

POST EVENT REPORT

REIMAGINING MULTILATERALISM IN A CHANGING WORLD

THE PACIFIC
FUTURE FORUM
20TH – 21ST OCTOBER 2021

FUTURE DISRUPTED?
THE EMERGING
TECHNOLOGIES
OF TOMORROW



HM Government

Strategic Partners



Associate Partners



Supporting Partners



SME Partners



Thank you for attending the Pacific Future Forum 2021 on board HMS Prince of Wales and for contributing to 2 days of outstanding discussion, insight, and debate.

After AFF'20, our Chairman Lord Sedwill challenged us to raise the bar again and deliver a Forum of truly exceptional quality and consequence and we believe PFF'21 did just that. Senior political, military, business, and technology leaders from across 22 nations were represented on board with over 1000 delegates joining virtually from around the world and throughout the Indo-Pacific region.

We are putting the Future Forum on the map and with the Prime Minister's encouragement, creating an annual summit that will shape ideas and policy between key allies and partners. From the inaugural event in New York in 2018 to the Forum we hosted this year on HMS Prince of Wales, we have come a long way and demonstrated the global convening power of our aircraft carriers.

We will continue to build the Forum to make it an annual and enduring event creating a unique opportunity for Government, Policy Makers, and the private sector to come together with allies and partners around the world to explore, discuss and shape our ideas in the areas of defence, security and our shared prosperity agenda.

I trust the Forum has been of value to you in understanding the shape of our world and in planning for the future.

We look forward to welcoming you to the 5th edition of the Forum next year on September 28 + 29 2022 in the United States.

Sheena Dunne
PFF Event Director



SPEAKERS



Samira Ahmed
Journalist, Writer And
Broadcaster,
British Broadcasting
Corporation



Alex Aiken
Executive Director,
Government Communication



Ian Annett
Deputy CEO For
Programme Delivery,
UK Space Agency



**Admiral John
C. Aquilino**
Commander,
U.S. Indo-Pacific Command



Michael Auslin
Research Fellow In
Contemporary Asia,
Hoover Institution,
Stanford University



Natalie Black CBE
HM Trade Commissioner,
Asia Pacific



Lindy Cameron OBE
Chief Executive Officer,
National Cyber Security Centre



**General Angus J.
Campbell, AO, DSC**
Chief Of The Defence Force,
Australia



General Sir Nick Carter
GCB CBE DSO ADC
Chief Of The Defence Staff,
British Defence Staff



Dr John Chipman
Director, General And
CEO
The International Institute For
Strategic Studies



Tina Fordham
Partner And Head
Of Global Strategy,
Avonhurst



Peter Frankopan
Professor Of Global History,
Oxford University



Hon. Sherri Goodman
Secretary General,
Int. Military Council On Climate
And Security



**Captain Steve
Higham OBE**
Commanding Officer,
HMS Prince Of Wales



Dr Peter Highnam
Deputy Director,
Defense Advanced Research
Projects Agency



Ben Hudson
Chief Technology Officer,
BAE Systems



Yasuo Ishii
Vice President for Strategy and
International Relations,
Japan Aerospace Exploration
Agency



Clare Kelly
Assistant Secretary,
New Zealand Ministry of
Foreign Affairs and Trade



John M. Kelly
President And CEO,
Hanwha Defense USA

“

In the Indo-Pacific the role of military power is increasing in ways
most of us have not seen in our lifetime.

General Angus Campbell AO, DSC,
Chief of the Defence Force, Australia



**Commodore
Steve Moorhouse OBE**
Commander United Kingdom
Carrier Strike Group,
Royal Navy



Yuka Koshino
Research Fellow For Japanese
Security And Defence Policy,
International Institute For
Strategic Studies



Dr Ian Levy OBE
Technical Director,
National Cyber Security Centre



Paul Livingston
Chief Executive,
Lockheed Martin



**Professor Angela
Mclean**
Chief Scientific Adviser,
Ministry Of Defence, UK



**Professor Rory
Medcalf**
Head of the National
Security College
Australian National University



**The Rt Hon Amanda
Milling MP**
Minister For Asia,
Foreign, Commonwealth &
Development Office

“

The Indo-Pacific region is increasingly important for our security and prosperity. I'm delighted that we are bringing government and industry leaders together on board the magnificent HMS Prince of Wales carrier to discuss how we can strengthen our alliances in the region.

Rt Hon Boris Johnson,
Prime Minister of the United Kingdom

SPEAKERS



Neil Morisetti
Professor of Climate and Resource Security, University College London



Anthony Murfett
Deputy Head, Australian Space Agency



Benet Northcote
Deputy Chairman, Conservative Environment Network



Damian Parmenter CBE
Director General Strategy And International, Ministry Of Defence



Dame Karen Pierce DCMG
HM Ambassador To The United States Of America



Jeremy Quin MP
Minister For Defence Procurement, Ministry Of Defence



Admiral Sir Tony Radakin KCB ADC
First Sea Lord And Chief Of Naval Staff, Royal Navy



Ambassador Philip T. Reeker
Chargé D'affaires A.I., Embassy Of The United States



William Russell
Lord Mayor Of The City Of London



Samir Saran
President, Observer Research Foundation



Marianne Schneider-Petsinger
Senior Research Fellow, Chatham House



Lord Mark Sedwill KCMG FRGS
Chairman, Pacific Future Forum



Divya Seshamani
Net Zero Initiative Lead, HMG Council for Sustainable Business



Dr Sue Mi Terry
Senior Fellow, Center For Strategic And International Studies



Peter Tesch
Deputy Secretary Strategy, Policy And Industry, Department Of Defence, Austral



Richard Thompson OBE
Visiting Fellow, Strategy and Security Institute, University of Exeter



The Rt Hon Anne-Marie Trevelyan MP
Member Of Parliament, Secretary Of State For International Trade



Matt Turpin
Senior Adviser To CEO; Palantir Technologies



Professor K. Vijayraghavan
Principal Scientific Adviser, Government Of India

“

For us, the biggest threat today is Quantum computers. If someone builds a cryptographically relevant quantum computer, they can break all the crypto on the internet today. We have already defended a lot of our systems, but the really hard problem is how you build a digital society that is tolerant to having a quantum computer in China.



Rick Wagner
President, Microsoft Federal



Jusuf Wanandi
Senior Fellow And Co-Founder, Centre For Strategic And International Studies



Tetsuya Watanabe
Vice President, Research Institute Of Economy, Trade And Industry



Stephen Watson
Director, Pacific Future Forum



Dr Ruth Wiseman
Head Of Oceania And Myanmar Department, FCDO

General Angus Campbell AO, DSC,
Chief of the Defence Force, Australia

“

These are immensely challenging times. We are living through a series of quiet but dramatic revolutions – digital and technological, geopolitical and economic, medical and climatic. Bringing together world-leading thinkers from the armed forces, business, academia, politics and beyond to discuss how to understand, anticipate and respond to these challenges and opportunities is not just a good idea; it is essential. As the AFF also proved, it can be extremely rewarding too.

