

TBD Media Group celebrates the trendsetters leading their sectors

Feb 09, 2021

TBD Media Group is proud to be launching this new edition of its groundbreaking and informative Global Thought Leaders campaign. This new campaign focuses on how businesses are leveraging their response to the realities of today, into careful and innovative planning for the needs of tomorrow.

The world of business and industry is indisputably changing. Many new and varied considerations are coming into play which are disrupting old methods and ways of thinking – sustainability, logistics, along with technological development, are merely a few of the elements that are leading companies to redefine their operations around the globe.

Questions must now be asked: Why are healthcare costs spiralling out of control and becoming increasingly unsustainable at the same time that 3D modelling is making groundbreaking advances in medical treatments? How can we tackle the rising emissions levels in urban areas where air pollution is a major health risk? How is our society using data now and how will this continue in the future? How will vehicle rentals and parking become convenient in 2021? The Global Thought Leaders series is dedicated to exploring questions such as these, and learning how the answers will shape the world hereafter.

With several inspiring new documentary films that illuminate the evolving nature of business across sectors as diverse as healthcare, city infrastructure and digital technology; this campaign reveals how the current pivotal moment in history is an undeniable opportunity for reshaping systems, cities and urban infrastructure, all the while making a true difference to society.

Paolo Emilio Zanini, CEO of TBD Media Group, says, *'It is important to give businesses a voice when looking at the potential of our future. When faced with the big challenges that will affect how we thrive in the coming decades, companies and their leaders will play a significant role in determining the direction in which we embark as a society.'*

[This press release was written for TBD Media Group to announce a new edition of its Global Thought Leaders campaign.](#)