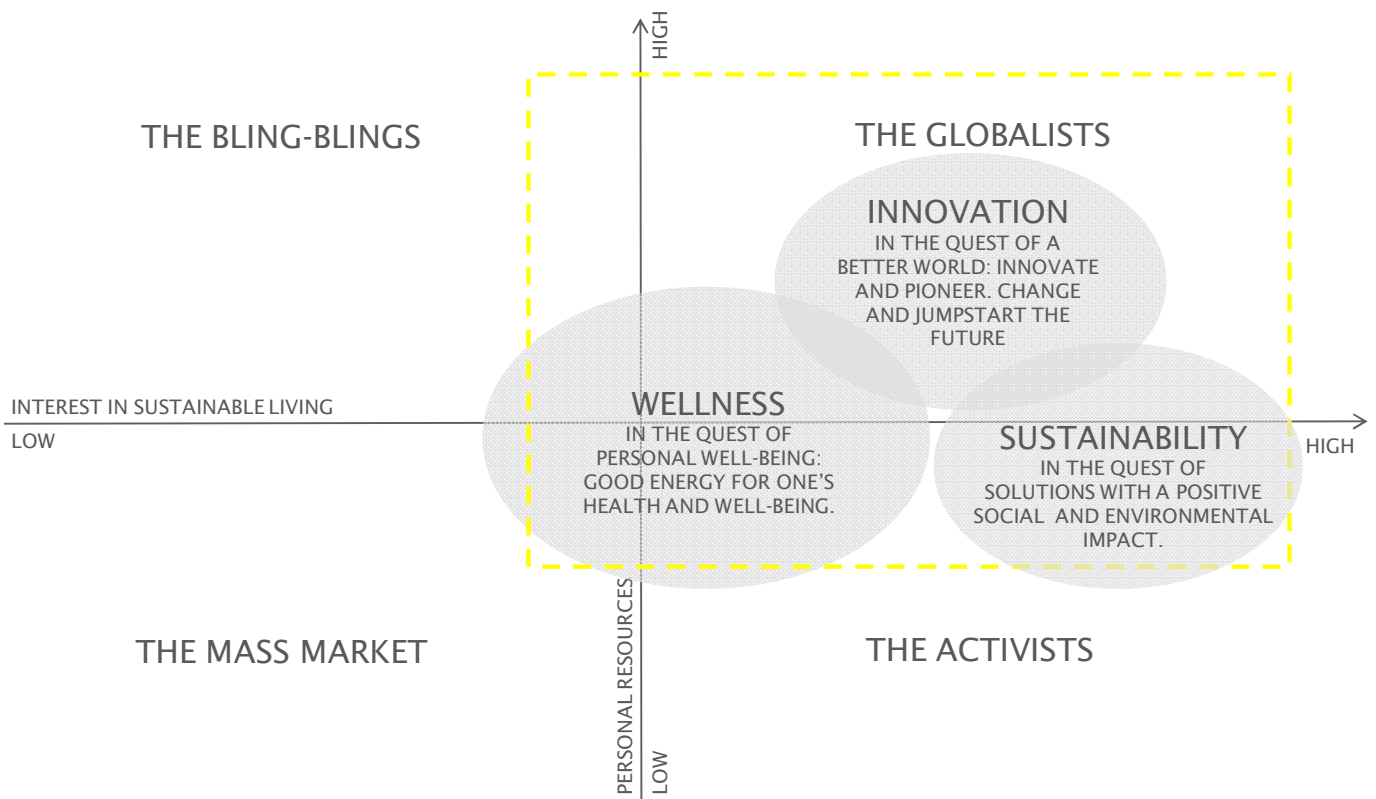
We would take a selection of the speakers from the previous 3 days and put them into the festival whilst sourcing additional inspiring people with the expertise. The finale would be an outdoor concert in the early evening.

The concept is one based upon attracting the big crowds with big names but also providing alternative entertainment; by trying something new and experiencing that a healthy progressive lifestyle can be as rewarding as a hobby immediately takes previously held barriers away. The diversity of the talks, performances, exhibitions and services allows for a wide range of age groups and interests as well as families as the Qi GARDEN PARTY will be child friendly with entertainment laid on.

The venue is crucial. Ideally, both the Qi GLOBAL and the Qi GARDEN PARTY would be in the same location. Although Gardens on the Bay is not finished, its proximity to Marina Barrage presents the combination of outdoors & indoors and is also a great showcase for Singapore. We would look to work with the STB to secure the perfect location for 2011 & 2012.



# TARGET GROUP



# Qi GARDEN PARTY: PLAN

## **ECO TRAVEL & TOURISM**

The Great Outdoors and Eco-tourism suggestions

## **YOUTH AMBITION & EDUCATION**

Qi children's entertainment with a sustainability theme

## **RENEWABLE ENERGY & TECHNOLOGY**

Ecocars & future technology exhibition by leading innovators/ manufacturers

Concerts with world renowned artists

## **CONSERVATION & WILDLIFE**

How to get involved?

