

PROACTIVE

SHAPING THE FUTURE

**THE 22ND PAWLIK CONGRESS
GASTWERK HOTEL HAMBURG
NOVEMBER 14, 2023**



22.
**PAWLIK
Congress**



**REGISTER NOW FOR
THE 22ND PAWLIK
CONGRESS 2023**



[PAWLIK-CONGRESS.COM/EN/TICKETS/](https://pawlik-congress.com/en/tickets/)

FOREWORD

DEAR FRIENDS OF THE PAWLIK CONGRESS,

What is your outlook on the future?

Climate issues and digitalization are leading to an epoch-making transformation of the economy and society. In this process, it is becoming increasingly unclear what professional or private goals will look like in the medium term, let alone be achieved. This is unsettling and tiring for many people.

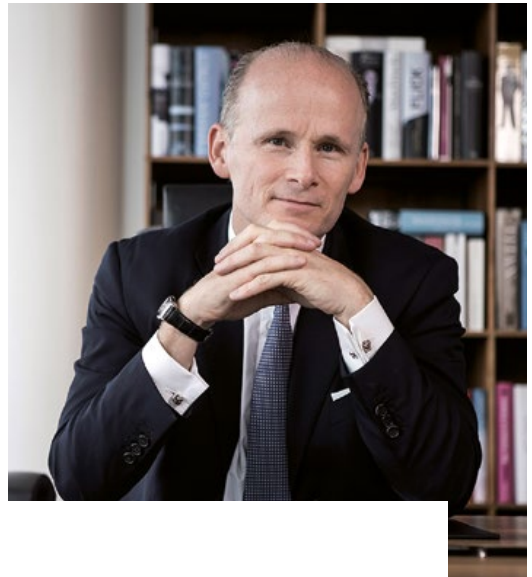
Because if we lose the focus points towards which we can direct our efforts for the future, where will we find the strength we need now more than ever to set a course towards positive change?

We would like to invite you to explore this year's theme "PROACTIVE – SHAPING THE FUTURE" with us. As always, we have invited speakers from the worlds of sports, politics, business, science and culture to address these issues and offer solutions. In this brochure we will introduce you to our guests in more detail. You can look forward to exciting lectures and stimulating discussions at the 22nd PAWLIK Congress.

Following the positive experiences of the past two years, we are again offering a livestream of the event for all interested parties who are not able to come to the Gastwerk Hotel in Hamburg. Our digital partner PINKTUM will be broadcasting the event simultaneously worldwide via livestream with further exclusive online insights.

Looking forward to seeing you there!

Best regards,
Joachim Pawlik



CONGRESS PROGRAM



MONDAY, NOVEMBER 13, 2023 CONGRESS EVE EVENT GASTWERK HOTEL

7:30 p.m. EXCLUSIVE APPEARANCE
**PROF. DR. RICHARD DAVID PRECHT
& MARKUS LANZ**
Discussion of the theme
“Proactive – Shaping the Future”



TUESDAY, NOVEMBER 14, 2023 PAWLIK CONGRESS – GASTWERK HOTEL AND VIA LIVESTREAM



- 8:30 a.m. Check-in and Early Morning Coffee
- 9:30 – 10:15 a.m. Introduction by **JOACHIM PAWLIK**
- 10:15 – 11:00 a.m. **PROF. DR. H.C. WOLFGANG ISCHINGER**
Germany and Europe Face Major
Strategic Challenges
- 11:00 – 11:30 a.m. // Break
- 11:30 a.m. – 12:15 p.m. **ALOIS KRTL** discusses AI with Dunja Hayali
Generative AI Revolution: Opportunities
and Responsibility in the Era of Artificial
Intelligence



CONGRESS PROGRAM

TUESDAY, NOVEMBER 14, 2023

**PAWLIK CONGRESS – GASTWERK HOTEL
AND VIA LIVESTREAM**



12:15 – 1:15 p.m. // Lunch

1:15 – 2:00 p.m. **DIANA KINNERT**
The Relational Society as a Guarantor
for Democracy

