

# GLOBAL TIMES MAGAZINE



*Seventeenth Edition*

**GLOBAL COOPERATION FOR PEACE:  
THE IMPERATIVE OF GLOBAL  
ECONOMIC COOPERATION**

**GCBL**  
*News*

**SHOULD MAJOR WORLD CRISES  
BE RESOLVED ON ASSUMPTION?**

**GEOPOLITICS**  
*On Crossroads*

**"TREES ARE THE SOLUTION,  
EVEN ON CONCRETE"**

**WEATHER**  
*Issues*

His Excellency

**DR Fawaz  
AL-ALAMY**

**SAUDI ARABIAN GLOBAL TRADE GENIUS**

# Seventeenth Edition

Global Times Magazine

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# GLOBAL TIMES MAGAZINE



Seventeenth Edition

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**BRIDGING THE DIGITAL DIVIDE  
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**WANT TO  
BECOME PART  
OF THE  
EDITORIAL TEAM  
OF THE  
GLOBAL TIMES MAGAZINE?**



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Message Of The President:

# THE DEEP AND ENDURING ESSENCE OF CONNECTIVITY

Dejan Štancer, President of the Global Chamber of Business Leaders

Dear Readers,

Welcome to the 17th edition of Global Times Magazine. In this issue, we delve into the profound connections between peace and interconnectedness. In a world that is constantly evolving and faced with numerous challenges, it is essential to pause and reflect on the values that bind us together and sustain peace.

Peace is not merely the absence of conflict; it is the active pursuit of mutual understanding, respect, and cooperation. When we think of interconnectedness, we must remember that we are all part of the same global fabric, where the actions of one affect all. Interconnectedness means acknowledging that we all share common goals—security, prosperity, and happiness for ourselves and future generations.

Dialogue and cooperation are crucial elements in building peace. Only by listening to and understanding different perspectives can we find a common path forward. In this edition, you will find inspiring stories of individuals and groups who are bridging divides and building bridges of understanding and cooperation across borders and differences.

In these turbulent times, leaders and communities play a pivotal role in promoting peace and connectedness. Our interviews with leaders from various fields will provide insight into their strategies and visions for a more connected and peaceful future. We will also explore how local communities can contribute to global peace through inclusive and sustainable initiatives.

Let's Go From Words to Action!

I urge you, dear readers, not to remain passive but to actively engage in building peace and interconnectedness in your surroundings. Every small action counts—from a kind word to participating in local projects. Together, we can create a better world for all.

I am excited to present this edition, filled with stories, ideas, and inspirations for building connectedness. I hope it inspires you too to become ambassadors of connectedness and to join the GCBL.

Enjoy your reading, and I invite you to share your thoughts and experiences with us.

Sincerely,





PIC:881860175

# Funding, Tenders

*For Members only*

Become a (Global) GCBL Member\* and unlock exclusive access to many funding opportunities. Navigate through calls for funding proposals seamlessly using the resources provided by the Global Chamber of Business Leaders. Gain valuable insights into funding processes and programs, and conveniently submit your applications online.

Expand your horizons and delve into the intricacies of the tendering process while exploring business prospects with the European Commission.

The Global Chamber of Business Leaders is your gateway to understanding and maximizing opportunities for collaboration and growth in association with the European Commission. Elevate your business journey by leveraging the extensive resources and insights available through your membership.

\* It is valid for all membership programs in the current membership year and is not tied to place, space, or time.



Becoming a GCBL Member can unlock exclusive access to many, also funding, opportunities.

**JOIN US NOW**

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**Editor's Note:**

# NATURAL DISASTERS ARE HITTING UNNATURAL HIGHS

Nicole S. Farrell, Chief Editor of the Global Times Magazine



As I write this Editor's Note, Hurricane Beryl is still a formidable giant of a threat. It has already battered Jamaica, St. Vincent, Grenada, Barbados and Mexico.

With the Hurricane Season having barely started, this natural disaster phenomenon has astonished most as destruction of this magnitude is usually expected during the later months of the year. The Hurricane Season is from June 1st to November 30th but once upon a time, raging episodes seemed to be from August onwards. There are 21 named storms for the 2024 Atlantic Hurricane Season and that doesn't augur well for countries, regions and districts that are 'ripe for a ravaging'.

As countries and districts now grapple with rebuilding their homes, businesses and lives in general, it is all a daunting reminder of the fury of Mother Nature. The point that it also drives home is that climate and environmental matters are no longer within normal parameters. A lot has changed and significantly so.

While global leaders and service-led citizens alike are in a whirlwind of effort to address the impacts, there is focused urgency relating to Sustainable Development Goals (SDGs). With the clock ticking on fall-out effects on the climate and environment, the question remains: what can we truly accomplish by the year 2030? It feels as if the figurative horse has left the blocks. Or is this merely pessimistic or cynical thinking?

Besides physical devastation, there are financial and economical issues arising and let's not forget the emotional, psychological and mental toll. The fight against it all is reminiscent of a boxing match with a younger Mike Tyson - it will be a tough one!

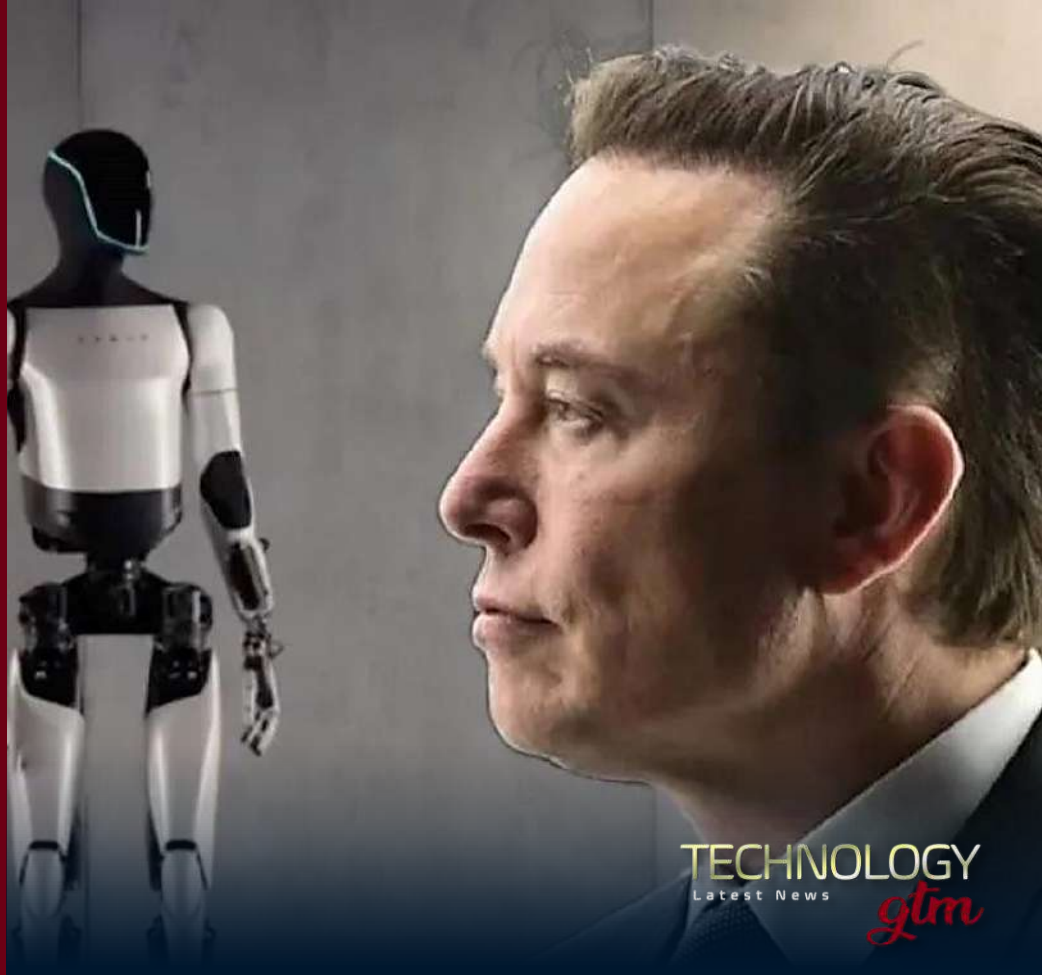
In this Seventeenth Edition/July Issue, we hit the target of the most shocking revelations and news relating to various sectors and industries and some quite interesting topics. Our Cover Story features Saudi Arabian global trade master, Dr. Fawaz Al-Alamy; the second interview gives us a look at German advertising and branding powerhouse, Josef Thaler.

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*Nicole S. Farrell*





TECHNOLOGY  
Latest News  
*gtm*

## ELON MUSK SAYS OPTIMUS ROBOT WILL 'BABYSIT YOUR KIDS'

Tesla's Optimus robot is progressing rapidly, surprising even some robotics enthusiasts. It's now walking faster and working in a factory.

According to Tesla CEO Elon Musk, it might soon be able to run and even babysit children.

At a Tesla shareholder meeting, Elon Musk predicted that the Optimus robot could "babysit your kids" and perform various tasks, comparing it to a blend of Star Wars' C3PO and R2D2.

He expects the robot's capabilities to grow significantly, potentially raising Tesla's market cap to \$25 trillion.

Musk envisions these robots becoming common in homes and factories, despite their current limitations.

However, experts caution against relying on them for critical tasks like childcare.



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An Initiative of the GCBL:

# GLOBAL COOPERATION FOR PEACE: THE IMPERATIVE OF GLOBAL ECONOMIC COOPERATION

**COOPERATION**  
— Trust & Peace —

Dejan Štancer, GTM Editorial Team



*In this article, we present only a draft of the initiative. Now it is time to appoint the core team members, which will elaborate the plan and make it operative so that the initiative can come to life.*

In an era marked by geopolitical tensions and looming threats of global conflict, the need for world peace has never been more urgent. While politics often dominates discussions on peace, it is through economic cooperation and business collaboration that a more stable and lasting peace can be achieved.

This article explores the necessity of global economic partnerships, emphasizing the importance of fostering trust through trade and cooperation, independent of political agendas.

## **Globalism vs. Globalization: Clarifying Concepts**

First, it is crucial to distinguish between globalism and globalization. Globalism proposes a unified world under one government dominated by big capital seeking control. In contrast, globalization refers to a collaborative process where people worldwide work together to shape a common future and foster conditions for growth and development. While modern globalists aim to reestablish the world for dominance, historical figures like Marco Polo exemplified true globalization. Polo, a Venetian merchant, connected the world between 1271 and 1295 with his travels along the Silk Road, promoting trade and the exchange of goods. This spirit of collaboration laid the foundation for global connectivity.

## **The Dawn of the 21st Century**

On January 1, 2001, the world stepped into the 21st century, witnessing significant shifts in the global landscape. This era was marked by the burgeoning global economy, the rise of consumerism in developing nations, and a surge in private enterprise. International trade flourished, China emerged as a new global superpower, and Russia fostered cooperative ties with Europe. A symbolic moment occurred in 2001 when Presidents Vladimir Putin of Russia and George W. Bush of the USA met for the first time in Slovenia. Bush's remark about seeing Putin's soul was seen as a promising sign for future cooperation and trust, heralding a potential era of peace.



## The World Today: 23 Years Later

Fast forward to today, and the global situation has dramatically shifted. Conflicts rage in a quarter of the world's countries, involving almost half of the global population. The term "sanctions" dominates political discourse. International trade has plummeted to levels not seen since the 1990s, continuing its downward trend. A new world order is emerging, with international law and human rights increasingly disregarded. China has solidified its status as a global powerhouse, now the second-largest economy in the world.

The onset of a severe trade war between superpowers threatens to escalate into a full-scale global conflict, potentially culminating in a nuclear catastrophe or plunging the world into a deep economic depression. The ongoing wars in the Middle East and Ukraine could easily expand into larger regional or even global conflicts, especially considering the involvement of neighboring countries and the fact that Russia, the aggressor in Ukraine, possesses the world's largest nuclear arsenal.



*International cooperation provides an essential framework for addressing global challenges that transcend borders. Issues like climate change, infectious diseases, and terrorism require a collective effort from nations worldwide.*

## The Dire State of Global Affairs

Global geopolitical tensions have turned the world into a lethal chessboard, where lives are lost either in direct conflicts or due to the increasing prevalence of depression and disease. Climate change continues to claim more lives annually, yet world leaders seem paralyzed by distrust, unable to move beyond empty promises. While international cooperation was once imperative, it has now become a rare luxury.

## A Grim Forecast

Predicting the future is fraught with difficulty, but current trajectories suggest a grim outlook. The world possesses enough weapons of mass destruction to annihilate itself in a single day. The question remains: are we truly capable of mutual destruction, dooming the

future of our children and grandchildren? Unfortunately, the answer seems to be yes. The difference between global annihilation and the destruction witnessed in current conflict zones is merely one of scale. Children in these war-torn areas face bleak futures, if they survive at all. This stark reality underscores the heightened risk to lives worldwide, including those of our own children and grandchildren. Ignoring this impending disaster does not make anyone safer.

## A Call to Action

At the Global Chamber of Business Leaders (GCBL), we have long advocated for prioritizing trade and human connections over political divisions. Now, more than ever, we must act. We invite you to join us in this mission for a better world and a brighter future. If you are reading this, you are already aligned with our cause.



*The most effective way to diminish human suffering and the massive economic costs of conflicts and their aftermath is to prevent conflicts in the first place. The United Nations plays an important role in conflict prevention, using diplomacy, good offices and mediation.*

We are launching "The Global Coalition for Cooperation and Peace" (GCCP), a collective effort to amplify voices advocating for increased cooperation. This coalition includes individuals, companies, multinationals, and governmental organizations ready to support peace and collaboration.

Membership in the GCCP is free, though we welcome donations reflecting the value you place on peace and cooperation. We also encourage you to join our working groups, contributing your expertise to promote economic cooperation and globalization as a means of fostering development and a hopeful future.

## Concrete Initiative for Peace and Cooperation

One of our flagship campaigns is the "Caravan for Peace and Cooperation - We Are Stronger Together." This project will see selected business leaders, celebrities, and influencers embark on a



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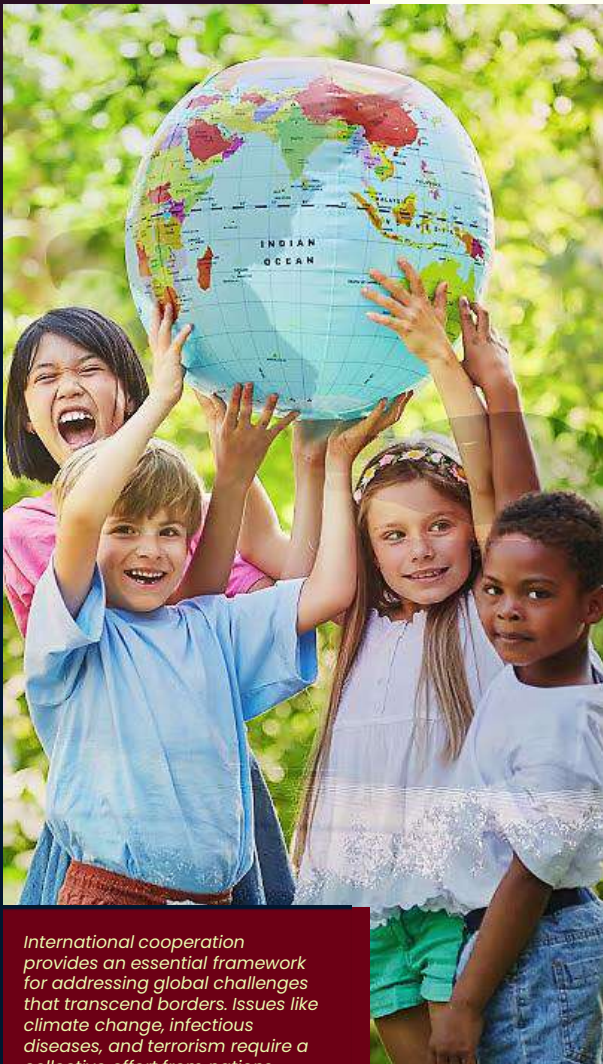
global journey to enhance cooperation and build trust among diverse populations.

The caravan's carefully planned route will traverse multiple continents, making stops at various locations to host large business events, cultural festivals, and artistic performances. These activities aim to unite people by celebrating their diversity and fostering mutual understanding.

## Projects

The coalition will be supported by the largest global business entities, as well as medium and small companies. Anyone who wishes to be a supporter of cooperation and peace—the coalition's core mission and goal—is always welcome to join us.

Our coalition will operate globally with the ambition to become the largest movement in the world. It is clear that people everywhere desire peace, which can only be achieved and sustained through cooperation and trust.



*International cooperation provides an essential framework for addressing global challenges that transcend borders. Issues like climate change, infectious diseases, and terrorism require a collective effort from nations worldwide.*

We only have one planet, one shared home. As we've rightly acknowledged before, all humans can be the same and equal if we so choose. Our decisions about the future should be informed by the mistakes we've made in the past, ensuring we do not repeat them. If we fail to learn and act wisely now, we must ask ourselves: what legacy will we leave for our descendants?

This is the moment—our moment—to make decisions that will shape the future. Now is the time to stand together, to unite in our efforts. Let us embody the spirit of the Global Chamber of Business Leaders' powerful slogan: "Together we are shaping the future."

Let's make these words our guiding principle, our call to action. For the sake of our planet, for the well-being of future generations, and for the hope of a peaceful and prosperous world, let us stand together, united and strong. Now is the time. Together, we can and we will shape a brighter, better future.

**Dejan Štancer,**

GCBL President

Global Coalition for Cooperation and Peace Chairman

To foster this mission, we will organize numerous events around the globe, anticipating significant participation from current and new supporters alike. These events aim to strengthen our global network, particularly through the Global Chamber of Business Leaders, enhancing connectivity and international collaboration.

One of our key initiatives will be the "Caravan for Business Cooperation and Peace." This caravan will be composed of teams featuring prominent personalities from the Global Chamber of Business Leaders, including stars, influencers, and entrepreneurs. The starting point for the caravan will be in the USA, or in

**10** GLOBAL CHAMBER OF BUSINESS LEADERS ANNIVERSARY





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Europe, with China identified as a fitting endpoint to the east, symbolizing the broad span of our global reach.

