

# On the Sustainability of Social Market Economy

The future has already begun...



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Vaals, Sept. 24, 2009

BUNDESREPUBLIK DEUTSCHLAND  
DIE BUNDESKANZLERIN

Berlin, 17. März 2009

Herrn  
Prof. Dr. Klaus Henning  
RWTH Aachen  
Dennewartstr. 27  
52068 Aachen

Sehr geehrter Herr Professor Henning,

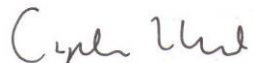
ganz herzlich lade ich Sie ein zu einem Gedankenaustausch am Mittwoch, dem 25. März 2009, um 18 Uhr im Gästehaus der Bundesregierung, Schloss Meseberg, Meseberger Dorfstraße 30, 16775 Gransee. Ausklingen soll der Abend mit einem gemeinsamen Abendessen.

In diesem Rahmen möchte ich mit Ihnen und weiteren Experten darüber diskutieren, wohin sich unsere Gesellschaft, ihre Wertebasis und ihr Wohlstandsverständnis in den nächsten Jahrzehnten entwickeln könnte – und sollte.

Ich würde mich freuen, Sie auf Schloss Meseberg begrüßen zu dürfen.

Für Rückfragen steht Ihnen Herr Dr. Hackeschmidt vom Planungsstab des Bundeskanzleramtes, Tel.: 030 - 18 400 2045, gerne zur Verfügung.

Mit freundlichen Grüßen



## Deutschland – eine Generation weiter

Die Zukunft hat schon begonnen

18. Mai 2009,  
Museum für Kommunikation Berlin



PROGRAMM

prognos

SINUS SOCIOVISION

STIFTUNG FÜR ZUKUNFTSFRAGEN  
FOR MULTIPERSPECTIVE AND INTERDISCIPLINARY RESEARCH



**Referring to: Germany – One Generation Later.  
The Future Has Already Begun.  
Dialogs of the German Chancellor's Office  
Public Conclusion Meeting on May 18, 2009**