Peter Frankopan,
Professor of Global History, Oxford University

PFF AUDIENCE

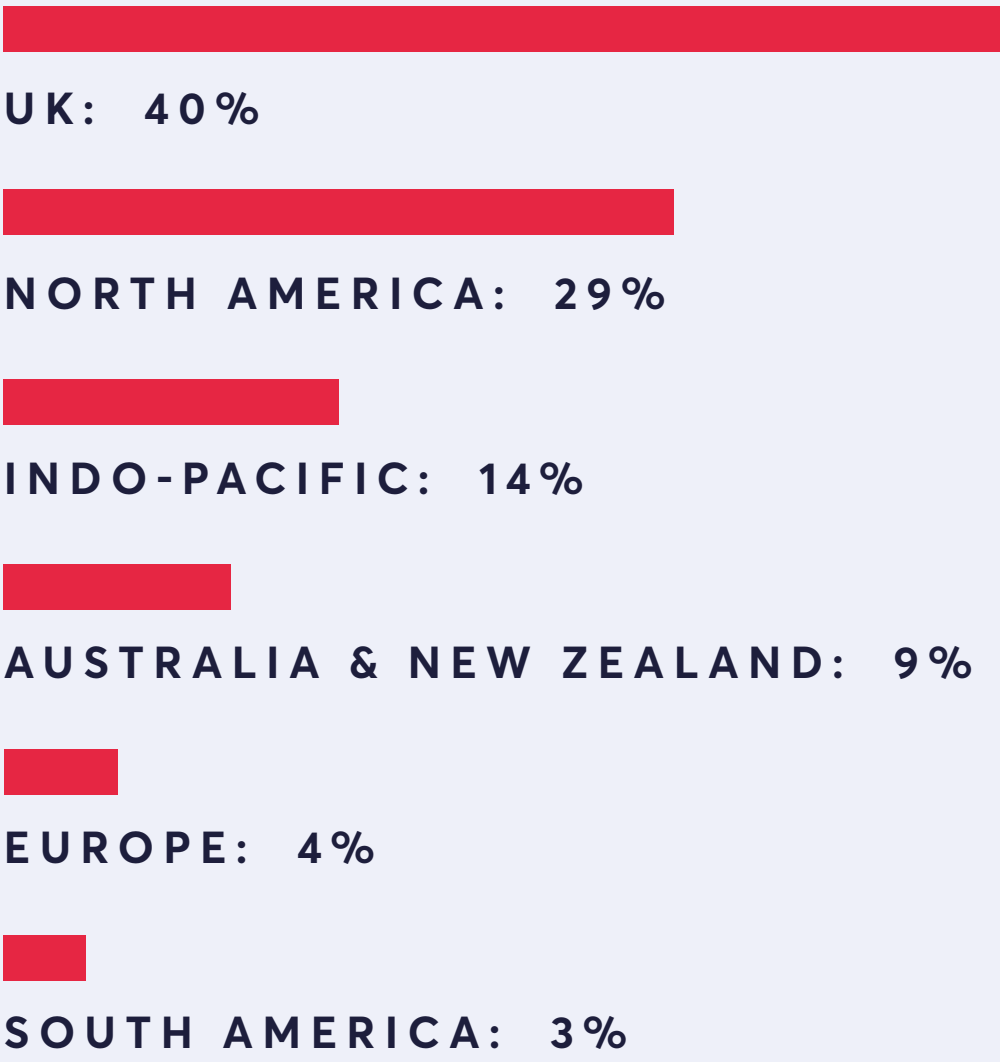
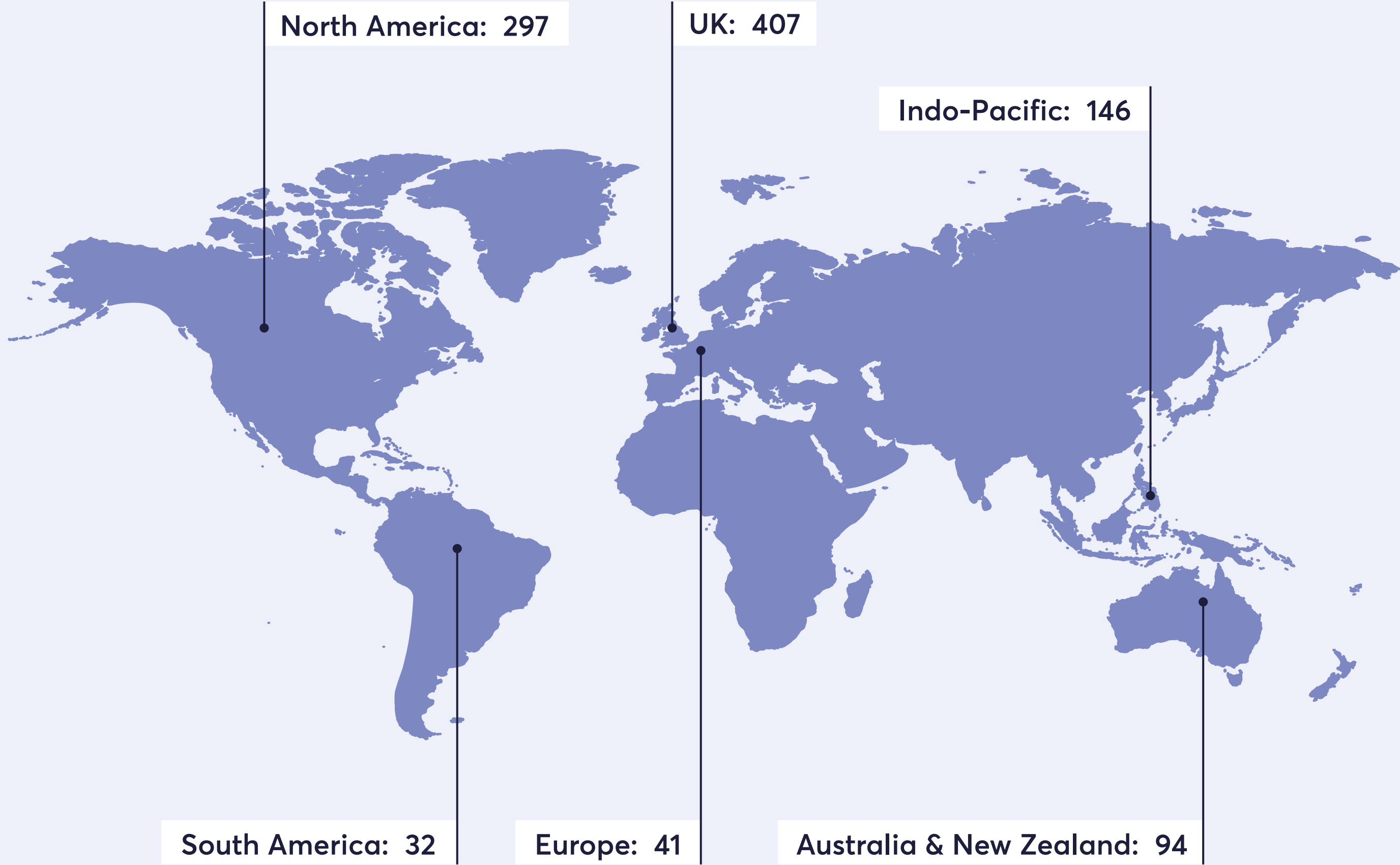
The Pacific Future Forum brought together 300 senior leaders from across the worlds of defence, security, science and trade to HMNB in Portsmouth. On board over 20 Nations were represented from across the political, diplomatic, military and industry spectrum including Ambassadors and High Commissioners from Australia, New Zealand, Fiji, Japan, the Republic of Korea, Mongolia, Papua New Guinea, Singapore, and Thailand. Over 1000 delegates joined virtually from around the world and throughout the Indo-Pacific region cementing the truly global nature of the Forum. In all, almost 50 countries participated and engaged in the discussions over the 2 days.