As the caravan journeys from the starting point, it will pass through numerous regions and cities, where we will organize a multitude of events. These events will invite not only local business leaders but also aim to enhance regional cooperation and build trust. Despite our apolitical stance, we will invite governments of the countries we visit to participate. Their involvement will be crucial for security purposes and in facilitating the organization of events that will require regional collaboration.

The culmination of the caravan will be marked by a grand event at its final destination, supported by comprehensive media coverage. This event will be global in scope, attracting a large number of business leaders from around the world.

## Building Trust

### Through Cooperation

Trust is the cornerstone of any successful collaboration. By promoting economic cooperation and fostering trust, we lay the groundwork for a more peaceful world. Economic collaboration not only brings prosperity but also builds interdependence, making conflicts less likely. When businesses and individuals across the globe work together, they create networks of trust that transcend political boundaries and foster a sense of shared destiny.

## Conclusion

Peace is unattainable without cooperation, and cooperation builds trust, which is the foundation of lasting peace. The world is in desperate need of peace, perhaps more than ever. Let us ensure that future wars remain a topic for historians while we focus on working together and creating a bright future for all, regardless of their location on our beautiful and unique planet.

Globalization, defined as intercontinental cooperation, is necessary and irreplaceable.

It is time to unite for peace and work together as if the divisions never existed and never will. By cooperating instead of competing, we can create a world where there are enough resources for everyone, provided we overcome greed.

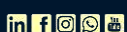
Distinguished Ladies and Gentlemen, Together We Are Shaping The Future!

And remember; It is only possible to separate people who are not firmly connected to one another. When people are connected, when the number of connections is large enough, and when people sincerely cooperate, they become stronger than steel and nothing can tear them apart or wash them away. This creates the conditions for the strongest peace.



*It is absolutely imperative that we strengthen global cooperation and the multilateral trading system, reform development finance, address debt challenges and scale up climate financing to help vulnerable countries accelerate towards a path of sustainable and inclusive growth.*

**10** GLOBAL CHAMBER OF BUSINESS LEADERS ANNIVERSARY



Article **END**

COOPERATION - TRUST - PEACE



# GLOBAL COALITION FOR COOPERATION AND PEACE



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# WHO CAN BECOME A MEMBER OF THE GCBL?

For more detailed information and to apply, visit the Global Chamber of Business Leaders website.

Any business leader, entrepreneur, executive, or professional committed to fostering global economic growth and development can become a member of the Global Chamber of Business Leaders (GCBL). Membership is open to individuals and companies from various industries and sectors who share a vision of promoting sustainable business practices and global collaboration.





**EXCLUSIVE COVER STORY**

His Excellency

# DR Fawaz AL-ALAMY

**SAUDI ARABIAN GLOBAL TRADE GENIUS**

**D**r. Fawaz Al-Alamy is a distinguished figure in the Kingdom of Saudi Arabia, renowned for his extensive experience in government advisory and international trade. He holds a Ph.D. in Energy Physics from a prestigious UK institution and a diploma in Business and Finance from Stanford University in the USA. His academic credentials have laid a robust foundation for his influential career. His work as the Delegate for Saudi Arabia at the Global Chamber of Business Leaders further highlights his dedication to advancing global trade and economic development.



**DR Fawaz  
AL-ALAMY**  
SAUDI ARABIAN GLOBAL TRADE GENIUS

*Exclusive Cover Story*



# SAUDI ARABIAN GLOBAL TRADE GENIUS

Leading with purpose is H.E Dr. Fawaz Al-Alamy's objective as he pivots along his long-standing and versatile career. The Stanford University alumnus, who is among other things an author, has written his destiny as one who craftily balances personal achievement with service to others.

His passion and experience know no bounds and he has catapulted himself to greater heights, having reaped the benefits of varied educational pursuits. How has his own education been personally impactful and how has it enriched his life?

Upon reflection, His Excellency professed, "Education is a major part of my life. Obtaining my Energy Physics Degrees from the UK, complemented with my Business and Economy Degrees from the USA, solidified my research capability and enhanced my international knowledge.

Furthermore, this educational mix between science and economy created tremendous capabilities in handling challenges, solving problems and achieving the desired results.

As a Chief Negotiator in the World Trade Organization (WTO), my educational background served my country to achieve a swift and honourable accession, considering that negotiations took place with 164 WTO member countries bilaterally and multilaterally."

His Excellency is an internationally positioned professional and he was recently appointed as the Delegate for the Kingdom of Saudi Arabia at the Global Chamber of Business Leaders (GCBL).



## H.E. Dr. FAWAZ AL-ALAMY

### ABOUT

Dr. Fawaz Al-Alamy is a distinguished figure in the Kingdom of Saudi Arabia, renowned for his extensive experience in government advisory and international trade.

He holds a Ph.D. in Energy Physics from a prestigious UK institution and a diploma in Business and Finance from Stanford University in the USA.

His academic credentials have laid a robust foundation for his influential career.



**DR Fawaz  
AL-ALAMY**  
SAUDI ARABIAN GLOBAL TRADE GENIUS

*Exclusive Cover Story*

Noting his drive and dedication to his work and advocacy for community Causes, he shared, "Throughout my life, I have been proud, honoured and dedicated to serve my country, Saudi Arabia, nationally and internationally. This commitment has been enhanced today by joining the reputable GCBL organisation as a full-fledged (executive) representing my country."

Speaking of the GCBL, what was the biggest motivating factor for him to join the Executive Team at the organisation as the Delegate for the Kingdom of Saudi Arabia?

"As the Kingdom of Saudi Arabia, under the leadership of our Crown Prince HRH Prince Mohammad bin Salman, is becoming a major global economic power, my (role) in the renowned GCBL organisation, representing my country, will undoubtedly enhance and render tremendous benefits to Saudi Arabia regionally and globally."

Many would know of Saudi Arabia and may even have their own general perception of the country. In his opinion, what would he say is



## PROFESSIONAL CAREER

Throughout his career, Dr. Al-Alamy has served in several significant roles:

### Deputy Minister of Commerce and Industry for Technical Affairs:

In this role, Dr. Al-Alamy played a critical part in shaping Saudi Arabia's trade policies and technical standards, ensuring alignment with international best practices.

### Chief Technical Negotiator with the World Trade Organization (WTO):

He was instrumental in representing Saudi Arabia during its accession to the WTO, negotiating terms that would benefit the country's economic interests on the global stage.



**DR Fawaz  
AL-ALAMY**  
SAUDI ARABIAN GLOBAL TRADE GENIUS

*Exclusive Cover Story*

one of the biggest misconceptions about business tourism in Saudi Arabia and how, through the GCBL, would he like to demonstrate the opposite of that misconception?

Said Al-Alamy, "Unfortunately, misconception about business tourism is a geopolitical issue affecting many countries around the world, not only Saudi Arabia. This misconception is due to the lack of knowledge about my country's business-friendly environment and its reputable welcoming culture.

However, I am confident that the Kingdom's serious endeavours, empowered by its Vision 2030 aiming at building the greatest business environment, will ultimately reverse any misconception.

Today, the world has recognised and admired Saudi Arabia's achievements in the following global ranking:

- One of the most trusted Governments in the world for the





**CONTRIBUTIONS TO  
NATIONAL COMMITTEES**

Dr. Al-Alamy has been an active member of various national committees, contributing his expertise to several critical areas:

**Antidumping Committee:**

Addressing and mitigating issues related to unfair trade practices.

**E-Commerce Committee:**

Promoting the growth and regulation of the digital economy in Saudi Arabia.

**Trade and Environment Committee:**

Ensuring that trade policies are environmentally sustainable.

**DR Fawaz  
AL-ALAMY**  
SAUDI ARABIAN GLOBAL TRADE GENIUS

*Exclusive Cover Story*

second year in a row.

- 16th in global competitiveness and 4th among the G20 countries.
- 1st among 141 countries in the macroeconomic stability indicator, understanding the need for economic and social reforms, financing technical development, digital transformation of companies, digital competitiveness and public-private partnerships support for technical development.
- 2nd among 191 countries in real GDP growth rate, employment long-term growth, Government's ability to adapt to economic changes, social cohesion, unemployment legislation, cybersecurity, and legal environment support for the development and application of technology.
- 3rd among 160 countries in resilience of the economy, inflation rates for consumer prices, digital transformation in companies, the market capitalization of the stock market, venture capital





**Sustainable Development National Committee:**

Fostering policies that promote long-term economic and social sustainability.

**ACADEMIC CONTRIBUTIONS**

In addition to his governmental roles, Dr. Al-Alamy has contributed to academia as a visiting professor in trade law at London City University.

His academic work includes authoring several books on globalization and Saudi Arabia's accession to the WTO, sharing his insights and experiences with a broader audience.

availability, foreign reserves and protection of minority investors.

- The world's fastest growing economy last year by 7.6%.
- 10th globally and first in the Arab world among the most educated women.
- 1st in downloading speed rates for 5G services, 2nd in allocation of frequency bands, 3rd in 5G telecommunication technologies and 7th in internet speed.
- 10th among the G20 countries in the Human Development Index, receiving a perfect score of 100 when it comes to laws affecting women's decisions to work and for pay and pension.

Al-Alamy is a multifaceted professional who functions in consultancy work and education in broad terms. His career requires him to stay on the pulse of all key areas pertaining to those fields.

About his purpose, work and role as Chairman at the Global Trade Consulting Office, he remarked, "(The) Global Trade Consulting Office was established in 2008 to serve multinational companies in Saudi Arabia as a Board member and active consultant, introducing them to new lucrative business opportunities in the Gulf Region. Today, the office is proud to be actively engaged with the world's largest companies in Energy, Defense, Industry, Finance and Asset Management, Specialized Economic Zones and Artificial Intelligence. Almost all of them have successfully obtained lucrative projects in the Kingdom and are moving forward to enhance their presence in the Gulf Region."

**DR Fawaz AL-ALAMY**  
SAUDI ARABIAN GLOBAL TRADE GENIUS

*Exclusive Cover Story*





**CURRENT ROLES**

Dr. Al-Alamy continues to influence the global trade landscape through various roles:

**Chairman and CEO of Global Trade Consulting House:**

Leading a consultancy-based in Riyadh, providing strategic advice on International trade and economic policies.

**Non-Executive Directorships:**

Serving on the Boards of several organizations, including Northern Trust Saudi Arabia, the Saudi Transport & Investment Company (Mubarrad), Al-Bakri Holding Group, and Al-Fatah Water Security Company.

He further shared, "One of the main Vision 2030 objectives in Saudi Arabia is to produce 50% of its energy from renewable energy projects by 2030. This will support the Kingdom's endeavour to reduce its carbon emission to zero by 2060. This objective has created great business opportunities for multinationals, especially in the fields of Green Hydrogen production and renewable energies projects.

My consulting office is currently working with the largest conglomerate of Canadian, American and African firms to extract Hydrogen from the rocks. This Geological Hydrogen is currently being extracted at a very low cost in North America, Australia, Africa, and hopefully, Saudi Arabia soon."

Bringing his expertise and knowledge to the fore and leveraging his connections in his role as GCBL Delegate, Al-Alamy has pledged to be a facilitator in forging new relationships and partnerships.

Based on his experiences and firsthand knowledge from being 'on the ground' in Saudi Arabia, what major initiative/s does he think he can organise to create awareness about the GCBL and bridge business gaps between the GCBL and the business community?

He stated, "I must admit that my appointment in the GCBL has been well received on all fronts in Saudi Arabia as I have received more than 5,000 congratulatory messages. However, bearing in mind that GCBL is internationally recognised, it is important to formalize its presence regionally by organizing a Forum starting in Saudi Arabia and moving annually to other countries with the slogan 'GCBL Future World Forum'. The Forum will invite regional and international business leaders and the world's major organizations to address the challenges facing the world's businesses and propose ways and means to solve them.

**DR Fawaz AL-ALAMY**  
SAUDI ARABIAN GLOBAL TRADE GENIUS

*Exclusive Cover Story*







**Delegate for the Global Chamber of Business Leaders (GCBL):**

Dr. Fawaz Al-Alamy is also honored to serve as the Delegate for Saudi Arabia at the Global Chamber of Business Leaders.

In this capacity, he represents Saudi Arabia's interests and collaborates with international leaders to promote global business initiatives.

His role as a delegate underscores his commitment to fostering international partnerships and driving economic growth.

It is also important to form a follow-up GCBL consulting team to act as advisors to countries facing serious business problems."

Acknowledging that there are many challenges to overcome all around, he offered his thoughts on global news both from a business and societal point of view.

"As a businessman, I still believe that the world order is currently short of major revamp to solve the serious challenges facing all societies and degrading business performance. The next generation will ultimately blame the current Governments for not taking serious actions to solve these problems. It is the duty of major organisations, such as the GCBL, to step up its support and encourage others to take proper and swift actions. Therefore, the whole world will ultimately appreciate GCBL and other organisations for their pre-emptive moves."

What does Al-Alamy hope to see, generally speaking, in the near future? "The future is part and parcel of our past and present. That's why we must cherish our culture and benefit from our ancestors' experiences in such a way to preserve our identity and cultivate our society. If we adhere to these steps, I can assure you that success in our endeavours will definitely be achieved in the near future."

Of course, his life has seen many a pivotal moment and eye-opening experiences. He alludes to being much wiser in spite of any challenges or bumps along the way. If he could share a business experience from his career that can be viewed as a teachable moment for aspiring professionals in a leadership role, what would that be?

"I must admit that the most important business experience that I am proud of is related to applying my three mottos, which I have learned

**DR Fawaz AL-ALAMY**  
SAUDI ARABIAN GLOBAL TRADE GENIUS

*Exclusive Cover Story*



# DEPENDENCE DAY

# February



## CONCLUSION

Dr. Fawaz Al-Alamy's extensive experience, academic contributions, and leadership roles make him a highly respected and influential figure in both Saudi Arabia and the international community.

His work as the Delegate for Saudi Arabia at the Global Chamber of Business Leaders further highlights his dedication to advancing global trade and economic development.

through my WTO lengthy and difficult negotiations. They are as follows:

- Adjust your focus by never believing in the conspiracy theory.
- Don't jump to conclusions before researching the issue.
- Stop dreaming and start doing to become an expert through learning.

These three mottos enhanced my capability, saved me from disappointments and forced my negotiating position."

For what it's worth, His Excellency holds true to all of his beliefs and life's teachings, continually planting the right seeds of thought and motivation to realise collective success.

His leadership extends beyond borders and he champions the efforts of others that are aligned with progress.

**DR Fawaz**  
**AL-ALAMY**  
SAUDI ARABIAN GLOBAL TRADE GENIUS

*Exclusive Cover Story*





**TECHNOLOGY**  
Latest News *gtm*

## **HUMANPLUS ROBOT LEARNS BOXING, PLAYING PIANO BY WATCHING PEOPLE IN JUST 40 HOURS**

Researchers at Stanford University have unveiled an advanced humanoid robot named 'HumanPlus', capable of learning and replicating human actions by observation. Whether it's playing the piano or returning a ping-pong ball, HumanPlus masters these tasks by watching humans perform them.

Equipped with a single RGB camera and utilizing a whole-body policy, HumanPlus efficiently clones human movements with remarkable accuracy. According to the researchers, HumanPlus requires 40 hours of human movement data to learn and execute a task step by step.

What sets HumanPlus apart is its ability to shadow humans and mimic their actions in real-time using its camera. This innovative feature, combined with its open-source design, allows for continuous improvements and modifications, paving the way for future advancements in humanoid robotics.

HumanPlus represents a significant leap forward in robotics, showcasing the potential for machines to seamlessly integrate into human activities through advanced learning and adaptation.



In Memoriam:

# LAILA LATIFA AMAHZOUNE (1946-2024)

**MONARCHY**  
of Morocco

Global Times Magazine Editorial Team

**A** Lalla Latifa Amahzoune was born in 1946 in Khenifra, Morocco, into a prominent Amazigh family. Her father, Hassan Ould Mouha, was the pasha of Khenifra and a notable figure among the Zayanes tribe. Her grandfather, Mouha Ou Hammou Zayani, was a legendary leader renowned for his resistance against French colonial forces.

Princess Lalla Latifa née: Amahzoune; was the widow of King Hassan II of Morocco, and the mother of King Mohammed VI, Princesses Lalla Meryem, Lalla Asma, Lalla Hasna, and Prince Moulay Rachid.

This rich heritage deeply influenced her upbringing and the values she carried throughout her life (Wikipedia) (APAnews - Agence de Presse Africaine).

## Marriage and Role in the Royal Family

In 1961, Lalla Latifa married **King Hassan II** in a double wedding ceremony alongside her brother-in-law Moulay Abdallah and Lamia Solh. This union marked the beginning of her life as **Princess Lalla Latifa**. Despite her royal status, she maintained a low public profile, adhering to a special protocol that emphasized discretion and privacy.

Moroccan media often referred to her as the **"Mother of the Royal Children"** due to her significant role in raising her five children: **King Mohammed VI, Princesses Lalla Meryem, Lalla Asma, Lalla Hasna, and Prince Moulay Rachid** (Wikipedia) (APAnews - Agence de Presse Africaine).

## Life After King Hassan II

After the death of King Hassan II in 1999, Lalla Latifa remarried **Mohamed Mediouri**, the late monarch's bodyguard and former head of security at the royal palace. She spent considerable time in France, maintaining a residence in Neuilly-sur-Seine before returning to Morocco in 2019 to settle in Marrakech (APAnews - Agence de Presse Africaine) (iSideWith).

للا لطفى أمحزون



## Contributions and Legacy

Lalla Latifa was known for her commitment to her family and her quiet support of various causes. In her honor, King Mohammed VI commissioned the construction of the "H.H. Princess Lalla Latifa Mosque" in Salé, which includes a Koranic school and facilities for worship (iSideWith).

## Passing and National Mourning

Lalla Latifa passed away on June 29, 2024, at the age of 78. Her death was officially announced by the royal cabinet in Rabat, marking the end of an era for the Moroccan royal family. The funeral was held privately at the **Dar Al Makhzen**, in the **My El Hassan Mausoleum**.