2:00 – 2:30 p.m. // Break

2:30 – 3:15 p.m. **DR. HERBERT DIESS**
Climate Change – An Abundance of Opportunities
for Companies and Especially Entrepreneurs

3:15 – 4:00 p.m. **LOTHAR MATTHÄUS**
Interview with Dunja Hayali

4:00 p.m. Closing remarks by **DUNJA HAYALI**
Journalist and TV Moderator

4:15 p.m. Get-Together

**LIVESTREAM BY PINKTUM
NOVEMBER 14, 2023**



**CONGRESS
LIVESTREAM**

**PROACTIVE
SHAPING
THE FUTURE**

LIVESTREAM BY PINKTUM NOVEMBER 14, 2023

- ➔ Livestream powered by PINKTUM
- ➔ Interactive Deep Dives and Exclusive Breakouts in Two Livestreams
- ➔ With more than 600 internationally award-winning e-trainings, PINKTUM is one of the leading providers of solutions for the sustainable improvement of soft skills in companies. As an exclusive digital partner, PINKTUM is supporting the PAWLIK Congress and will broadcast the event via livestream
- ➔ www.pawlik-congress.com/en/livestream-by-pinktum/

**REGISTER NOW FOR
A LIVESTREAM TICKET**





JOACHIM PAWLIK

9:30 – 10:15 A.M.

HOST JOACHIM PAWLIK OPENS THE CONGRESS WITH A KEY-NOTE ON THE TOPIC “PROACTIVE – SHAPING THE FUTURE”

Joachim Pawlik is founder and Chairman of the Management Board of Pawlik Consultants GmbH and CEO of PINKTUM, a leader in digital HR development.

The Hamburg native supports clients on a national and international level in implementing change processes and coaches executives to effectively reach their goals. With PINKTUM, he is leading learning into the digitalized and AI-based future.

Joachim Pawlik holds seats on various supervisory and advisory boards. Before his career as an entrepreneur, the Hamburg native played professional football for FC St. Pauli, where he was Vice President, responsible for Sales and Marketing, from 2014 to June 2020. Joachim Pawlik is a sought-after speaker and book author on the topics of leadership and human resources.

JOACHIM PAWLIK FOUNDED THE PAWLIK CONGRESS IN 2002 WITH THE GOAL OF PROVIDING EXECUTIVES WITH FORWARD-LOOKING INSIGHTS. HIS KEYNOTE SPEECH ON THE TOPIC OF THE YEAR INTRODUCES THE SERIES OF LECTURES.



PROF. DR. H.C. WOLFGANG ISCHINGER

10:15 – 11:00 A.M.

GERMANY AND EUROPE FACE MAJOR STRATEGIC CHALLENGES

Wolfgang Ischinger, born near Stuttgart in 1946, studied law and international relations in Bonn, Geneva and Boston. He worked in the cabinet of the UN Secretary-General in New York before joining the Foreign Service in 1975. From 1993 to 1995, he was Head of the Planning Staff and, from 1995, Political Director of the Federal Foreign Office. He served as Secretary of State from 1998 to 2001, Ambassador to Washington from 2001 to 2006, and to London from 2006 to 2008. In 2008, he assumed the chairmanship of the Munich Security Conference.

Wolfgang Ischinger teaches security policy and diplomatic practice as a senior professor at the Hertie School in Berlin and is an honorary professor at the University of Tübingen. He is a member of numerous boards, including the Atlantik-Brücke in Berlin, the American Academy in Berlin, and the Atlantic Council in Washington D.C. Wolfgang Ischinger advises companies, international organizations and governments on politically strategic issues.

WOLFGANG ISCHINGER IS A GERMAN LAWYER AND DIPLOMAT WHO SERVED AS STATE SECRETARY AT THE FEDERAL FOREIGN OFFICE AND WAS GERMAN AMBASSADOR TO WASHINGTON AND LONDON. FROM 2008 TO 2022, HE WAS CHAIRMAN OF THE MUNICH SECURITY CONFERENCE.