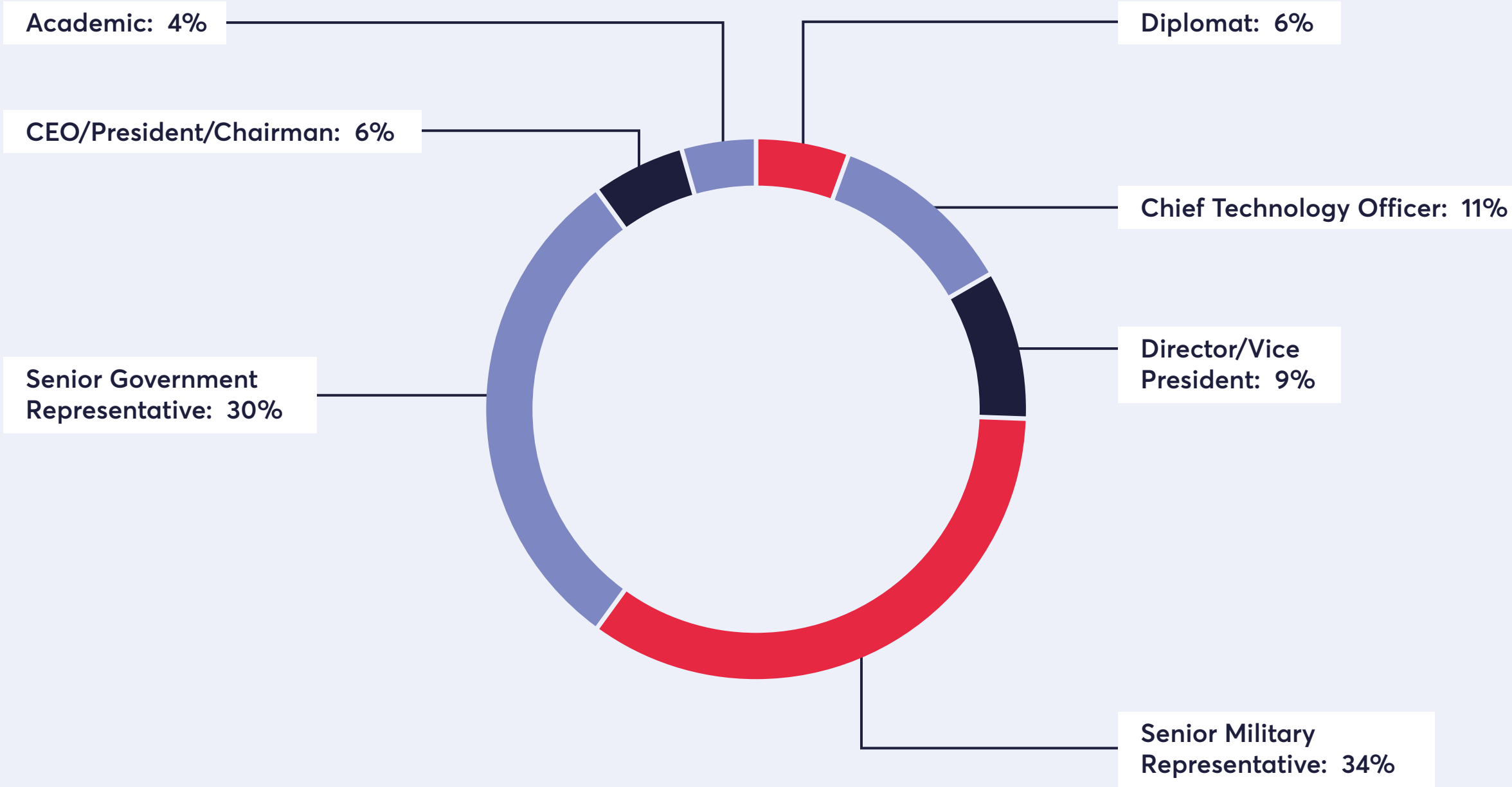
PARTICIPATING COUNTRIES

Algeria	India	Mexico	Singapore
Argentina	Indonesia	Mongolia	South Korea
Australia	Ireland	Nepal	Spain
Brazil	Israel	Netherlands	Thailand
Canada	Italy	New Zealand	Timor-Leste
Chile	Japan	Nigeria	Ukraine
Denmark	Kenya	Norway	United Arab Emirates
Finland	KSA	Peru	United Kingdom
France	Latvia	Philippines	United States of America
Germany	Lebanon	Poland	Vietnam
Greece	Malaysia	Romania	

