

Manila – *the global capital of ...*



Carel IJsselmuiden

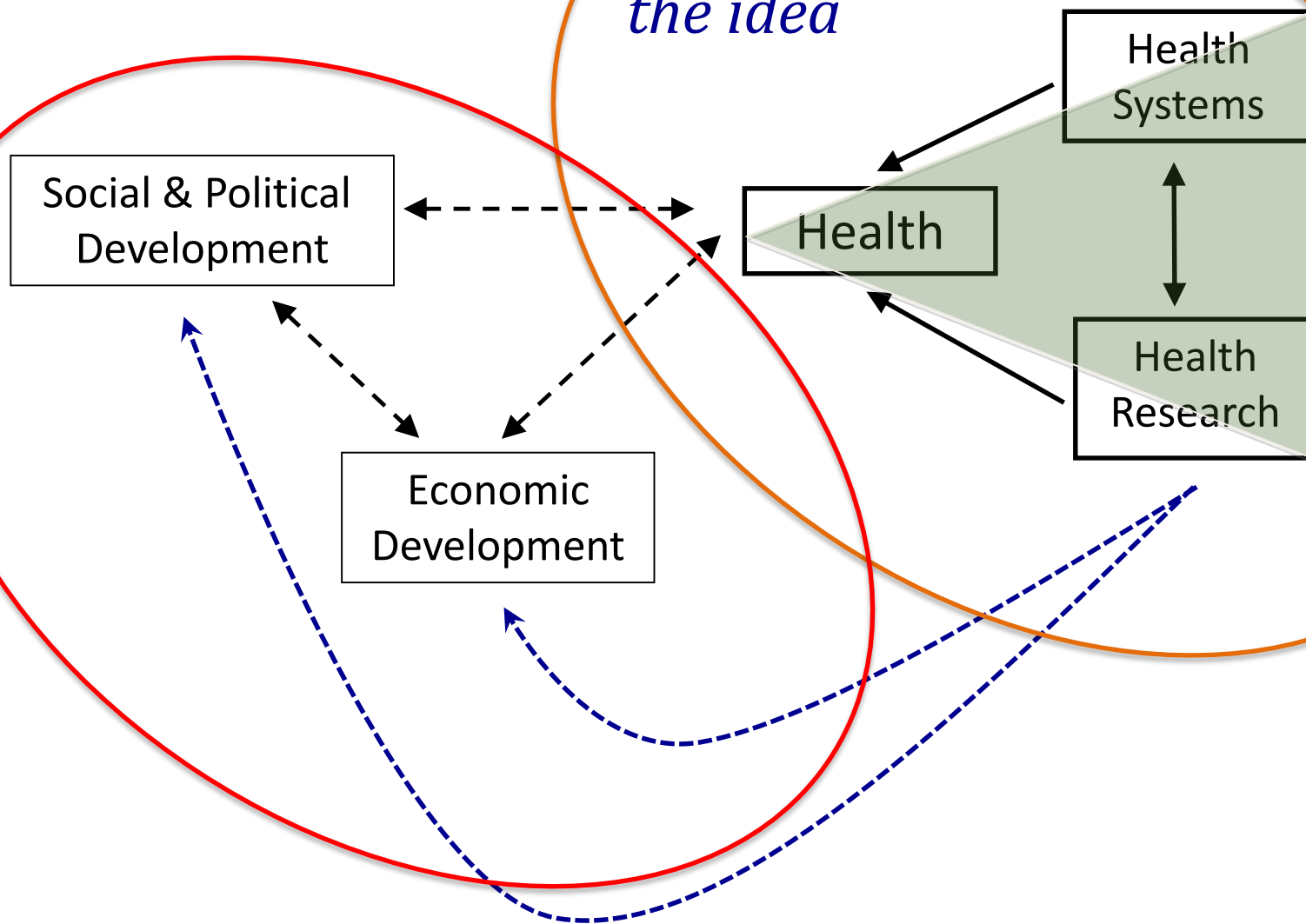
PNHRS Annual Conference, Palawan, Philippines
11 August 2016



Purpose of this presentation

- 1. Share insights about increasing the value of meetings – like Forum 2015 – for the Philippines**
- 1. Consider a major role for the Philippines in a key area of national, regional and global concern**
- 1. Begin a proposal for positioning Manila as a global hub of activity – towards “Manila as the global capital of ...”**

