

Where trends are born, not followed

**GTM**

# GLOBAL TRENDS MAGAZINE

23<sup>RD</sup> Edition

**CHALLENGES,  
CONFLICTS, CHANGE**

Global Shifts in 2025

**12 RULES FOR  
A HAPPIER & BETTER LIFE**

Tips From Carl Gustav Jung  
That Can Change Your Life

**NOBEL LAUREATE WARNS  
OF POTENTIAL HUMAN EXTINCTION**

The Nobel Laureate's Concerns  
Over the Growing Influence of AI

**SHELLI  
BRUNSWICK**

From Air Space Officer  
To Space Advocate

**ROBERT *W* CATS**

Bringing Change  
From Within

**O' DAGMAR  
TOOLE**

**SHAPING  
THE FUTURE  
OF PUBLIC SPEAKING**



# GLOBAL TRENDS

MAGAZINE

23<sup>rd</sup> Edition

## About The Global Trends Magazine

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Welcome

To The Magazine Where Trends Are Born, Not Followed

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President's New Year's Insight:

# NEW YEAR, NEW HOPE: CHOOSING PEACE BEFORE IT'S TOO LATE

Dejan Štancer, GCBL President & GTM Chairman

**W**e step into 2025 with optimism in our hearts, new resolutions, and renewed hope. Yet, we step into another year of geopolitical uncertainty. The war in Ukraine - a conflict that not only shocked the world but threw it entirely off balance- continues unabated. And let's not forget the countless other equally devastating wars claiming the lives of innocent people, including children, every single day.

Economic indicators don't paint a brighter picture either. Global economic growth remains insufficient to drive meaningful change. Political will for real cooperation is still glaringly absent. The once most developed economies are sinking into recession. Inflation continues to rise - or at best, stays stubbornly high - while purchasing power for the majority of people stagnates. Meanwhile, untamed natural disasters destroy crops, sending food prices skyrocketing.

This is the legacy of last year, carried over from the one before, now repackaged with fresh catastrophic data to burden yet another new year. If realists held the reins of power, they would surely recognize that the time for change and greater cooperation is long overdue. They would seek consensus - solutions that bring collective benefits and much -needed optimism to sweep away the ever - growing sediment of hatred piling up year after year.

But of course, that's not the world we live in. Global powers are steered by (delusional) optimists who seem convinced that protectionism will miraculously stabilize the chaos, blind to the fact that the current trajectory resembles the logic of a nuclear war: whoever strikes first dies second. Sure, you can be the wealthiest in your village, but if the entire city is impoverished, it's only a matter of time before the village shares the same fate.

What the world urgently needs - *right now* - is the supremacy of reason and international law over the force of arms and the egos of states or their leaders. Conflicts must be halted, and yes, some may even require amnesty to pave the way for new frameworks of global economic development. We must forget the divisive burden of history and its circumstances to forge alliances for the future. That's why we've envisioned the Global Coalition for Cooperation and Peace under the Global Chamber of Business Leaders.

The world has no alternative but to choose cooperation and peace. The only question is whether we can grasp this reality today - or if millions, perhaps billions, more must suffer and die before we do. One thing is clear: there is no alternative to peace and cooperation.

Sincerely yours,

President's INSIGHT





# GLOBAL TRENDS MAGAZINE

*Where trends are born, not followed*

## Editor's Note:

# YESTERDAY'S ACTIONS INSPIRE TOMORROW'S CHANGE

Nicole S. Farrell, GTM Chief-Editor

**A**nd so, 2025 has arrived, set down its coat and taken a seat on the sofa. The Christmas trees have once again been relegated to dusty storerooms, attics or garages; the leftovers are done, the mad rush in stores has dwindled; and for the most part, it's back to work as usual.

Looking ahead, it's somewhat difficult to discern what to expect on the global circuit. Business-wise, there seems to be a balance of even more caution with calculated risks and the 'throw caution to the wind' inclinations. Some organisations have huge plans for development, while others are plotting for milder attempts at growth and development.

What is certain is that the electric vehicle industry will continue to be competitive due to both dissatisfaction from a percentage of consumers and a natural inclination to be the best; integrative health solutions will be propelled to greater popularity; AI will be more mainstream; sustainable solutions will remain at the forefront of conversations as the race to SDG30 status endures; remote work and digital nomad status will further explode; and consumers will be acutely aware of their spending habits, being overly mindful of engaging in quality choices.

