



Dr Steinbock is an internationally recognized expert of the multipolar world economy. He is the founder of the global consultancy Difference Group Ltd. He has served in India China and America Institute (US), Shanghai Institutes for International Studies (China) and the EU Center (Singapore). He has lived in Europe, the US, Asia and the Middle East and traveled in most world regions. A senior Fulbright scholar, he came to New York City in the 1980s. Today he spends most of his time in Asia. He has lectured around the world and consulted for multinationals like Intel, Nokia and Huawei, multilateral institutions, such as the OECD, the EU, and several megacities. However, he began his professional life working in the *kibbutzim*, and has been influenced by progressive movements and rewarded for activism. He has been interviewed by and contributed to major media worldwide. He has written novels and plays. And he has competed with Mark Spitz and been featured in NYC Copacabana's salsa commercials.

World-class collaborations. As an expert of global economy, Dr Steinbock has contributed to the global financial site of NYU's Nouriel Roubini. As a specialist of competitiveness, he has cooperated with Michael Porter, Harvard's global pioneer of competitiveness and his Institute for Strategy and Competitiveness. He has collaborated with the leading global innovation think-tank, the Information Technology and Innovation Foundation (ITIF). As an author of trendsetting works on global ICT, he has worked with Columbia's Eli Noam, the pioneer of global media. He has served on media advisory boards (incl. Fortune, Bloomberg BusinessWeek, McKinsey, 1to1 Media). At Marcus Evans, he has given keynotes on global economy following Nouriel Roubini, Paul Krugman, Alan Greenspan, and Nassim Nicholas Taleb. A proponent of peace movements, he has been interviewed by Scott Horton and Antiwar Radio.

Advisory activities Dr Steinbock is the founder of the global consultancy Difference Group Ltd, which help governments, companies and organizations in both the West and the Global South to navigate in the multipolar world economy. He has advised/consulted for the OECD, the European Commission, the Nordic Council and European government agencies, multinationals (Intel, Nokia, Motorola) and SMEs, central banks and financial institutions, international relations think-tanks, NGOs, competitiveness and innovation organizations in the US, Europe, China, India, and all world regions. Around the world, he often speaks at major government agencies, chambers of commerce, trade associations, institutional investors, investment banks and multinational corporations. In his native Finland, he has advised the Parliament, all major government agencies, financial institutions and multinationals (Nokia), and innovation institutions.

Affiliations Dr Steinbock has served in India China and America Institute (US), Shanghai Institutes for International Studies (China) and the EU Center (Singapore). He has contributed to think-tanks worldwide, including Gulf Research Center and Gateway House: Indian Council on Global Relations (India). As a Senior Fulbright scholar, he has been affiliated with Stern School of Business/New York University, Columbia Graduate School of Business and New School for Social Research, as well as Harvard's Institute for Strategy and Competitiveness, Columbia Institute of Tele-Information. He has lectured in multiple executive education programs in several continents.

Media Dr Steinbock has contributed to and been interviewed by some 300 major global media, incl. CNBC, Bloomberg, Reuters and AP, CNN, BBC, Al Jazeera, China's CGTN, Russia's RT and Sputnik, Channel News Asia, Brazil's Globo. He is China Daily's columnist and his op-eds and comments have been released by over 270 major media in all world regions, incl. markets (Fortune, Forbes), US (Georgetown Journal of International Affairs, The Project Syndicate, CNN, The National Interest, Foreign Affairs, Global Policy Journal, Wall Street Journal, New York Times, Antiwar, The Consortium News); EU (The European Business Review, The World Financial Review, Global Policy Journal, EUObserver, The Financial Times, The Economist, Berliner Zeitung, Swiss Finews, Spain's Efe, Expresso Portugal, Finnish Talouselama, East Asia (China Daily, Xinhua, Chinaorg, Shanghai Daily, Global Times, Modern Diplomacy, Taipei Times, South China Morning Post, Seoul Times); South Asia (Qrius/Indian Economist, The Hindu, Pakistan Daily, Financial Express Bangladesh); Middle East (Mehr News Iran, Al Jazeera), ASEAN (AsiaOne, Asia Times, Eurasia Review, The Manila Times, Bernama Malaysia, The Straits Times Singapore, The Nation Thailand, Myanmar Business Today), Africa (BusinessDay Nigeria; Addis Fortune Ethiopia, BH24 Zimbabwe).

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