“Research & Innovation for Health” – *the idea*

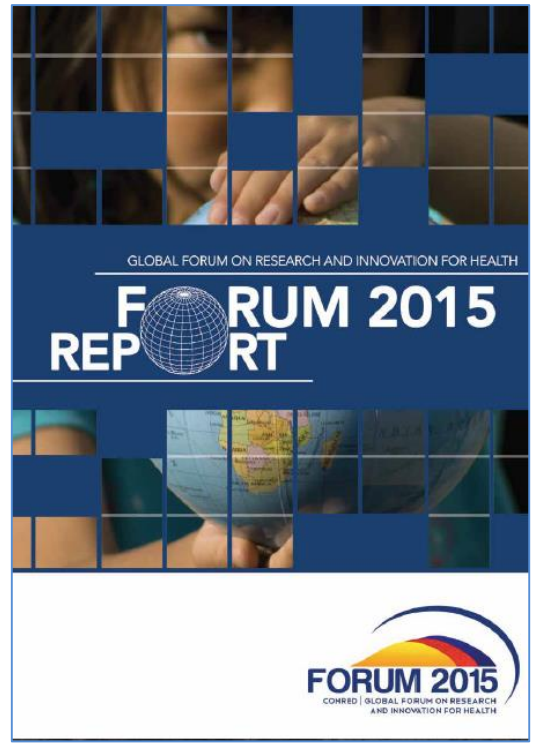
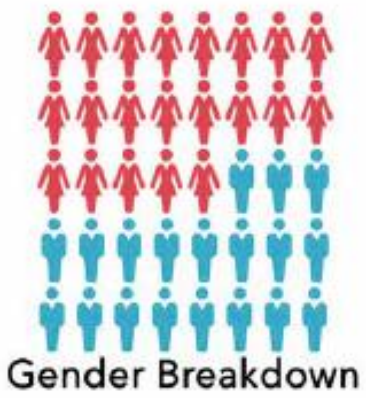


Research \leftrightarrow Innovation

- 1. RESEARCH = new knowledge generation**
- 2. Translation / Development as in R&D = product / service development**
- 3. INNOVATION = creating scalable solutions**

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Forum 2015 +

✓ Meeting

✓ Event

✓ Hub of // “Capital of” ...

examples

Example 1 – Barcelona, Spain



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BARCELONA TO REMAIN MOBILE WORLD CAPITAL AND HOST OF GSMA MOBILE WORLD CONGRESS THROUGH 2023

July 14, 2015 | Press Release

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London: The GSMA today announced that it has signed an agreement with the Barcelona City Partners to extend their contract for an additional five years, making Barcelona the Mobile World Capital and host city of the GSMA Mobile World Congress through 2023. The Barcelona City Partners comprise the Spanish Ministry of Industry, Energy and Tourism; the Generalitat de Catalunya; the Barcelona City Council; Turisme de Barcelona; Fira de Barcelona; and the Mobile World Capital Barcelona Foundation (BMWCF).

Press Release Archive

GSMA Blog

RESOURCES

Example 1 – Barcelona, Spain

The 2015 edition of Mobile World Congress attracted more than 94,000 visitors from 200 countries, with over 2,000 exhibiting companies showcasing cutting-edge products. The four-day conference and exhibition brought together executives from the world's largest and most influential mobile operators, software companies, equipment providers, internet companies and companies from industry sectors such as automotive, finance and healthcare, as well as government delegations from across the globe. Preliminary independent economic analysis indicates that the 2015 Mobile World Congress contributed more than €436 million and nearly 12,675 part-time jobs to the local economy.

Example 1 – Barcelona, Spain

The Mobile World Congress is the cornerstone of the Mobile World Capital, an initiative that encompasses programmes and activities that span the entire year and will benefit not only the citizens of Barcelona, Catalonia and Spain, but also the worldwide mobile industry. These include programmes in the areas of entrepreneurship and innovation, mHealth, mEducation, smart living and smart cities, among others.

