



**MBA  
WORLD  
SUMMIT  
2020.**

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**You have been part of the MBA World Summit for many years now, in fact, you met your employer at the very first MBA World Summit edition in Hong Kong in 2014. What makes you come back so often?**

The MBA World summit is not just an event for me; it's a community that I actively participate in. For me the highlight is to be present at the Annual MBA summit in a new exciting location every year. The Agenda of the summit has evolved tremendously in the last few years; keeping it relevant and up to date. I leveraged the extensive network of the Summit by fostering long lasting friendships as well as professional connections. Most importantly, being at the summit every year is my opportunity for upskilling and lifelong learning beyond the office environment.

**What was your biggest highlight of the 2019 MBA World Summit and why?**

For me the highlight was the SLS; where the participating students prepared topics and brought it forward in a group discussion format. For example, I remember clearly one SLS focused on whether the extensive use of AI is making us 'dumb'. I never thought about this until the discussion in the SLS. I think this is the very purpose of MBA World summit - it is not to teach or mentor us on ideas; rather to 'stir' emotions on topics that impacts us all. This brings us one step close to having a voice and an opinion - a must have for future leaders!

**How has the format evolved in your eyes throughout the years?**

The format of the summit had changed dramatically from Hong Kong in 2014 - where the attendees were still trying to figure out 'what's in it for me; to a very structured, mature and impactful agenda with a little something for everyone. Initially the focus of the summit was oriented towards bringing together corporates and MBA's under one roof. I believe that the changes to the summit format help to keep it relevant and interesting for future 'Summiteers' to come; and will only draw more interest from global community.