ALOIS KRTEL IS ONE OF THE LEADING AI EXPERTS IN GERMANY. BORN IN PRAGUE IN 1982, THE BUSINESS IT SPECIALIST AND ENGINEER BEGAN TO CONCENTRATE ON THE PRACTICAL APPLICATION OF DEEP TECH IN ORGANIZATIONS AT AN EARLY STAGE IN HIS CAREER, PARTICULARLY FOCUSING ON AI AND DATA LITERACY, HIGH-PERFORMANCE COMPUTING AND QUANTUM COMPUTING.

ALOIS KRTEL

DISCUSSION WITH
DUNJA HAYALI

11:30 A.M. – 12:15 P.M.

GENERATIVE AI REVOLUTION: OPPORTUNITIES AND RESPONSIBILITY IN THE ERA OF ARTIFICIAL INTELLIGENCE

His expertise has led to his appointment as advisor to governments in numerous European countries, including Germany, on issues related to suitable AI infrastructures and cybersecurity. He is a founding member of the Artificial Intelligence Center (ARIC), a highly regarded institution for the development and application of responsible AI in Hamburg. He is also on the advisory boards of various institutions, research facilities and innovative technology companies.

Since April 2023, Krtel has served as CTO at digital learning provider PINKTUM. Together with a team of AI and data specialists, he is responsible for developing the individualization of learning through the use of artificial intelligence.



DIANA KINNERT

1:15 – 2:00 P.M.

THE RELATIONAL SOCIETY AS A GUARANTOR FOR DEMOCRACY

Diana Kinnert, born in Wuppertal in 1991, studied political science and philosophy as well as social sciences after receiving her general qualification for university entrance (Abitur). She has been a member of the CDU since 2009 and headed the office of the now deceased Vice President of the German Parliament (Bundestag) Peter Hintze MdB. Diana Kinnert advises various government agencies and foundations from abroad, including the world's first ministry for loneliness under former Prime Minister Theresa May in Great Britain. In 2017, her book "Für die Zukunft seh' ich schwarz: Plädoyer für einen modernen Konservatismus" was released, and her book "Die neue Einsamkeit: Und wie wir sie als Gesellschaft überwinden können" was published in 2021.

Diana Kinnert regularly publishes political commentaries and columns. Together with sociologist Harald Welzer, she also creates the phoenix podcast "Denken mit Kinnert und Welzer".

DIANA KINNERT IS A CDU POLITICIAN, INDEPENDENT ENTREPRENEUR AND PUBLICIST. SHE ALSO WORKS FOR VARIOUS RESEARCH INSTITUTES AND THINK TANKS.



PROACTIVE

**SHAPING
THE FUTURE**



**"THE BEST WAY TO
PREDICT THE FUTURE
IS TO CREATE IT."**

**PETER DRUCKER (U.S. PIONEER OF
MODERN MANAGEMENT THEORY)**



HERBERT DIESS IS ONE OF THE MOST RENOWNED GERMAN-SPEAKING TOP MANAGERS. BORN IN AUSTRIA, HE IS THE FORMER CHAIRMAN OF THE BOARD OF MANAGEMENT OF VOLKSWAGEN AG AND FORMER CHAIRMAN OF THE SUPERVISORY BOARDS OF ŠKODA AUTO, SEAT AND AUDI. HE HAS BEEN CHAIRMAN OF THE SUPERVISORY BOARD OF INFINEON SINCE FEBRUARY 2023.

DR. HERBERT DIESS

2:30 – 3:15 P.M.