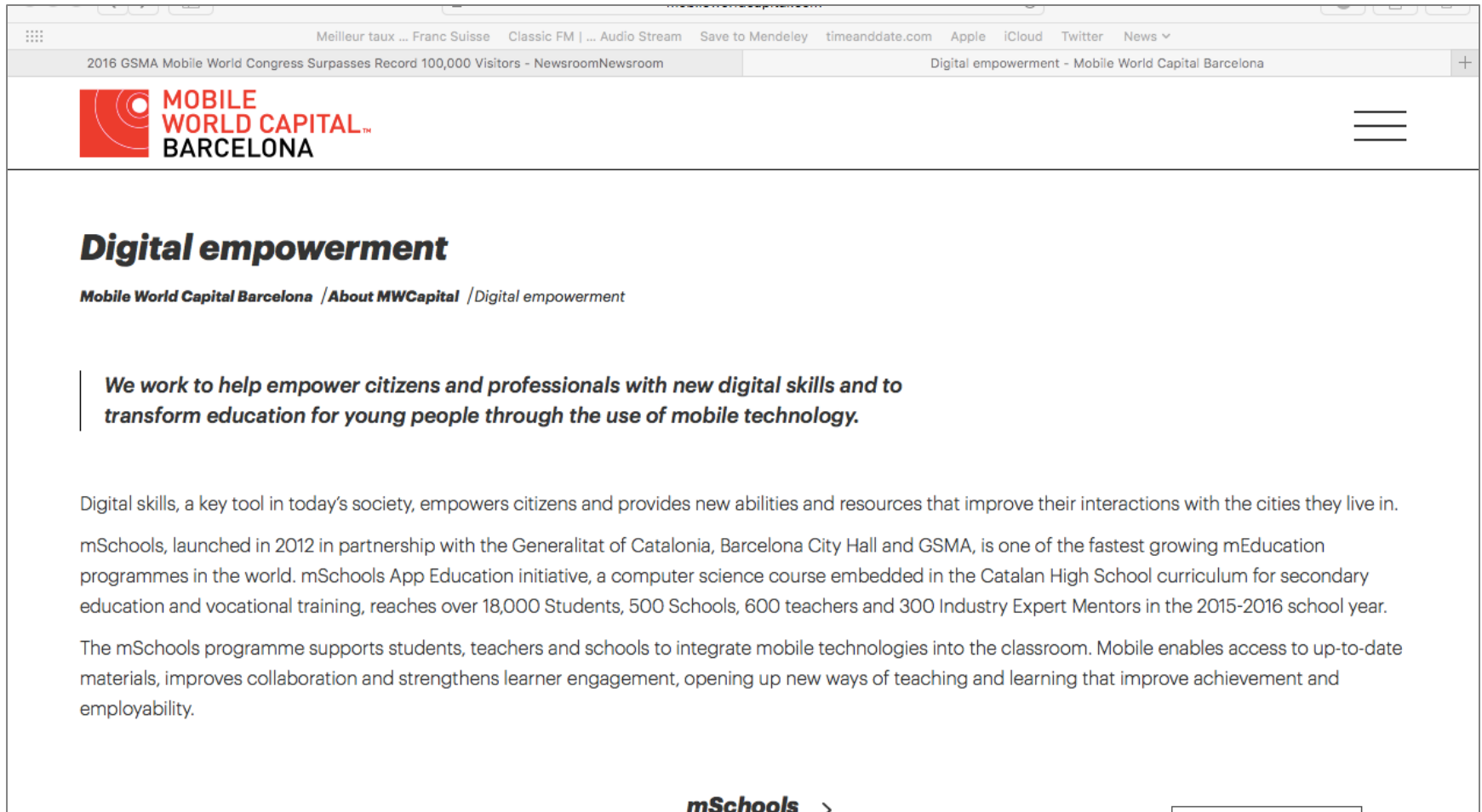
The 2016 Mobile World Congress will be held 22-25 February 2016 at Fira Gran Via.

2016 GSMA MOBILE WORLD CONGRESS
SURPASSES RECORD 100,000 VISITORS

Example 1 – Barcelona, Spain

- Besides being useful to the mobile industry
- Conference impact is measurable in direct impact Barcelona, Catalonia, Spain:
 - Attracting >100.000 people
 - Creating 12.675 part-time jobs
 - Adding € 436 million to the economy

Mobile World Congress +



The screenshot shows a web browser window with the following elements:

