

# TRENDS

World after covid-19?

OVER HERE

NO, THIS WAY

24.8.2020





## Keynote speech 9:00-10:00 and Workshops 10:00-11:30

*“Today there are half a million brands in the world. There will be 5 billion people in the middle class in 2030. How will your brand stand out?”*

Head Coach: Carsten Beck, CIS

### **Keynote speech for all**

Carsten Beck: World after Covid-19? Consumer and food trends, business models, external trends and factors influencing food exporters and their packaging solutions

Duration: 1 hour

### **Workshops for companies enrolled (limited number of spaces available)**

Workshops in groups: How does my product correspond to the trends?

Pre assignment and guided workshops with individual feedback.

Duration: 1 hour

Presenting group work results

Duration: 30 minutes



## COACH:

**Carsten Beck, Futurist**  
**The Copenhagen Institute for**  
**Futures Studies (CIFS)**  
**Copenhagen, Denmark**

## EXPERTISE:

**Consumer trends**

[cab@iff.dk](mailto:cab@iff.dk)

Mobile: +45 30651101

Homepage: [www.cifs.dk](http://www.cifs.dk)

## PROFILE:

CIFS is an international think tank working with consumer trends, megatrends, innovation and strategic scenarioplanning.

Carsten Beck has been working in 30+ countries for 30 years with trend analysis, consumer demands and scenario planning.

Consumer trends and food trends are part of the CIFS trendlandscape and has been used by a number of global food companies as a basis for strategic direction and innovation. This includes work in Sweden, Ireland, Italy, Denmark and the UK.

**BUSINESS FINLAND** |



| **Boosting Export with Packaging**

More Information

PROJECT MANAGER:

Mari Lappi-Kaipio

Boosting Export with Packaging

Food from Finland,

Business Finland

[mari@vientikoutsi.com](mailto:mari@vientikoutsi.com)

Mobile: +358 50 401 2288

[www.foodfromfinland.fi](http://www.foodfromfinland.fi)