



# LA FUTURA 21

NAIROBI

## PUSHING CAREERS FORWARD

LaFutura Global Conference in Nairobi  
September 22 – 24, 2021

# ABOUT US

## LaFutura The Global Trend Network

LaFutura was founded 2010 in Berlin by leading trendspotters from Europe, America and Asia. With many global and local events LaFutura is the central trend intelligence network to bridge the gap between trends, innovation and tomorrow's opportunities.

## Our Mission

It is our mission to bring together forward-thinkers to recognize all global, industry-crossing perspectives to the fullest.

The biggest challenge of innovation and future studies is the amount of different scenarios and inspirations. LaFutura helps to filter the inspiration and finally to see relevant futures clearer.

## Our Members

LaFutura members are trend agencies, innovation and foresight experts and corporate innovation departments.

Our motivation is curiosity, co-learning, creating a positive impact for the planet and to co-create in projects together.

## Where did we go?

LaFutura exists since more than 10 years with many global events in Berlin, New York, Amsterdam, Helsinki, Brussels, Vienna, Singapore, Dubai, Shanghai and lately in Lisbon and Copenhagen.

Some of our highlights:



# ANTICIPATE, IDEATE & CREATE JOBS NOW.

WITH YOU.

WITH US.

WITH EVERYONE.

## LaFutura 2021 in Nairobi.

Kenya, and Africa as a whole, is a beautiful part of the world facing various challenges. Given the circumstances, it is even more crucial to start asking relevant questions and finding suitable answers:

How can enough meaningful jobs be created for a young continent? How can we, by creating such jobs, overcome entry-barriers into workforce for the young ones?



# WE NEED JOBS, NOW.

## The topic.

We learned a lot during past conferences and co-created multiple futures for various industries. Over the past 12 years of LaFutura, innovation, futurism and the challenges of now and tomorrow have changed: we need to think and act now to guarantee a brighter future for all of us.

Continents, areas and nearly every single country have different issues to deal with – whether environmentally or economically – and there is one thing we all have in common: mother earth is moving, and so are we. The planet is changing, and so are we. We simply need to adjust to survive. We need to adjust for future generations.

**There is one thing, which did certainly not change to the good: the youth unemployment rate in Nairobi.**

**How can we  
speak of change,  
if we struggle to  
find a job? How  
can we speak of  
self-fulfillment  
while knowing  
about huge  
inequalities?**

# PUSHING CAREERS FORWARD.

New circumstances urge for new ways of thinking:

**LaFutura Global  
Conference 2021  
in Nairobi, Kenya,  
will combine  
network,  
corporate and  
youth capabilities  
to work out the  
current situation  
– to push careers  
forward.**

## **What to expect.**

At LaFutura Global Conference global knowledge and innovation powers will be utilized to find solutions for the global workforce, with a special focus on developing Africa's present and future work and education environment.

The pre-conference will give participants insight and research findings on the status quo of the Silicon Savannah. During the conference we will connect these insights with global innovation and futurism thoughts to finally help create jobs now, discuss new job profiles and find sustainable pathways to integrate such into the existing environment.

We encourage and support global and local players to collaborate and co-create together with futurists, innovators and the local youth projects – born out of LaFutura, for a brighter future.

# WHAT IS YOUR VISION?

At LaFutura Global Conference knowledge and innovation powers will be utilized to find solutions for the global workforce, with a special focus on developing Africa's present and future work and education environment.

**Which topic will you focus on?**



**CLIMATE**

**SERVICES**



**GENDER EQUITY**



**EDUCATION**



**FUTURE OF**

**AGRICULTURE**



**FUTURE**

**OF WORK**



**MEGA CITIES**



**DIGITAL AFRICA**



**DEMOGRAPHICS**



**INDUSTRIALIZATION**



**HEALTH**

**THE  
YOUTH**

Share your  
thoughts and  
wishes.

You wish to  
explore the  
business  
potential of  
the continent?

How do you  
see the job  
environment  
evolving?

**GLOBAL  
PLAYERS**

**LOCAL  
PLAYERS**

**POLICY  
MAKERS**

Explore your  
possible  
impact on the  
continent.

What urgent  
needs to you  
need to  
overcome?

Share your  
knowledge

Help new  
projects grow  
sustainably

Share your  
knowledge,  
status quo.

# CONTRIBUTE | LaFutura Global Conference


Everyone is invited to join the conference! We are keen to hear your thoughts and way of contributing. A special focus will be on the following groups of participants:

**THE YOUTH**

**LOCAL PLAYERS AND ORGANIZATIONS**

**GLOBAL PLAYERS AND COMPANIES**

**POLICY MAKERS**



# BE A SUPERHERO. JOIN LAFUTURA GLOBAL CONFERENCE.

Contact the LaFutura team to explore your opportunities  
as participant, contributor or partner.

[hello@lafutura.org](mailto:hello@lafutura.org) | [www.lafutura.org](http://www.lafutura.org)