- Browser tabs: "2016 GSMA Mobile World Congress Surpasses Record 100,000 Visitors - NewsroomNewsroom" and "Digital empowerment - Mobile World Capital Barcelona".
- Browser address bar: "Meilleur taux ... Franc Suisse Classic FM | ... Audio Stream Save to Mendeley timeanddate.com Apple iCloud Twitter News v".
- Page header: "MOBILE WORLD CAPITAL™ BARCELONA" logo on the left and a hamburger menu icon on the right.
- Section title: **Digital empowerment**
- Breadcrumbs: **Mobile World Capital Barcelona / About MWCcapital / Digital empowerment**
- Quote: ***We work to help empower citizens and professionals with new digital skills and to transform education for young people through the use of mobile technology.***
- Text: "Digital skills, a key tool in today's society, empowers citizens and provides new abilities and resources that improve their interactions with the cities they live in. mSchools, launched in 2012 in partnership with the Generalitat of Catalonia, Barcelona City Hall and GSMA, is one of the fastest growing mEducation programmes in the world. mSchools App Education initiative, a computer science course embedded in the Catalan High School curriculum for secondary education and vocational training, reaches over 18,000 Students, 500 Schools, 600 teachers and 300 Industry Expert Mentors in the 2015-2016 school year. The mSchools programme supports students, teachers and schools to integrate mobile technologies into the classroom. Mobile enables access to up-to-date materials, improves collaboration and strengthens learner engagement, opening up new ways of teaching and learning that improve achievement and employability."
- Footer: **mSchools >**

Mobile World Congress +

The screenshot shows a web browser displaying the mobileworldcapital.com website. The page features the Mobile World Capital Barcelona logo at the top left and a navigation menu at the top right. The main content area is titled "Digital transformation" and includes a sub-header "Mobile World Capital Barcelona / About MWCcapital / Digital transformation". The main text discusses the digital transformation of strategic sectors and the services they provide, emphasizing the integration of technology-based solutions and the generation of relational spaces. It also outlines a B2B2C model with three stages: (1) Knowledge, (2) Trial, and (3) Massive adoption. At the bottom of the page, there are links for "mLiving" and "mHealth".

MOBILE WORLD CAPITAL BARCELONA

Digital transformation

Mobile World Capital Barcelona / About MWCcapital / Digital transformation

We support the digital transformation of strategic sectors and the services they provide —public and private— to improve processes, business models and to generate digital solutions for citizens. We do this by integrating technology-based solutions and generating relational spaces that yield advances in competitiveness and value propositions for citizens.

Strategic sectors such as tourism, commerce, transport, health and public services boast great potential for digital transformation and, through it, enhanced value propositions. This evolution will make it possible to enrich the overall experience at tourist destinations, add digital value to the traditional shopping experience, improve access to public transport and experiences during travel, provide the chronically ill with enhanced quality of life, and promote a digital identification system for access to the government's digital services.

We focus in the digital transformation process in 3 different stages, using a B2B2C model:

- (1) Knowledge**, setting the ground of the industry's challenges and the technology's potential to approach them, considering technology as an tool
- (2) Trial** or deployment of new digital initiatives in a limited setting, in order to understand a full-use scenario, validate a business model or confirm the enhancement of the value proposition.
- (3) Massive adoption** of initiatives transformed into new end services on the market

mLiving >

mHealth >

Privacy & Cookies Policy

Mobile World Congress +

The screenshot shows a web browser window with the URL mobileworldcapital.com. The browser's address bar and tabs are visible. The website's header features the logo for MOBILE WORLD CAPITAL BARCELONA and a hamburger menu icon. The main content area is titled "Digital innovation" and includes a sub-header "Mobile World Capital Barcelona / About MWC Capital / Digital innovation". A quote states: "Startups are pioneers in digital transformation. Our goal is to accelerate the globalisation of the entrepreneurial ecosystem, fostering its growth and scalability with this aim in mind." Below this, a paragraph explains that digital transformation has led to new businesses in Barcelona, which acts as a digital innovation catalyst. A list of three initiatives is provided: (1) Connect, (2) Inspire, and (3) Initiate. At the bottom, there are links for "4YFN" and "mVenturesBcn". A "Privacy & Cookies Policy" link is located in the bottom right corner of the page.

mobileworldcapital.com

Meilleur taux ... Franc Suisse Classic FM | ... Audio Stream Save to Mendeley timeanddate.com Apple iCloud Twitter News

2016 GSMA Mobile World Congress Surpasses Record 100,000 Visitors - NewsroomNewsroom Digital innovation - Mobile World Capital Barcelona

MOBILE WORLD CAPITAL BARCELONA

Digital innovation

Mobile World Capital Barcelona / About MWC Capital / Digital innovation

Startups are pioneers in digital transformation. Our goal is to accelerate the globalisation of the entrepreneurial ecosystem, fostering its growth and scalability with this aim in mind.