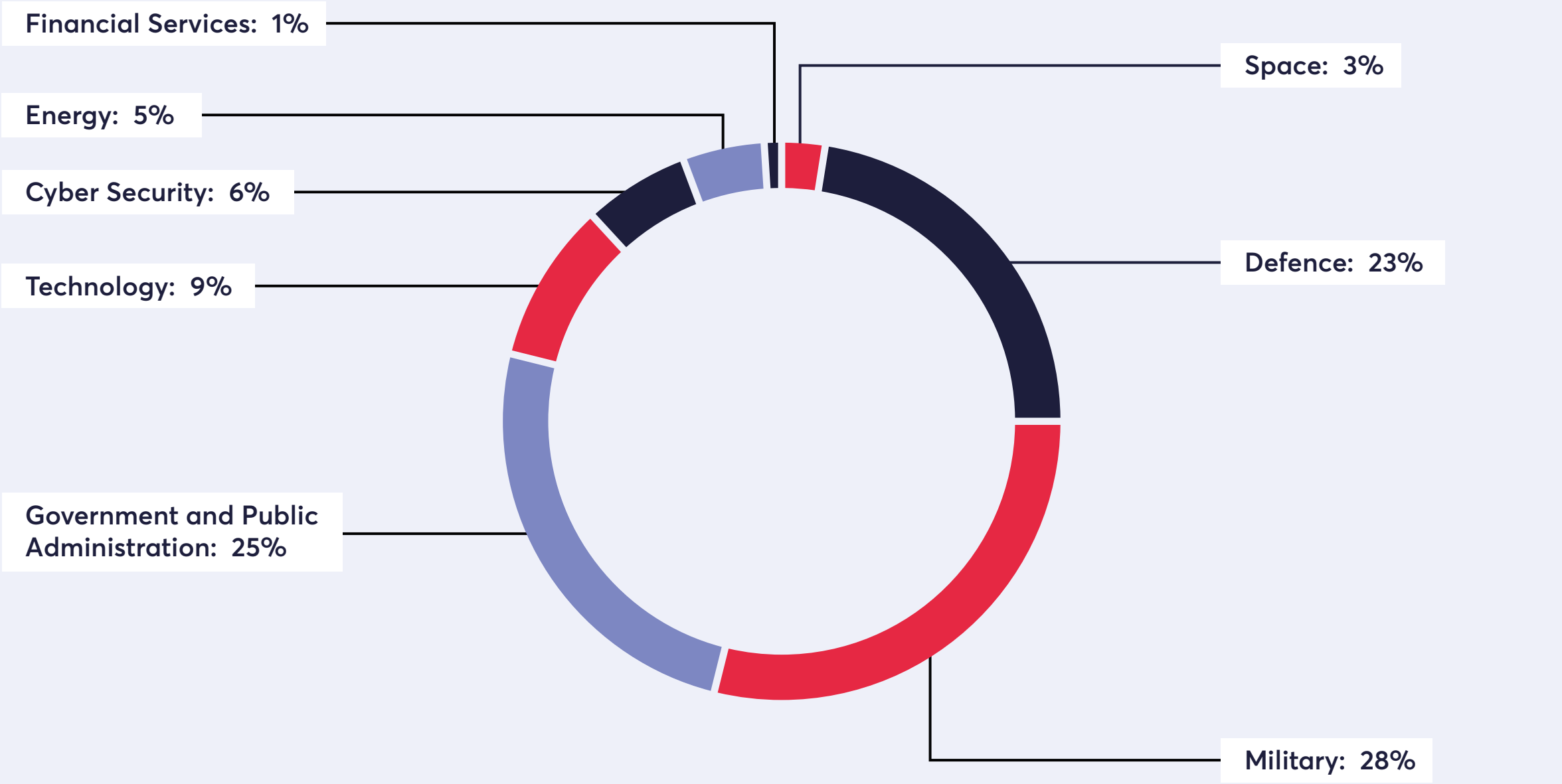
KEY AUDIENCE METRICS



KEY AUDIENCE METRICS



LEVEL OF SENIORITY



INDUSTRY BREAKDOWN

“

The quality of the speakers at the Pacific Future Forum was absolutely outstanding throughout. We heard the unvarnished truth which is invaluable to those of us who are working in the field of diplomacy.

Captain Christopher Peschke
High Commission of Canada, Defence Attaché to Portugal

“

The Forum brings together a phenomenal range of participants both in uniform, diplomatic, from the political sphere and industry. Garnering those perspectives in one place against the backdrop of HMS Prince of Wales, is what makes this a truly unique event.

