



**PMAC** | PRINCE MAHIDOL  
AWARD CONFERENCE **2022**

**S1**

**UNDERSTANDING THE MEGATRENDS OF THE 21ST CENTURY - A CRITICAL  
STEP TOWARDS GETTING THE WORLD WE WANT**

## | BACKGROUND

Over twenty-five hundred years ago the Chinese general Sun Tzu noted that success in any undertaking is intrinsically linked to knowledge when he wrote “to know your enemy and to know yourself, in a hundred battles you will never be defeated”.

The theme of PMAC 2022 is “The World We Want: Actions Towards a Sustainable, Fairer and Healthier Society”. If knowledge is power, then to be successful in achieving the world we want we need to be well informed about the challenges ahead. As has been noted elsewhere, PMAC 2022 aims to take a long view by focusing on the ‘mega trends’ that are shaping the 21st century and the complex interplay between them, and how they are already reshaping our global health landscape. By understanding these “mega trends” and how they are likely to impact on the world around us is a critical step towards “knowing your enemy” and being victorious in achieving the world we want.

Session 1 will provide an overview of those trends that are mostly likely to define the future world we will live in, as well as identify actions that the world can take to minimize the impact of those trends that could be most destructive and maximize those that could be most beneficial.

## | OBJECTIVES

Understand how ongoing and emerging mega-trends spanning evolving demographic changes, expanding environmental degradation, social and economic inequities, the recalibration of geo-political alliances and power, and looming technological revolutions are likely to impact the health of the world’s population and identify actions to make the world’s social, political and economic systems better able to cope with these changing dynamics.

Following PMAC2022 expand the outreach of Session 1 by publishing an article based on the substance of the Session 1 keynote and debate in a science journal that targets the general public.



Panelist

## Mohamed Mamdouh Elsayed Sayed Ahmed Eissa

*IFMSA Liaison Officer for Public Health Issues*

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Egypt

Mohamed Eissa is a 6th-year medical student from Alexandria, Egypt. During his years of medical school, Mohamed discovered that his passion was not just for clinical medicine only, but also for Public Health. He believes in the importance of Public Health in ensuring healthier communities, built upon health equity and not health disparities. He has been volunteering in the Public Health field for the past 4 years and is currently holding the position of the Liaison Officer for Public Health Issues 21/22 at the International Federation of Medical Students' Associations. Mohamed's experience focuses on different global health issues such as NCDs, AMR, Mental Health, Health systems and UHC, Climate Change, Road Safety, and much more. He believes there is always much more to learn and therefore he is always open to new experiences and challenges.