Her passing elicited a profound sense of loss and reflection across the nation, highlighting her role as a beloved matriarch and her enduring legacy within the royal family (APAnews - Agence de Presse Africaine) (iSideWith).

## Final Thoughts

Lalla Latifa Amahzoune's life was a testament to the enduring strength and quiet resilience that often characterizes influential figures who remain behind the scenes. Her influence on the Moroccan royal family and, by extension, the country, was profound. By choosing a path of discretion and humility, she exemplified the virtues of grace and steadfastness.

As the mother of King Mohammed VI and his siblings, Lalla Latifa played a crucial role in shaping the future of Morocco. Her children have carried forward her legacy of leadership, compassion, and dedication to their nation. Her impact was not limited to her family; her values and principles have left an indelible mark on Moroccan society.

The values she instilled in her children—values of duty, honor, and service—are reflected in their contributions to Morocco's development and stability.

Moreover, Lalla Latifa's return to Morocco in her later years and her decision to settle in Marrakech symbolizes her enduring connection to her homeland. This return was not just physical but also symbolic of her enduring commitment to her roots and heritage. The mosque named in her honor stands as a lasting tribute to her faith and the high regard in which she was held by her son, King Mohammed VI.

In times of national crisis or celebration, the presence of a mother figure like Lalla Latifa can serve as a unifying force, providing a sense of continuity and stability. Her passing, therefore, is not just a loss to the royal family but to the entire nation, which looked to her as a silent pillar of strength and tradition.

Lalla Latifa's life story is a reminder that true influence often lies in the quiet, steadfast support of those who work behind the scenes. Her legacy will continue to inspire future generations, not only within the royal family but across Morocco. Her life, marked by dignity and quiet service, will be remembered as a cornerstone of the modern Moroccan monarchy.



*At the Global Chamber of Business Leaders, we extend our deepest condolences to the family, friends, and all who will cherish the memory of Lalla Latifa Amahzoune and hold her in their hearts.*



TOGETHER WE ARE SHAPING THE FUTURE

**10** GLOBAL CHAMBER OF BUSINESS LEADERS ANNIVERSARY

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Enormous Warming Of The Atmosphere:

# HIGH CARBON EMISSIONS FROM WILDFIRES IN THE RUSSIAN ARCTIC

PLANET  
- In Crisis

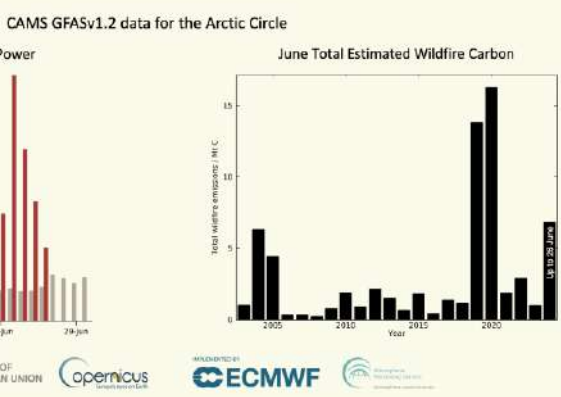
Global Times Magazine Editorial Team



Daily total fire radiative power since 1 June 2024 (with red bars showing 2024 and grey bars showing the 2003-2023 mean, left) and June total estimated wildfire carbon emissions (up to 26 June for 2024, right) for the Arctic Circle

A series of wildfires has ignited within the Arctic Circle throughout June, with most activity centered in Russia’s Sakha Republic, which also experienced devastating wildfires in 2021. According to data from the Copernicus Atmosphere Monitoring Service (CAMS), June’s wildfire carbon emissions for the Arctic are already the third highest for this month in the last two decades. Let’s delve into the data.

The CAMS Global Fire Assimilation System (GFAS) dataset reveals that daily total fire radiative power (FRP)—observed by satellites such as NASA’s Terra and Aqua MODIS instruments—



began to exceed the 2003-2023 June average for the Arctic after June 15. The June monthly total estimated wildfire carbon emissions for the Arctic have reached just under 6.8 megatonnes of carbon, placing it third highest in the CAMS GFAS data record dating back to 2003.

CAMS Senior Scientist, Mark Parrington, stated, "The Arctic has been warming at a rate well above that of the planet as a whole. As a result, conditions at high northern latitudes are becoming more conducive to wildfires. Recent studies indicate that the northeast Arctic region and boreal and temperate forests have been experiencing increases in extreme wildfires. We observed this trend in 2019, 2020, 2021, and again in 2023, particularly at high latitudes in Canada."

The recent study noted that climate change exacerbates wildfire conditions. While the total area burned on Earth might be declining, fire behavior is worsening in several regions—especially boreal and temperate conifer biomes—leading to significant implications for carbon storage and human exposure to wildfire disasters.

Professor Gail Whiteman from the University of Exeter and founder of Arctic Basecamp commented, "The Arctic is ground zero for climate change. The increasing Siberian wildfires are a clear warning sign that this essential system is approaching dangerous climate tipping points. What happens in the Arctic doesn't stay there—Arctic change amplifies risks globally. These fires are a warning cry for urgent action." CAMS collaborates with Arctic Basecamp to translate wildfire data into an alert system for notable climate events in the Arctic. More information can be found here.

Besides their carbon emissions, wildfires impact air quality at high latitudes and may cause surface deposition of aerosols. For instance, black carbon and soot from wildfires can darken snow and ice surfaces, reducing their albedo and causing them to absorb more solar energy, thus accelerating melting.

The increase in wildfires and their smoke emissions has led to higher aerosol optical depth (AOD) values over vast areas of the far east of Russia. CAMS AOD forecasts have shown wildfire smoke being transported across the region, including a plume moving northwards over the Anzhu Islands into the Arctic Ocean and southwards across Maga-

danskaya Oblast into the Sea of Okhotsk since June 19. Surface PM2.5 concentrations in the area are elevated but are not currently affecting any large population centers.

Authorities in Russia's Sakha Republic declared a state of emergency on June 11 when the wildfires first erupted. The republic faced severe wildfires in 2021 and, in June 2019, CAMS reported widespread wildfires in Sakha contributing to unprecedented wildfire activity in the Arctic Circle. As of June 27, 2024, Avialesookhrana, Russia's federal organization that is responsible for aera forest fire protection, reported

72 active wildfires in Sakha covering an area of 283,266 hectares.

The TASS news service reported on June 24 that the area affected by wildfires in Sakha had increased to almost 460,000 hectares. Sakha Deputy Minister of Ecology, Nature Management and Forestry Andrey Konoplev stated, "As of the beginning of the day on June 24, 2024, there are 164 forest fires in the republic covering an area of 459,504 hectares."

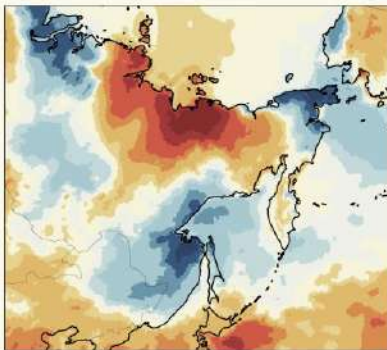
Reports have also emerged of pyroconvection in the region, where intense and deep convection within a fire plume can cause the fire to grow in size and become more unpredictable.

The wildfire activity follows a period of anomalously high surface air temperatures at the end of May, with forecast temperatures 7-9°C above normal, according to local media reports. The Copernicus Climate Change Service (C3S) confirmed this with data showing negative (drier) soil moisture anomalies and positive (warmer) surface temperature anomalies in the first three weeks of June.

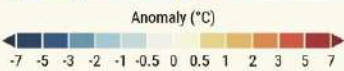
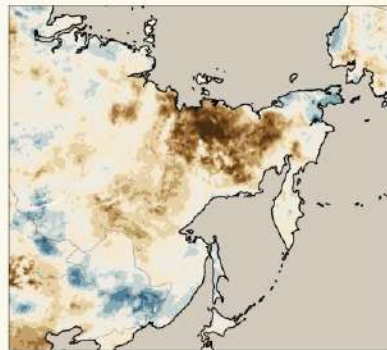
**Temperature and soil moisture anomalies for 1-23 June 2024**

Reference period: 1991-2020 • Data: ERA5 • Credit: C3S/ECMWF

Surface air temperature anomalies



Soil moisture anomalies



Surface temperature anomalies (left) and soil moisture anomalies (right) over Siberia for 1-23 June.





TECHNOLOGY  
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## NEW PROCESS STORES CO<sub>2</sub> IN CONCRETE WITHOUT COMPROMISING STRENGTH

A research team from Northwestern University has developed a new method to store carbon dioxide (CO<sub>2</sub>) in concrete, offering both environmental and structural benefits. By using a carbonated water-based solution during production, they created concrete that is stronger and more durable while also reducing CO<sub>2</sub> levels in the atmosphere.

In lab studies, this technique achieved a CO<sub>2</sub> sequestration efficiency of up to 45%, effectively trapping nearly half of the CO<sub>2</sub> used in the process. Initially, CO<sub>2</sub> gas was injected into water mixed with a small amount of cement powder to form a carbonated suspension. This suspension was then combined with the remaining cement and particles to produce concrete that absorbed CO<sub>2</sub>.

Tests showed that this carbonated concrete had a strength comparable to that of regular concrete. This innovative approach not only enhances concrete's mechanical properties but also helps mitigate the environmental impact of concrete production, making it a promising solution for greener construction practices.

The Dynamics of International Law and Geopolitical Power:

# SHOULD MAJOR WORLD CRISES BE RESOLVED ON ASSUMPTION?

**GEOPOLITICS**  
*On Crossroads*

Global Times Magazine Editorial Team

In the intricate field of international law, the question of whether significant global crises should be resolved based on assumptions is worth deep reflection. Is international law genuinely a set of universally applied rules, or is it merely a comforting illusion for smaller nations, offering them protection against the whims of the more powerful?

*These are the key players of the Ukrainian War. All others are more or less unimportant.*

## The Reality of **International Law**

A crucial question in international relations is whether international law truly exists if it lacks the tools to punish or sanction those who blatantly disregard it. Recent events highlight this dilemma, showing how some states treat international norms and decisions.

### **Recent Examples**

Consider the international community's response to Israel's actions.

Israel has consistently ignored binding UN Security Council resolutions, which are the only decisions with mandatory authority for all member states. Additionally, Israel has undermined the credibility of key international tribunals such as the International Court of Justice (ICJ) and the International Criminal Court (ICC).

These tribunals are investigating Israel for alleged violations of international law and potential genocide against Palestinians in Gaza.

## The Russian Invasion of Ukraine

The Russian invasion of Ukraine further illustrates the selective application of international law. Legally, it is nearly impossible to justify President Putin's "Special military operation." Article 2(4) of the UN Charter, a fundamental principle of international law, prohibits the unilateral use of force to settle disputes between states.

As a signatory and a permanent member of the UN Security Council, Russia is bound by these rules. Meanwhile, Article 51 of the UN Charter grants Ukraine the right to defend itself against aggression.

## Geopolitical Implications and the "Right of the Stronger"



These examples highlight the selective enforcement of international law, often driven by the selfish interests of powerful nations.

Geopolitical dynamics are shaped more by the unwritten "right of the stronger" than by international law's formal standards.

This begs the question: what qualifies a country as a "big player" on the world stage? Is it the country's size, economic power, military alliances, historical context, or its arsenal of weapons of mass destruction?



## The Power Dynamics of Major Players

Since the Cold War, despite tremendous advances in economy and technology, the criteria for being a "big player" remain heavily influenced by military might, particularly nuclear capabilities.

The possession of a vast nuclear arsenal remains a key factor in geopolitical power. Russia's status is a prime example.

Despite violating the UN Charter and attacking Ukraine, Russia retains its position as a major player due to its extensive nuclear arsenal.

## The Nuclear Deterrent

Global leaders, including those in the United States, are well aware of Russia's nuclear strength. The International Campaign to Abolish Nuclear Weapons (ICAN) reports that Russia holds the world's largest stockpile of nuclear warheads, surpassing the combined arsenal of NATO. This military prowess ensures Russia's influence in international affairs, shaping how international law is applied.

## Conclusion

Resolving major world crises should ideally be based on established facts and the fair application of international law. However, current geopolitical realities often prioritize the assumptions and interests of powerful nations. The gap between the theoretical framework of international law and its

practical enforcement highlights the need for robust mechanisms to apply legal norms uniformly.

Only then can we hope for a more just international order where crises are resolved based on justice and facts, not on assumptions and power.

Article **END**



## Nuclear Close Call

A nuclear close call is an incident that might have led to at least one unintended nuclear detonation or explosion, but did not. These incidents typically involve a perceived imminent threat to a nuclear-armed country which could lead to retaliatory strikes against the perceived aggressor. The damage caused by international nuclear exchange is not necessarily limited to the participating countries, as the hypothesized rapid climate change associated with even small-scale regional nuclear war could threaten food production worldwide—a scenario known as nuclear famine. There have also been a number of accidents involving nuclear weapons, such as crashes of nuclear armed aircraft.



Despite a reduction in global nuclear tensions and major nuclear arms reductions after the end of the Cold War following the collapse of the Soviet Union in 1991, estimated nuclear warhead stockpiles total roughly 15,000 worldwide, with the United States and Russia holding 90% of the total.

Though exact details on many nuclear close calls are hard to come by, the analysis of particular cases has highlighted the importance of a variety of factors in preventing accidents. At an international level, this includes the importance of context and outside mediation; at the national level, effectiveness in government communications, and involvement of key decision-makers; and, at the individual level, the decisive role of individuals in following intuition and prudent decision-making, often in violation of protocol.



**TECHNOLOGY**  
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## **AI-POWERED SMARTPHONE TOOL DETECTS STROKES FROM FACE IN WITH 82% ACCURACY**

Biomedical engineers at RMIT University have developed an innovative AI-powered smartphone tool designed for the early detection of strokes.

This cutting-edge technology analyzes facial expressions, enabling paramedics to swiftly identify stroke symptoms. This rapid identification has the potential to save lives and reduce long-term disability.

The AI technology meticulously scans a patient's face for symmetry and specific muscle movements, known as action units. According to the RMIT team, their smartphone tool boasts an impressive 82% accuracy rate in detecting strokes.

Professor Dinesh Kumar, who spearheaded the research, elaborated to the Australian Broadcasting Corp. on the functionality of the AI-driven device. "The tool records a video of a person smiling and analyzes it to determine if the smile indicates a stroke," Kumar explained. "We then alert the paramedic or clinician about the high risk, allowing for immediate treatment."

This breakthrough technology represents a significant advancement in medical diagnostics, offering a powerful new tool in the fight against stroke-related injuries and fatalities.

And we all shine on, like the moon and the stars and the sun.

- John Lennon



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[www.gc-bl.org](http://www.gc-bl.org)

# Josef Thaler

## EXECUTIVE CURATOR OF INNOVATIVE AND DYNAMIC BRAND MANAGEMENT

Josef Thaler, Delegate for Germany, GCBL

Ten years ago, his country, Germany, won the FIFA World Cup and Josef Thaler has been scoring goals in his career long before his beloved country won that monumental feat.

Thaler, a former ski racer in the Austrian ski team, has made quite a name for himself over the past forty years within the world of advertising, marketing and corporate development. His pre-advertising life evokes fond memories, and reminiscing, he recalled that period of his life to be one of his most memorable career eras.

Said Thaler, "At a young age, I became an Austrian champion in skiing. I was a star (and) was often in the media and courted a lot. My family has businesses in alpine tourism, and so, it was understandable that as a talented skier, I (would) also become a ski racer. I had a lot of success at a young age and was able to support my family and the region very well. At the age of 18, my life changed completely. When I was 18, I had a serious motorcycle accident."

What motivated him to enter the field of advertising? Said Thaler, "Advertising and marketing is a calling for me. After I was a member of the Austrian ski team, it was not obvious that I would go into advertising." He had an epiphany of sorts after his accident and he was led to the creative, no-holds-barred world of advertising. "I started studying at university in Vienna and after graduating, I spent a year in America at USIU in San Diego. My plan was to go to Munich afterwards and set up an advertising agency. That was 35 years ago."

That he did and his advertising agency soon exceeded more than 150 employees with his clientele boasting of the likes of Mercedes, Siemens Deutsche Bank and many more notable entities.

The unforeseen career move must have truly been his destiny as he eventually earned the moniker, 'advertising scientist'? How did this moniker come about?

"Often, advertising is very simple and boring but advertising is also psychological, exciting, surprising and creates identity. Think of a brand. It serves as orientation, creates commonalities and a feeling of



# Josef Thaler

## ABOUT

A Founder and Board Member of Sternthaler Advertising Agency, was born in Tyrol and studied in Vienna and San Diego.

The agency's headquarters are in Munich.

## ABOUT STERNTHALER BRAND

Sternthaler Brand Management AG, based in Munich, has been a prominent player in the advertising industry for 33 years, employing up to 180 people at its peak.



*Mehmet Ihsan Kalkan*  
**BUILDING BRIDGES  
AND LEADING WITH  
COMPASSION**

**INTERVIEW**  
*With Excellence*



a belonging. When people carry a Louis Vuitton bag, they feel better, they belong to the privileged class. As a professor at the University of Munich, I researched the code in images with my students. We came to the conclusion that every image has several subconscious messages that magically appeal to people. We succeeded in unravelling the subconscious seducers."

Perhaps it is this level of visionary prowess that secured his appointment as the Delegate for Germany at the Global Chamber of Business Leaders (GCBL). From a business perspective, what significance does being the Delegate for Germany have for him?

Thaler stated, "It is an honor to be a Delegate for an international association. I want to do justice to the task and strive to be an active Delegate for all members and interested parties in Germany. I will represent GCBL in Germany with dignity."

He added, "One thing I want to do is to win as many companies as possible for the GCBL. Only many companies can achieve a lot, swarm intelligence or one and one is eleven (and not two). Eleven in the binary sense is dynamic distribution, that is, networking."

So keen is he on being a team member and facilitator of shared activities, he has partnered with the GCBL for the organisation to have a business centre in Munich, Germany. Thaler shared about the contemporary venue, "(The) GCBL must be visible and accepted as an office. The location is ideal, right on Marienplatz, in the middle of the city. Meetings take place in the office, contacts are made and every GCBL executive can use the office. It is modern and unusual, that is, a creative office."

