

# Scotland's Economic Future A Brighter 2030

3 and 4 May 2018  
Sheraton Grand Hotel,  
Edinburgh

Tickets now available at [scdi.org.uk](http://scdi.org.uk)

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## Overview

This year, the Scottish Council for Development and Industry (SCDI) will host its 47<sup>th</sup> annual Forum. Reflective of SCDI's unique membership, the annual Forum brings together the public, private and social economy sectors. The Forum is a platform for transformative dialogue on the key actions required to strengthen and grow Scotland's economy.

To embrace the future and ensure a prosperous inclusive economy which delivers for all there must be a shared economic and social vision and strategy inspired by a Scotland that everyone wishes to live and do business in.

On the 3<sup>rd</sup> and 4<sup>th</sup> May SCDI will convene leaders from business, politics, the public and third sector, trade unions and education establishments – as well as future leaders - at the Sheraton Grand Hotel in Edinburgh to debate and set a vision and principles for Scotland's Economic Strategy to 2030. Forum 2018 will invite global thinking and reflect on domestic experience and opportunity to inform, inspire, and influence the leading actors in Scotland's economy to become architects of our shared economic future.

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## Thursday 3<sup>rd</sup> May - Symposium

Facilitator: Sally Magnusson, BBC Scotland Journalist and Author

12:00 – 13:00      **Registration and Networking Lunch**

13:00 – 13:10      **Brendan Dick, SCDI Chair**

13:10 – 13:40      **Nicola Sturgeon MSP, First Minister of Scotland**

13:40 – 14:00      **Robert Wood Johnson, U.S. Ambassador to the United Kingdom of Great Britain and Northern Ireland**

14:00 – 14:20      ***Plenary Keynote***  
**Graeme Maxton, Secretary General, Club of Rome**

14:20 – 15:30      ***Plenary Session 1***  
**Global Perspectives on the Economy, Business and Society**

Sinead Lynch, Chair, Shell UK  
Jim McColl OBE, Chairman and Chief Executive, Clyde Blowers Capital  
Graeme Maxton, Secretary General, Club of Rome (joining panel)

Global changes in business, the economy and society will shape all our futures. New business models have emerged in the Fourth Industrial Revolution that distinguish themselves from those of the Third Industrial Revolution. A common theme that has been applied to these new methods is disruption. These new business models are rooted at the nexus of the extreme changes in technology (connectivity, computing power, and automation) and a generational or societal change. Millennials are changing the way we do business.

The session will focus on what it will take to be a successful growing business in the Fourth Industrial Revolution and what skills, attitudes and values we need to develop to enable us to increase both intergenerational and intercultural business collaboration to bring about a fairer and more sustainable world.

15:30 – 16:05      **BREAK**

16:05 – 17:15      ***Plenary Session 2***  
**Opportunities for Scotland's Economy to 2030**

Andrew Kerr, Chief Executive, The City of Edinburgh Council  
Gillian Murray, Deputy Principal (Enterprise & Business), Heriot-Watt University  
Nora Senior CBE, Chair, Scottish Government's Strategic Board for Enterprise and Skills  
Graeme Maxton, Secretary General, Club of Rome (joining panel)

Building on the global discussion from the first plenary this session will focus on building a more successful Scottish economy by identifying the key opportunities that we need to capitalise on and challenges we need to overcome to support a fairer, more inclusive and growing economy through the Fourth Industrial Revolution. We will identify the opportunities and key features of a Blueprint Scottish Economy to 2030.

**DRAFT Programme and Speaker Order/Attendance May Change**

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## Thursday 3<sup>rd</sup> May – Dinner

Facilitator: Sally Magnusson, BBC Scotland Journalist and Author

18:15 – 19:00 **Drinks and Networking Reception**

19:05 – 19:50 **Pre-dinner Discussion on Scotland's Opportunities**

Secretary of State for Scotland, David Mundell MP, and the Cabinet Secretary for the Economy, Jobs and Fair Work, Keith Brown MSP, in conversation, facilitated by Dame Susan Rice DBE, President of SCDI and Chair of the Scottish Fiscal Commission.

