



SPRING BREAK


LUXEMBOURG



**10TH
MARCH 2022**

**INVITATION TO OUR HIGHLY ANTICIPATED
KEYNOTE WITH PETER HINSSEN**

WELCOME AT 18:00



Moderated by Ms. Lisa Burke



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**LUX-EXPO
THEBOX**
BUILDING ORIGINAL EXPERIENCES

THE PHOENIX & THE UNICORN

A KEYNOTE ABOUT INNOVATION,
DISRUPTION, SYSTEMIC SHIFT AND
REINVENTING ONESELF IN AN
EVER-CHANGING WORLD.

Unicorn start-ups are brilliant.

But, let's be honest, very few of us will start one, become one, or work for one. Most of us are connected to large companies that often struggle to keep themselves relevant for the ever-changing customer. That's why this keynote is about a creature that's just as magical but perhaps offers a more realistic inspiration: the Phoenix.

These are the companies that – just like this mythical bird – are able to rethink themselves in cycles: time and time again they rise from the ashes of the old, and come out stronger than ever before. They are the Walmarts, the Volvos, the Disneys, the Apples, the Microsofts, the Ping Ans, the Assa Abloys and AT&Ts of this world.



PETER HINSSEN



is a world-renowned thought leader on radical innovation who has given numerous keynote presentations around the world, for companies such as Google, Apple, Facebook, Amazon, Accenture, Microsoft, and many other Fortune 1000 companies. He lectures at renowned business schools like the London Business School and the MIT in Boston.

He is also a multiple board advisor on subjects related to innovation and technology.

Have a burning question on innovation that you've always wanted to ask an expert? Now's your chance to ask Peter!





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