As a result of digital transformation, new transformative businesses have emerged based on mobility, and Barcelona, as a centre attracting these new businesses and the talent necessary to develop them, functions as a digital innovation catalyst and accelerator.

We work with startups, investors and large companies to:

- (1) Connect:** building and fostering connections between Barcelona's technological ecosystem and international technology hubs
- (2) Inspire:** providing the knowledge to develop digital startups
- (3) Initiate:** discovering technological innovation leaders in order to favour the emergence of new ways of understanding and doing business

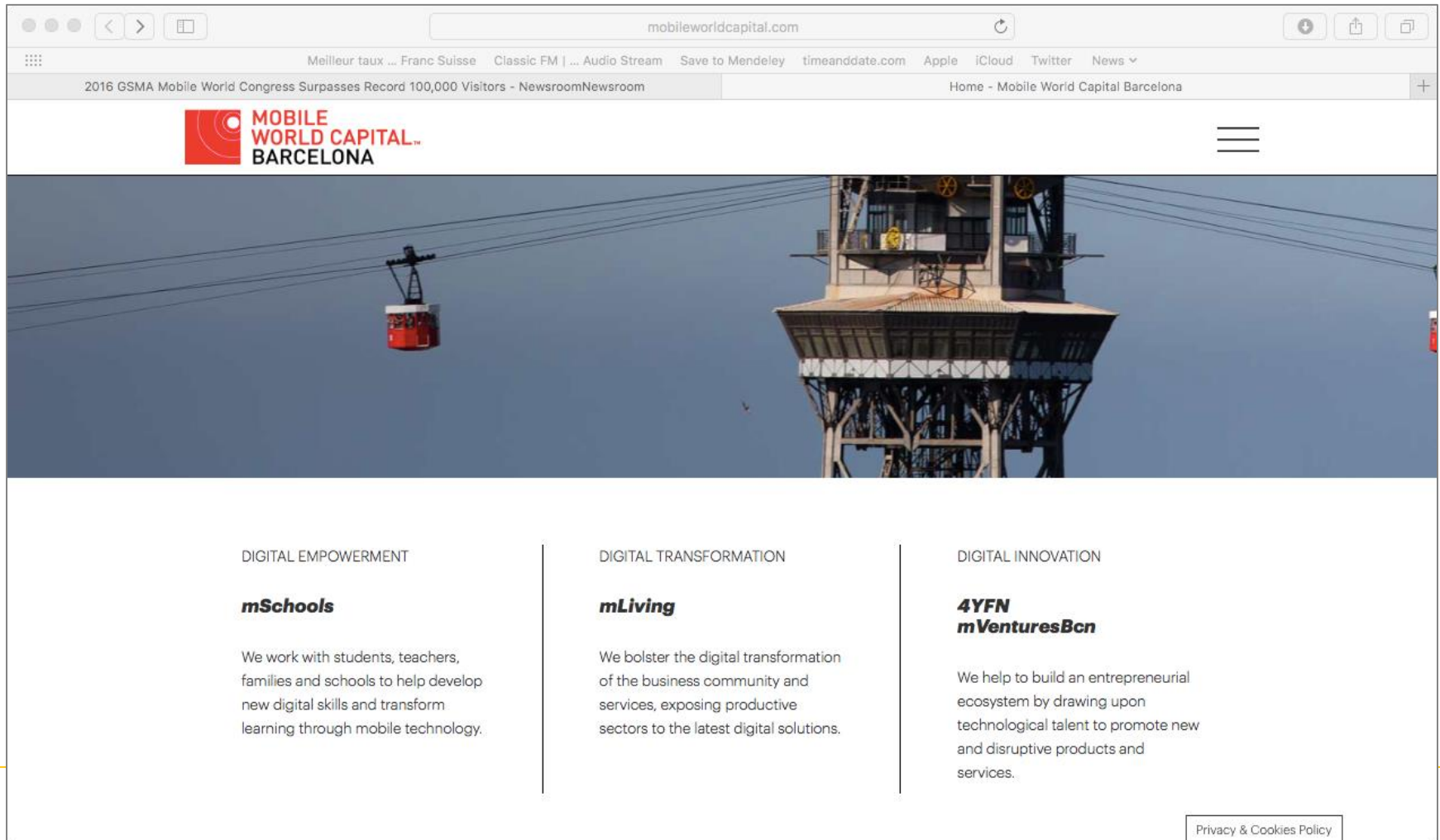
Through the 4YFN business platform we help technology startups to change the way they do business and show them how they impact people's lives. And, through the mVenturesBCN initiative, we help them grow.