19:55 – 21:25 **Dinner**

21:30 – 22:15 **Keynote Speaker**

Joe Andrew

Global Chair of Dentons and former Chair of the Democratic National Committee

22:15 – 23:15 **Networking**

## Friday 4<sup>th</sup> May

Facilitator: Sally Magnusson, BBC Scotland Journalist and Author

07:30 – 08:25 **Networking Breakfast and Registration**

08:25 – 08:30 **Mark Bevan**  
**SCDI Chief Executive**

08:30 – 09:00 **Tim Harford**  
***Financial Times* Columnist and Economic Commentator**

09:00 – 10:10 ***Plenary Session 1***  
**What Does the Future Hold for Businesses in the Fourth Industrial Revolution?**  
Grahame Smith, Co-Chair of the Fair Work Convention and General Secretary, STUC  
Professor Patricia Findlay, Professor of Work and Employment Relations, University of Strathclyde  
Mark Dames, Head of Policy, BT Regions & Head of Public Affairs, BT Scotland  
Susan Fouquier, Regional Managing Director, Business Banking Scotland, Royal Bank of Scotland  
Tim Harford, *Financial Times* Columnist and Economic Commentator (joining panel)

The Fourth Industrial Revolution is characterised by the convergence of breakthrough technologies such as advanced robotics, artificial intelligence, the internet of things, virtual and augmented reality, wearables and additive manufacturing – that are transforming production processes and business models across different industries. Business leaders can no longer focus on developments and trends in their own sectors alone but

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need to understand potential transformations and disruptions in the entire world of suppliers, customers and adjacent markets. The distinguishing characteristics of these new models are summarised below:

- **From Analog to Digital:** Every analog version of a product or service has a digital version. The quest to eliminate every piece of paper often requires the rethinking of a process. It could be the “Kodak Moment,” the elimination of the wallet and cash, challenging a title processor redefining intellectual property.
- **From Partners to Disintermediation:** Disintermediation, or the removal of the middle person or partner, to go direct to the customer, buyer or supplier. We see disintermediation occurring in all industries. Direct in retail. Direct in software. Direct in insurance. Ownership of the customer is a new battleground for trust, brand, and profit.
- **From Transactional to Subscription Economy:** In the Third Industrial Revolution, we purchased products or services to own them. In the Fourth Industrial Revolution, we will subscribe to products or services, changing relationships and processes from one time to recurring. Consumers will desire more agility and flexibility.
- **From Me to We:** The sharing economy is all about asset utilisation. How do we utilise non-working labour or an idle car? Uber. How do we utilise an unoccupied room or house? Airbnb. How do we utilise programmers with available time? Code sourcing. How do we utilise the collective energy of a group of individuals? Crowdsourcing.

10:10 – 10:30      **Iain MacRitchie**  
**Chairman and Chief Executive of MCR Holdings and MCR Pathways**

10:30 – 11:00      **BREAK**

11:00 – 12:05      **Plenary Session 2**  
**Scotland the World Leader for Clean and Inclusive Growth**

Simone Rossi, Chief Executive, EDF Energy  
Kerry-Anne McKay, Vice-Chair, The 2050 Climate Group  
Jonny Clark, Managing Director, ITP Energised

Much has been done to support clean growth through global environmental commitments and in Scotland with challenging Government targets. How do we continue to be world leading on clean and inclusive growth? What are the challenges and opportunities clean growth presents as the focus expands from the reduction of carbon emissions from electricity to a transformation of the wider economy, and the need to make sure that this transition is inclusive and does not disadvantage parts of society?

