



# TRANSEARCH Business Lunch

Speaker: Dr. Martin Sonnenschein,  
Chairman of the Supervisory  
Board of Heidelberger  
Druckmaschinen AG  
on solutions for the future

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"What will the world and Germany look like in seven years' time?"

This was the question posed by Dr. Martin Sonnenschein, speaker at the TRANSEARCH Business Lunch at the end of April.

His credo is: The solutions are already in our heads!  
To remain future-ready, we now need to put them into practice.

**Five principles that are essential for this:**

# 1. The end of small-picture thinking: Stay the course!

If leaders don't agree, it's all for naught. We need a common narrative that includes freedom, equal opportunity and prosperity for all, including future generations. Small-picture divisiveness is distracting and leads to misallocation of resources.

# 2. Listen to the youth!

The youth are putting pressure on us, and we should be grateful to them. We have achieved our prosperity at the expense of future generations and the environment. We should give young people more respect, responsibility and leadership.

## 3. Risk getting fired!

Act independently, stand by your convictions, and take a stand for the cause! Of course, this involves the risk of losing power in the process of transformation and even having to "leave" in the end. Executives and politicians have to face this risk.

## 4. Be flexible!

Adaptation ensures survival. Be open to new technologies and adapt your skills. These will be instrumental to a successful future. Confidence in your own abilities and a willingness to work for the common good play an important role in your willingness to leave your comfort zone.

# 5. Communicate!

Clear and direct communication at all levels is necessary to align as a society and achieve our 2030 goals. Guide the change yourself and don't delegate responsibility for messaging and shaping the narrative to the press. Maintain opinion leadership and deliver your desired message to society! An independent press is important, but the content must come from us!

We would like to thank Dr. Martin Sonnenschein for his inspiring and eye-opening presentation and all participants for the stimulating and lively discussion as well as Markus Bischoff (DEKRA Club Restaurant) for the excellent catering.





Recovery Camp for children of refugee families © ChildFund Deutschland e.V.

Through the TRANSEARCH ChildFund Foundation, a large amount of money was collected to support children and mothers in Ukraine. We are happy that we could make a small contribution in this way to help the people there. On our homepage [www.transearchchildfund.org](http://www.transearchchildfund.org) you can see for yourself what you can accomplish with your donation!



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