4YFN >

mVenturesBcn >

Privacy & Cookies Policy

Mobile World Congress +



The screenshot shows a web browser displaying the mobileworldcapital.com website. The browser's address bar shows the URL. The website header includes the logo for MOBILE WORLD CAPITAL BARCELONA and a navigation menu with items like 'Meilleur taux ... Franc Suisse', 'Classic FM | ... Audio Stream', 'Save to Mendeley', 'timeanddate.com', 'Apple', 'iCloud', 'Twitter', and 'News'. Below the header is a large banner image featuring a cable car and a tower. The main content area is divided into three columns, each with a title, a sub-heading, and a paragraph of text.

DIGITAL EMPOWERMENT

mSchools

We work with students, teachers, families and schools to help develop new digital skills and transform learning through mobile technology.

DIGITAL TRANSFORMATION

mLiving

We bolster the digital transformation of the business community and services, exposing productive sectors to the latest digital solutions.

DIGITAL INNOVATION

**4YFN
mVenturesBcn**

We help to build an entrepreneurial ecosystem by drawing upon technological talent to promote new and disruptive products and services.

[Privacy & Cookies Policy](#)

Did not happen by accident – 2008 strategy Metropolitan Area of Barcelona

3.2 Strategy

Vision 2020 has been translated into six strategic lines representing different challenges for the region:

1. sustainability and climate change;
2. position the AMB as a benchmark in the new global framework: greater presence in countries which lead the world and capitality of the Mediterranean;
3. global leader in some growth-driving sectors of knowledge;
4. getting beyond the ‘bio’ companies. Updating and strengthening traditional industry and sectors;
5. being among the most attractive European regions for innovative talent;
6. being an interesting and socially balanced city: a social response to the crisis.

LEO VAN DER BEEK,
HAZEM GALAL AND
PETER TEUNISSE

Did not happen by accident – Extensive Partnership



Our partners

Mobile World Capital Barcelona / About MWCcapital / Our partners

Promoted by the Ministry of Industry, Energy and Tourism, the Regional Government of Catalonia, the City Hall of Barcelona, Fira de Barcelona and GSMA, the Mobile World Capital Foundation also receives support from Telefónica, Orange, Vodafone and Damm.

Founding Partners




Corporate Partners



Example 2 – Davos, Switzerland

► The federal Council

Contact | DE FR IT RM EN

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

The Federal Council
The portal of the Swiss government

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Dossiers

Strong franc

Implementation of the Popular Initiative "Stop Mass Immigration"


Syrian crisis and refugee situation

WEF 2016

Gottardo 2016

World Economic Forum 2016

The authorities of the Canton of Graubünden, Davos and the Confederation will be providing continuous and objective information on their policy regarding the World Economic Forum Annual Meeting 2016 in Davos. The following information regarding the WEF Annual Meeting comes from the various agencies and authorities concerned.



WW

ppment

Example 2 – Davos, Switzerland

2. Importance

The World Economic Forum Annual Meeting is one of the most important economic and socio-political events in the world. Each year, countless influential politicians, business leaders and scientists from many countries around the world come to Davos. For about a week Davos, Graubünden and Switzerland are the focal point of national and international media attention.

The Federal Council considers the WEF Annual Meeting to be an exceptional event for Switzerland as it provides a unique opportunity to cultivate relations with a great many leading figures in a special setting. It is an outstanding privilege for Switzerland to be able to host this forum for exchanging views and seeking solutions to world problems, and therefore to continue Switzerland's longstanding tradition of serving as a host country for international conferences and gatherings.

Costs and benefits

Level 1: (Normal deployment)

The finance model sets a cost ceiling of CHF 8 million for each annual meeting.

- Canton of Graubünden: CHF 1 million
- Davos: CHF 1 million
- Confederation: CHF 1 million
- WEF: CHF 2 million
- Cost ceiling: CHF 8 million

The federal government ensures security at the WEF Annual Meeting with a maximum of CHF 3 million.

