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Name

Adjiedj Bakas

Topics and Title

Futurist & Trendwatcher

Background History

Adjiedj Bakas is known as an exciting, stimulating, expert, humorous, visionary, entertaining and therefore much sought-after speaker at conferences

and other gatherings.

He combines knowledge with entertainment and thus delivers 'infotainment', garnering a great deal of publicity in influential media at home and abroad. According to the press he is 'renowned' (Volkskrant), 'inspiring' (NRC Handelsblad), 'stimulating' (Elsevier), 'ahead of his time' (Story), 'optimistic' (CNN), 'provocative' (TV2 Magazine Denmark) and 'he makes you smile' (BBC).

He delivers some 200 custom-made lectures every year. With a big wink he takes listeners with him on a journey through the most significant trends of the time and draws relevant conclusions for your industry or company, conclusions most of us would probably never think of.

The most common reaction to lectures by Adjiedj Bakas: "A real eye-opener." Bakas gives lectures in virtually all the industries there are: from human resources to major banks, from fashion institutes to care institutions, from property developers to temporary work agencies.

Areas of Expertise

He has written authoritative books, such as *Megatrends Nederland* (2005), the English-language *Megatrends Europe* (2006), *The Future of God* (together with Minne Buwalda) (2006), *Life Without Oil* (with fellow trendwatcher Rob Creemers) (2007) and *Megatrends: van Grimlach tot Ironie* (from Snigger to Irony) (2007). In 2009 he published *Microtrends Nederland*. This was followed by the English-language book, *Beyond the Crisis* and *The Future of Work*. In 2009 three books by Adjiedj Bakas will appear in translation in 40 countries.

With roots in three continents he is in fact at home everywhere. He is widely travelled and erudite and combines expertise and knowledge with a big dose of humour. He runs his own consultancy and uses his own research and that of various other Dutch and foreign partners and parties. Previously he worked in radio and was the director of the trend communication bureau Dexter bv. He studied Dutch (specialised in Communication Theory) at Utrecht (1983-1987) and has acted as a guest lecturer at

various universities and colleges in the Netherlands and abroad.

Bakas is also a member of the Supervisory Board of the COA (Central Agency for Welcoming Asylum-seekers), the Recreation Foundation (the knowledge centre for the Recreation industry) and the Jury for the Care Innovation Prize 2008. He was selected as Black Businessman of the year in 2008. He is a columnist for a number of professional journals, and is one of the most popular speakers on the Dutch lecture circuit with 250 lectures every year. He is a passionate art collector and loves to travel and read.

His speaking topics cover everything in society according to SEPT model, Social, Economical, Political and Technical. The strength of Adjiedj Bakas is his ability to overview society at large and connecting and relating different Topics.

Client Comments:

“Adjiedj Bakas participated at our request as a Forum-member in the Luxemburg Financial Forum 2009. We very much appreciated his interventions and his thoughts”.

Fernand Grulms, Chief Executive Officer, Luxembourg for Finance Agency for the Development of the Financial Centre

“Adjiedj Bakas has a great way of communicating with audiences. His message about the future is very appealing, and he makes you feel hopeful about tomorrow.”

Gita Kapoor , World Bank

“Adjiedj Bakas gave some very inspiring lectures and workshops for groups of Hungarian politicians. I loved his optimism and his visions for the future of eastern and western Europe are very inspiring. Warmly recommended.

”Klara Sandor , Member of Hungarian Parliament

“Adjiedj Bakas gave a very thorough, solid and inspiring lecture at our annual conference in Berlin. It was the second time I heard a lecture of him. Both times great lectures!”

Hans Strohmaier (CEO), Sweets Global Network

‘Adjiedj is great speaker and a visionary man.’

Stedman Graham, NYT bestselling author of *You can Make it Happen*

‘Adjiedj writes much better than most futurologists and deserves a large audience.’

Peter Davies, BBC