Left up to him, what would be a prominent business event he'd like to host there and what would he hope to achieve? "An outstanding event could be that of at-large events such as the Munich Security Conference."

This year, with the GCBL celebrating its tenth anniversary, it is noted that the organisation has undergone significant progressive change within the past few years and has repositioned itself on an international scale as a uniquely contemporary business entity. As it continues to grow and expand, surely the digital scope and efforts will come into play.



## CLIENTS

Its impressive client roster includes Mercedes-Benz AG, Siemens AG, Deutsche Bank AG, Allianz AG, among others.

## CAREER

As a qualified advertising professional, Josef Thaler leads his company with a cooperative approach, focusing on the idea and the intrinsic satisfaction of doing the right thing. His philosophy extends to treating employees and customers as friends.

Thaler believes that the current global crises present opportunities for change. He recognizes a widespread longing for peace and contentment, which organizations like GCBL can fulfill.



In Thaler's opinion, with global reach having such highly creative avenues in this era, how can the GCBL seek to expand in the digital space?

He offered his insights saying, "The analogue space is also part of the digital space. Having something in your hand touches the senses, so the first step is to print the Global Times as a high-quality publication and distribute it to opinion leaders in a sophisticated mailing list. Gain visibility and influence opinion through intelligent conferences. Mention the Delegates (as in) offices in the countries frequently in P.R releases and promote them."

He continued, "A lot of exemplary work is already being done in the digital space but what seems most important to me is a newsletter, be it monthly, sector-oriented or specialist. The individual chapters should develop their own activity but always in the spirit of GCBL. The reach can be increased and relevance increased but that is a question of time. Under no circumstances should (the) GCBL become penetrative and intrusive. My vision is that GCBL is a global forum that promotes and strengthens trade exchange. This requires contacts and honest, ethical interaction with one another. In Germany, I would like to convince many companies to join (the) GCBL and contribute to its strengthening and prosperity with contacts, recommendations and events."

*Mehmet Ihsan Kalkan*  
**BUILDING BRIDGES  
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## AS A LECTURER

As a lecturer at the University of Munich, Josef Thaler teaches modern marketing to around 300 students each year.

His courses cover the transformation of marketing through new tools and consumer habits, the obsolescence of traditional target groups, and the importance of personalizing marketing efforts.

Students learn about consumer behavior, effective social media models, classic marketing structures, creativity, and the rising influence of AI in the field.



Aware that we are in an era where although there is unlimited information at the masses' fingertips, many professionals and organisations are still grossly misinformed. What are a few of the biggest misconceptions that companies and organisations have when it comes to advertising in any aspect according to him?

*Mehmet Ihsan Kalban*  
**BUILDING BRIDGES  
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**INTERVIEW**  
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"Many companies lack courage. The courage to dare something. Advertising is often boring. Consumers no longer feel taken seriously and therefore, change products much more often. So, more courage and difference is needed. Courage is also authenticity, staying true to yourself and listening to your instincts. Advertising and marketing have a business side, so budgets are calculated, then there is the intelligence of the concepts and the creativity of the staging."

The landscape of advertising, with the escalated popularity of pop culture, social media and new media, has greatly impacted advertising and marketing. What are the most major exciting changes or developments in advertising over the years that Thaler has seen?

"The first thing I realised when I started my career was that advertising was often boring and many spots or ads explained the benefits. For example, at Audi Automobil, the engine was described



## THE DELEGATE

Josef Thaler is a Delegate of the Global Chamber of Business Leaders and leads the GCBL Center for Germany, which serves as the primary and most significant hub in this part of Europe.

Josef executes his responsibilities with excellence and is highly regarded by his colleagues for consistently offering innovative solutions and insightful answers.



*Mehmet Ihsan Kalban*  
**BUILDING BRIDGES  
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**INTERVIEW**  
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at length and shown with glossy photographs. The claim 'Progress through technology' underlined the message. With my agency, we looked after major customers with high budgets, for example, Mercedes-Benz. It was not about relevance but about reach. It was like a watering can, something would stick with the target group. An enormous amount of money was wasted that way, which hardly any company can afford anymore.

Many commercials, ads and posters were boring and monotonous, which put off consumers and made the advertising messages dull. My agency always focused on creativity, that is, intelligent spots and meaningful poster campaigns that reach the consumer."

He added, "Today, I see a different era of advertising. The media is more diverse, more digital and more direct. I am also talking about one-to-one marketing. So, the consumer is addressed and courted directly. Newsletters that are aimed at the person, social media campaigns whose goal is reach and followers, the campaigns have to go viral and being an influencer is a new profession.

A major change is the video, so what used to be expressed through images, now you need videos. The video is the new image. Thanks to technology, any experienced user of graphic programs can create an advertising subject, the result of which is that the quality





**THE LEADER**

As an excellent leader, Josef Thaler always listens to his colleagues, even when it comes to the most demanding and complex solutions. This is why Thaler enjoys a high reputation not only among his colleagues but also within the entire community at the Global Chamber of Business Leaders, as well as among partners and clients.



has dropped dramatically and the advertising industry has come under extreme financial and time pressure. Old job profiles are disappearing, new jobs are emerging. There is no longer a target group but rather groups of interests. Target groups were determined by facts.

*Mehmet Ihsan Kalkan*  
**BUILDING BRIDGES  
 AND LEADING WITH  
 COMPASSION**

**INTERVIEW**  
*With Excellence*

Today's consumer has interests such as athletes, clubbers, nature lovers, etc. I call the new marketing 'suction instead of pressure'. I have written a book about it. The biggest change is stronger activation of the 'limbic system', that is, emotions. Reason has now won over emotionality."

Every effort of any type of business involves brand management. At least, it should be. From sole proprietors to SMEs to large corporations, brand management should be a fundamental goal.



Respected for his bold vision, he has become a trusted source of innovation. Regarding the topic, he cited the following as the key to effective brand management. He asserted, "Attractiveness. Attractiveness is design, attractiveness is cult and creates desirability. People look for harmony, want to feel good and enjoy beauty. Only a brand can do that.

Cult is the interface between myth, kairos and logos. Myths are



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stories and tell the story of the entrepreneur or the company. Kairos is the magic of the zeitgeist, otherness, momentum, trends. Logos is the authority of the company, logo, corporate identity etc. All three terms overlap, that is cult. There are also many digital technologies that are important for relevance and purchase desires. New software technologies come onto the market almost every month.

Currently, TikTok is the best tool for reach. For campaigns, we use influencers who make a purchase recommendation for their community. A micro-influencer has around 500,000 followers and an influencer has 1,000,000 or more. We also often use guerrilla marketing, that is, idea marketing, as conspicuous as possible."

Summing it all up, he said, "Successful brand management needs a strong brand. The brand contains identity, philosophy and security. No brand works without these factors. The airplane image is apt, the left wing represents digital marketing and the right wing represents brand stability and solidity."

Seeing that his wealth of experience extends to various types of clients and knowing that the GCBL caters to SMEs and large corporations alike, he was quick to share some wisdom.

As to what general advice he'd give to SMEs/start-ups that want to

His book, which explores societal changes and future trends, advocates for standing out to achieve success. Thaler argues that conformists lack self-trust and honesty, making them uninteresting. His book was a top-selling non-fiction marketing book on Amazon from 2016 to 2018.



*Mehmet Ihsan Kalkan*  
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**INTERVIEW**  
*With Excellence*

scale within the three-year mark as it pertains to leveraging advertising, Thaler shared, "Be bold, create a cult, stay true to yourself and don't look to others. Guerrilla marketing – be visible with little budget but lots of bold ideas. The customer is a fan. A football club has fans and not members. This includes a good business plan and partnerships with the best. A company cannot possibly do everything and the GCBL is a good partner for this with specialists from all areas able to support it. This starts with investments, marketing support, contacts, new markets and much more."

Over the years, Thaler's motivation and personal focus changed, so much so that he decided to embark on a totally different but equally exciting and rewarding path. "After I realised that I was an idealist, I sold the company and went to the University of Munich to teach and research social change with a scientific background. I wrote down the knowledge I gained in the book, 'Funky Business'. After three years, I put my research findings into practice with Sternthaler\* and fifteen employees."

With the mind of an idealist and forever being an optimist, Thaler's journey has been nothing short of fascinating, full of creativity, and at times, colouring outside the lines. He has remained active on various business and professional fronts but the thrill of constantly seeing and producing poetry in revolutionary motion in its numerous meanings will always have a lingering appeal to him.



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Understanding AM and PM:

# THE LATIN ORIGINS AND EVOLUTION OF THE 12-HOUR CLOCK

**TECHNOLOGY**  
*Unstoppable*

Global Times Magazine Editorial Team

The abbreviations "AM" and "PM" are ubiquitous in the world of timekeeping, yet their meanings and origins are often overlooked. Derived from Latin, these terms have a rich historical background that traces back to ancient civilizations and has evolved significantly over the centuries.

This article delves into the history, meaning, and adoption of the 12-hour clock system, shedding light on how "Ante Meridiem" (AM) and "Post Meridiem" (PM) came to be integral to our daily timekeeping.

## The Latin Roots:

### Ante Meridiem and Post Meridiem

The terms "AM" and "PM" are abbreviations of the Latin phrases "Ante Meridiem" and "Post Meridiem," respectively. "Ante Meridiem," meaning "before noon," denotes the time from midnight (00:00) to noon (11:59). Conversely, "Post Meridiem," meaning "after noon," refers to the time from noon (12:00) to midnight (23:59).

Thus, when we say 7:00 AM, we are indicating seven o'clock in the morning, and 7:00 PM denotes seven o'clock in the evening.

## Historical Evidence and Ancient Clocks

Evidence of 12-hour clocks dates back to ancient times. One of the earliest known examples was found in the tomb of Pharaoh Amenhotep I in ancient Egypt, circa 1500 BCE. This suggests that the concept of dividing the day into 12-hour segments was practiced long before modern civilization.

The Romans also adopted a 12-hour clock, utilizing it for various purposes, including timekeeping and daily activities. The Roman day was divided into 12 hours of daylight and 12 hours of darkness, though the length of these hours varied with the seasons.



Since AM (ante meridiem) means before noon, 8 AM refers to 8 o'clock in the morning, whereas, PM (post meridiem) means afternoon so it refers to any time after midday till midnight.



The Latin phrases 'ante meridiem' and 'post meridiem' were used to delineate the two halves of the day, laying the groundwork for the AM and PM notations we use today.

## The Middle Ages and the **Rise of Mechanical Clocks**

The formalization of the 12-hour clock system, as we recognize it today, began to take shape during the Middle Ages. With the advent of more accurate mechanical clocks, the need for a standardized method of timekeeping became apparent. The 12-hour system gained prominence due to its simplicity and ease of use. It was during this period that the abbreviations AM and PM started to gain traction, especially in monastic communities where precise timekeeping was crucial for religious observances.

**The 16th and 17th Centuries: Standardization and Global Spread**  
The widespread acceptance of the 12-hour time system in the English-speaking world occurred during the 16th and 17th centuries. This era saw significant advancements in clockmaking and a growing need for accurate timekeeping in various fields such as navigation, commerce, and daily life. The development of the pendulum clock by Christiaan Huygens in 1656 marked a pivotal moment in horology, leading to even greater precision in timekeeping.



As the use of clocks became more prevalent, so did the adoption of the 12-hour format and its associated abbreviations. AM and PM became essential for distinguishing between morning and evening hours, especially in written communication and official documents.

## **Modern Usage:** **A Global Perspective**

Today, the 12-hour clock format, along with AM and PM, is commonly used in many countries, particularly in the United States, Canada, Australia, and the Philippines. The

format is favored for its clarity and ease of understanding in everyday contexts, such as scheduling meetings, broadcasting times, and public transportation timetables.

However, many countries, especially in Europe and the military, use the 24-hour clock format. This system, also known as "military time," eliminates the ambiguity of AM and PM, providing a clear and unambiguous way to express time. For instance, 7:00 PM in the 12-hour format is 19:00 in the 24-hour format.

## **Conclusion**

The abbreviations AM and PM, rooted in Latin, are more than just markers of time; they are a testament to the enduring legacy of ancient civilizations and their contributions to modern timekeeping. From the tombs of Egyptian pharaohs to the sophisticated clocks of the Renaissance, the evolution of the 12-hour clock system reflects humanity's relentless pursuit of precision and order. Understanding the history and meaning behind AM and PM not only enriches our appreciation of these terms but also connects us to a tradition that spans millennia.

*The 12-hour clock divides the 24-hour day into two periods. am stands for the Latin ante meridiem, translating to "before midday". This is the time before noon. pm stands for post meridiem or "after midday" – the time after noon.*

# EMBRACING TECHNOLOGY IN SMALL & MEDIUM ENTERPRISES

Gagan Arora, Delegate for India, Global Chamber of Business Leaders

In today's fast-paced digital world, small and medium-sized enterprises (SMEs) are facing a critical opportunity to harness advanced technology to meet the evolving demands of consumers. With convenience not just desired but expected by everyone, the urgency for SMEs to dive into app development and other modern tech solutions has never been more evident.

The widespread use of smartphones and the increasing dependence on digital platforms have fundamentally reshaped consumer behavior. As a result, SMEs can no longer rely solely on traditional business models. Customers now anticipate seamless and efficient experiences, and integrating technology is crucial in meeting these expectations.

Developing customized mobile applications tailored to business needs gives SMEs a direct channel to engage with their target audience. This not only improves customer experience but also opens up new avenues for boosting revenue and enhancing brand visibility. Moreover, offering personalized services and easy access to products on-the-go can significantly strengthen customer loyalty and satisfaction.

Beyond app development, adopting advanced technologies like cloud-based systems, e-commerce platforms and automated processes can streamline operations and enhance overall efficiency. This empowers SMEs to optimize resource use and stay competitive in a rapidly evolving market landscape.

Furthermore, embracing technology is essential for SMEs to maintain competitiveness. With larger corporations heavily investing in digital transformation, SMEs risk falling behind if they don't adapt. By integrating advanced technologies, SMEs can level the playing field and compete effectively in today's business world.

The benefits of technology adoption extend beyond customer satisfaction and operational efficiency. It enables SMEs to gather valuable data and insights that inform strategic decision-making and drive growth. Leveraging analytics and understanding customer behavior patterns provide SMEs with a competitive edge, enabling them to make informed choices that cater to the evolving needs of their customer base.

To sum up, today's business environment requires SMEs to embrace advanced technology to meet the increasing demands for convenience and efficiency. The time for SMEs to adopt technology is now, as those who hesitate, risk being left behind in the digital age.



GLOBAL  
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Gagan Arora himself has been celebrated for his leadership and entrepreneurial success. He has been honored with numerous awards, including being named one of the "Top 100 Influencers in India" by Forbes, "40 under 40" by Asia One and CNBC TV18, and winning the "CEO of the Year" award by the Indian Achievers' Forum.

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TECHNOLOGY  
Latest News *gtm*

# START-UP UNVEILS SYSTEM TO FIX EV DAMAGES

A California start-up, Kinetic Automation, has developed an advanced robotic system that swiftly diagnoses and addresses issues in electric vehicles' digital systems. Leveraging computer vision and machine learning, this innovative system performs diagnostics and recalibrations for modern vehicles efficiently.

Kinetic Automation employs robotics, proprietary AI, and specialized expertise to automate digital collision repairs for all vehicle makes and models. Each Kinetic Hub can manage up to 80 calibrations daily, with cycle times of less than 60 minutes from drop-off to delivery.

Upon a vehicle's arrival at a Kinetic service bay, machine vision sensors, including those on a robotic arm, thoroughly scan the vehicle from bumper to fender. This scan identifies which systems require precise programming or recalibration. Kinetic's software, seamlessly integrated with the vehicle's systems, then initiates and monitors these repairs, ensuring a swift and accurate service.

TECHNOLOGY *gtm*  
Latest News

Unlocking The Mysteries Of Expanding Brain:

# YOUNGER GENERATIONS HAVE BIGGER BRAINS. HERE'S WHAT THAT MEANS.

**SCIENCE**  
*News*

Global Times Magazine Editorial Team

As time unfolds its narrative, so do the stories of humanity's evolution. It's not just our outward appearance that bears witness to the passage of decades, but the very structures of our minds themselves. Recent research unveils a striking phenomenon: younger generations aren't just taller, they boast larger brains too—a revelation that holds profound implications for the future of cognitive health.



Delving into the depths of neurology, scientists have embarked on a groundbreaking journey, scanning the brains of over 3,000 Americans spanning ages 55 to 65.

What they unearthed is nothing short of astonishing: those born in the 1970s exhibit a remarkable 6.6 percent increase in total brain volume compared to their counterparts from the 1930s. This surge isn't confined to mere dimensions; it extends to the very fabric of the brain, with Generation X showcasing nearly 8 percent more white matter volume and a staggering 15 percent increase in gray matter surface area.

Notably, the hippocampus—the epicenter of memory and learning—has expanded by 5.7 percent among younger cohorts.

At the heart of this revelation lies the distinction between gray and white

matter, the yin and yang of the central nervous system. Gray matter, the cerebral command center adorned with nerve cells, orchestrates a symphony of vital functions—from speech to movement—while white matter serves as the neural superhighway, ferrying messages between brain cells and the body at large.

Yet, what fuels this cerebral expansion beyond mere genetic predisposition?

Neurologist Charles DeCarli of the University of California Davis posits that while genetics play a pivotal role, external forces such as health status, societal influences, culture, and education wield formidable influence over brain development. These findings shed light on the intricate interplay between nature and nurture, carving a path towards a deeper understanding of cognitive health.

Enter the specter of dementia—a slow, insidious erosion of mental faculties haunting millions worldwide. Against the backdrop of an aging population, fears of a dementia epidemic loom large.

However, there's a glimmer of hope amidst the gloom: the incidence of dementia in the US and Europe has plummeted by 13 percent each decade over the past thirty years. It appears that younger generations, buoyed by healthier lifestyles, may be shielded from the ravages of this debilitating disease.

The advantages of a voluminous brain extend beyond mere aesthetics. Research suggests that a larger brain volume may confer a degree of resilience against dementia, mitigating its onset or slowing its progression.

Indeed, individuals with larger craniums exhibit superior cognitive functions even in the throes of Alzheimer's—a testament to the protective mantle afforded by ample gray matter.

