



THE FUTURE IS
NOW!



The Future is Now!



THE FUTURE IS
NOW!



... And what a Future!



THE FUTURE IS
NOW!



GOOOOD MORNING COPENHAGEN!

We want to thank you for participating in our conference “The Future is Now!”

We hope you all enjoyed the different speakers, Eddies Beer tasting and the dinner.

Hopefully we all have become a little wiser on what kind of inspiration we can take out of other business areas that are advancing quickly technologically. How are they innovating? Where do they see the future?

What is extremely important is that we meet, and network and it is our strong believe that’s what we saw yesterday. Thank you for helping us making it a fantastic day. And a special thank you to our sponsors.

Best regards

Niklas Norström and Jørgen Foley



KEPA KONPA



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A huge thanks to Tork!

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Why the Future Begins

/w Magnus Lindkvist

”Be ugly and misunderstood!”

In a jacket with almost the same colors as the “The Future is Now”-banners behind him, Magnus Lindkvist took us on a 200 mph. journey through the megatrends of the future. With his charismatic and humoristic way of presenting, all felt very welcome to join in on the journey.

The megatrends of the future all lie in our actions. Our actions to choose whether we want to compete or create. Our actions to invent and be open minded to new magical technology, and our actions to create meaning in today’s society. Thus the future not a place, but the things we do



”How to Future”

If one want to future succesfully, one must stop optimization, evaluation and competition, and look elsewhere than the normal way of doing thing— one must try to create. Secondly, one must never stop experimenting and doing trial by error—never be afraid to fail. And thirdly, one must have patience. Many of the richest persons in the world, were being misunderstood and deemed lunatic for many years, before finally getting the breakthrough. If you want to future correctly and you are ugly and misunderstood— there’s a good chance that you are doing it right!



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What **did** you think about the **conference**?



Erja Myllmäki

Durable Scandinavia AB

"It's great to be here with colleagues and friends from both Sweden and Denmark and be networking. And the speakers have been great, and it is impressive to hear all the new ideas and so much energy."

Kristian Bluhme

Mogens Daarbak A/S

"The day so far have been fantastic with exciting and creative presentations. But the venue have also been great, and the fact that I meet so many business-colleagues from both Sweeden and Denmark. The improved network could be an advantage later on."



Rasmus Olsen

Lomax A/S

"It is very exciting with the great mixture of the whole value chain in the business. But the best thing have been the presentations with 4 very nice speakers. Overall just a great and very exciting event—definitely."



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WORKING TOGETHER FOR TOMORROW

We believe in green

We live in a world of change.

Whether it is protecting the environment or supporting sustainable production, we believe that with a little change big things can happen.





Don't wait for the Future - It's already here!

Can you maneuver through different business models and profiles in the future?

Carsten Beck from the Copenhagen Institute for Future Studies stopped by, and showed the audience, that the future is here, and it is very diverse. Thus, being in business means you have to both account for profiles oriented towards the past, profiles oriented towards the present and profiles oriented towards the future. Likewise business models differ greatly on their degree of centralization and willingness to partner up.

Tools and methods

Carsten Beck introduced the audience to academically proven methods and models useable for businesses in the future.

In today's world people are getting older, and thus staying longer at the work market. This means that there can be up to 5 different generations in one company.

Newer generations proves to be markedly different from older by being more value-driven, more international and individualized—however still with the basic

needs: The bottom line is, whether or not you can pay your bills! The war for young talents goes on. And especially young talents with IT-abilities are sought after by companies—so war on!

The ordinary life is no longer ordinary

People are no longer living a linear life, where they take an education, then into the work force and then goes to pension and dies. Carsten explains a much more fluid life with life long education, radical shifts in career, longer time outside the work force. All must adopt to the new ordinary.





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“From 75% absence to 100% succes!”

Marketing with a twist!

The eccentric CEO of Coolshop, Jacob Risgaard, showed how you can get millions of Kroners worth of marketing for free by being on the right place the right time. Engaging in the public agenda, not being afraid and staying visible will boost your business enormously. And that is why public relations is a better strategy than marketing. By finding alternative ways into the newspapers, the know-about of Coolshop became higher than ever.

Stay cool!

If you sell a brand or products, you gotta live it! That is why, the employees at Coolshop, a computer game shop and developer, always have the chance and the best facilities to go play computer at work. The people at Coolshop use their own products. And no every little detail about them—stay cool!

Think wilder!

Do always try to think wilder. Where can your present business model take you? How far can you develop the ideas you have in your company now? Keep staying wild, and look for new ideas. Even though some of them won't be worth it, only a few needs to be, before it will give succes in the end. Risgaard urged the audience to keep on trying, and don't be afraid to fail!





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“Implementation of robotics for business development in the fight against Amazon”

A journey using robots

With Proshop founded in 1993 Ivan Jæger Christensen has taken the fight up with Amazon from Proshop’s headquarter in Aarhus. From here and elsewhere, Proshop delivers electronic goods to 5 countries on a regular basis, **and** experimenting with 2 more countries. By investing into robots, Ivan and Proshop, have become way better suited to meet the customers demands as well as Amazon is.

How do customers think?!

Ivan explained to the audience, that many customers, no matter how well of an experience they have had at your store, will still choose the cheapest option next time they buy online. “Customers aren’t loyal—not that much anyway”. You have to meet the customers demand: Fast delivery, preferably within a day, one of the cheapest prices on the market, and customer service, that is always available.

Proshop’s strategy towards Amazon

To beat Amazon is impossible from Proshops perspective, but by keeping the distance to other competitors, there can still be a long journey ahead for the company:

“The two men fleeing from the lion does not have to outrun the lion, but just the other man”.





... Aaaand The Winner is!

A huge congratulations to Christer Järnström from Hamelin who besides, answering all 13 questions correctly, also won in the highly competitive lottery!

Christer is now the lucky owner of a great Magnum Sized Bollinger Champagne.

From KONPA and KEP A we hope that he will enjoy the champagne in festive settings and with good company... Like the company he had today!





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Thank you for a fantastic Conference 2019!



K.E.P.A  KONPA



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