It is all to be expected, after all, a change in circumstances tends to jumpstart a change in mindset and behaviour. Change is always the catalyst to widespread growth and development. There is always something that prompts rapid or phased change.

As we regard the topic of change, the Global Trends Magazine (GTM), in our thrust to be a unique voice in business media - especially educationally - will be rolling-out additional categories and flavours of content throughout the year.

In this 23rd Edition/January Issue, we have a first of presenting three interviews in one Edition. You can find our chosen three visionaries who are formidable characters in their respective professional stories - Dagmar O'Toole (Public Speaking), Shelli Brunswick (Space Careers & Woman Empowerment) and Robert W. Cats (Consultancy & Food Security). Thought-provoking, edifying and trendsetting articles and columns fill the remaining pages.

The PressReader online forum is our main platform, however, Editions can also be found on the Global Chamber of Business Leaders (GCBL) website.

As we move throughout 2025, let your actions be symbolic of inspired change. Change is not a one-man show. It is a collective effort and experience. As the GCBL tagline goes: "Together We Are Shaping The Future". We all know what we could've and should've done differently last year and what we'd like to do. So, let's use those situations and experiences to inspire the changes that we need to make strides, whether in our personal or professional life.

May your 2025 be shrouded in great fortune and incredible adventures! Happy New Year!

## Editor's NOTE







GLOBAL  
CHAMBER OF  
**BUSINESS  
LEADERS**

ANNIVERSARY

# JOIN <sup>THE</sup> GLOBAL NETWORK OF VISIONARY BUSINESS LEADERS

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The Global Chamber of Business Leaders (GCBL) is where forward-thinking professionals from all corners of the world come together to shape the future of business. As a member, you will: Expand your global network, Engage with thought leaders and innovators, Access exclusive resources and insights, Participate in world-class events and conferences, and Drive impactful change in your industry.

Become A Part Of A Thriving Global Community. Join GCBL Today And Lead The Future.

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# GLOBAL SHIFTS IN 2025: CHALLENGES, CONFLICTS AND CHANGE

Global Shifts, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**T**he year 2024 saw significant global shifts, marked by major elections and ongoing conflicts that have reshaped public opinion and international relations. More than 60 countries, including 10 of the world's most populous nations, held elections, with many incumbent parties losing ground.

In countries like the U.S. and the U.K., ruling parties either lost or retained power with diminished support, reflecting widespread dissatisfaction. The challenge now for elected leaders will be effective governance amid heightened expectations and uncertainty.

Global conflicts, meanwhile, remain a dominant concern. The end of Syria's long civil war following the fall of the Assad regime in December marked a critical moment, but other conflicts persist.

Today, the number of active conflicts worldwide is the highest since World War II. While a ceasefire between Israel and Hezbollah holds for now, and Israel and Hamas edge closer to an agreement, peace between Ukraine and Russia remains elusive.

## Happiness and Global Wellbeing

In the latest global happiness rankings, the United States dropped to 23<sup>rd</sup> place, its lowest position in the history of the World Happiness Report, which has been published for over a decade.

This ranking highlights growing dissatisfaction among Americans. Meanwhile, the theme of the 2025 report, "Caring and Sharing," will focus on global perspectives on well-being and social connection.

## Global Safety Trends

Perceptions of safety worldwide have improved over the past decade, but progress is now at risk. Trust in local law enforcement and satisfaction with community life are key factors in maintaining this trend.

While El Salvador made notable strides by being

included in the “most safe” list for the first time, Latin America continues to rank as the least safe region globally.

### Trust in Elections and Governance

Trust in electoral processes remains a critical issue. In Bulgaria, only 10% of voters trusted the integrity of their elections in 2024, the lowest confidence level worldwide. Similar challenges were seen in Pakistan and South Africa.

By contrast, India demonstrated high levels of electoral confidence, with 70% of adults expressing trust ahead of its most recent election.

### Migration Trends

Desire to migrate remains high, with nearly one in five potential migrants naming the United States as their preferred destination. However, this figure has declined from its peak prior to 2017. The global demand for migration highlights persistent economic and social disparities across regions.

