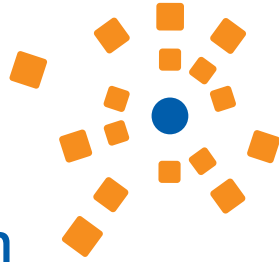


40 Years
of Dialogue



St.Gallen Symposium

St. Gallen Leaders of Tomorrow

Global Perspectives Barometer 2010



University of St.Gallen

Introduction

On the occasion of its 40th anniversary, the International Students' Committee (ISC) decided to rethink student involvement at the annual St. Gallen Symposium, the world's leading platform for intergenerational dialogue. Every May, 600 leaders from business, politics and society meet 200 Leaders of Tomorrow – brilliant young minds selected partly via an essay competition, and partly based on previous merits in their respective fields.

The core idea of bridging the gap between today's generation of leaders and those poised to lead the world tomorrow led us to wonder if there was a way to map out the general worries, perspectives and thoughts of our Leaders of Tomorrow in a scientific yet understandable way.

The result of this endeavor is the first St. Gallen Leaders of Tomorrow Global Perspectives Barometer. The 2010 edition gives us our first reference point for a survey we intend to conduct annually, in order to foresee trends and share these with the participants of the St. Gallen Symposium.

This report was developed in cooperation with Credit Suisse and the University of St. Gallen, as part of a thesis project by Tobias Weidmann, a student at the university. It is, therefore, a barometer of the students by students and for the students. It is their condensed message to today's leaders in the context of a globalised and increasingly complex world. We thank Tobias and the Centre for Customer Insight at the University of St. Gallen for their extraordinary commitment to scientific correctness.

We developed this report in a format suitable for executives, students, the general public and even the common layman. Over 400 young leaders and students from the 2010 pool, as well as participants of the student award from 2007 through 2009 shared their thoughts in what we are convinced will become a relevant metric for leaders and fellow students alike.

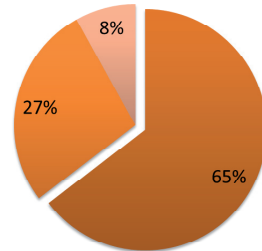
With these words, we are happy to share the Global Perspectives Barometer 2010 with you.

Nicole Fässler
Maximilian Jellinek
Can Schnigula

Head of the Organising Committee 2009/2010

Government Policy

Two-thirds of the St. Gallen Leaders of Tomorrow believe that states fail «often» on decisive issues.



■ Often ■ Rarely ■ No answer

39% believe that environmental protection is among the most important issues in their country.

Only 5% think it needs to be tackled urgently.

80% of the St. Gallen Leaders of Tomorrow believe that lowering greenhouse gas emissions should be a top priority for government policy.

83% aren't cutting down on car travel.

91% aren't cutting down on air travel.

For the St. Gallen Leaders of Tomorrow, government reform is the most important issue across all regions, with two exceptions:

North America fears unemployment, and India states extremism & terrorism as the biggest issue.

For the majority of the Leaders of Tomorrow, there is **too much economic regulation** in their country.

Only **Western Europeans** and **North Americans** surveyed disagree with this.

38% of the Leaders of Tomorrow would put **regulation of corporate risks** in the hands of **regulatory agencies**.

Only **24%** would leave risk regulation to the **free market**.

The Leaders of Tomorrow want a state that...

- places emphasis on **law & order**,
- has **strong armed forces**,
- and seeks full employment and **equal opportunities** for foreigners and citizens alike.

Over **70%** of the Leaders of Tomorrow clearly favour a **free-market** driven, **federal state system**, as opposed to state-intervention and centralisation.

The top political goal for a country, according to 75% of the Leaders of Tomorrow, should be the **promotion of education**.

Globalisation

99% of the St. Gallen Leaders of Tomorrow say that globalisation is a good thing.

They all believe that it bears at least as many opportunities as threats, if not more.

When asked how globalisation helps their country, 28% said it brought mainly opportunities.

When asked how it helped the individual, this number rises to 45%.

44% of the Eastern European Leaders of Tomorrow state that their financial situation has gotten worse over the past year.

They are also the largest sceptics of globalisation, with 50% not seeing more opportunities than threats.

According to the Leaders of Tomorrow, a state should favour foreign companies that operate globally over home-grown companies that focus on the domestic market.

When asked how their countries compete in the global economy, **Indians** felt they fared the best with **32%** answering «very well».

16% of **North Americans** feel they are doing very well, while only **2%** think this in **Eastern Europe**.

Business & Economy

Almost **half** of the St. Gallen Leaders of Tomorrow believe that **businesses are often to blame** on decisive issues.

For the politically **left-leaning** among those questioned, this number rises to **over 70%**.