Talk & Debate by a selection of Qi GLOBAL speakers

Green Comedy by well-known comedians

## **SUSTAINABLE FASHION, BEAUTY & DESIGN**

Fashion cat walk shows by sustainable designers

Film festival of social & environmental content.

## **FOOD, BODY & HEALTH**

Food by celebrity chef and Growing and Gardens - Urban Farming by a recognised horticulturalist

## **ARCHITECTURE & URBAN PLANNING**

The Future House for living sustainable , living well

## **BIOMIMICRY & INNOVATION**

Science exhibition and workshop: How does Nature do it?

PART THREE

APPENDICES





# INSPIRATION

## **JANUARY** **WEF**

Since 2000, the World Economic Forum has been promoting the powerful models developed by the world's leading social entrepreneurs in close collaboration with the Schwab Foundation for Social Entrepreneurship. Social entrepreneurs are invited to actively participate in the regional meetings of the World Economic Forum as well as the Annual Meetings. <http://www.schwabfound.org/sf/index.htm>

World Economic Forum Annual Meeting 2010, 27 - 31 January, Davos-Klosters, Switzerland.

## **FEBRUARY** **TED**

TED is a nonprofit devoted to Ideas Worth Spreading. It started out (in 1984) as a conference bringing together people from three worlds: Technology, Entertainment, Design. Since then its scope has become ever broader. Along with two annual conferences -- the TED Conference in Long Beach and Palm Springs each spring, and the TEDGlobal conference in Oxford UK each summer -- TED includes the award-winning TEDTalks video site, the Open Translation Project and Open TV Project, the inspiring TEDx program and the annual TED Prize. [www.ted.com](http://www.ted.com)

TED2011 - February 28-March 4, 2011: Long Beach, CA

## **MARCH** **SKOLL**

Attendance at the Forum is by invitation only. To help us identify potential delegates who will contribute to our mission of accelerating the impact of the world's leading social entrepreneurs, we have a simple application process. Please take the time to answer the questions below knowing that every application will be reviewed and considered. For those unable to attend in person, there will be Forum content available in Virtual Forum, including live streaming of events such as the plenary sessions, audio and video of a limited number of sessions and live social reporting from the event. <http://www.skollworldforum.com/>

SKOLL WORLD FORUM 2011, 30 March - 1 April, Oxford, UK

## **APRIL** **GEL**

Short for "Good Experience Live", Gel is a conference and community exploring good experience in all its forms - in art, business, technology, society, and life. Gel was founded by Mark Hurst in 2003 and has run a spring event in New York City each year since. Gel 2010 was the 8th annual event. Instead of focusing on just one thing (design, technology, user experience, business, etc.) like many conferences, Gel touches on many things. This challenges attendees to find, and learn from, the patterns that underlie good experience, even in disciplines vastly different from their own. <http://gelconference.com/10/>

Gel 2010 - Thursday-Friday, April 29-30, 2010 - The TimesCenter, New York City, USA

# WORLD ECONOMIC

## INSPIRATION



### **MAY** **WEF Global Redesign Summit 2010** **- 30-31 May, Doha, Qatar**

**1.618**

At the same time a trade show and an art exhibition, supported by the French Ministry of Culture and the WWF, 1.618 Paris is the first annual rendezvous of Sustainable Luxury. Art, creativity, innovation and Sustainable Development at the service of a different Luxury! [http://www.1618-paris.com/concept\\_1618.php?lang=en](http://www.1618-paris.com/concept_1618.php?lang=en)

6-10 May, Paris, France

### **JULY** **TED Global 2010 - July 12-16, 2010:** **Oxford, UK**

### **AUGUST** **THE KI**

An immersive experience with today's forward looking brands, innovative technology and smart designs in August 27-29 in San Francisco, USA: <http://www.theki.net/>

August 27-29, SF, USA

### **LOLLAPALOOZA**

Lollapalooza in Chicago U.S. this event illustrates how a line up of world stars want to be associated with forward looking progressive festivals with sustainable messages weaved into the fabric

of the entertainment. [http://www.lollapalooza.com/in\\_the\\_park/green\\_lolla/rock\\_recycle.php](http://www.lollapalooza.com/in_the_park/green_lolla/rock_recycle.php)

August 6-8, 2010, Grant Park, Chicago

### **SEPTEMBER** **START**

Start UK is an event set up by Prince Charles in the UK to help people live more sustainably. <http://www.startuk.org/aboutstart.aspx>

September, London, UK

### **IBM SUMMIT**

Established by HRH The Prince of Wales, Start is a new initiative from The Prince's Charities that aims to show what a sustainable future could look like and to demonstrate the simple steps we can all take to make better use of our natural resources. We are proud to be one of the founding partners of Start along with Addison Lee, ASDA, B&Q, BT, EDF Energy, M&S, Virgin Money and Waitrose. The Summit will be an exclusive opportunity for leaders in business and government, academics and subject matter experts to gather behind closed doors to work towards a set of actionable recommendations for business in the UK. The Summit will run for 9 days in September and each day will focus on a different aspect of what businesses can do for sustainability and what sustainability can do for business. <http://www-05.ibm.com/uk/start/>

September 2010, London, UK



## INSPIRATION



### **OCTOBER Qi GLOBAL 2010**

The Annual Asian Summit for Sustainable Innovation, will be held the 8-9th of October in Singapore. Theme: Human Progress in Harmony with Nature.