CLIMATE CHANGE – AN ABUNDANCE OF OPPORTUNITIES FOR COMPANIES AND ESPECIALLY ENTREPRENEURS

Herbert Diess, born in Munich in 1958, studied automotive engineering at the Munich University of Applied Sciences and mechanical engineering at the Technical University of Munich. In 1988, the graduate engineer took on the role of Head of the Assembly Automation Department at the Institute for Machine Tools and Industrial Management (iwb). In 1987, he received his doctorate in engineering and then worked at Bosch. In 1996, he moved to BMW, where Herbert Diess held various management positions. Among other things, he managed the plants in Birmingham and Oxford and took over as Head of the BMW Motorcycle business unit. From 2007 to 2014, Herbert Diess was a member of the Board of Management of BMW AG, responsible for the purchasing and supplier network as well as development.

In 2015, he moved to Volkswagen AG, where he took over the newly created position of Chairman of the Volkswagen Passenger Cars brand Board of Management. From 2018 to 2022, Herbert Diess was Chairman of the Board of Management of Volkswagen AG. In 2023, he became Chairman of the Supervisory Board of Infineon Technologies AG.



LOTHAR MATTHÄUS

3:15 – 4:00 P.M.

INTERVIEW WITH DUNJA HAYALI

Lothar Matthäus, born in Erlangen in 1961, began his career with 1st FC Herzogenaurach in the Landesliga (state league). At the age of 18, he received his first professional contract with the Bundesliga (national league) club Borussia Mönchengladbach, where he quickly became a regular player. At 23, he joined FC Bayern Munich, and won the German championship three times as well as the DFB Cup (German Football Association Cup). He then moved to Italy and was at the peak of his athletic performance. In 1989, his team Inter Milan won the Italian Championship. The highlight of his career was winning the 1990 World Cup. That same year he was named Europe's Footballer of the Year for his achievements in the sport, and a year later he was named the first FIFA World Player of the Year in 1991.

After more than 22 years, Lothar Matthäus ended his active career in 2001 and then worked as a coach for various teams. Since then, he has been appearing on live football broadcasts for the TV broadcaster Sky.

LOTHAR MATTHÄUS WAS NOT ONLY EUROPEAN AND WORLD CHAMPION, BUT ALSO RECEIVED THE WORLD FOOTBALLER OF THE YEAR AWARD. AS A FOOTBALL EXPERT ON TELEVISION HE IS STILL CLOSELY CONNECTED TO HIS SPORT.

EXCLUSIVELY AT THE CONGRESS EVE EVENT



MARKUS LANZ IS ONE OF THE BEST-KNOWN MODERATORS ON GERMAN TELEVISION AND SPEAKS TO HIS GUESTS ABOUT CURRENT AND SOCIALLY RELEVANT TOPICS IN A TALK SHOW NAMED AFTER HIM. HE ALSO SPEAKS WITH RICHARD DAVID PRECHT IN A WEEKLY ZDF PODCAST.

MARKUS LANZ

**MONDAY, NOV. 13, 2023
7:30 P.M.**

**CONGRESS EVE EVENT
GASTWERK HOTEL**

Markus Lanz, born in South Tyrol in 1969, trained as a radio operator in the Italian army after receiving his general qualification for university entrance (Abitur). At the age of 21, he moved to Germany. After graduating from the Bavarian Academy for Advertising and Marketing with a degree in communications, he worked as a volunteer at Radio Hamburg. He then moved to RTL and became a news editor and editorial director of the magazine "Explosiv".

In 2008, he moved to ZDF, where he has hosted the talk show "Markus Lanz" ever since. He also hosted the cooking show "Lanz kocht" until 2012 and was the host of "Wetten, dass...?" from 2012 to 2014. In addition to his talk show and podcast, Markus Lanz is known for his successful documentaries about the polar regions.



PROF. DR. RICHARD DAVID PRECHT

**MONDAY, NOV. 13, 2023
7:30 P.M.**

**CONGRESS EVE EVENT
GASTWERK HOTEL**

Richard David Precht, born in Solingen in 1964, studied philosophy, German language and literature and art history, and received his doctorate in German language and literature in 1994. An honorary professor of philosophy, he writes regularly as an essayist and columnist in major German newspapers.