The World Economic Forum is a foundation. In the financial year from July 2014 to June 2015, it reported a turnover of CHF 209 million and a surplus of CHF 0.7 million, which is paid into the foundation capital. In addition, the WEF Annual Meeting generates significant direct and indirect economic effects for Davos, Graubünden and Switzerland as a whole. A study conducted by the Institute for Public Services and Tourism of the University of St. Gallen headed by Prof. Thomas Bieger calculated that the WEF generated additional turnover in 2001 of around CHF 42 million, more than half of which benefitted the canton of Graubünden; for Davos alone the figure was around CHF 23 million. The study can be found at www.wef.gr.ch

[🔗](#) > Documentation > Bieger Report

Example 3 – Las Vegas, USA

The screenshot shows a web browser window with the URL `ces.tech`. The browser's address bar and tabs are visible at the top. The website header includes a navigation bar with social media icons (Twitter, Facebook, Google+, YouTube, LinkedIn) and a "CLOSE ADVERTISEMENT" button. The main content area features a large banner with the CES logo and the text "MARK YOUR CALENDAR #CES2017 Registration Opens September 6". Below the banner, there are navigation tabs for "EXHIBITORS", "PRESS", and "INTERNATIONAL". The main heading reads "LAS VEGAS, NV JANUARY 5-8, 2017" with a search icon. A horizontal menu below the heading lists: "REGISTER & PLAN", "SHOW FLOOR", "EVENTS & EXPERIENCES", "CONFERENCE", "NEWS", and "WHY CES?". The main content area is divided into three columns: "REGISTER" (green background), "BOOK YOUR HOTEL ROOM TODAY" (teal background, with a sub-headline "Explore Las Vegas hotels and reserve your room today. Hotels are filling up quickly, so don't wait!"), and "EXHIBIT" (blue background). The footer of the website is not visible in the screenshot.

Consumer Electronics Show in figures

- International CES® is the largest trade show in North America. Following its January 2015 show, it will be back at the LVCC Jan. 6-9, 2016.
- Considered the world's premier annual innovation event featuring the latest in consumer electronics, the show moved to Las Vegas in 1978 and is expected to draw an estimated 160,000 attendees from more than 140 countries generating an economic impact of more than \$210.2 million.

Added Value

- Direct benefits
- Indirect benefits:
 - Regulators may set up shop
 - Spin-offs related to other economic and development priorities
 - *Barcelona runs ahead; exhibitors may invest to show off in trams, hotels, phones ...*
 - Opportunity to meet key decision makers
 - Putting Manila, Philippines on the map
 - Other ...

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Priorities < - > Potentials

- Pursuing the “Hub” or “Capital” concept will need:
 - Medium and long term financing
 - *Well beyond the average political ‘life-span’ of key decision-makers*
 - Extensive partnership arrangements
 - *Including non-traditional ones: city, national, region, private, international, ...*
 - Needs to address a serious issue facing the Philippines
 - Addressing it, needs to be a national development goal
 - and it needs to build on ‘national potential’ – opportunities that give the Philippines an ‘edge’ over others

Priorities < - > Potentials

- Climate Change
- Health

- Disaster Risk Reduction
- Research and Innovation

- The 'intersection' of these ...

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Global Relevance / Potential

- ✓ Climate Change
- ? Health

- ✓ Disaster Risk Reduction
- ✓ Research and Innovation

- The 'intersection' of these ...

Manila as the capital of ...

- Innovation for Disaster Risk Reduction
 - Implies 'health'
 - Can focus on climate change related disasters

Disaster Risk Reduction

GOAL 11

Make cities and human settlements inclusive, safe, resilient and sustainable



13 CLIMATE ACTION



climate change

All Images News Videos

About 140.000.000 results (0,46 seconds)



UNISDR

United Nations Institute for Disaster Risk Reduction



WORLD METEOROLOGICAL ORGANIZATION

CNDR

CORPORATE NETWORK FOR DISASTER RESPONSE

disaster risk reduction

All Images News Videos

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UN World Conference on Disaster Risk Reduction
2015 Sendai Japan