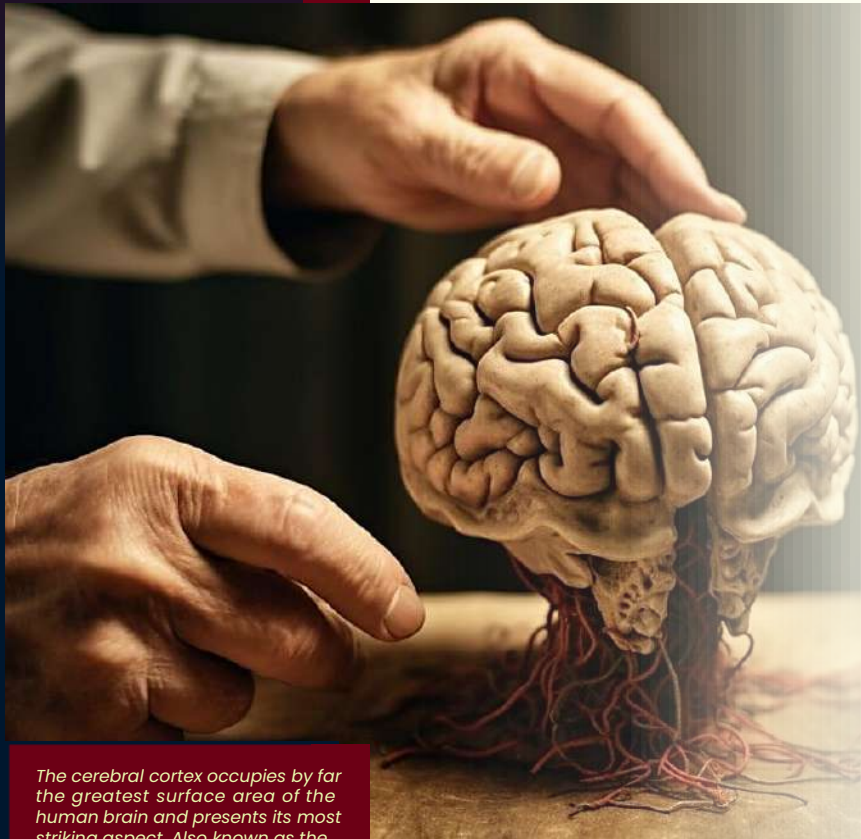
To probe the nexus between brain size and dementia risk, DeCarli and his team embarked on a comprehensive analysis of data from the Framingham Heart Study. Their findings paint a compelling picture: successive generations boast larger brain structures, hinting at superior brain development and resilience against age-related maladies.

Yet, brain health is a multifaceted tapestry woven from myriad threads. While brain volume may serve as a harbinger of cognitive fortitude,

lifestyle factors such as exercise, diet, and socioeconomic status wield their own influence. Exercise emerges as a potent ally, while impoverished living conditions exact a toll on the brain's white matter, hastening cognitive decline.

As the pages of scientific inquiry continue to unfurl, one thing remains clear: the expanding vistas of the human brain offer both tantalizing promise and sobering challenges. With each discovery, we inch closer to unraveling the enigmatic mysteries of the mind, forging a brighter future for generations to come.

Article **END**



*The cerebral cortex occupies by far the greatest surface area of the human brain and presents its most striking aspect. Also known as the neocortex, this is the most recently evolved area of the brain.*



**TECHNOLOGY**  
Latest News  
*gtm*

# **FERRARI DECIDES TO REMOVE ITS BUILT-IN SATELLITE NAVIGATION**

Ferrari is phasing out the use of its built-in satellite navigation system, largely due to its low usage among customers. Instead, Ferrari owners will now rely on Apple CarPlay or Android Auto for their navigation needs.

This shift is reflective of a broader industry trend where automakers are increasingly moving away from proprietary navigation systems in favor of mobile apps, which offer more frequent and convenient updates.

The decision highlights the rapid advancements in smartphone technology and its applications, which are outpacing the capabilities of traditional in-car systems.

As these mobile-based navigation platforms continue to evolve, they provide users with more reliable and feature-rich options, simplifying the update process and enhancing overall user experience.

It's expected that other car manufacturers will follow suit, adopting similar approaches to leverage the superior functionality and continual improvements provided by mobile technology.

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# WHY TO BECOME A MEMBER OF THE GCBL?

For more detailed information and to apply, visit the Global Chamber of Business Leaders website.

Becoming a member of the GCBL offers numerous benefits, including:

- ✓ **Global Networking And Business Opportunities:** Connect with global business leaders, policymakers, and influential figures.
- ✓ **Access to Resources:** Gain insights from industry reports, market research, and best practices.
- ✓ **Influence and Advocacy:** Participate in shaping policies and initiatives that impact global business.
- ✓ **Professional Development:** Access workshops, seminars, and training programs to enhance leadership skills.
- ✓ **Global Exposure:** Increase visibility and credibility on an international platform.





There Is Life On The Moon And It Was Brought By People:

## THE MOON'S SECRET INHABITANTS: TARDIGRADES FROM EARTH

**LIFE ON**  
*Moon*

Global Times Magazine Editorial Team,

In a groundbreaking revelation, recent scientific analysis suggests that life has found a home on the Moon, not through natural means, but as a result of human intervention. The discovery stems from the ill-fated 2019 mission of the unmanned space probe Beresheet, which carried an unusual payload- microscopic animals known as tardigrades.

*Tardigrades, renowned for their extraordinary survival capabilities, were chosen due to their ability to endure harsh conditions*



This revelation prompts intriguing questions about these resilient creatures' survival and potential colonization of the Moon.

### **Beresheet's Mission** and the Tardigrade Payload

On February 22, 2019, Beresheet, a spacecraft developed by Spacell



and Israel Aerospace Industries, aimed to achieve the first private soft landing on the Moon. Despite encountering technical difficulties, the mission left an unexpected mark on the lunar surface, as it carried water bears, or tardigrades, on board. Tardigrades, renowned for their extraordinary survival capabilities, were chosen due to their ability to endure harsh conditions, including those of outer space.

## Tardigrade **Survival Skills**

Tardigrades are microscopic animals, less than a millimeter in size, found in various habitats on Earth, ranging from seas to mossy accumulations. Their supernatural survival skills, including cryptobiosis, enable them to withstand extreme temperatures, dehydration, and even radiation. During cryptobiosis, tardigrades can lose up to 95% of their body water, shrink to half their size, and enter a suspended animation state resembling death until favorable conditions return.



## Survival in **Harsh Lunar Conditions**

The crash of Beresheet on the Moon presented a unique opportunity to test the resilience of tardigrades in the lunar environment.

Laboratory experiments and analysis of lunar conditions suggest that these microscopic creatures might have survived the impact, extreme temperatures ranging from  $-190^{\circ}\text{C}$  to  $120^{\circ}\text{C}$ , and even the moon's radiation.

## Can **Tardigrades Colonize** the Moon?

While it seems plausible that tardigrades could have endured the lunar conditions, the question of colonization remains unanswered. For life to thrive, it requires essential elements such as water, oxygen, and food, which are currently absent on the Moon.

The absence of these vital components raises ethical concerns about the inadvertent contamination of the Moon, potentially hindering future scientific endeavors to search for extraterrestrial life.

## Ethical Considerations and Controversies

The unintentional seeding of life on the Moon through human activities raises ethical questions about the potential consequences and impact on future space exploration. Scientists express concerns about contamination and the need to preserve the pristine environments of celestial bodies, emphasizing the importance of responsible space exploration practices.

## Conclusion

The revelation that tardigrades, resilient microscopic animals, might have found an unintended home on the Moon opens a new chapter in the exploration of our celestial neighbor. While these creatures could endure the lunar environment, the prospect of colonization remains speculative, contingent on the availability of essential elements for life.

As humanity continues its quest for knowledge beyond Earth, the ethical implications of unintentional contamination underscore the importance of responsible space exploration and environmental preservation in the cosmos.

Article **END**

*While Tardigrades could endure the lunar environment, the prospect of colonization remains speculative*





Viktoria Natural Cosmetics is a European brand renowned for its high-quality natural skincare and beauty products. With a diverse range that includes facial creams, body lotions, serums, soaps, and more, each product is crafted from natural and organic ingredients, free from harmful chemicals.

## Milk line

Committed to sustainability, Viktoria Natural Cosmetics uses recyclable packaging and sustainably sourced ingredients. Their gentle formulations cater to all skin types, including sensitive skin, ensuring a holistic approach to skincare that promotes overall well-being.

Transparency is key for Viktoria Natural Cosmetics, with a focus on clear ingredient sourcing and manufacturing processes, allowing customers to feel confident in what they are applying to their skin. Experience the purity and effectiveness of nature with Viktoria Natural Cosmetics.



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TECHNOLOGY  
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## JAPAN STRIKES GOLD, DISCOVERS 230M TONS OF EV BATTERY METAL DEPOSITS

Researchers have made a groundbreaking discovery near Minami-Torishima, where the seabed contains vast mineral resources capable of fulfilling Japan's cobalt requirements for an astounding 75 years and supplying over a decade's worth of nickel. This area is home to approximately 230 million tonnes of manganese deposits, primarily found in fist-sized nodules. These nodules typically contain around 20% manganese, with up to 1% cobalt and nickel.

Manganese, cobalt, and nickel are indispensable for the production of lithium-ion batteries, which are essential for electric vehicle (EV) manufacturing. Researchers estimate that the deposits, which span roughly 10,000 square meters, harbor about 610,000 tonnes of cobalt and 740,000 tonnes of nickel. This discovery is significant not only for its scale but also for its potential to secure Japan's resource independence in these critical minerals.

The mineral site has been under observation since 2016, but it was not until a detailed survey commenced in April last year and continued through early June 2024 that the full extent of the deposits was understood. During this period, researchers employed advanced mining equipment and remotely operated underwater vehicles to thoroughly explore the seabed at depths ranging from 5,200 to 5,700 meters. This meticulous exploration has provided valuable insights into the abundance and accessibility of these crucial mineral resources, positioning Japan to potentially become a leading player in the global EV market.

From Tokyo to Beijing:

# TRANSFORMATIVE CONTRIBUTIONS TO BIOENGINEERING AND NUTRITION

**SCIENCE**  
News

Global Times Magazine Editorial Team

Professor Liu, Xinqi went to Japan to study in 1987 and received a doctorate in bioengineering from Tokyo National University of Agriculture and Technology in 1993. In 2010, he returned to China from Japan and served as the chief scientist of the COFCO Nutrition and Health Research Institute.



Professor Liu, Xinqi

## Personal Overview

In 2011, he was awarded the title of "Nation Distinguished Expert". From 2014 to the present, he served as a professor at the School of Food and Health of Beijing Technology and Business University and Beijing Food Nutrition Chief scientist of the Advanced Innovation Center for Human Health, chief scientist of the National Soybean Processing Industry Technology Innovation Center.

Mainly engaged in research related to food nutrition and health, protein structure, especially protein nutrition to solve health problems such as muscle atrophy caused by "negative nitrogen balance" in the elderly and has achieved fruitful academic research results. He has published more than 200 academic papers in international journals, written 3 monographs, applied for more than 120 international and domestic patents, and authorized more than 60 patents. He has been invited to give more than 90 speeches at international academic conferences. Undertaken several national projects and industry university-research cooperation projects. Soybean peptide products have achieved technological transformation in more than 50

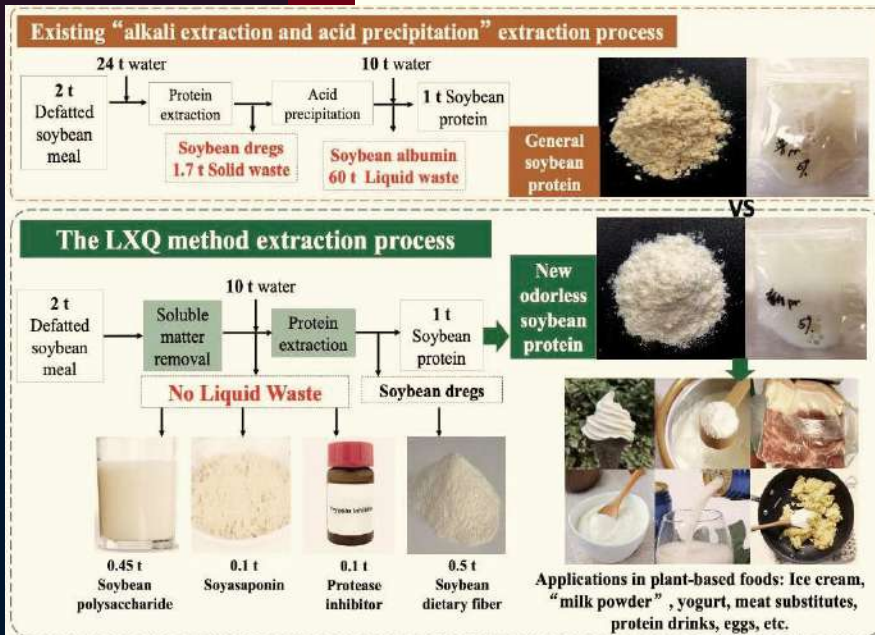
special medical food companies and food processing companies, filling the domestic gap.

Relevant achievements won the first prize of the China Invention Association's Invention and Innovation Award, the first prize of the Science and Technology Award of the China Association for the Promotion of Science and Technology Industrialization, the first prize of the China Industry-Academic-Research Cooperation Innovation Achievement Award, the first prize of the Invention and

Entrepreneurship Achievement Award, the first prize of the Science and Technology Award of the China Cereals and Oils Society First Prize in Technology, Beijing Science and Technology Award, etc. In 2014, he was selected as the annual figure of "Scientific Chinese" and won the 12th Invention and Entrepreneurship Award in 2021.

Social positions: Special Medical Food Review Expert of the State Administration for Market Regulation, Vice Chairman of the Plant-Based Food Branch of the China Society for Food Science and Technology, Vice Chairman of the National Modern Agriculture and Food Frontier Industry Technology Innovation Strategic Alliance, and Deputy Director of the Nutrition Department of the Wu Jieping Medical Foundation Member, consultant of the Precision Cancer Nutrition Group of the Cancer Nutrition and Supportive Treatment Professional Committee of the Chinese Anti Cancer Association, member of the Special Medical Formula Food Application Committee of the China Nutritional and Health Food Association, member of the Functional Food Branch of the China Food and Drug Enterprise Quality and Safety Promotion Association, and national

science and technology project Review expert, Beijing Science and Technology Award review expert, member of the American Chemical Society, member of the Japan Food Science and Technology Society, etc.



**Main Achievements And Contributions**

(1) Established the world's leading innovative production technology for odorless soybean protein, achieving no liquid and no solid industrial waste discharge. This technology effectively removes soluble components such as plant lipids and natural pigments from the

defatted soybean meal and then performs protein extraction to produce soybean protein isolate.

On this basis, the fiber part in the solid waste is separated into two products: soluble and soybean fiber. Comprehensive and efficient utilization of soybean resources has been achieved. This technology not only ensures high protein purity but also significantly enhances its solubility, emulsification, gel properties, etc. in processing applications. There is no liquid and no solid industrial waste discharge in the entire process.

At present, the construction and application of the odorless protein technology production line have been completed, and an odorless soybean protein production line has been built in Jiangsu province, China. The odorless soybean protein produced by the new process can greatly expand the use of soybean protein in the food field, such as ice cream, "milk powder", yogurt, meat substitutes, protein drinks, eggs, and other common foods.

(2) Created a new technology for the cross-step, step-by-step, and directional enzymatic hydrolysis production of soybean peptides. Using innovative odorless soybean protein as raw material, developed a new biological enzyme degradation process, using 6 different proteases to carry out cross, step-by-step, and directional enzymatic hydrolysis of soybean protein to obtain small molecule

*New technology for odorless soybean protein production.*

**SCIENCE**  
News

soybean peptides that are easier to absorb.

This technology improves the hydrolysis degree and protein conversion rate of soybean protein, ensures uniform molecular weight distribution of peptide fragments, and is designed to build a production line.

The average molecular weight of the soybean peptide product produced is 629 Daltons, and the peptide fragments below 1500 Daltons can reach more than 90%, that is, short peptides of 3 to 4 amino acids, which are more conducive to human body digestion and absorption.

Especially for the elderly, it has significant health benefits. Protein supplementation in the form of soybean peptides can delay and prevent muscle atrophy, providing an effective nutritional intervention program to deal with the aging population. The technical achievements have been assessed by experts as overall reaching the leading international level.



Three protein peptide production lines with an annual output of 1,500 tons have been built. Providing high-quality soybean protein peptide raw materials to more than 50 companies has added more than 3 billion yuan in production value.

(3) Created and developed high-protein plant-based meat production technology suitable for a wider range of eating habits. Using innovative odorless soybean protein as raw material, through protein recombination technology, recombinant plant protein, plant-based simulated fat, and plant-based meat skin are obtained, and each component is coupled through biological enzymatic methods to obtain plant pork belly, soybean sauce beef, luncheon meat, etc.

A variety of plant-based meat products are suitable for more people's burgers and chicken nuggets.

Designed and established a plant-based meat production line with an annual output of 10,000 tons. Direct processing of plant protein into food greatly

improves energy conversion efficiency, which is of great significance to environmental protection and ensuring food security. At the same time, by reducing the intake of animal fats and increasing the intake of plant protein, the incidence of chronic diseases among people is reduced.

There is no discharge of wastewater and solid waste in the entire production process, achieving comprehensive and effective



Professor Liu, Xinqi in the laboratory.

utilization of soybean resources.

(4) Created and developed high-protein flourless bread production technology. In the background of Healthy China to solve the problems of lack of suitable staple food and insufficient nutritional intake for diabetic patients, a high-protein flourless baking powder with delicate taste, high digestibility, low glycemic index, and good sugar control effect was developed. and achieved industrialization. Using recombinant protein processing technology, the protein digestibility was improved through extrusion and high shear field recombination, and a three-component sugar control formula of recombinant protein + amylase inhibitory peptide + selenium-rich peptide was further created.

At the same time, the ingredient ratio was optimized to improve texture and sensory features. Blood glucose test results show that the product has a good blood glucose control effect. At present, the factory production of products has landed.

