



LITHUANIA – INDONESIA BUSINESS FORESIGHT

**NEW MEANINGS IN BUSINESS:
RETHINKING THE IDENTITY OF
THE LEADER, BUSINESS, REGION**

March 2019

SINGAPORE – BOJONEGORO – YOGYAKARTA – JAKARTA – ISLANDS OF INDONESIA



How is identity being discovered and developed? What is the importance of the identity for leader, organization, country? What kind of business opportunities is spreading in mysterious, fast growing Indonesia? What do we need to avail them?

Europe – Indonesia business foresight is going to answer to all these questions exhaustively. The conference “New Meanings in Business”, which will last for three days in Yogyakarta, is inviting businesspersons to investigate the meaning of identity from the points of view of different disciplines, such as business, psychology, science, culture and education. Workshops, discussions, lectures will be conducted by a variety of in their field well-known experts.

The inspirational and intense forum program will be complemented by the sessions in the megalopolises, traveling to the areas of Indonesia, which are still living archaic way, visits to cultural and religious centres as well as meetings with local business people, heads of administration, intellectual and creative elite. The participants will be able to reflect on and integrate new ideas and insights during specially intended retreats.

The Europe – Indonesia Business Foresight is a unique opportunity to experience the lively Asian pulse, discover the true beauty of Indonesia and get an inspiration for a new jump of personal and business growth.

Inspiring acquaintance with the business market of Singapore and Indonesia

Meetings, seminars, visits to the unique places of Singapore and Indonesia, which will become kind of a trip in time – from the very first to the forth industrial revolution.

March 3–4 SINGAPORE

Insightful meetings with leaders from business and other sectors.

March 5–6 BOJONEGORO

Insightful meetings with government leaders of the region, visits to local business, meetings with leaders from other sectors.

March 7–8 JAKARTA

Seminar on ASEAN possibilities at the leading marketing agency Mark Plus, business matching session and seminar on Asian business culture.

MAIN CONFERENCE

March 10–12, 2019
Yogyakarta (Indonesia)

RETREATS & MASTER-CLASSES

March 13–15, 2019
ISLANDS OF INDONESIA
(to be announced)

For deeper self-knowledge and mastering the tools for business development in the exotic Indonesian environment

PARTICIPANTS

INTELLECTUAL LEADERS
ENTREPRENEURS
TOP-MANAGERS
LEADERS OF DEVELOPMENT
SCIENTISTS
ARTISTS

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March 9 (Saturday)

Arrival of participants.

The culture of Indonesia: inspirational visits to areas of cultural origins, accompanied by the artist's stories.

March 10 (Sunday)

CONFERENCE DAY 1

LEADER, ORGANIZATION, REGION IN THE NEW WORLD

8.30–11.00 CONFERENCE GOALS

Acquaintance. Let's open the Gates of the Future.
The game – a metaphor of the forum.

11.00–11.30 COFFEE BREAK

11.30–14.00 INTRODUCTORY PAPERS

"IDENTITY: WHO WE ARE WILLING TO BE?"

TOPICS

- Why 90 % of the economics decisions are being made irrationally? (Richard Thaler was awarded the Nobel Prize in Economics in 2017 for his research on this topic) What does it mean for business?
- The holistic view to the identity: philosophy/psychology, anthropology, semiotics, marketing.
- Relations between the identity, meanings, the way of thinking and the future.
- Identity as the image.
- Two sides of the identity: as the image of the organizational culture and as the image of the brand.
- Conscious and unconscious parts of the identity.
- Research in neuroscience and psychology: how images of identity affect the consumers?
- Challenges for a human and the leaders in media civilization.

14.00–15.00 LUNCH

15.00–17.30 LEADERS ARE THE CREATORS OF NEW MEANINGS. CASE STUDIES.

TOPICS

- What affects identity of business and how can it be managed?
- Identity of the leader: how does he/she affect successes of business?
- How to manage conscious and unconscious mental images in organization?

DISCUSSIONS IN SMALL GROUPS

17.30–18.00 COFFEE BREAK

18.00–20.00 PARALLEL MASTER-CLASSES

20.00–21.00 DINNER

21.00–23.00 INTERACTIVE CULTURAL EVENING "REAL MEANINGS OF ORIENTAL IMAGES"

March 11 (Monday)

CONFERENCE DAY 2

CULTURE AS THE SPACE OF MEANINGS: HOW TO MANAGE THEM?

8.30–11.00 LEADERS – THE CREATORS OF NEW MEANINGS. LIVE CASES.

TOPICS

- How to change the image of organizational culture: ways and practical examples.
- How does development of the territory affects identity of business and how does development of business affects development of a territory, city, and region?
- What is the image of the businessman and the leader, which is being formed?

DISCUSSIONS IN SMALL GROUPS

11.00–11.30

COFFEE BREAK

11.30–14.00

PRESENTATIONS OF INTELLECTUALS

“CREATIVE MINDS ARE SPREADING IN THE LIVING CULTURE”

TOPICS

- Problems of creative mind in media civilization.
- What are the features of living culture?
- What are the possibilities for the strengthening of cultures (including organizational ones)?
- What does transition from text communication to visual communication means for business?
- The role of art, advertisement, mass media for the development of civilization images.
- The new competency in media civilization – to understand unconscious meanings of images and to manage them.

