



**FROM DISRUPTION TO SUSTAINABLE GROWTH**  
VISION. STRATEGY. INNOVATION. GROWTH.

23-25 MARCH 2015 MELBOURNE AUSTRALIA

**MEDIA ALERT**  
**11 MARCH 2015**

## **CREATIVE INNOVATION ASIA PACIFIC 2015**

**From Disruption to Sustainable Growth: *Vision. Strategy. Innovation. Growth***

***Under two weeks to go! The robots are coming!***

**23-25 March 2015 at the Sofitel Melbourne On Collins**

**WHAT:** Creative Universe is hosting the fifth Creative Innovation Asia Pacific Global event (Ci2015), from 23-25 March 2015 at Sofitel Melbourne On Collins.

This event is about managing disruption, caused by new business models associated with the internet, technology, robotics and globalisation. This is probably the greatest threat organisations and government will face within the next five years. Virtually every business and institution is threatened and yet disruption can also provide extraordinary opportunities for sustainable growth. Understanding and being comfortable with disruption is a competitive advantage.

**WHO:** Over 40 world-class leaders, thinkers and innovators will present their ideas on disruption, including founder of the X Prize Foundation and co-founder Singularity University **Peter Diamandis (USA)**, technology entrepreneur and founder Atari and co-founder GPS and touch screen technologies **Nolan Bushnell (USA)**, innovation expert and Harvard Business author **Scott Anthony (Singapore)**, mindfulness expert and author of "Way of the Peaceful Warrior" **Dan Millman (USA)**, economic development leader **Ernesto Sirolli (USA)**, CEO of ANZ Global Wealth **Joyce Phillips**, incoming CEO of CSIRO and venture capitalist **Larry Marshall (USA)**, Telstra Director and leadership guru **Steve Vamos**, Managing Director Microsoft Australia **Pip Marlow**, scientist **Tim Flannery**, Founder of Freelancer.com **Matt Barrie**, Former Minister for Finance **Lindsay Tanner**, Coca Cola CEO **Alison Watkins**, ethicist, public policy and education leader Victoria University **Dr Rufus Black**, Chancellor of Monash University and President of the Australian Academy of Technological Sciences and Engineering **Dr Alan Finkel**, founder Creative Universe and Creativity Australia, soprano, social entrepreneur and creative innovation catalyst, **Tania de Jong AM**, and many more...

**WHEN:** Monday 23 March to Wednesday 25 March 2015

**WHERE:** Sofitel Melbourne On Collins, 25 Collins Street, Melbourne 3000

**WHY:** This is a rare opportunity to learn, think, connect and share ideas with some of the world's most influential thinkers under one roof. Speakers will highlight opportunities and global megatrends that affect business and society in these uncertain and complex times throughout Australia, Asia Pacific and the rest of the world. This is the largest innovation conference in the Southern Hemisphere and the theme is ***From Disruption to Sustainable Growth: Vision. Strategy. Innovation. Growth.***

### **PHOTO AND INTERVIEW OPPORTUNITIES:**

- Creative Universe founder, Ci2015 Executive Producer, creative innovation catalyst, social entrepreneur and key speaker at Ci2015, Tania de Jong AM is available for interview now and during the conference.
- Speakers will be available for interview and photos during the conference from 23-25 March 2015.

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**PROGRAM:** <http://www.creativeinnovationglobal.com.au/Ci2015/at-a-glance/>

**SPEAKERS:** <http://www.creativeinnovationglobal.com.au/Ci2015/speakers/>