8-9th October, Singapore

### **C3 Summit**

The C3 (Catalyzing Conscious Capitalism) Summit is a yearly event in which participants are led on a journey of discovery, dialogue, and co-creation. Participants and presenters include world-renowned thought-leaders and trail-blazing entrepreneurs and CEOs such as John Mackey, CEO, Whole Foods Market. The 2010 C3 Summit is by invitation only. <http://cccsummit.com/>

C3 2010 October 19 - 22, 2010, Lake Arrowhead Resort, Lake Arrowhead, CA

### **PopTech**

<<http://www.poptech.org>> PopTech is a unique innovation network - a global community of cutting-edge leaders, thinkers, and doers from many different disciplines, who come together to explore the social impact of new technologies, the forces of change shaping our future, and new approaches to solving the world's most significant challenges. We are known for our thriving community of thought-leaders, breakthrough innovation programs, visionary annual conferences and deep media and storytelling capabilities.

[www.poptech.org](http://www.poptech.org)

### **OTHERS**

#### **ASHOKA**

Ashoka is the global association of the world's leading social entrepreneurs-men and women with system changing solutions for the world's most urgent social problems. Since 1981, we have elected over 2,000 leading social entrepreneurs as Ashoka Fellows, providing them with living stipends, professional support, and access to a global network of peers in more than 60 countries. <http://ashoka.org/>

#### **ROLEX**

Established in 1976 to foster a spirit of individual enterprise around the world, the Rolex Awards recognise pioneering projects that demonstrate innovative thought and contribute to the betterment of humankind. The inaugural Rolex Awards commemorated the 50th anniversary of the Oyster chronometer, the world's first waterproof watch, and were created to encourage individuals ready to take on major challenges to benefit humankind and the environment. <http://rolexawards.com/en/index.jsp>

#### **INDEX**

INDEX: is a Danish-based, non-profit organization that was established in 2002 and coined the concept "Design to Improve Life". We work globally to promote and apply both design and design processes that have the capacity to improve the lives of people worldwide. <http://www.indexaward.dk/>

Every second year in Copenhagen, Denmark.

# CONTACT INFORMATION & BIO'S



## **Paul Coleman: Co-Founder**

In his 20 years in the London publishing and the media industry, Paul Coleman was working on many of the best known and most loved consumer magazines including Vogue, Vanity Fair, Hello!, FHM, House & Garden, The Face and Tatler. His experience includes being involved in the launches of five magazines, notably the launch of Conde Nast Traveller.

Having worked on in excess of 65 magazines, 44 online sites, 12 radio stations and 11 TV station, Paul understands media, has the address book that contains the best writers, designers and photographers in the world and a zest for entrepreneurial spirit along with a passion to inspire progressive thought and action that is Qi.

**Contact: Mobile: (+65) 9112 3490 Email: [pc@qi-global.com](mailto:pc@qi-global.com)**



## **Mette Kristine Oustrup: Co-Founder**

A graduate in International Business and Marketing, Mette Kristine Oustrup originally joined the start-up phase of fashion group St. Martins and later went to Hong Kong as Head of Special Projects for global lifestyle brand DIESEL. Her next adventure as Co-Founder of the French trend agency Style-Vision in 2001 involved working with great brands, while building bridges to other trend agencies. She started up Round Table events held twice a year at the Grand Hotel Cap-Ferrat in the South of France, supported by the Financial Times.

Kristine is currently serving as Goodwill Ambassador for Copenhagen.

**Contact: Mobile: (+65) 8128 2725 Email: [mko@qi-global.com](mailto:mko@qi-global.com).**



## **Oscar Moreno: Chairman**

Oscar is an entrepreneur and business angel specialized in finance and internet & media businesses. In addition to Qi GLOBAL, Oscar has been an early investor and in some cases founder for Netjuice (Internet incubator), Kelkoo (e-commerce search engine), Altex Partners (funds-of-hedge funds), Tuenti (social network), and Orchid Costa (real estate investment). Oscar Moreno is a former investment banker with more than 15 years of professional experience in the investment and finance industry. Oscar has degrees in law and business from ICADE (Madrid, Spain) and an MBA from INSEAD (Fontainebleau, France). He is currently Managing Director at Orchid Costa Pte. Ltd. based in Singapore.

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