



## Dr. Florian Langenscheidt

Expert on Innovation & the Future of Media, Author, Publisher  
& TV Presenter



### CSA CELEBRITY SPEAKERS

Dr Florian Langenscheidt is widely respected for his innovative approach to publishing, the future of new media, and consequently the future of e-business. He is also a successful children's book author and holds prestigious chairs and board memberships with organisations such as Transatlantic Ventures AG, buecher.de AG, the BDI Committee for Multimedia and Telecommunications. He is TV-host of the Münchner Runde talk show, Bavarian TV and nachtclub (since 1992).

**"One of the Germany's most important media experts"**

#### In detail

Born in Berlin to the Langenscheidt dynasty, whose name has become synonymous with the famous dictionary group, Florian took on the running of the 150 year-old family business in 1990, the Langenscheidt Publishing Group. A graduate of Harvard University and MBA holder from INSEAD, Langenscheidt was Chairman of the study group "Initiative Future" in Germany from 1996-1999, founding spokesman for the study group "Electronic Publishing" and columnist of Capital. Florian is also an active promoter of reading and a Board Member of the German Children and Youth Foundation in Germany. He has devoted his time to the global children's organisation "Children for a Better World" and serves on the Board of Trustees for the World-Wide Fund for Nature.

#### What he offers you

Dr. Langenscheidt is widely regarded as one of the leading authorities in Germany on Innovation & the Future of Media. His numerous speeches at home and abroad are concerned with optimism, values, family companies, trademarks, school, education, luck and Germany.

#### How he presents

Florian Langenscheidt engages his audience with a unique "return to innocence" theme whilst discussing the trendiest topics of innovation and future media. Though far advanced into the world of the e-book, Florian Langenscheidt still believes in the emotional experience of reading a book. "You hold it, you smell it, you feel it!". He delights audiences with his humorous and entertaining style.

#### Topics

New Media and Electronic Publishing  
The Long Road to Innovation  
The Internet-eBusiness  
Future Challenge of the Global Society in a Global Economy  
Visions of Tomorrow's World

#### Languages

He presents in German, English or French.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

##### 2010

1000 Glücksmomente

##### 2009

Das Lexikon der deutschen Familienunternehmen

##### 2008

Langenscheidts Wörterbuch des Optimisten

##### 2008

Energietechnologien der Zukunft: 100 führende deutsche Technologieunternehmen in der bedeutendsten Branche der Welt

##### 2007

Deutsche Standards? Aus bester Familie: 100 vorbildliche deutsche Familienunternehmen

##### 2006

Das Beste an Deutschland. 250 Gründe, unser Land heute zu lieben

##### 2005

Von Liebe, Freundschaft und Glück