Article **END**



Automatic intelligent plant-based meat production line.

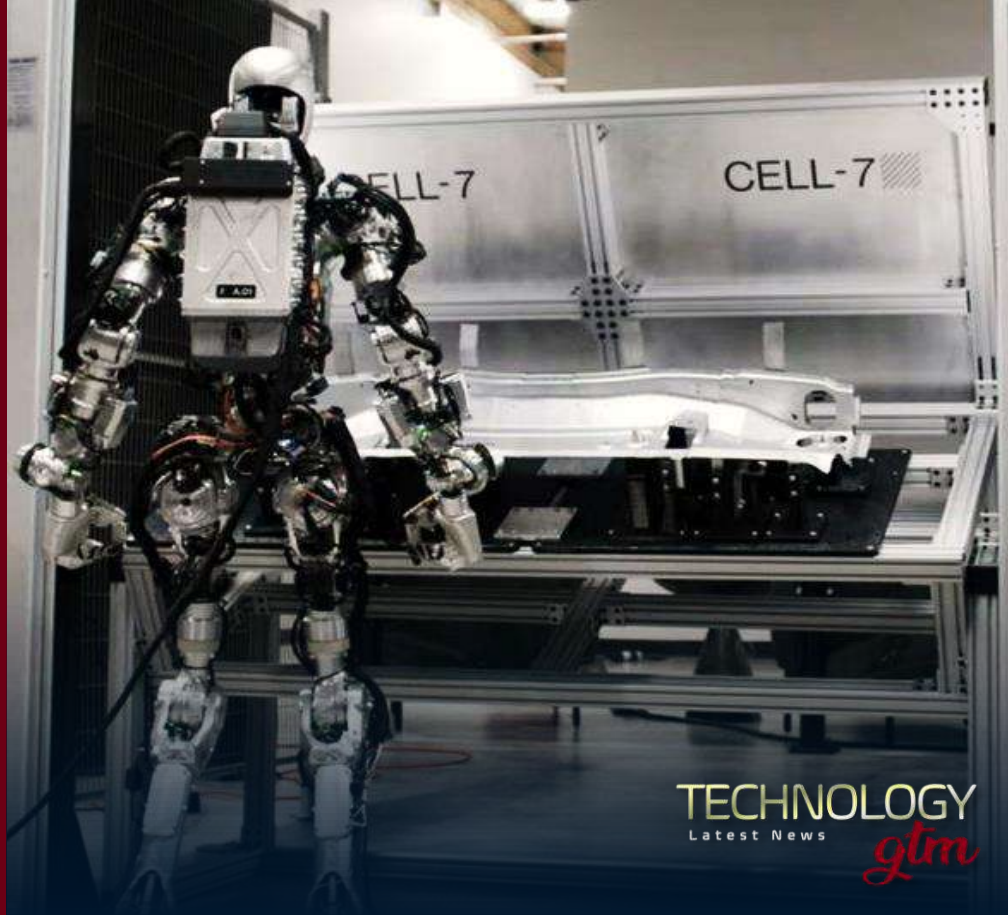


Plant-based meat suitable for various culinary styles.



High protein flourless baking powder and its application in various products.





TECHNOLOGY  
Latest News  
*glm*

## FIGURE'S HUMANOID ROBOT SHOWS PROMISING PROGRESS AT BMW PLANT

Nearly six months ago, Figure announced the deployment of its shiny silver humanoid robot at a BMW manufacturing plant. Recently, a new video has been released, showcasing the robot's impressive progress and capabilities.

While the video might not be the most awe-inspiring demonstration of humanoid robotics, it reveals several notable achievements. The 01 robot has been learning to grasp large, complex shapes with its rubber-tipped fingers and navigate them through the manufacturing environment without bumping into obstacles. This ability is particularly significant, as it involves intricate coordination and precision—skills that even some children find challenging to master.

One of the robot's key accomplishments shown in the video is its ability to place a large plate onto a jig without hitting the locating pegs. This task, seemingly simple, requires a high degree of accuracy and control, underscoring the robot's advancing dexterity.

The video also displays the robot picking up two smaller pieces, one in each hand. Although this might seem less impressive at first glance, as a human would likely handle both pieces simultaneously, the robot's subsequent actions highlight its sophisticated problem-solving abilities. The robot correctly identifies that it has the pieces the wrong way around, skillfully reorients them, and places them in the correct positions. Additionally, when it notices that the pieces are not perfectly aligned, it taps them into place with the back of its hand, demonstrating its ability to self-correct and ensure precise placement.

These developments indicate significant strides in the robot's ability to perform complex tasks autonomously. The progress of Figure's humanoid robot at the BMW plant suggests a promising future for robotics in industrial applications, where precision and reliability are paramount. The continued refinement of these capabilities could lead to even more sophisticated and efficient robotic solutions in manufacturing and beyond.

How Do Cities Deal With High Temperatures?

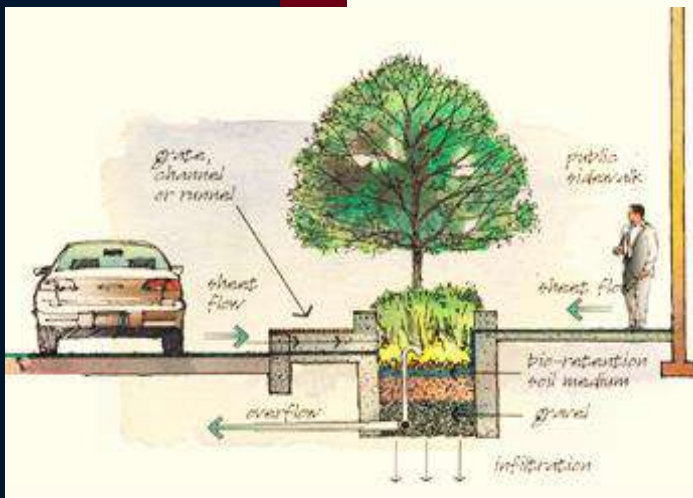
# “TREES ARE THE SOLUTION, EVEN ON CONCRETE”

**WEATHER**  
Issues

Global Times Magazine Editorial Team

Now more than ever, trees and forests are a vital component of healthy, livable, and sustainable communities around the globe.

The world consistently faces severe heatwaves, with vulnerable groups such as the elderly, children, women, and people with disabilities bearing the brunt. A global network of officials is addressing this issue within their cities, reports Deutsche Welle.



## Rising Temperatures and Their Impact

Each year, temperatures in the Northern Hemisphere break new records, with extreme, potentially fatal heat waves affecting numerous countries. If climate change continues unabated, as many as 3.3 billion people might experience extreme heat by the end of the century, according to a May 2023 study in Nature Sustainability. This study, led by researchers from the University of Exeter and Nanjing University, indicates that 60 million people are already exposed to hazardous temperatures, characterized by an average of 29 degrees Celsius (84.2 Fahrenheit) or higher.

## The Dangers of Extreme Heat

Extreme heat poses serious health risks, causing conditions like heat stroke and hyperthermia, and worsening chronic illnesses. It also indirectly affects disease transmission, air quality, and critical infrastructure. According to the World Health Organization (WHO), vulnerable groups such as the elderly, infants, children, pregnant women, people with disabilities, manual laborers, outdoor workers, athletes, and low-income individuals are particularly susceptible to high temperatures.

Even if global warming is limited to 1.5 degrees Celsius above pre-industrial levels, as per the Paris Agreement, 400 million people would still be exposed to dangerous heat by the century's end. Countries like India, Sudan, and Niger will feel the impact of 1.5

degrees of warming, but a 2.7-degree rise would severely affect nations such as the Philippines, Pakistan, and Nigeria.

## Human Costs of Climate Change

The researchers emphasize that their study shifts focus from economic impacts to human costs. Ashish Ghadiali, a climate activist and co-author of the study, criticizes economy-focused models for valuing wealth centers over human lives, particularly disadvantaging regions like Bangladesh compared to wealthier areas like New York state. These models often prioritize current populations over future generations, perpetuating global and intergenerational inequalities.

## Strategies to Mitigate Heat Effects

Urban areas are particularly vulnerable to rising temperatures due to the "heat island effect," where buildings, roads, and infrastructure

absorb and re-radiate heat, making cities significantly hotter than rural areas. To combat this, cities worldwide are appointing heat officers. One such officer, Cristina Huidobro, began her role in Santiago, Chile, in March 2022. She outlines a three-pronged strategy: preparedness, awareness, and adaptation.

Trees reduce fossil fuel consumption by cooling buildings and reducing air conditioning usage

Trees are not the whole solution, we still need to lower our dependence on fossil fuels

Their leaves filter fine particulates from the air

Tall, healthy trees planted in the correct place help pollution disperse



## Preparedness and Awareness

Preparedness involves categorizing heat waves like other natural disasters and setting warning thresholds to prompt city responses. Raising public awareness about heat dangers is also crucial. Simple measures such as staying hydrated, seeking shade, and resting can prevent heat-related deaths.

*The Tree Cities of the World programme is committed to inspiring cities and towns to care for and celebrate their urban tree canopy.*

## Adaptation Through Urban Greening

Adaptation efforts focus on increasing urban green spaces. Santiago has launched an urban reforestation project to plant 30,000 trees and integrate trees as part of its infrastructure. However, planting trees in dense urban areas requires significant effort, involving construction work to create adequate planting spaces. The benefits of these trees will be realized over the next 20 to 30 years as they grow and provide shade.

## Examples from the United States

In the U.S., cities like Phoenix, Miami, and Los Angeles have appointed chief heat officers to tackle extreme heat. Los Angeles, facing high risks from natural disasters including heat, has developed "resilience hubs" with renewable energy-powered cooling and shading. These hubs provide relief during heat waves, complementing existing cooling centers in libraries.

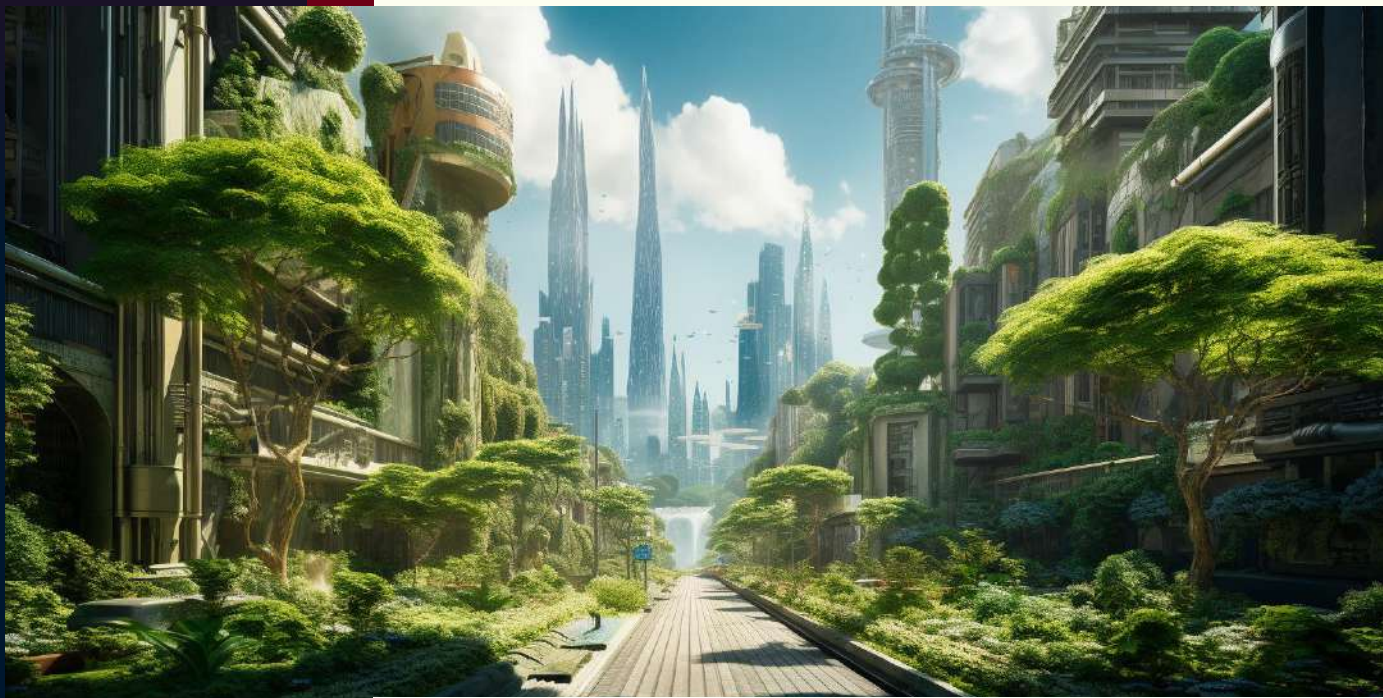
Phoenix is experimenting with cooling pavements using a special sealant that reflects sunlight, reducing surface and nighttime air temperatures. Miami is investing in urban tree planting and has spent millions on air conditioning units for public housing, alongside financial aid for low-income residents' energy bills.

## Innovative Approaches in Santiago

Unlike American cities focusing on air conditioning, Santiago is developing "small forests" near schools and health facilities as climate shelters. These natural cooling centers offer shade, rest, and water, providing a sustainable alternative to air-conditioned cooling centers in the U.S. and Europe.

In summary, cities worldwide are adopting diverse strategies to combat rising temperatures, from urban reforestation and innovative cooling infrastructure to public awareness and preparedness initiatives. Trees, even in concrete-heavy urban areas, play a crucial role in these efforts, offering long-term solutions to mitigate the effects of extreme heat

Article **END**



For every 5% of tree cover in a community, stormwater runoff is reduced by 2%. Trees prevent stormwater runoff from reaching water courses with harmful chemicals collected from roads and sidewalks.

### WHY WE FOCUS ON URBAN TREES

Trees bring benefits to communities, wildlife and the environment. In cities, they can...

#### Conserve Energy

Carefully positioned trees can cut heating and cooling requirements in buildings, providing shade in the summer and blocking wind in the winter.

#### Add Character & Charm

Trees add beauty to their surroundings. They bring colour, soften harsh lines of buildings, screen ugly views and enhance the character of an area.

#### Support Environmental Education

Tree-planting projects, school gardens and Edible Playgrounds can help children develop their environmental awareness, conservation skills and knowledge of sustainable food.

#### Enrich Habitats & Biodiversity

An increase in tree diversity benefits a host of insects, birds and mammals that rely on trees for food and protection. For example, they are an important source of nectar for bees.

#### Enable Urban Foraging

Trees provide fruits and nuts for wildlife and humans. Community orchards offer health, social and environmental benefits.

#### Improve Air Quality

Trees improve air quality and counteract the greenhouse effect by absorbing pollutants and intercepting harmful particulates.

#### Reduce Flood Risk

Trees absorb water, lowering stress on storm water drains and mitigating flood risk. They also improve soil quality and prevent erosion, so more water is held in the ground.

#### Strengthen Communities

Creating and caring for green spaces helps people reconnect with their neighbours and their surroundings.

#### Enhanced Health & Well-being

Trees and green spaces can improve recovery times from illness, reduce stress and boost mental health.



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TECHNOLOGY  
Latest News  
*gtm*

## **NYOBOLT'S RECORD-BREAKING EV BATTERY CHARGES FROM 10-80% IN UNDER 5 MINUTES**

The Nyobolt 35kWh battery pack has shattered records for the fastest charging battery, recharging from 10% to 80% in an astonishing four minutes and 37 seconds during its first live demonstration. This remarkable speed provides an additional 120 miles of range to a sports car in just a few minutes. Set to be market-ready "at a small scale" within a year, with an initial production run of 1,000 packs, the Nyobolt battery is currently available in the UK and aims to revolutionize electric vehicles, including compact cars.

Nyobolt has rigorously tested the battery, completing over 4,000 full-depth discharge fast-charge cycles, which equates to about 600,000 miles of real-world usage. Impressively, the battery maintains its ability to charge to 80% even after 4,000 cycles, demonstrating exceptional durability and resilience against the usual degradation seen in other batteries.

The Nyobolt EV prototype outpaces existing batteries by charging twice as fast, typically reaching 100% in just six minutes in lab tests. This groundbreaking technology represents a significant leap forward in the advancement of electric vehicles, promising quicker charging times and longer-lasting battery life.

TECHNOLOGY *gtm*  
Latest News



A Promising Breakthrough:

# NEW ANTIBIOTICS CLASS SHOWS POTENTIAL AGAINST DRUG-RESISTANT BACTERIA

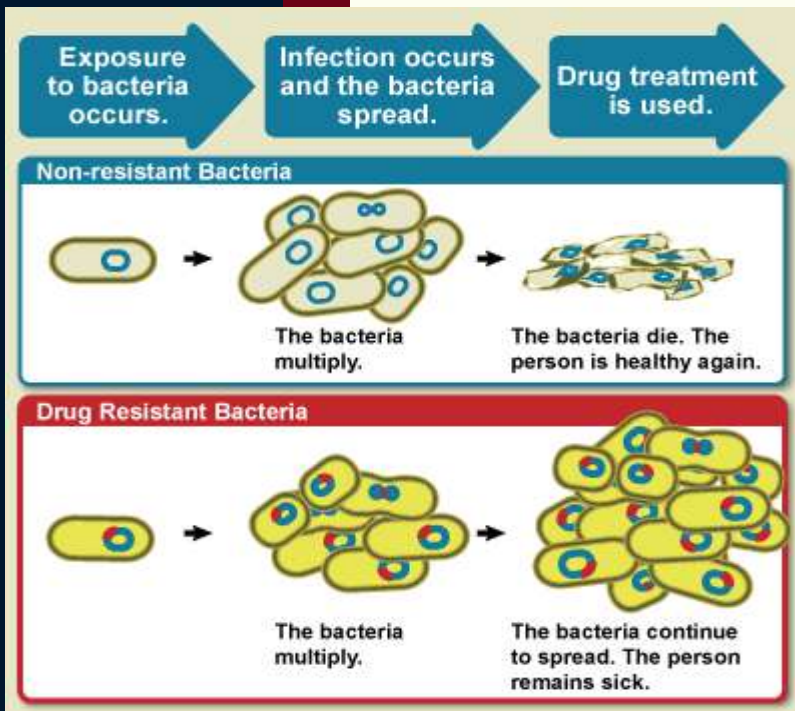
**SCIENCE**  
*News*

Global Times Magazine Editorial Team

*The legendary event might have been even more extreme than previously believed*

In a groundbreaking discovery, scientists from Uppsala University in Sweden have unveiled a new class of antibiotics capable of destroying drug-resistant bacteria with just a single dose.