12:05 – 13:15      **Breakout Sessions**

**Workshop 1**      **Ensuring the Scottish Economy Works for all**  
Jackie Brock, Chief Executive, Children in Scotland (Panel Chair)  
Annie Gunner Logan, Director, Coalition of Care and Support Providers in Scotland  
Martin Dorchester, Chief Executive, Includem  
Edel Harris, Chief Executive, Cornerstone

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A global consensus is emerging that more needs to be done to halt rising economic inequality. Twin goals to reduce poverty and inequality set by the World Bank and the United Nations extend beyond the poorest nations to include rich and middle-income countries such as Scotland. How can we ensure that the Scottish economy works for all and delivers inclusive growth in all parts of the country? How do we maximise the significant contribution of the public, private and third sectors to the Scottish economy to achieve a shared vision of a more equal society?

## **Workshop 2                      Harnessing the Economic Potential of Rural Scotland**

Edward Mountain MSP, Convener, Rural Economy and Connectivity Committee  
Chris Gaffney, Group Finance Director, Johnstons of Elgin  
Fiona Larg, Chief Operating Officer and Secretary, University of the Highlands and Islands

One of the major concerns of businesses and people in rural Scotland is that the rural economy is perceived as just meaning agriculture and that cities are the only engines of growth with rural areas dependent on them and are able to generate only limited if any growth. This has led to a lack of investment, job creation, migration and support on key infrastructure and social issues. What can we do to realise the opportunities within rural Scotland to support a flourishing and inclusive economy?

## **Workshop 3                      Industrial Strategy**

Alastair Sim, Director, Universities Scotland  
Claire Mack, Chief Executive, Scottish Renewables  
Richard Rollison, Deputy Director, Innovation, Industries and Investment, Scottish Government

The UK Government Industrial Strategy has been published in response to global forces that will shape our rapidly changing future, and which we in Scotland must embrace to ensure we harness all the opportunities they present. How do we build on Scotland's current economic strengths to identify the key opportunities which offer the greatest economic and social return on this publicly funded investment and capitalise on them?

## **Workshop 4                      Economic Data Democratisation**

Gordon Lindhurst MSP, Convener, Economy, Jobs and Fair Work Committee  
Roger Halliday, Chief Statistician and Data Officer, Scottish Government  
Bill Jamieson, Freelance Writer on Business and Economy

Our understanding of the economy is limited by the availability, quality and accessibility of economic data. To increase participation and informed discussion on the economy resulting in more effective evidence-based policy decisions we need to generate new insights into economic problems through both the creation of new data and analysis of verified data. This will support the democratisation of economic data to engage more actors in the economic debate. How do we identify and create the new and verified data to stimulate the democratisation?

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## Workshop 5      **The Future of Taxation**

Charlotte Barbour, Director of Taxation, Institute of Chartered Accountants of Scotland  
Laura Mair, Head of Tax Scotland, EY  
Jim Savege, Chief Executive, Aberdeenshire Council

We need to take a long-term view on tax and explore what a system of taxation which will deliver sustainable, inclusive growth and public services. We need to consider the implications for the system of taxation in Scotland resulting from a changing demographic, globalisation and disruptive business models and the response required by publicly funded services. What are the key principles of a taxation system of the future to support the aspirations of inclusive economic growth?

13:15 – 14:15      **Networking Lunch**

14:15 – 15:20      **Plenary Session 3**  
**To Make Scotland the Most Highly Skilled and Highly Productive Post-Digital Economy**

Peter Cheese, Chief Executive, Chartered Institute of Personnel and Development  
Susan Stewart, Director, The Open University in Scotland  
David Coyne, Director, Centre for Work-based Learning

Our world is changing at dizzying speed. Globalisation, technological innovation, climate and demographic change are creating both new demands and opportunities. How do we respond? How do we prepare people for jobs that have not yet been created, for technologies that have not yet been invented? Do we need a more fundamental overhaul of the way children are educated? We need to balance preparation for specific technologies with the wider skills which people will need in any role and continue to develop the more traditional skills which will be needed. As people need and have opportunities to change careers at younger and younger ages, how do we prepare and support people to transition successfully. Productivity is not only about the skills people have, but their capacity and opportunities to use them through intrapreneurship and fair work. How can Scotland be a great place to work?

15:20 – 15:40      **Forum Close**  
Steve Wells, Global Futurist and Chief Operating Officer of Fast Future