Richard David Precht is best known as the author of pop-science books on philosophical topics. Since his success with “Wer bin ich – und wenn ja, wie viele?” (Who Am I and If So How Many?) all his books have been major bestsellers and have been translated into more than forty languages. In 2001, he received the Journalism Prize for Biomedicine, and in 2013 he was awarded the German Television Prize in the category “Special Achievement” for his series “Precht”.

RICHARD DAVID PRECHT
IS A PHILOSOPHER, PUBLICIST AND
AUTHOR AND ONE OF THE MOST
PROMINENT INTELLECTUALS IN THE
GERMAN-SPEAKING WORLD. HIS
BOOK “WER BIN ICH – UND WENN
JA, WIE VIELE?” (WHO AM I AND IF
SO HOW MANY?) SPENT 16 WEEKS
AT NO. 1 ON THE SPIEGEL BEST-
SELLER LIST IN 2008. SINCE 2012, HE
HAS ALSO HOSTED THE PHILOSO-
PHY SERIES “PRECHT” ON ZDF.

MODERATION CONGRESS EVE EVENT AND CONGRESS



DUNJA HAYALI

THE ZDF TELEVISION MODERATOR
AND JOURNALIST PRESENTS AND
MODERATES THE EVENT

Dunja Hayali is the main moderator of “ZDF-Morgenmagazin”. She has also hosted “heute journal” since February 2023.

Hayali started working as a sports presenter during her studies at the German Sport University in Cologne, where she majored in media and communication studies. She has received numerous awards for her work and public engagement projects. In 2018, the journalist received the Federal Cross of Merit for her commitment to speaking out against racism and extremism. In 2016, she was awarded the Golden Camera in the category “Best Information”.

FOR YEARS, THE MULTI-
AWARD-WINNING TV MODERATOR
DUNJA HAYALI HAS BEEN PRESENTING
THE PAWLIK CONGRESS AND LED THE
ONE-AND-A-HALF-DAY EVENT WITH
CRITICAL CURIOSITY.



**"I'M MORE INTERESTED IN
THE FUTURE THAN IN THE
PAST, BECAUSE THE FUTURE
IS WHERE I INTEND TO LIVE."**

ALBERT EINSTEIN

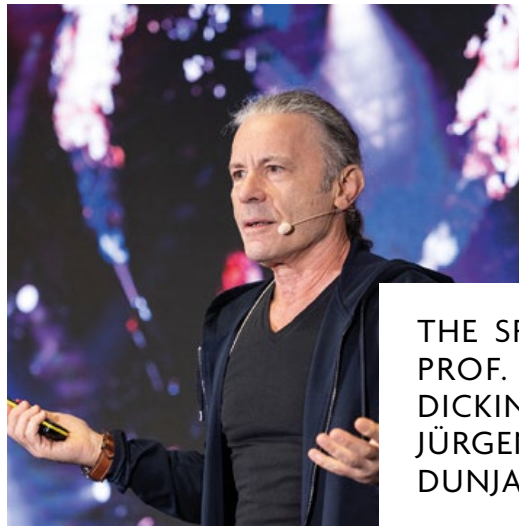
PHOTOS FROM THE 21ST PAWLIK CONGRESS

Congressbilder: ©Thies Rätzke



THE **21ST PAWLIK CONGRESS** TOOK PLACE AS ALWAYS IN THE GASTWERK HOTEL WITH ITS ATMOSPHERIC BACKDROP





THE SPEAKERS DR. JOACHIM GAUCK, PROF. DR. VOLKER BUSCH, BRUCE DICKINSON, NICOLA WINTER AND JÜRGEN KLINSMAN. MODERATED BY DUNJA HAYALI





THE GUESTS WERE ALSO THRILLED BY THE SPEAKERS AND THEIR EXCITING PRESENTATIONS, ESPECIALLY DAVID COULTHARD AT THE CONGRESS EVE EVENT



DIGITAL PARTNER 22ND PAWLIK CONGRESS



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