Air Commodore Catherine Coton
Chief of the Air Staff, Ministry of Defence

BRAND EXPOSURE – EMAIL ANALYSIS

66,134

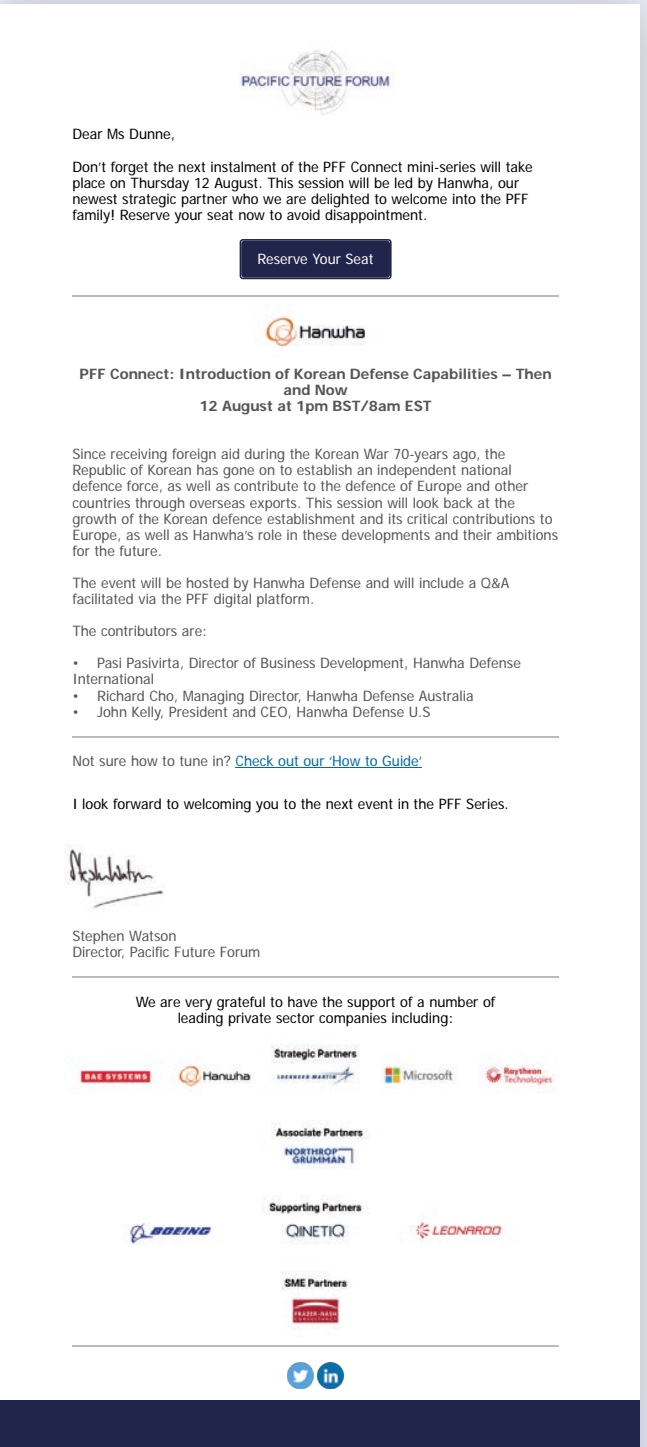
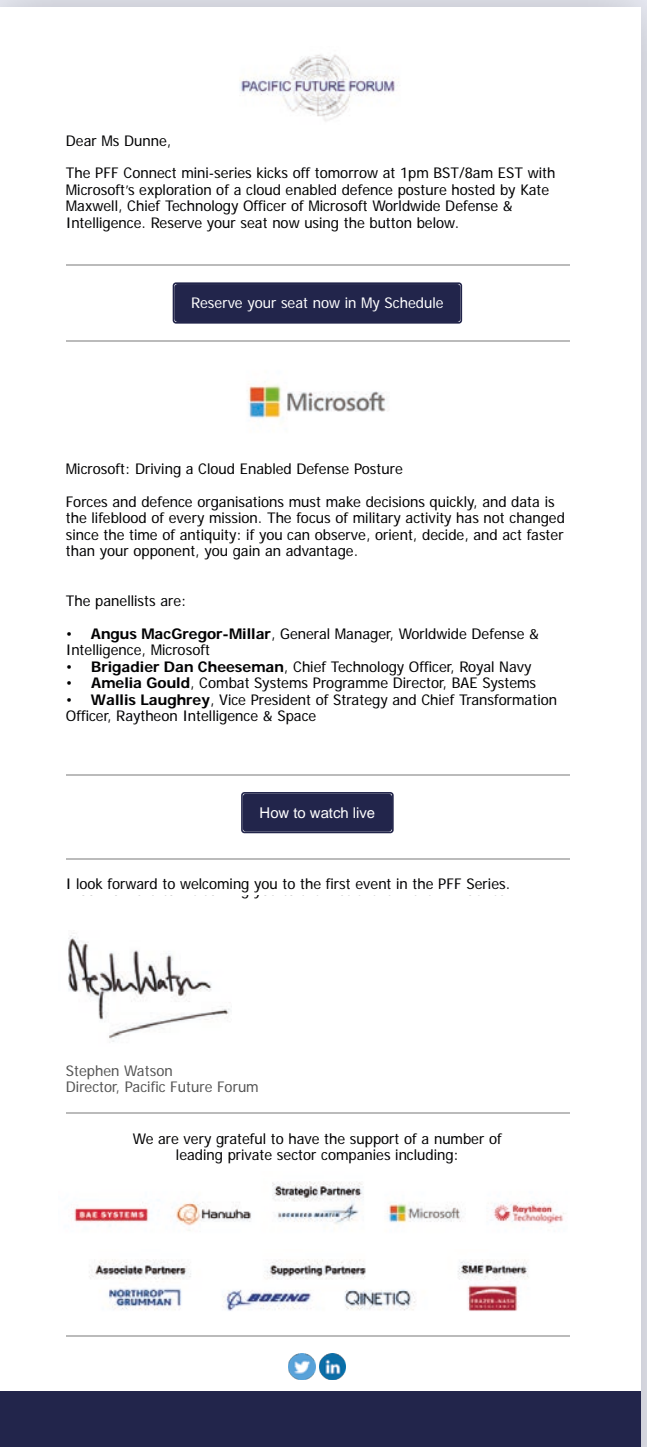
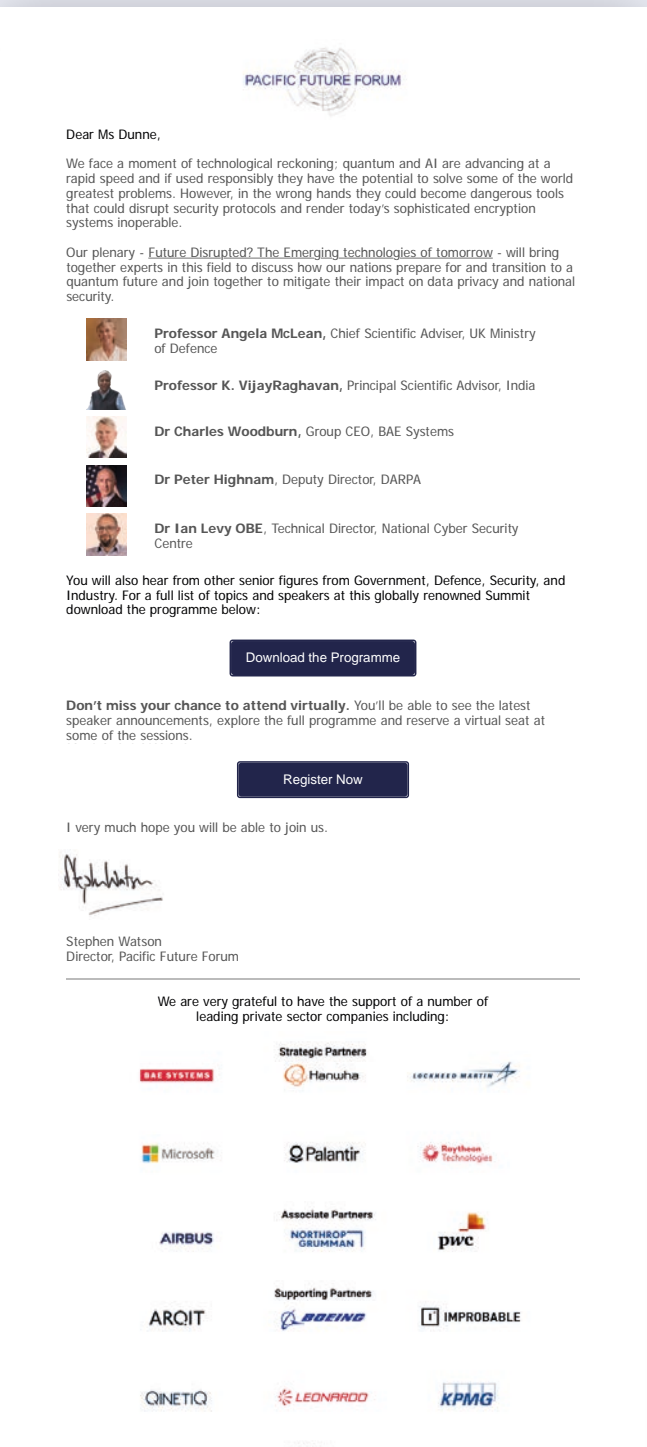
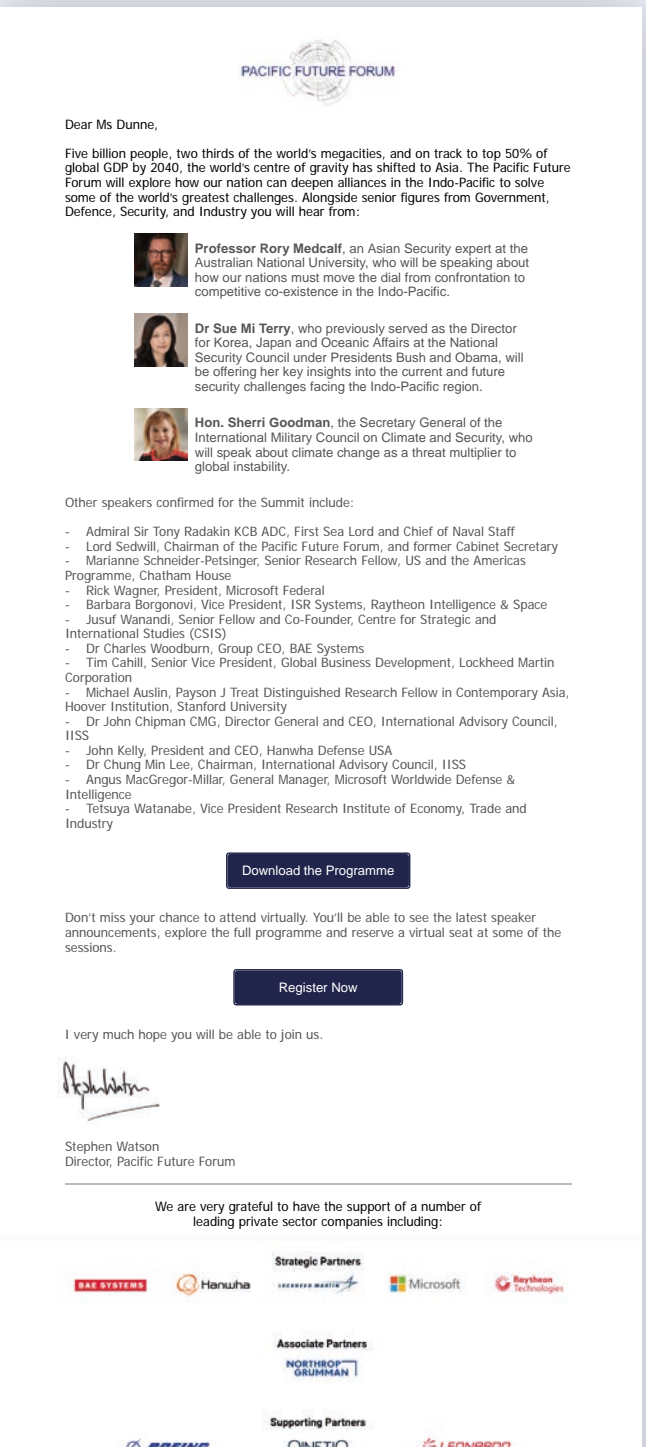
Emails sent via PFF Platform

21%

Average Open Rate

10%

Average Click Through Rate



BRAND EXPOSURE – SOCIAL MEDIA

1.5m Impressions	161 Tweets
	47,886 Profile Visits
	19,684 Engagements

TWITTER

11,567 Impressions	1.47% Click through rate
	2.88% Engagement Average

LINKED IN



Boris Johnson @BorisJohnson · Oct 20
United Kingdom government official

The Indo-Pacific is increasingly important for our security and prosperity.

