



Adjiedj Bakas

Adjiedj Bakas is a globally recognised trendwatcher, bestselling author and visionary speaker. With humour, clarity and foresight, he helps leaders and organisations anticipate change, inspiring them to navigate disruption and create successful, sustainable futures.

KEY TOPICS

- World Megatrends: Shaping the Future of Humanity
- The Future of Finance and Capitalism
- Living Without Oil: Innovation and Sustainability
- The Future of Work and New Business Models
- Technology, Privacy and the Digital Society

BIOGRAPHY

Introduction

Adjiedj Bakas is one of the world's most influential futurists, renowned for his ability to translate complex trends into engaging, practical insights. Combining humour with serious foresight, he has inspired governments, multinational corporations and entrepreneurs to prepare for the challenges and opportunities of tomorrow.

Professional Background & Credentials

Born in Suriname in 1963, of Indian heritage, Bakas has lived and worked in the Netherlands since 1983. After studying Communication Theory at Utrecht University, he began a career in radio and communications before founding Trend Office Bakas, his international consultancy. He has advised an impressive range of clients across industries, including Shell, Unilever, Apple, Nike, ING, ABN AMRO, Merrill Lynch, Deloitte, KPMG and Air France KLM. Each year, he delivers around 200 keynote sessions worldwide, addressing leaders in business, government and education. His influence has been recognised with titles such as Black Entrepreneur of the Year and Trendwatcher of the Year. Dutch business media have ranked him among the most creative and influential figures in the country, while international outlets describe him as “engaging” (BBC), “inspiring” (The Guardian) and “provocative” (TV2 Denmark).

Speaking Style & Audience Value

Bakas delivers what he calls “infotainment” presentations that blend sharp analysis with humour, storytelling and provocation. His energetic style keeps audiences engaged while challenging them to rethink assumptions and embrace bold new ideas. Attendees leave his sessions entertained, informed and ready to act on the insights he shares.

Books & Publications

Adjiedj Bakas is the author of more than ten bestselling books that have been translated into 40 countries and sold over 600,000 copies worldwide. His works explore themes ranging from global megatrends and the future

of finance to sustainability and spirituality. Notable titles include *World Megatrends*, which became a number one Amazon.com bestseller; *Living Without Oil*, co-authored with Rob Creemers, which examines innovation in a post-fossil fuel world; and *The Future of Faith*, which considers how politics, economics and environment will reshape our values and beliefs. His books are widely used by universities, policymakers and business leaders as essential guides to navigating the future.

Awards & Recognition

- Black Entrepreneur of the Year (2008)
- Trendwatcher of the Year (2009)
- Most Influential Trendwatcher - Dutch Marketers' Association (2010)
- Named among the 25 most creative Dutch people by *Management Team* magazine
- Listed among the 30 most influential people in Dutch finance by *Fonds.nl*

Broader Influence and Contributions

Beyond his work as a trendwatcher and speaker, Adjiedj Bakas has made significant contributions across media, governance and thought leadership. He hosted the Dutch television programme *Studio Innovation & Co-Creation* and is a regular contributor to international media, where he is recognised as a leading voice on global future trends. He also serves as a Supervisory Board Member for the Central Agency for Welcoming Asylum Seekers (COA) and writes as a columnist and commentator for various professional journals, further extending his influence into policy and public debate. [Contact us now](#) for more information on how Adjiedj Bakas can inspire your organisation with future insights, challenge conventional thinking and equip your teams to embrace change with confidence.

WHAT PEOPLE SAY

"Adjiedj Bakas gave a wonderful and inspiring speech at the opening of our conference about the future of boat, during our annual Fair BOOT Düsseldorf 2014. Our audience was really delighted!"

— Lara Hannappel, senior project manager at Messe Duesseldorf

"Adjiedj Bakas heeft bijgedragen aan het welslagen van de NAVO Parlementaire Assemblee. Zijn visie heeft geleid tot een prikkelende discussie."

— Han ten Broeke, Voorzitter Nederlandse Delegatie in de NAVO Parlementaire Assemblee

"Adjiedj Bakas opened our annual conference with a speech about trends in leisure and sustainability. It was even better than what I imagined! The perfect start for a good conference."

— Mirna Cieniewicz, Secretary General of the European Boating Industry