50 YEARS

WFP



World Food Programme

wfp.org



United Nations
Educational, Scientific and
Cultural Organization

World Vision
INTERNATIONAL



USAID
FROM THE AMERICAN PEOPLE



Disaster Prevention and Mitigation

Canada's Platform for Disaster Risk Reduction

Seventh Annual National Roundtable for Disaster Risk Reduction



European Commission



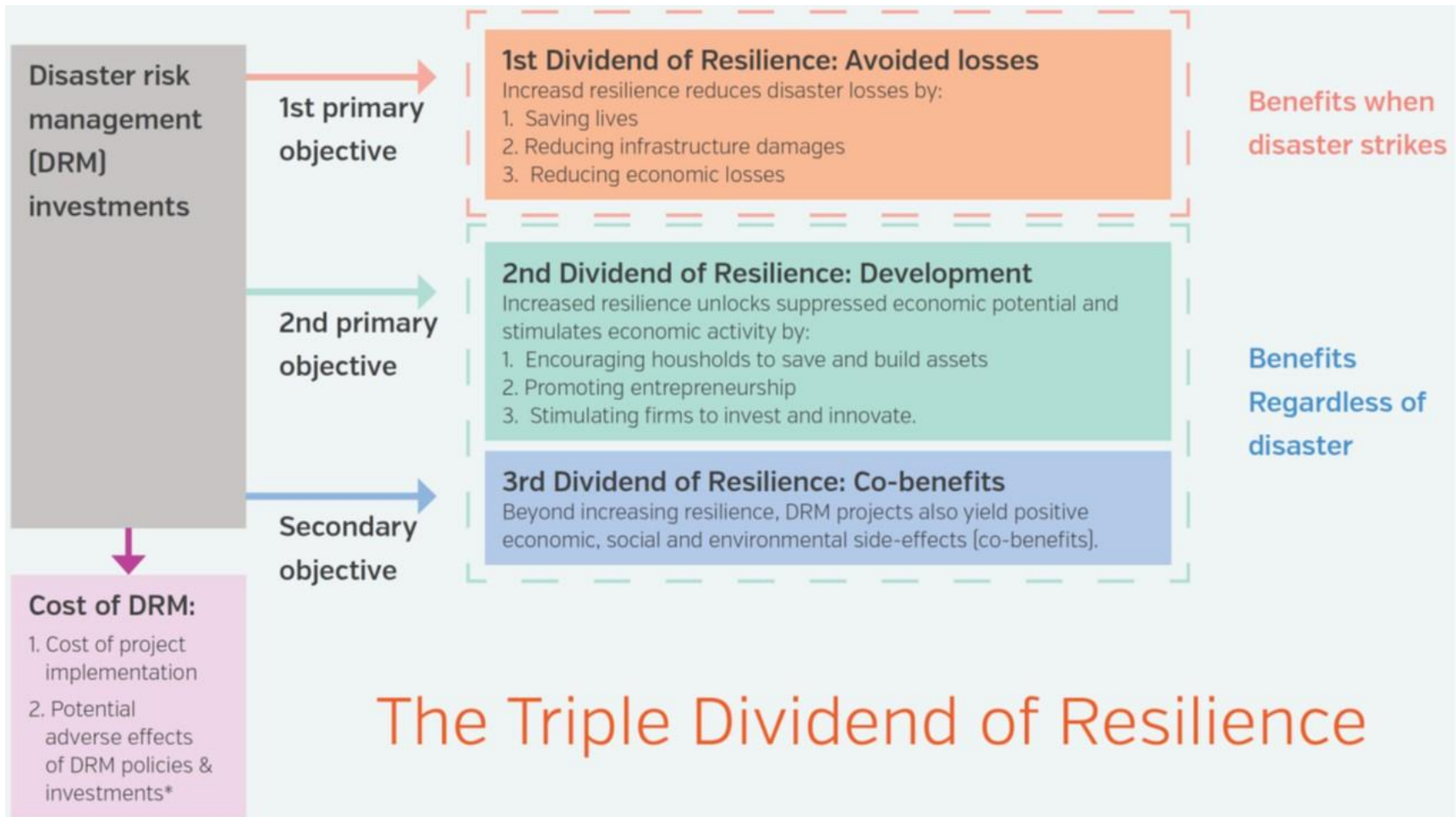
International Federation of Red Cross and Red Crescent Societies



COHRED

Council on Health Research for Development

Disaster Risk Reduction – *triple dividend*



Next Steps ... *feasibility study*

PHILIPPINES

Need

Potential

Costs / Investments

Benefits ('3 Dividend')

ASEAN / APEC / GLOBAL

Need

Potential

Costs / Investments

Benefits ('3 Dividend')