

PRESS RELEASE

24th of June 2017
Astana

Being online will mean breathing air

"Being online will mean breathing air", **Gerd Leonhard**, futurologist, CEO of the Futures Agency (Switzerland) declared at the 14th Eurasian Media Forum.

At the session titled "**Life in a simplified world. What makes modern people happy??**" the panelists arrived at the conclusion that in the near future there will be no place on the Earth that would not be affected by new technologies.

"60% of the world is still not connected to anything. But there are countries in Africa where Internet is better than water supply. There are quite a lot of such countries", **Gerd Leonard** said at the EAMF. "No part of our life will remain unaffected by technology. There will be no such thing as being "offline". Being connected to the Internet will be equal to breathing air. And then we must ask an important question: How should we protect what makes us human and which has nothing to do with technology? It will take great wisdom once we are at this point".

"The level of technology development, he said, has reached a point where cancer can be cured, our genes can be altered, and brain can be downloaded to the Internet. All these things are very powerful for business and the economy; they lead trillions of dollars, but they create huge human problems between our societies and the role of the government is to smoothen this problem and find a balance between these two poles. The number one question is how to curb technology", the futurologist summarized.

Another panelist **Irina Khakamada** (Russia) noted that the growing technological process in the world is a serious challenge in the coming decades. "The technological progress will increasingly expel people of different ages from the process of self-accomplishment, even very young people, and this is already happening. In the next 10-20 years, a very large number of people, accustomed to working and highly qualified, will be released from the employment process. Everyone is pondering over this challenge, but so far there are no people, yet this is a serious challenge, I think", she added.

Irina Khakamada is a Russian politician and publicist, candidate of economic sciences, writer, radio host and TV host. She is the author of several books, and delivers workshops on how to be successful in the modern world and yet remain free.

David Applefield, Special Representative, The Financial Times (USA-France), presented an optimistic view of the interaction of mankind and technological progress.

"I have a more positive and optimistic view of the future of the Universe. Today I visited Kazakhstan's pavilion, the sphere, and the first thing I saw was large groups of schoolchildren who traveled from the city of Aktau by train for three days across the country to get here. I saw their eyes wide open, their imagination; I saw love in their heart, and faith in the future. I think that the issue is not technology. The tools will always change, new technologies will emerge; we adore progress, we have always loved it. The question is in our intentions; how we will be using this. I think that using the so-called filter of what is really close to people – attachment, love, the feeling that you are a part of something big, I think with such morals technologies will and can be used to the benefit of people. We cannot blame the technology", he summed up.

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