Although the treatment has only been tested on mice thus far, experts are optimistic that this novel approach could revolutionize the fight against antibiotic-resistant pathogens, which pose a growing threat to global health.



## Understanding Gram-Negative Bacteria:

### A Formidable Foe

Gram-negative bacteria, such as *Escherichia coli* (*E. coli*) and *Klebsiella pneumoniae* (*K. pneumoniae*), are among the most dangerous pathogens due to their ability to cause a wide range of infections, including intestinal, lung, bladder, and bloodstream infections. These bacteria are encased in a protective capsule that shields them from white blood cells and antibiotics, making them particularly challenging to combat.

## A New Approach:

### Targeting the LpxH Enzyme

While previous efforts to combat gram-negative bacteria have focused on disrupting the outer lipid membrane, scientists from Uppsala University took a different approach.

They targeted the LpxH enzyme, which is utilized by approximately

70% of gram-negative bacteria to synthesize key components of their outer membrane known as lipopolysaccharides.

In experimental trials, mice infected with drug-resistant E. coli or K. pneumoniae were administered compounds designed to inhibit LpxH one hour after infection.

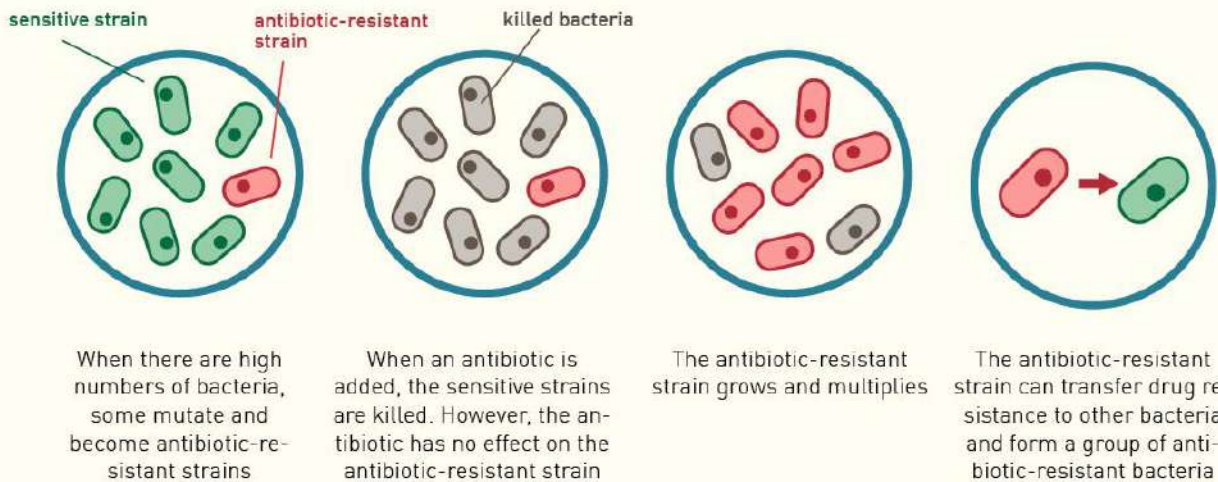
Remarkably, this approach resulted in the complete eradication of bloodstream infections within just four hours, using only a single dose of the new antibiotic.

## The **Urgent Need** for New Antibiotics

The rise of antibiotic-resistant bacteria has emerged as a global health crisis, with drug-resistant infections ranking as the third leading cause of death worldwide in 2019. Alarmingly, many existing antibiotics are merely variations of drugs discovered nearly a century ago, underscoring the urgent need for innovative approaches to antibiotic development.

# Drug-resistant bacteria

## How do they happen?



*Antimicrobial resistant bacteria are bacteria that are not controlled or killed by antibiotics. They are able to survive and even multiply in the presence of an antibiotic.*

A report by the World Health Organization (WHO) in 2017 highlighted gram-negative bacteria as particularly concerning due to their resistance to the most effective classes of broad-spectrum antibiotics. The emergence of antibiotic-resistant strains threatens to undermine decades of medical progress and poses a significant risk to public health.

The Road Ahead:

## From Lab to **Clinical Trials**

While the initial results are promising, the researchers caution that there is still much work to be done before these new antibiotics can be evaluated in clinical trials involving humans.

## Phases of **Clinical Trials**

Every new drug undergoes rigorous testing through three phases of

clinical trials to ensure its safety and efficacy before receiving regulatory approval.

**Phase 1:** Involves a smaller number of participants (typically 20-100) to assess the drug's safety and preliminary effectiveness.

**Phase 2:** Expands the study to a larger cohort (usually 50-300 participants) to further evaluate the drug's effectiveness and explore different dosing regimens.

**Phase 3:** Involves the largest number of participants (ranging from hundreds to tens of thousands) to compare the drug against a placebo, assess its overall effectiveness, and monitor for any potential side effects.

Only after successfully completing these phases and demonstrating both safety and efficacy can a new drug be considered for market approval.

### Conclusion



The discovery of this new class of antibiotics by scientists from Uppsala University represents a significant milestone in the ongoing battle against antibiotic-resistant bacteria.

By targeting the LpxH enzyme, this innovative approach has shown promising results in combating drug-resistant strains of *E. coli* and *K. pneumoniae* in mice.

As the global community grapples with the escalating threat of antibiotic resistance, the development of new and

effective antibiotics is more crucial than ever. While further research and clinical trials are needed to validate these findings and ensure their safety in humans, this breakthrough offers hope for a future where we can continue to combat infectious diseases effectively.

Published in the journal PNAS under the title "Antibiotic class with potent in vivo activity targeting lipopolysaccharide synthesis in Gram-negative bacteria," this research serves as a testament to the power of scientific innovation in addressing some of the most pressing challenges in global health.

Article **END**

### CLASSIFICATION OF DRUG-RESISTANT BACTERIA

According to the different patterns of resistance

**MDR**  
(Multi drug-Resistant)

Indicates non-susceptibility to at least one antibiotic within three or more antibiotic categories.

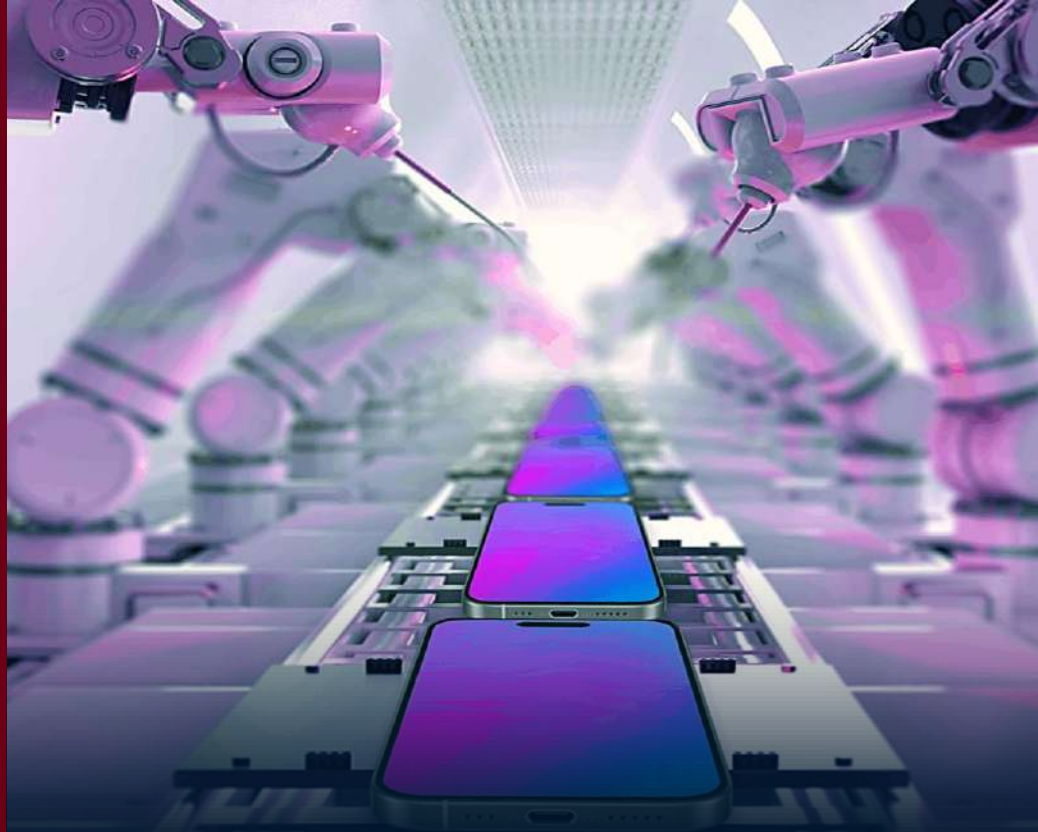
**XDR**  
(Extensively Drug-Resistant)

Indicates non-susceptibility to at least one antibiotic in all but two or fewer antibiotic categories.

**PDR**  
(Pan Drug-Resistant)

Indicates non-susceptibility to all antibiotics in all antibiotic categories.





**TECHNOLOGY**  
Latest News  
*gtm*

# APPLE TO REPLACE 50% OF iPHONE FINAL ASSEMBLY WORKERS WITH ROBOTS

Apple has announced plans to reduce its iPhone assembly workforce by 50% through increased automation. This directive, issued by Sabih Khan, Apple's Senior Vice President of Operations, follows violent clashes in November 2022 near the Foxconn plant, where iPhones are assembled. These clashes were sparked by workers' protests over poor working conditions, inadequate food supplies, and confinement within the plant during the COVID-19 pandemic.

In response to these events, Apple has decided to significantly cut jobs and automate production processes, despite previously high costs that made such changes prohibitive. Over the past year, Apple has made significant strides in automating several stages of iPhone assembly, including the installation of metal parts and flexible printed circuit boards, which are now completed without human intervention. This shift towards automation has resulted in job reductions in China.

To enhance its supply chain automation, Apple has been acquiring specialized companies. Last year, it acquired Drishti, a company that analyzes conveyor belt footage to identify real-time issues, and DarwinAI, which uses artificial intelligence to optimize industrial processes. Additionally, Apple is collaborating closely with key manufacturing partners like Foxconn, Luxshare Precision, and Pegatron to further streamline and automate production.

These efforts underscore Apple's commitment to improving operational efficiency and reducing reliance on human labor, while addressing the challenges that surfaced during the pandemic. The move towards automation is expected to transform the assembly process, potentially setting new standards for the tech manufacturing industry.



## BRIDGING THE DIGITAL DIVIDE AMONG ECONOMICALLY CHALLENGED COMMUNITIES

Monica Martinez Vargas, Delegate for Chile, Global Chamber of Business Leaders

The question remains: How can organizations empower economically challenged communities through technology?

In today's rapidly evolving digital landscape, access to technology is no longer a luxury but a necessity for individual empowerment and community development. However, many economically challenged communities around the world still lack the resources and opportunities to harness the transformative power of technology. Bridging this digital divide is not only a matter of social equity but also a key driver of sustainable growth and inclusive prosperity. Organizations play a crucial role in empowering these communities.

One of the most impactful ways organizations can contribute is through the establishment of community technology centers or hubs, which can serve as inclusive spaces where individuals from economically challenged communities can access computers, internet connectivity and training programs to build digital skills. By partnering with local stakeholders, such as schools, non-profits and government agencies, organizations can create a supportive ecosystem for digital literacy and empower community members to navigate the digital world with confidence.

Furthermore, organizations can collaborate with educational institutions to develop tailored technological programs catering to specific needs and challenges. By designing curriculum focused on basic digital skills, coding, online safety and tech entrepreneurship, organizations can equip individuals with the tools to thrive in the digital age. These programs can enhance employability and open doors to economic advancement and social mobility.

Additionally, organizations can support the sustainable integration of digital solutions in community development projects. By leveraging technology for e-learning, telemedicine, digital banking and smart agriculture, organizations can address pressing social issues and improve quality of life. Through strategic partnerships with tech companies, government agencies and NGOs, organizations can drive innovation and create scalable solutions for lasting impact.

Moreover, organizations can empower community members to become change agents through a culture of collaboration. By encouraging volunteerism, mentorship and knowledge sharing, organizations can create a sense of collective responsibility for advancing technological literacy. Through empowerment and engagement, individuals can unlock their full potential and contribute towards a more resilient and connected society.



*Organizations have a unique opportunity to drive positive change and promote social equity through technology. By investing in infrastructure, education and innovation, organizations can bridge the digital divide, unlock new opportunities and create a more inclusive and prosperous future. Together, we can harness the power of technology for a more equitable and sustainable world for generations to come.*



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# YOGA: A STRATEGIC ASSET FOR ENHANCING LEADERSHIP AND PRODUCTIVITY IN THE CORPORATE WORLD

An Exclusive Column by Ayurveda Expert Prasanto Das



*Yoga offers physical and mental health benefits for people of all ages. And, if you're going through an illness, recovering from surgery or living with a chronic condition, yoga can become an integral part of your treatment and potentially hasten healing.*

In today's fast-paced and stress-laden corporate environment, senior managers and leaders seek innovative strategies to enhance productivity and maintain mental well-being. Yoga, with its ancient roots and comprehensive approach to health, emerges as a powerful tool not just for personal health, but also for enhancing leadership and workplace dynamics.

## The Rich Historical Tapestry Of Yoga

Yoga, originating thousands of years ago in ancient India, has evolved through the centuries from a primarily meditative practice to a globally embraced phenomenon encompassing physical postures, ethical disciplines, and meditative practices. This evolution is documented in several key texts such as the Vedas, Upanishads, the Bhagavad Gita, and prominently in the Yoga Sutras of Patanjali.

## Patanjali And The Yoga Sutras

The Yoga Sutras of Patanjali, a collection of 196 aphorisms, outlines the art and science of yoga. This foundational text introduces the eight limbs of yoga, guiding principles that range from ethical norms to physical postures, all aimed at achieving spiritual enlightenment. For today's leaders, these principles foster vital skills such as ethical decision-making, self-discipline and mental clarity.

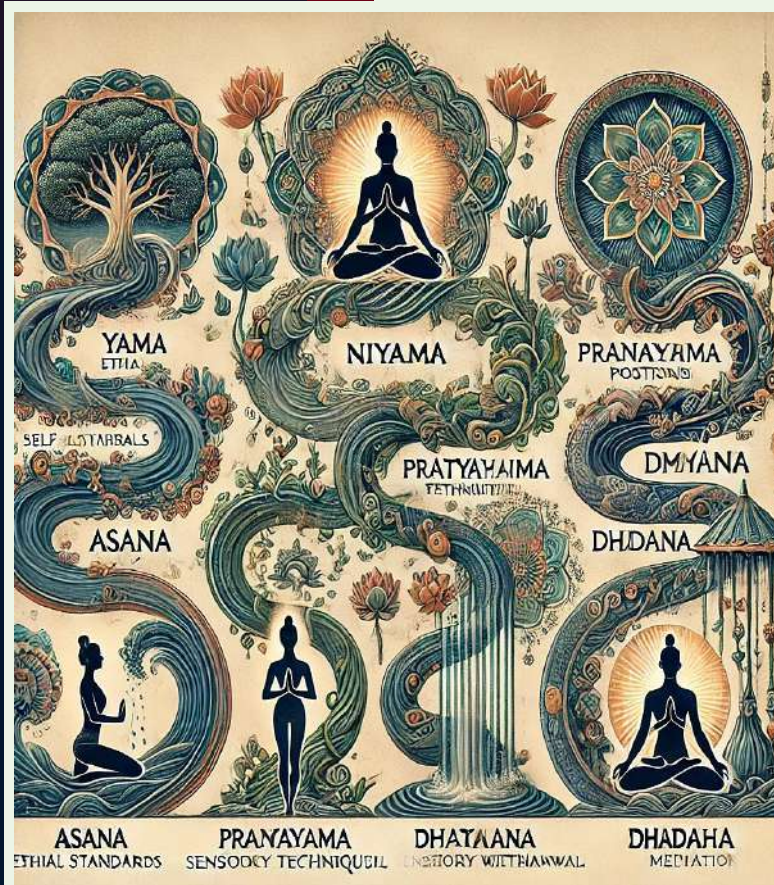
## Application In Modern Corporate Leadership

The adoption of yoga in the corporate sphere can dramatically benefit senior managers in several ways:

- **Stress Reduction:** Yoga's techniques, including various postures and breathing exercises, help reduce stress and promote a calm, focused

mind. Regular practice can mitigate the effects of chronic stress, leading to clearer decision-making and improved overall mental health.

- **Enhanced Focus and Productivity:** Concentration techniques taught in yoga can enhance the ability to focus on tasks, leading to higher productivity and efficiency. Practices such as Dharana (concentration) and Dhyana (meditation) are particularly effective in fostering deep, sustained attention.
- **Physical Health:** Regular yoga practice improves flexibility, strength and general health, reducing sick days and boosting overall energy levels. This physical improvement is crucial for the demanding schedules of corporate leaders.
- **Emotional Resilience and Team Dynamics:** Yoga encourages emotional stability and resilience, enabling leaders to handle the ups and downs of corporate life with more ease. Furthermore, the principles of empathy and mindfulness can lead to better interpersonal relationships and a more harmonious team environment.



## Implementing Yoga In Corporate Settings

To harness the benefits of yoga, corporations can take several actionable steps. These include assessing the need for yoga programs, designating a yoga co-ordinator, selecting certified yoga instructors, scheduling regular sessions and creating dedicated spaces for yoga practice.

## Case Studies And Corporate Success Stories

Leading companies like Google and Apple have integrated yoga into their wellness programs with substantial success. For example, a tech giant like Google has seen a noticeable decrease in employee stress and an increase in productivity, which they attribute to regular mindfulness and yoga sessions. These programs often include components that align with your interests, Atik, such as enhancing innovation and engagement through practices like meditation, which you are deeply familiar with.