I'm delighted that we are bringing government and industry leaders together on board the magnificent HMS Prince of Wales carrier to discuss how we can strengthen our alliances in the region.

First Sea Lord @AdmTonyRadakin · Oct 20

Over the next two days @HMSPWLS will host the Pacific Future Forum, the UK's annual trade, tech, security and defence summit bringing together senior global decision makers to discuss key issues affecting the world today.

pacificfutureforum.com

@RoyalNavy @Future_Pacific





Tina Fordham @TinaFordham1

Very much looking forward to speaking at the @Future_Pacific this Wednesday on board the HMS Prince of Wales. I'll be on a panel looking at socio-economic resilience post-pandemic, together with Lord Mark Sedwill and historian @peterfrankopan. Register below!


Pacific Future Forum @Future_Pacific · Oct 13

ONE WEEK TO GO until #PFF21!

Today's to do list:


- Register to attend if you haven't already done so ✓
- Find out about the great speakers we've got lined up ✓
- Learn about the topics that will be covered ✓


pacificfutureforum.com



PACIFIC FUTURE FORUM

REGISTER NOW






Lockheed Martin UK @LMUKNews · Oct 21

Chaired by @SamiraAhmedUK, today our UK chief executive Paul Livingston @rutlandpaul is talking at @Future_Pacific on Indo-Pacific defence and trade in a competitive age.


Tune in at 0945: bit.ly/3j8XTJI

#PFF21



You and Paul Livingston


3 13



Karen Pierce @KarenPierceUK · Oct 21


United Kingdom government official

Stimulating morning spent speaking to the Pacific Future Forum. I was delighted to announce that, in 2022, the Atlantic Future Forum returns to the USA and will be hosted on board HMS Prince of Wales. Looking forward to being back on board!



You and 3 others


2 11 53



First Sea Lord @AdmTonyRadakin · Oct 22

Pacific Future Forum was a real success bringing together different viewpoints on trade, tech, defence and security. It was great to catch up with old friends including General Wolters, @NATO SACEUR, and Admiral Aquilino, Commander US Indo-PaCom aboard @HMSPWLS.

@Future_Pacific





5 30 222

Just one **1** day until @Future_Pacific so here are a few words from the CO of @HMSPWLS.

Looking forward to seeing you all.


@bealejonathan @haynesdeborah @BBCJLandale @NavyLookout @DefencePhoto @harry_lye





Pacific Future Forum @Future_Pacific

For those watching virtually don't forget we have a number of Spotlight sessions from @Microsoft, @airbus and @PWC on our platform. #PFF21



15:10 · 21 Oct 21 · Twitter Web App




Pacific Future Forum @Future_Pacific

Starting at 13.40 BST, our penultimate session for the day will focus on how our nations need to pull together to create a resilient and sustainable future.



13:27 · 21 Oct 21 · Twitter Web App




George Freeman MP @GeorgeFreemanMP · Oct 21


The shift in our economy to a more sustainable model of growth as a global #InnovationNation means much closer links to the fastest growing economies in the Indo-Asia Pacific region.

Great to join @annietrev @Future_Pacific on board @HMSPWLS to set out our #GlobalBritain vision:

Pacific Future Forum @Future_Pacific · Oct 20

In our final session of the day @amandamilling, Jeremy Quin MP and @GeorgeFreemanMP take questions from the audience on the UK's engagement in the Indo-Pacific.





Pacific Future Forum @Future_Pacific · Oct 21

In our first plenary session today on "Indo-Pacific defence and trade in a competitive age" our panellists are discussing how democratic and technologically advanced nations are seeking to deepen their engagement in the Pacific.



Paul Livingston and 2 others

2 9



Pacific Future Forum

289 followers

1mo ·

We're very grateful to have the support of a number of leading private sector companies. Without them, the Pacific Future Forum simply wouldn't happen.

Thank you Airbus, Arqit, BAE Systems, Boeing, Frazer-Nash Consultancy, Hanwha Defense, IERUS Technologies Inc, Improbable, Kinsetsu, KPMG, Leonardo, Lockheed Martin, Microsoft, Northrop Grumman, Palantir Technologies, PwC, QinetiQ and Raytheon Technologies.

It's great to have you as partners of the Pacific Future Forum!

15 · 1 comment

Love this...

I think this is...

I'd be happy to...

Best of luc

“

The Forum has been superb for our brand awareness; we are a start-up going into scale-up and the level of exposure we gained at PFF will be instrumental in our future success.