The St. Gallen Leaders of Tomorrow consider **technology and communication** to be one of the **most promising sectors**, second only to **energy**.

When asked which sector faced the biggest challenges, 36% of the St. Gallen Leaders of Tomorrow answered «financial sector».

29% of those asked also plan to work in the financial sector – more than any other sector.

Personal Views

If there were political elections ahead, almost **90%** of the St. Gallen Leaders of Tomorrow say they would vote.

Of those «very interested» in political issues, business students are the **smallest group**, even behind sciences and humanities.

Just under **50%** of the St. Gallen Leaders of Tomorrow rate their **current financial situation** as «OK».

Over **60%** expect this situation to **improve** over the next 12 months.

41% of the European Leaders of Tomorrow believe their **financial situation will improve** over the next year.

For China, this number is **81%**.

The EU effect?

27% of European Leaders of Tomorrow identify themselves strongest with their **continent** in terms of geographic unit.

Asians and North Americans put their **country** first.

41% of Indians identify strongest with the **world** as a whole.

Supranational organisations, the armed forces, banks and courts are the **most trusted institutions** by our Leaders of Tomorrow – more trusted than the church, police, mass media or parliament.

When asked about **initial career paths**, Leaders of Tomorrow from Asia and Western Europe favour **employment in a large corporation**.

Eastern Europe and the Americas favour **self-employment**.

What are the Leaders of Tomorrow proudest of regarding their country's economy?

Successful Small and Medium Enterprises.

In **South America**, **73%** of the Leaders of Tomorrow feel that taxes are **too high**. They also have the largest percentage of people claiming taxes are **too low: 20%**.

Indians are the happiest with their taxes, with **50%** rating them as «**just right**».

Clocking in at **85%**, the Leaders of Tomorrow are **generally proud** to be a citizen of their respective country.

68% of Indians are very proud of their country, making them the **proudest citizens**. In **Eastern Europe**, this number plummets to **35%**.

The one area where the Leaders of Tomorrow believe their **countries will fare far worse** than today is in maintaining a healthy **demographic age structure**.

Switzerland

According to the St. Gallen Leaders of Tomorrow, **Switzerland's** greatest strength lies in **stability & the rule of law**.

5% consider **Swiss banking** to be the greatest strength.

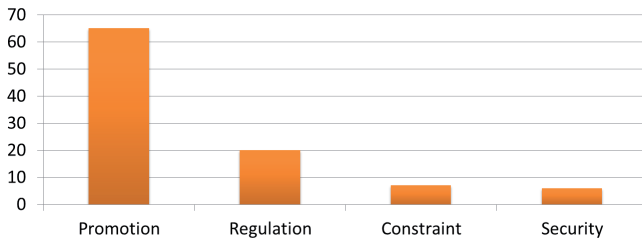
In the eyes of **most regions**, Switzerland's greatest strengths are **stability and education**.

The exception is **China**, which considers **direct democracy** to be Switzerland's greatest strength.

Entrepreneurs – Agents of Change

Each year, the Global Perspectives Barometer devotes one section of its survey to the current topic of the St. Gallen Symposium. For more information on the topic of the 40th St. Gallen Symposium, please refer to our website at www.stgallen-symposium.org

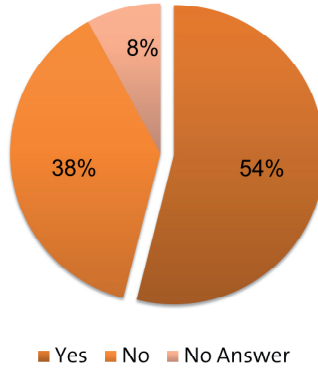
In the view of the St. Gallen Leaders of Tomorrow, **the state's role in entrepreneurship** is primarily promotion.



The top three **limiting factors** for entrepreneurs:

1. Dominance of **established companies**
2. Regulatory **frameworks**
3. Lack of **funding**

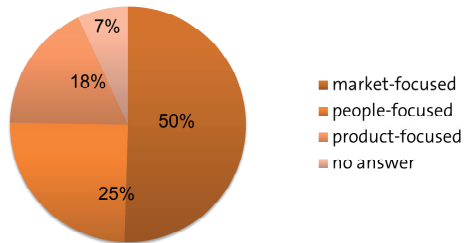
Can entrepreneurship be learnt at universities?



The largest challenge for entrepreneurs varies for each region:

For China, it's globalisation, Eastern Europe names the recession and India faces state intervention.

What kind of **entrepreneurial mindset** will be the most successful?



For the Leaders of Tomorrow, **61%** of **entrepreneurial opportunities** lie in Asia, with China and India racing **head to head** at slightly over **20%** each.

80% of Indians see most opportunities in **India**.
60% of Chinese see them in **China**.

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