

smadja
smadja *S*



**GLOBAL
STRATEGY
GROUP**

37 Av. De Chailly
10012 Lausanne
Switzerland
t. +41 22 994 04 10
f. +41 22 994 04 19
claudio.smadja@smadja.ch

404 East 76th St
New York, NY 10021
USA
t. +1 212 759 6000
f. +1 212 759 1245
yael.smadja@smadja.ch

www.smadja.ch



The Purpose

Volatility, complexity and uncertainty have now become key features of a geopolitical landscape where new risks and new players are changing the “rules of the game” and forcing us to “think the unpalatable”. Geopolitical risks and instability have now become crucial factors to consider, not only for political decision makers, but as importantly for business leaders as they develop and adapt their corporate strategies and priorities.

Decision makers need to develop “**advance warning systems**” to get a better sense of new developments, issues, risks and new opportunities that are still “one inch beyond the horizon line”, but will have an impact on the environment in which they operate.

The Global Strategy Group brings together top global geopolitical and economic thinkers to identify and assess the emerging trends, the new factors that are reshaping the global economic, business, social and political environment, and to discuss their potential implications.





The Group

The Global Strategy Group is comprised of about 20 global strategic thinkers from different parts of the world, representing diverse cultural and geographic perspectives as well as a broad range of expertise. The members common characteristic is their proven ability for conceptual, forward, strategic thinking complemented by a strong sense of the economic, social and political realities at the global level.

The group, chaired by Claude Smadja, President of Smadja & Smadja Strategic Advisory, meets twice a year. In addition to the regular meetings, the **Global Strategy Group** constitutes a powerful network of top strategic thinkers, best positioned and connected worldwide, at the intersection of the business, political, academic and media worlds.

At every meeting, the agenda identifies and analyzes new economic, political and social trends, and developments affecting the business context, focusing on the **"so what"** factor and the implications for strategic business decisions.

MODUS OPERANDI

- The group meets twice a year for one and a half days (once in the spring and once in the fall) for a structured brainstorming.
- The group Chairman sends a preliminary agenda to the members of the group drawing on discussions with group members as well as outside sources.
- Discussions are conducted in a structured, albeit free-wheeling, manner with an emphasis on forward looking analysis and concrete "so what?" elements.
- Each discussion is introduced by one or two Members of the group who have a more specialized knowledge of the issue/region/country being considered, thus able to shape ensuing interaction amongst Members.
- An Executive Summary is produced and distributed to all members of the Group after each meeting, reflecting the key outcomes of the meeting.



About Smadja & Smadja

Founded in 2001, **Smadja & Smadja** works with global corporations and government entities on global trends and strategic issues. Our mission is to help our clients navigate and leverage globalization, providing them with “actionable” insights and a “world view” to help manage the increasing volatility and complexity which is a built-in characteristic of globalization. **Smadja & Smadja** has offices in Switzerland and the U.S. and activities, clients and partners in Asia, North America, Europe, Latin America and the Middle East.

We specialize in creating “platforms of content” which translate into high value added knowledge giving our clients an edge in navigating and leveraging globalization through tailored advisory services, international high profile conferences, seminars, workshops and strategic groups to connect and adjust their priorities and realities to compete and succeed in the global environment.

SMADJA'S RANGE OF SERVICES

- **Strategic Analyses / Briefings** providing on request “flash” analysis and assessments on new macroeconomic, business and geopolitical events and developments as they occur.
- **Scenario Planning Exercises**, outcome-oriented and operational in design, these exercises are conducted in a condensed fashion maximizing top management’s time.
- **Networking Support** allowing our clients to leverage and benefit from our wide ranging global network among business leaders, public personalities and academic experts in China, India, Hong Kong, Singapore, Mexico, the Gulf region, Middle East, Europe, Latin America and the US.
- **Globalization Strategies Advisory Services**
 - * Helping our clients shape, develop and implement their strategy taking into account the opportunities and risks associated in creating or expanding operations in specific countries or regions.
 - * Identifying potential partners, facilitating visits and meetings between parties to generate an in depth understanding of the business, economic and political environment in the country considered to establish valuable connections.
- **Creation and Management of Corporate Events:** Smadja & Smadja has gained a worldwide reputation and recognized expertise in creating and managing high knowledge value events from strategic seminars to corporate conferences. We are responsible for all aspects involved from the concept and program development to the invitation of world renowned experts, contact and management of suppliers and on site management of the event. **For a complete list of conferences, summits and top management programs that we have produced, please visit www.smadja.ch.**

Smadja & Smadja

Switzerland

37 Av. de Chailly
1012 Lausanne
Switzerland
t. +41 22 994 04 10
f. +41 22 994 04 19

claudesmadja@smadja.ch

Smadja & Smadja

USA

404 East 76th St
New York, NY 10021
t. +1 212 759 6000
f. +1 212 759 1245

yaelsmadja@smadja.ch