Matt Chuter
Commercial Director, Improbable

“

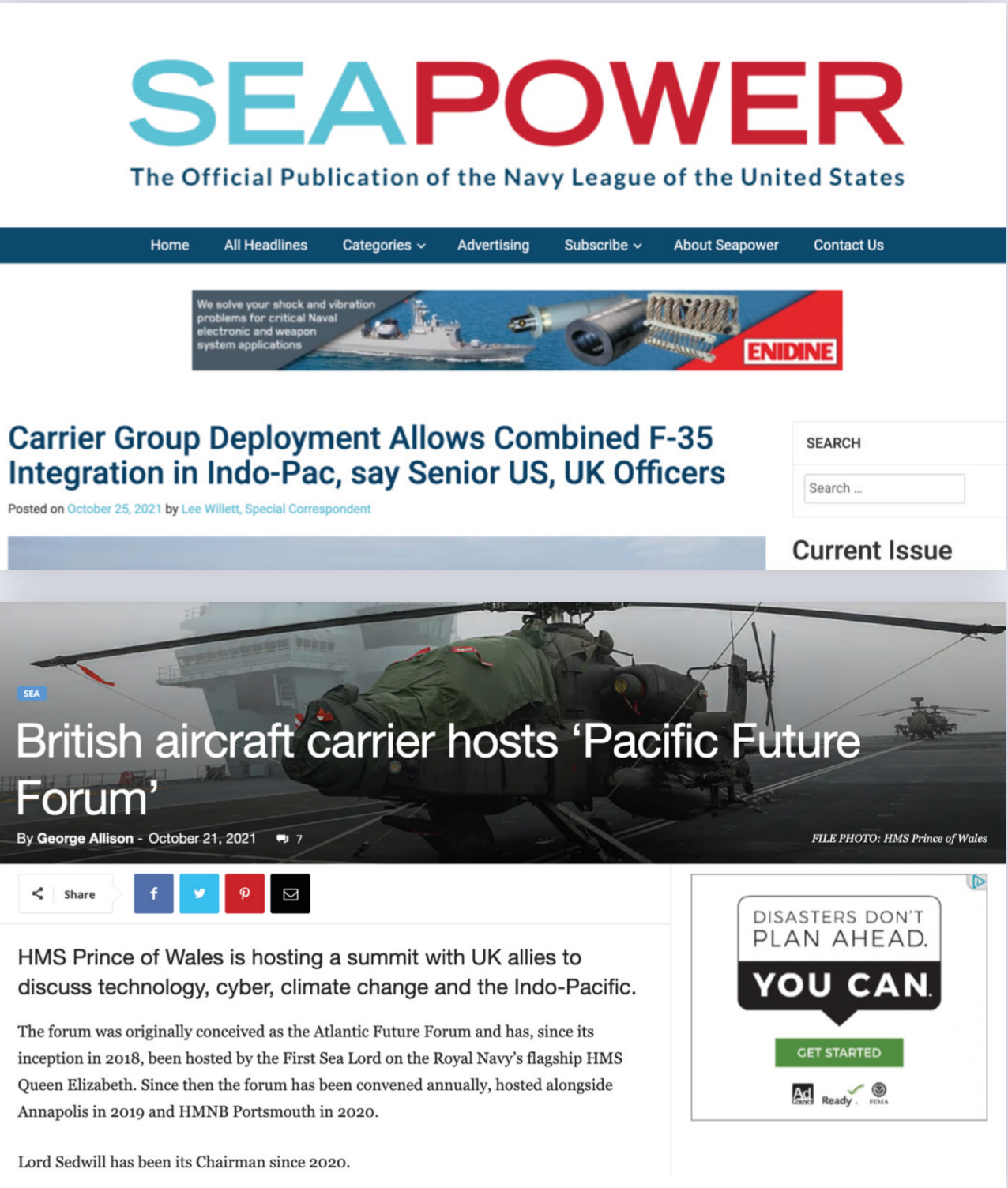
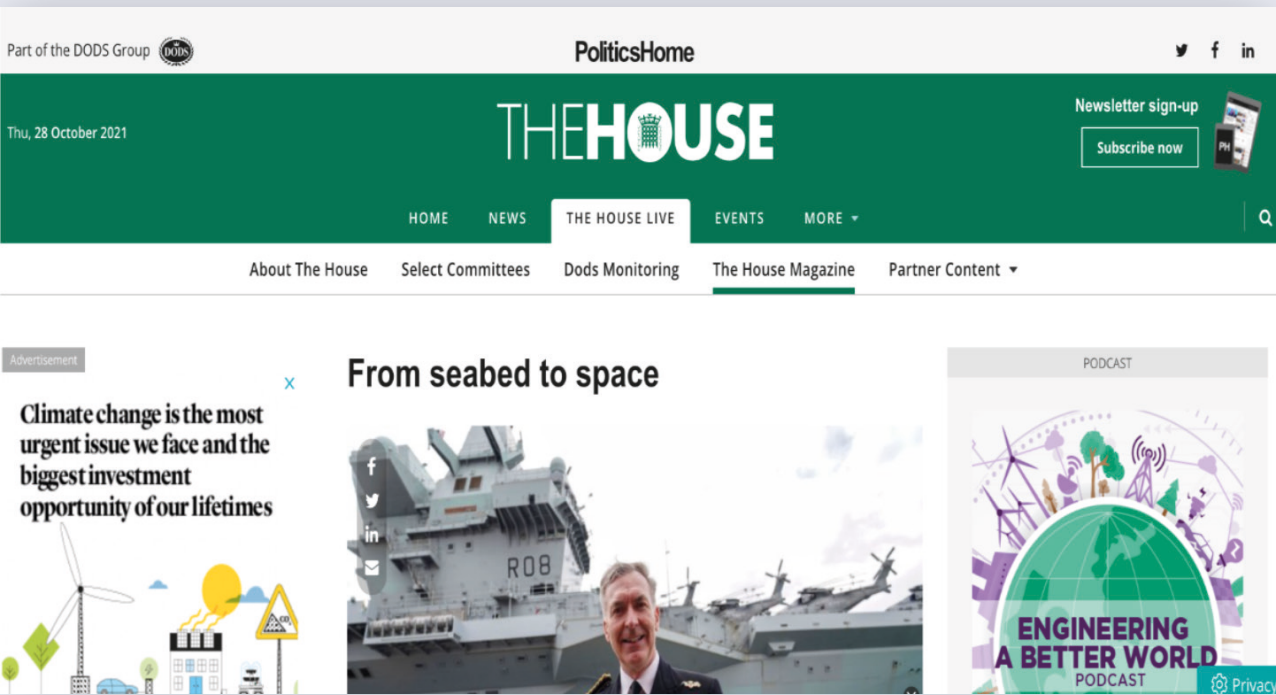
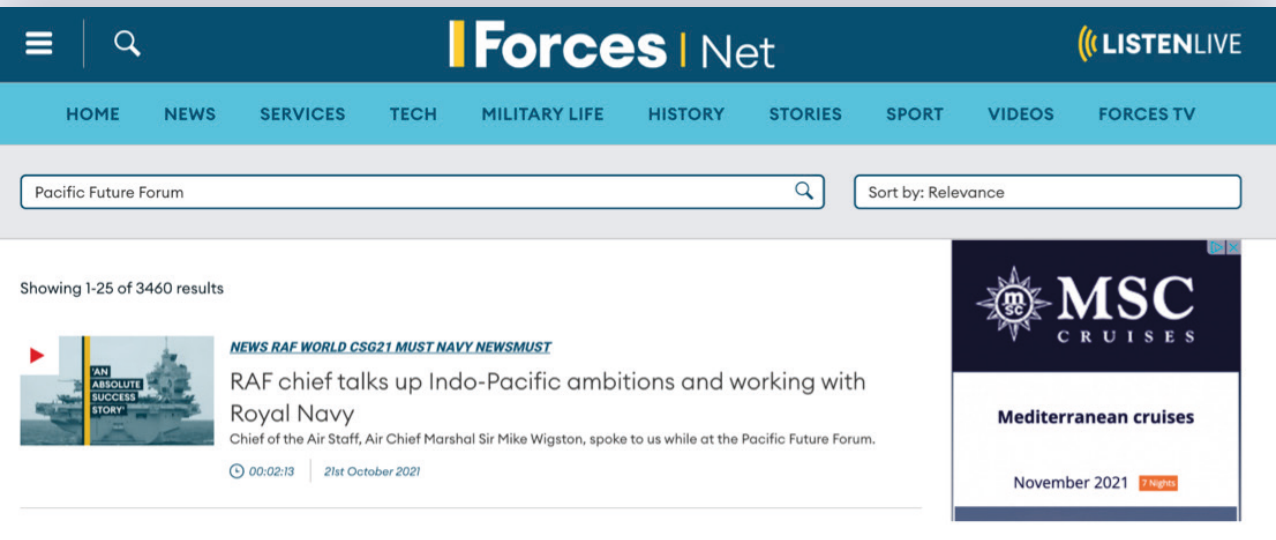
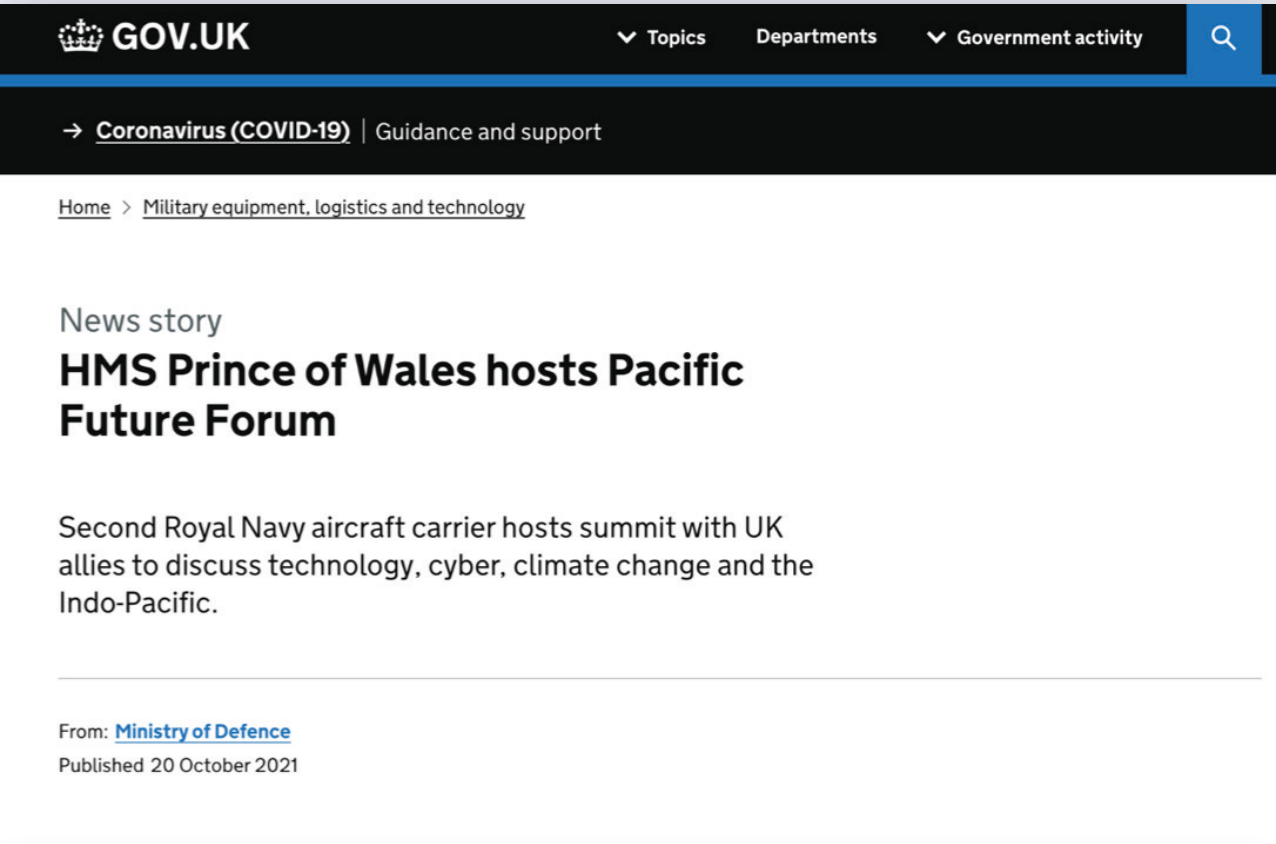
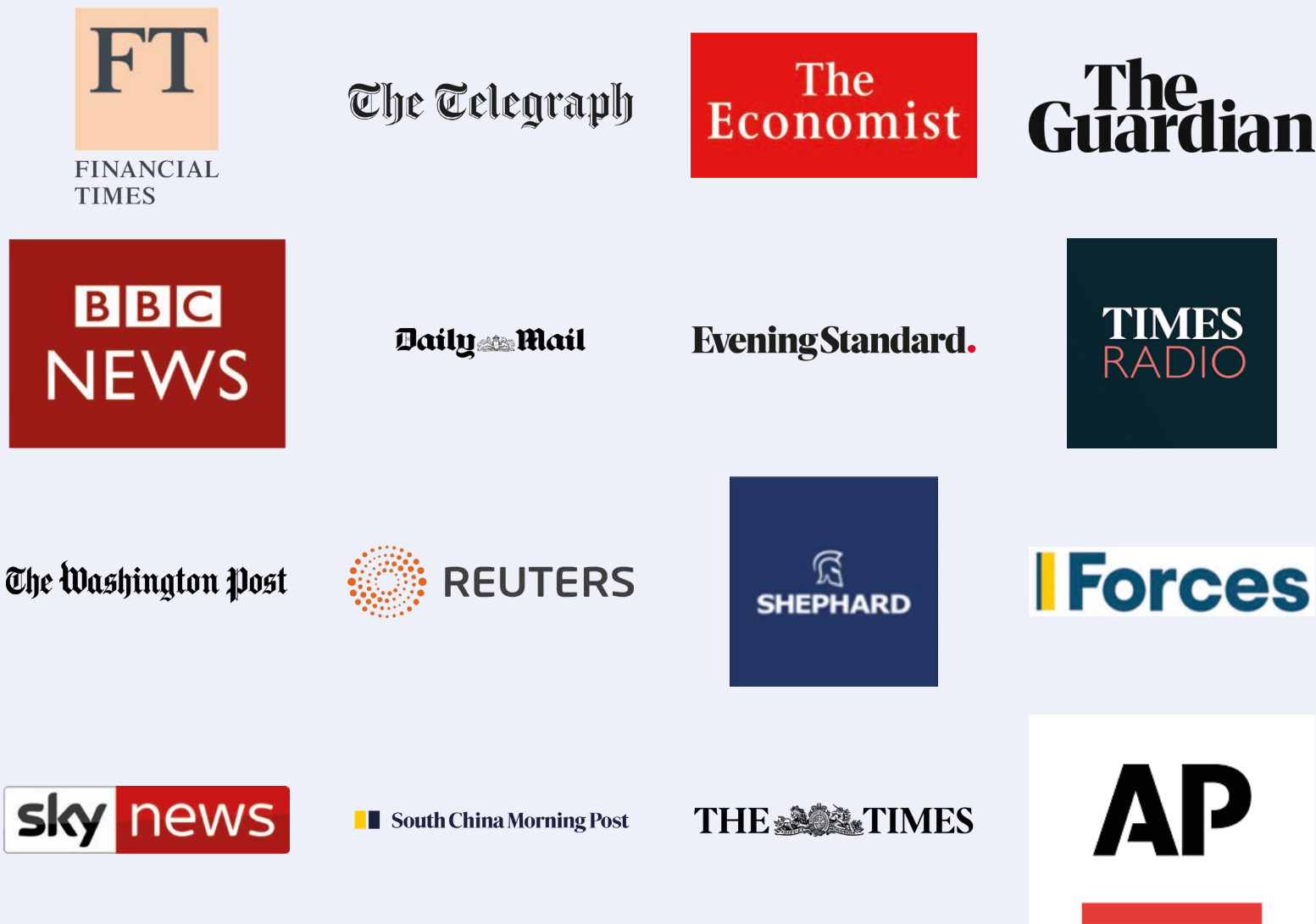
The most thought-provoking and value-add Forum I have ever attended and certainly the best venue by an order of magnitude.

Theo Saville
Co-Founder and CEO, CloudNC

PRESS COVERAGE

From cyber security and international trade to climate change and geopolitics, the PFF provided a platform for industry and political leaders to have their voices heard on the most pertinent issues in the democratic world.

- The PFF was reported in over 30 media outlets
- Over 20 news, defence, security and trade journalists attended the event



PFF PARTNERS

Central to the success of the Future Forum, since its first iteration in 2018, has been the collaboration and partnership between the public and private sector. Without the support from our partners, the Forum would not exist. We wish to thank the following companies for their advice and generous support in staging the Pacific Future Forum 2021.



Strategic Partners



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Supporting Partners



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PACIFIC FUTURE FORUM

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