14.00–15.00

LUNCH

15.00–17.30

WHAT KIND OF IMAGES WILL CREATE THE ECONOMY OF NEW MEANINGS AND AUTHENTIC ITEMS? WORK IN GROUPS

TOPICS

- Images in culture, advertisement and mass media in the contemporary world.
- New life approach for people and new principles of working with team in business.
- Transition from civilization of text to the civilization of images.
- Images and the identity of business in nowadays:
 - identity of business and the consumers;
 - identity of business and the territory;
 - identity of business and the leadership.
- Searching for answers: how three levels of identity are related and how business can benefit at different levels.

17.30–18.00

COFFEE BREAK

18.00–20.00

PRESENTATIONS OF WORKS

20.00–21.00

DINNER

21.00–23.00

EXPERIMENTAL ECONOMIC ARRANGEMENTS OF THE FUTURE
International HUB / Lithuania – Indonesia's bridge to Europa

March 12 (Tuesday)

CONFERENCE DAY 3

NEW MEANINGS IN DEVELOPMENT OF CULTURAL TOURISM IN YOGYAKARTA

SCIENCE–EDUCATION–ART–BUSINESS–YOUTH

8.30–11.00

SESSION

“YOGYAKARTA AS THE SPACE OF INDONESIA'S CULTURAL MEANINGS”

11.00–11.30

COFFEE BREAK

11.30–14.00

SESSION “TO SEE THE OPPORTUNITIES MEANS TO SEE THE FUTURE”

14.00–15.00

LUNCH

15.00–17.30

CREATIVE LABS

TOPICS

- Lab 1: Education as a resource for Yogyakarta development.
- Lab 2: City as culture.
- Lab 3: Investment and tourism.
- Lab 4: Government as enabler.
- Lab 5: What is shared prosperity?

PRESENTERS



Rasa Baltė-Balčiūnienė (Lithuania)

Organiser and main architect of international forums “New Meanings in Business”, trainer and consultant on leadership mindset development and transformation and the development of companies. Leader of initiative on image consciousness for artists, businessmen and youth, presenter at international scientific conferences.

Businesswoman, founder of companies HAI.LT Institute and “Femina Bona”, Chairwoman of the Lithuanian Education Confederation Council.



SUGIHONO KADARISMAN (Indonesia)

Honorary Consul of the Republic of Lithuania to the Republic of Indonesia.

Deputy Chairman of the Indonesian International Chamber of Commerce.



KANG YOTO (Indonesia)

Former Mayor of Bojonegoro region (Indonesia) who made a major transformation of the region with nearly 1,5 million of inhabitants. He is a key figure of the Party of National Mandat, a moderate Islamic political party of Indonesia. He is also an Islamic scholar and author of many books.



PROF. ANDREJ TESLINOV (Russia)

Doctor of Technical Sciences, General Director of “DBA-concept”, scientific consultant and professor at the International Institute of Management LINK, Professor of the National Economy and Public Service Academy under the President of Russia, visiting professor of international business schools.



SARA DHEWANTO (Indonesia)

Founder of Duithape – financial and technology company, which focus to facilitate financial transaction using mobile phone for 80% of the Indonesian population who are still unbanked; including deep rural areas that has not yet been covered by banking services.

Former financial manager in “ExxonMobil” and former director of finance in “Millennium Challenge Account-Indonesia”.



FRANS SUGIARTA (Indonesia)

He is one of the founders of “IDEAS Indonesia”. Frans Sugiarta is a teacher, trainer and mentor for a variety of audiences: young people, leaders both inside and outside of the country. He manages projects for Indonesia’s development.

Frans Sugiarta works in the Otto Charmer team. He graduated from the Massachusetts Institute of Technology (USA).



HANANE BENKHALLOUK (United Arab Emirates)

to be confirmed

One of the founders of the consulting company “Sustain Leadership”. Hanane is the director of this company. She is the innovation coach, consults on leadership issues. Hanane has received several awards from Morocco and the Dubai authorities for her work.



ALFRED TOLLE (Germany)

to be confirmed

Alfred Tolle (also known as “Google Compassion Guy”) is the Founder of “Wisdom Together” which connects leaders from Europe for transformation. His conferences are held in Stockholm, Dublin, Oslo, Sarajevo. He joined Google’s EMEA HQ in Dublin, Ireland, in 2011, consulting International companies on their online marketing and digital strategies. Prior to that he was CEO of Lycos, responsible for strategy, product and change management.



GINTARAS ŠEPUTIS (Lithuania)

Director of TV programs, long-time creative director of “VRS” agency, one of the organizers of the festival “Adrenaline”, the former chairman of the association of Lithuanian communication agencies, lecturer at Vilnius Academy of Fine Arts.

FORUM LANGUAGES

English and Russian
(simultaneous translation)

CONFERENCE PLACE

HYATT REGENCY YOGYAKARTA

<https://www.hyatt.com/en-US/hotel/indonesia/hyatt-regency-yogyakarta/yogya>



ORGANIZER



PARTNERS



Universitas Atma Jaya Yogyakarta
Fakultas Ilmu Sosial dan Ilmu Politik
(FISIP)



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Please follow the news of the forum here www.hai.lt/indonesia