# Deutschland Land der Ideen

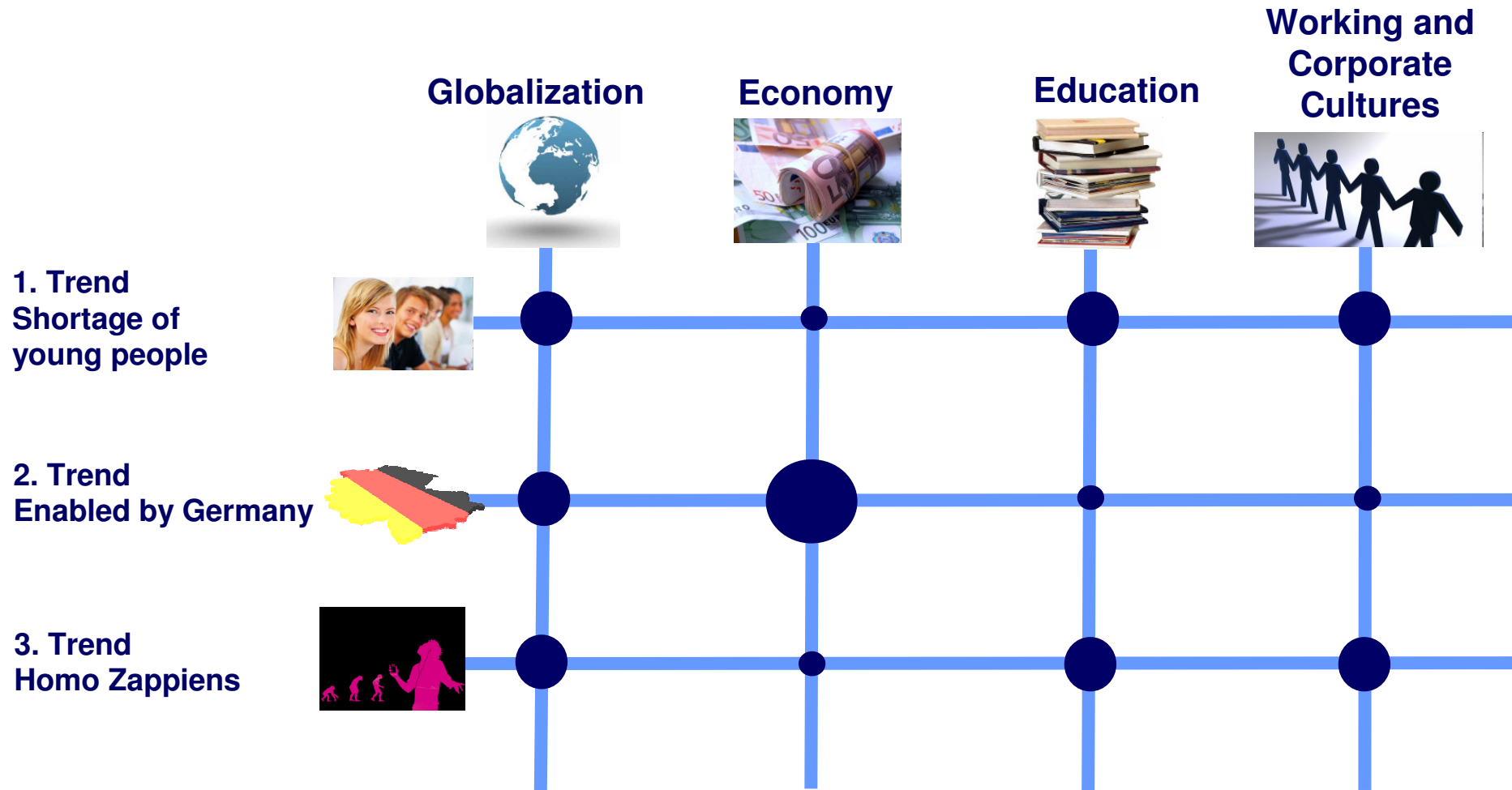


This Message Is Spot On!

...because Germany's strengths and opportunities lie in

**producing good ideas and developing (world) market-ready products and services**

...and even the current financial and economic crisis will not substantially change this.



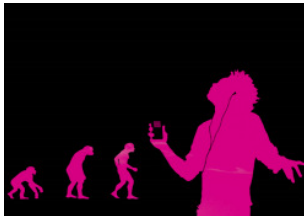
## The three Mega-Trends for Germany:



1. Shortage of young people



2. From „Made in Germany“ to  
„Enabled by Germany“



3. The global-regional  
„Homo Zappiens“

### Sources:

### Results from Research Projects:

#### IMO

[www.internationalmonitoring.com](http://www.internationalmonitoring.com)

#### KISSWIN

[www.kisswin.de](http://www.kisswin.de)

#### StArG

[www.starg-online.de](http://www.starg-online.de)

#### SInn

[www.smarte-innovation.de](http://www.smarte-innovation.de)

#### Seneka

[www.seneka.rwth-aachen.de](http://www.seneka.rwth-aachen.de)

#### AsIsKnown

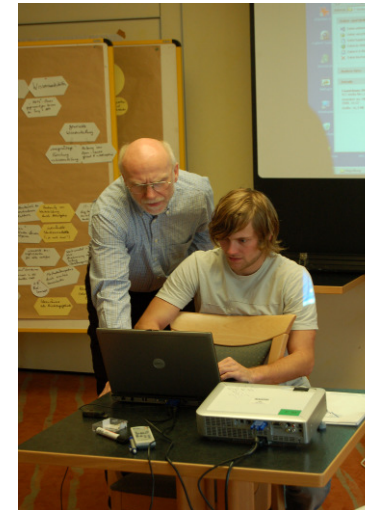
[www.asisknown.com](http://www.asisknown.com)

#### Reload

[www.project-reload.com](http://www.project-reload.com)

# Shortage of Young People

Even if we do not want to (notice): Mature people will be able to – and need to – work longer.



Germany must develop an excellent Immigration Culture for Skilled Labor.

We have to hold resp. recapture the 50-65 year-olds into work processes.

# From „Made in Germany“ to „Enabled by Germany“ with our Hidden Champions

better, more skillful, more flexible and more innovative:

Germany is the country of Parts and Components founded on the strengths of owner-operated enterprises that supply 75% of all jobs in Germany.



Combination of Craftsmanship, Business and Engineering skills based on value-oriented regional milieus (Knorr-Bremse, Underberg, Schmidt&Clemens, ...)

### The global-regional “Homo Zappiens”



The „Digital Generation“ has more Multitasking Competence at young age than most of their parents will ever achieve.

Working and living in globally distributed work and living environments is becoming normal.



Paradox: The professional and emotional competence of regional milieus gains importance on a global scale.

Models of Employment for Mature People?

Diversity Management as an Immigration Strategy?

Participation and stakeholder qualification in globally distributed multi-national teams?

Design of work places and processes according to the competence profile of „Homo Zappiens“?

Business models and Competence Development for the export of education services?

# Thank you for your attention



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