## Conclusion

The integration of yoga into corporate wellness programs is not just a trend but a strategic approach to fostering a healthier, more productive and emotionally intelligent workforce. By adopting yoga, companies can cultivate leadership qualities, enhance employee well-being and create a more dynamic and successful organization.



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Promoting Collaboration & Women's Empowerment:

# INVESTMENT OPPORTUNITIES FOR SRI LANKA THROUGH THE GLOBAL CHAMBER OF BUSINESS LEADERS

**GCBL** Global Times Magazine Editorial Team

In a significant move to bolster women's empowerment and foster international collaboration, H.E. Laila Rahhal El Atfani, Vice President of the Global Chamber of Business Leaders for the Middle East and Founder of Woman Business Circle, had a highly productive meeting with Alexi Gunasekera, the Consul General of Sri Lanka in the United Arab Emirates.



The meeting focused on several key topics, including the organization of a series of events aimed at promoting the empowerment of women across various sectors. Both leaders underscored the importance of these initiatives in driving gender equality and supporting women to achieve their full potential.

Additionally, the discussions included plans for greater engagement of Sri Lanka within the Global Chamber of Business Leaders. The appointment of a delegate from Sri Lanka to the Global Chamber of Business Leaders was also on the agenda,

highlighting the commitment to expanding the Chamber's reach and impact.

These initiatives exemplify a shared dedication to creating opportunities and providing robust support and networking for members of the Global Chamber of Business Leaders. Such efforts are instrumental in empowering women, ensuring they have the resources and opportunities needed to thrive in their respective fields.

Moving forward, the Global Chamber of Business Leaders, under the guidance of visionaries like Laila Rahhal El Atfani, will continue to spearhead initiatives that promote gender equality and women's empowerment on a global scale. This meeting marks a promising step towards achieving these goals, reinforcing the commitment to fostering an inclusive and supportive environment for women in business worldwide.

*A Landmark Meeting between Alexi Gunasekera, General Consul of Sri Lanka in the UAE, and H.E. Laila Rahhal El Atfani, VP of GCBL.*

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# HOW TO BECOME A MEMBER OF THE GCBL?

For more detailed information and to apply, visit the Global Chamber of Business Leaders website.

To become a member of the GCBL, follow these steps:

**Visit the Official Website:**

Go to the Global Chamber of Business Leaders' official website.

**Membership Application:**

Complete the membership application form, providing necessary details about yourself and your organization.

**Review and Approval:**

The application will be reviewed by the GCBL membership committee.

**Membership Fee:**

Choose and Pay the required membership fee upon approval.

**Confirmation:**

Receive confirmation of your membership and start enjoying the benefits immediately.







Maybe A Lifetime Opportunity:

# ITALIAN STATE OFFER UP TO \$32,000 TO MOVE TO TUSCANY - BUT THERE'S A CATCH

**CONNECTED**  
World

Global Times Magazine Editorial Team

Italy's new "residency in the mountains" program will pay people up to \$32,000 to relocate to rural Tuscany in an effort to stabilize its population problem.

Imagine waking up each morning to a breathtaking view of the Tuscan countryside, making your home in the romantic Italian region renowned for its dry red wine, medieval architecture, and sprawling groves of olive trees.

Now, imagine getting paid to do it.

## Tuscany's **Bold Initiative**

Tuscan officials have launched a groundbreaking "Residency in the Mountains" program this June. The initiative has created a €2.8 million fund (approximately \$3 million) aimed at encouraging people to relocate to the rural countryside. This fund is part of a broader effort to stabilize Italy's dwindling population and will provide grants ranging from €10,000 to €30,000 (\$10,720 to \$32,161) to individuals willing to move to Tuscany and renovate a home there.

"The purpose of the intervention is to favor and encourage the repopulation and socio-economic revitalization of mountain areas, acting in contrast to the marginalization of these areas," the program's website states.

## **Details of the Program**

The grants will cover 50% of the renovation costs for homes in one of 76 Tuscan towns with fewer than 5,000 residents. These include picturesque locations like San Casciano dei Bagni, famous for its thermal pools; Caprese Michelangelo, the birthplace of the Renaissance artist; and the island of Capraia Isola. The program is open to Italians, EU residents, and non-EU citizens, provided they can establish long-term residency lasting no less than ten years.





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CONNECTED  
World

Eligible applicants must commit to making the Tuscan property their primary home.

Applications for the program close on July 27.

## An Answer to Italy's Population Crisis

This innovative scheme is one of several Italy has employed over the years to draw new residents to its rural regions. Italy faces a significant population crisis, with Europe's smallest share of children under the age of 15. Nearly 2,500 towns are on the brink of collapse and may not survive more than 25 years, as reported in a 2016 study by Italy's Ministry of Environment. Additionally, CNN reported last year that there are over 6,000 ghost villages across the country, left deserted due to migration and natural disasters.

## Previous Attempts and Their Impact

In 2018, Italy experimented with offering new residents in Molise \$27,500 to move to the region's abandoned towns. The following year, officials in Ollolai placed 200 homes on the market for just €1 (\$1.25) each to prevent their towns from meeting the same fate.

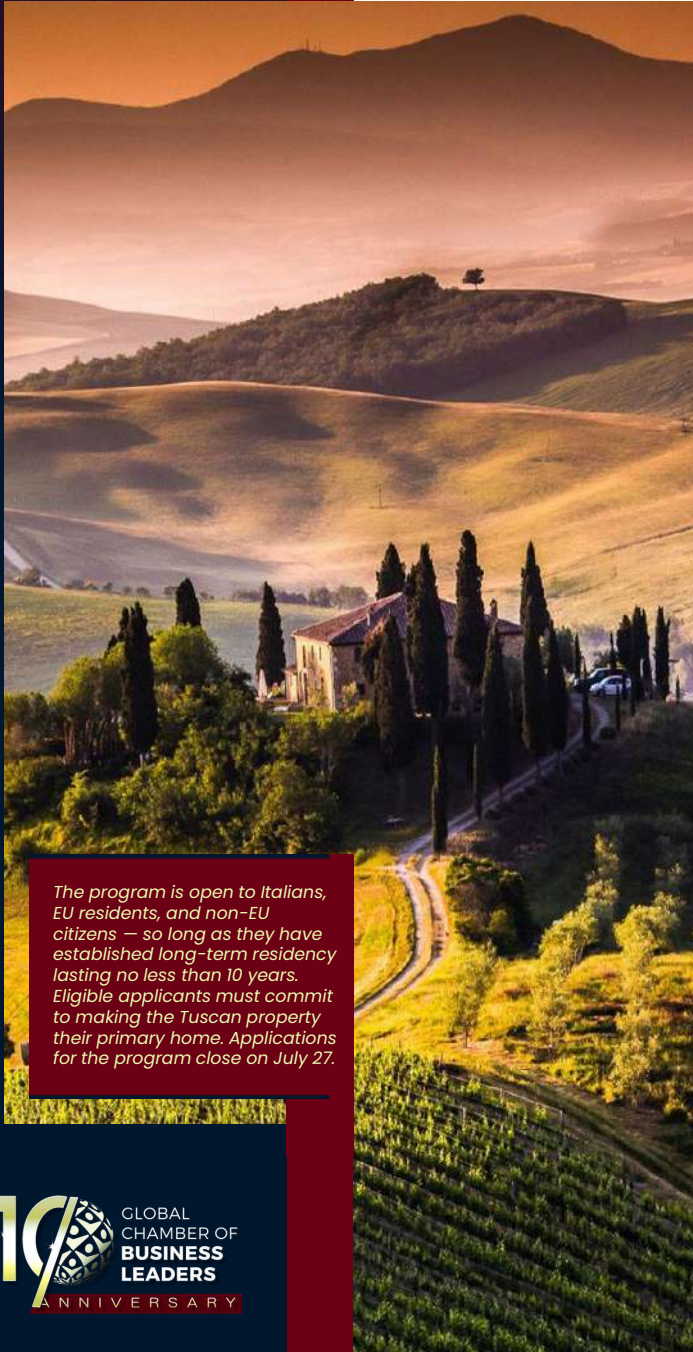
Sicily similarly made headlines with its offer of \$1 homes for sale. Despite the homes' dire need for repairs, the scheme attracted numerous expats eager to snap up an abandoned property. Although there were strict conditions, such as time limits for completing repairs, required collaboration with specific contractors, and renovation costs potentially reaching \$30,000, many buyers found the opportunity worth every penny.

## The Future of Tuscany's Residency Program

The "Residency in the Mountains" program signifies Tuscany's commitment to reversing the decline of its rural communities. By offering financial incentives to those willing to invest in these areas, Tuscany hopes to breathe new life into its scenic but struggling towns. As the deadline for applications approaches, the success of this initiative could pave the way for similar programs in other regions facing depopulation.

This program presents a unique opportunity not just for the applicants who get to live in one of the world's most beautiful regions but also for Tuscany, which gains new residents eager to contribute to the local economy and community. As this initiative unfolds, it may serve as a model for other regions worldwide grappling with the challenges of rural depopulation and economic revitalization.

For now, Tuscany awaits its new vanguards of the future, ready to transform dreams of idyllic countryside living into a thriving reality.



*The program is open to Italians, EU residents, and non-EU citizens — so long as they have established long-term residency lasting no less than 10 years. Eligible applicants must commit to making the Tuscan property their primary home. Applications for the program close on July 27.*

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**10** GLOBAL CHAMBER OF BUSINESS LEADERS ANNIVERSARY

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# WHICH ONE ARE YOU?

Be The Vanguard Of The Future!



SCAN FOR THE APPLICATION

# CHOOSE ONE NOW

Together We Are Shaping The Future!



Discover Europe's Hidden Gems:

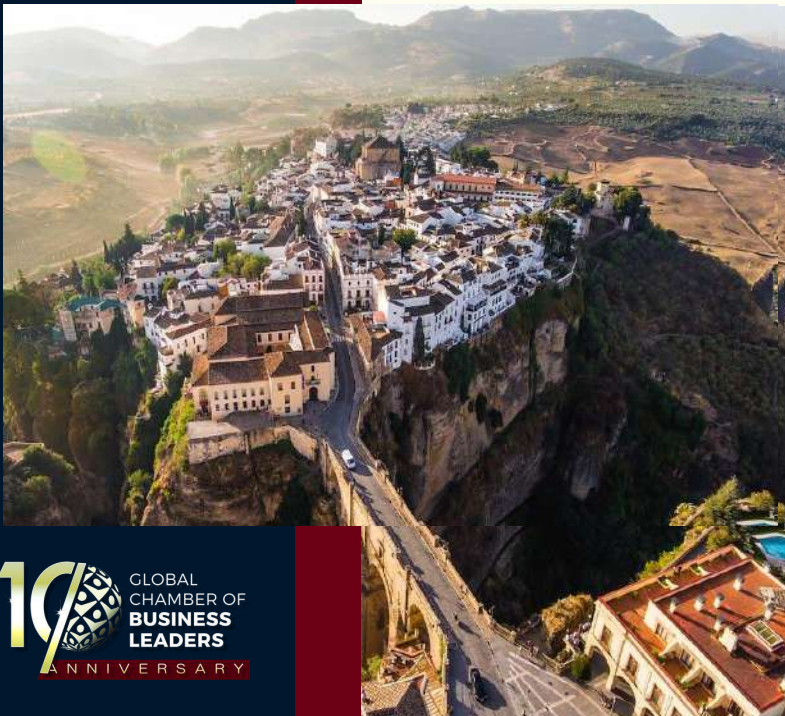
# ALTERNATIVES TO THE "BIG FOUR" TOURIST HOTSPOT

**TRAVEL &**  
*Hospitality*

Global Times Magazine Editorial Team, BI

Planning a trip to Europe this Summer? Chances are, Spain, Italy, France, or Greece are on your itinerary. These countries, often referred to as Europe's "Big Four" by Business Insider (BI), are perennial favorites among tourists, thanks to their rich cultural heritage, stunning landscapes, and delectable cuisine.

While the allure of these destinations is undeniable, Business Insider encourages travelers to venture beyond the usual tourist trails and explore some of Europe's lesser-known treasures. Here, we highlight a few alternatives in Spain, Italy, France, and Greece that offer equally captivating experiences without the crowds.



**Spain**

## Discover the Cliffside Charm of Ronda

Barcelona and Madrid might dominate the Spanish travel scene, but the historic city of Ronda in Andalusia offers a unique and tranquil escape. Perched atop a deep rocky gorge, Ronda is enveloped in lush greenery and steeped in history.

For those based in Marbella, Seville, or Gibraltar, Ronda is a must-visit, providing a serene retreat from the bustling cities. Another gem in northern Spain is the seaside town of A Coruña, located near the famed Camino de Santiago pilgrimage route. This coastal town offers a mix of scenic beauty and cultural richness, making it a perfect addition to any Spanish itinerary.



## Explore Serene Islands Beyond Mykonos and Santorini

Mykonos and Santorini are synonymous with Greek island paradise, but their popularity means they can be overcrowded. BI suggests exploring quieter, equally enchanting islands like Aegina, Poros, and Hydra. Hydra, in particular, is a standout with its car-free environment where goats, donkeys, and walking are the primary modes of transport, creating a unique and tranquil experience.

On the mainland, Meteora in Thessaly is a must-see with its otherworldly monasteries perched atop towering rock formations. This UNESCO World Heritage site offers a blend of spiritual history and breathtaking natural beauty.



*No cars are allowed on the Greek island of Hydra.*

**TRAVEL &**  
*Hospitality*



## Uncover Tuscany's Hidden Villages and Northern Lakes

Italy's charm extends far beyond the well-trodden paths of Florence, Pisa, and Siena. In Tuscany, BI recommends exploring smaller villages like San Gimignano, Montalcino, and Montepulciano. These towns, nestled among rolling hills and vineyards, offer an authentic taste of Tuscany's renowned wine culture and picturesque landscapes.

In northern Italy, instead of the crowded shores of Lake Como, consider the lesser-known lakes near The Dolomite mountains. This region is perfect for a scenic road trip, showcasing some of the most stunning and tranquil spots in Europe.

*Small towns like San Gimignano in Tuscany are less touristy than Florence.*





## Experience Local Luxury in Biarritz

Paris and Nice may be the go-to destinations in France, but for a taste of local luxury, head to Biarritz in the Basque region. Known for its surfing culture and old-world charm, Biarritz offers a more authentic and relaxed French vacation experience. Its proximity to San Sebastian, a popular Spanish coastal city, makes it a convenient and delightful addition to your travel plans.

Other French gems include the medieval town of Saint Paul De Vence on the French Riviera, a favorite among artists and poets, and the riverside city of Avignon in the southeast. These locations provide a mix of historical significance and stunning scenery, making them worthy alternatives to the usual tourist spots.



*Biarritz has an old money, "Grace Kelly" feel to it.*

**TRAVEL &**  
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## Embrace the Unseen Beauty of Europe

While the "Big Four" have their undeniable attractions, Europe's hidden gems offer equally captivating experiences with fewer crowds and a more authentic feel.

By exploring these lesser-known destinations, travelers can enjoy a richer, more diverse European adventure, discovering the continent's true essence beyond the popular hotspots.

Whether it's the cliffside beauty of Ronda, the serene islands of Greece, the charming villages of Tuscany, or the local luxury of Biarritz, these alternatives promise unforgettable memories and a deeper connection to Europe's diverse cultural and natural landscapes.

Article **END**



**TECHNOLOGY**  
Latest News *gtm*

## **JAPANESE RESEARCHERS ACHIEVE RECORD-BREAKING DATA TRANSMISSION SPEED**

Researchers at Japan's National Institute of Information and Communications Technology (NICT) have achieved an unprecedented data transmission speed of 402 terabits per second, shattering previous records. This speed is approximately 5 million times faster than the average broadband speed available in the UK, marking a significant milestone in the field of telecommunications.

The groundbreaking achievement was realized by transmitting data through standard optical fiber, employing an ultra-wide bandwidth of 37.6 terahertz. This remarkable bandwidth allowed for the efficient and rapid transmission of vast amounts of data, far surpassing current capabilities.

To accomplish this feat, the researchers employed a sophisticated combination of six types of fiber amplifiers along with a technique known as Raman amplification. These amplifiers worked in tandem to boost the signal strength and ensure the data could travel long distances without significant loss of quality or speed. Notably, the team utilized all the low-loss transmission bands within the optical fiber, optimizing the transmission process and maximizing efficiency.

This breakthrough not only highlights the potential for future advancements in high-speed data transmission but also underscores the capabilities of existing optical fiber infrastructure when paired with innovative amplification techniques. The implications of this achievement are vast, potentially transforming data communication across various sectors, including internet services, cloud computing, and large-scale data centers.

The NICT's success in achieving such a high data transmission rate demonstrates the significant progress being made in the field of information and communications technology. As the demand for faster and more reliable data transmission continues to grow, innovations like these will be crucial in meeting the needs of an increasingly connected world. The research team's work paves the way for the development of next-generation communication networks, capable of handling the ever-increasing volume of data with unparalleled speed and efficiency.



**THE NEXT**  
Coffee, Concepts &  
Catching Up meeting call  
will be on the **18th of July**

**REMINDER**

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# Coffee, Concepts & Catching Up

With *Nicole Farrell*, GCBL Comms Director

**Note:** Coffee, Concepts & Catching Up is for appointed GCBL executives and members only



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Seventeenth Edition

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Wishing you the very best until next month, and here's our **inspirational quote** from this month's edition of the one and only Global Times Magazine.

”

MARTIN LUTHER KING JR.

Darkness cannot drive out darkness: only light can do that.  
Hate cannot drive out hate: only love can do that.

Quote Of The Month:

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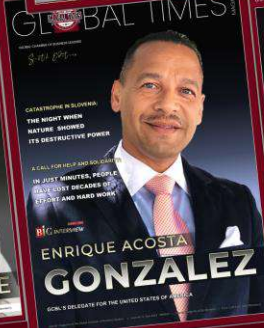
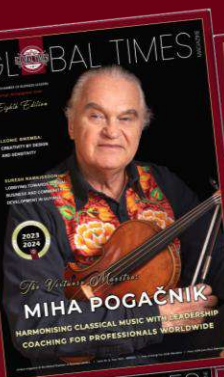
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