### Global Leadership and Power Dynamics

The competition for global influence between the U.S. and China remains intense. Leadership approval of the U.S. surpassed that of China in a majority of surveyed countries, though outcomes

vary significantly depending on local political contexts and leadership changes.

### Outlook on Peace and Conflict

In Ukraine, public opinion shifted in late 2024, with a slight majority advocating for negotiations to end the war, even as significant portions of the population support continuing the fight.

In the Middle East, pessimism prevails, with most Israelis and Palestinians doubting the possibility of a permanent peace agreement.

### Judicial Confidence and Institutional Trust

Confidence in judicial systems has declined in some countries, including the United States, where public trust reached a record low of 35% in 2024. This erosion of confidence raises questions about the legitimacy of legal institutions and their ability to maintain public trust.

As 2025 begins, these trends will continue to shape the global landscape, presenting challenges and opportunities for nations, leaders, and communities worldwide.

Article **END**

The advertisement features a central image of Warren Buffett holding a copy of the magazine "GLOBAL TRENDS". The magazine cover includes the headline "Where trends are born, not followed" and "EXCELLENCE in Investment". To the right of the magazine is a large white box containing the "GTM" logo. Further right, the text "Unlock Global Reach" is displayed in a light green font. Below this, the words "GTM ADVERTISEMENT" are shown in a white box. At the bottom right, the contact information "GTM@gc-bl.org" and social media icons for LinkedIn, Facebook, and Instagram are provided.



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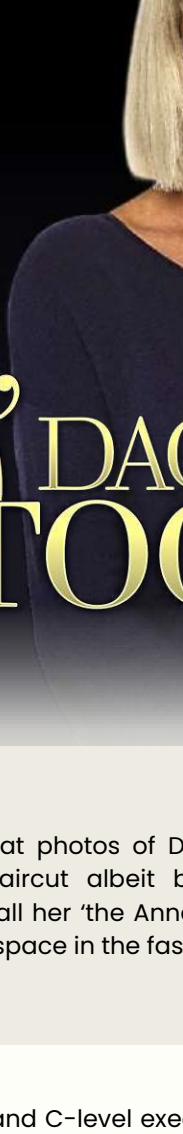


COVER STORY  
*Exclusive*

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SHAPING  
THE FUTURE  
OF PUBLIC SPEAKING

Cover Story, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

COVER STORY  
*Exclusive*

 A portrait of Dagmar O'Toole, a woman with a blonde bob haircut, smiling. She is wearing a dark blue top and a necklace. The background is dark.
 

# O'DAGMAR TOOLE

SHAPING  
THE FUTURE  
OF PUBLIC SPEAKING

A quick glance at photos of Dagmar O'Toole from about four years ago sporting a styled bob haircut albeit blonde feels reminiscent enough to prompt one to endearingly call her 'the Anna Wintour of the public speaking industry'. Interestingly, she also held space in the fashion industry in the past.

The UK-based entrepreneur and C-level executive has had a longtime love affair with business, fashion and professional public speaking.

The Director of Global Operations at CSA Celebrity Speakers, she has steered the company to enlisting and enhancing the talent of professionals and celebrities.

Said O'Toole, *"I am a director of many things. Having been instrumental in the company's growth, in particular the international side of it and growing it into a truly global company, led me through all the many functions, from entrepreneurial and strategic activities, people management et cetera."*

Her path to this role did not begin at the beginning of her adulthood. However, the choice to pursue that path felt natural. When did she feel as if she had entered on to the right track professionally?

She replied, *"After joining CSA Celebrity Speakers over 30 years ago and growing it into a global organisation."*

At one point, her career reel played out in Germany, and while in Frankfurt, she worked with numerous celebrity guests. In what way did she navigate that opportunity?

Said O'Toole, *"Working with the Lord Mayor of Frankfurt, I was headhunted for this position of*



O'DAGMAR  
TOOLE

**“... With my international brief, we were growing rapidly and opened additional offices in different parts of the world ...”**

*co-partnering the Mayor's meetings and protocol department. During the following years, I had the honour of handling meetings, events with some of the world's remarkable leaders from all backgrounds such as government, science, sports, etc. For example, Willy Brandt, Otto Hahn, John Glenn, many of them historic figures today. It was many years ago.”*

It took some time for mainstream public speaking to become popular in European territories and when interest was garnered, it provided a ripe opportunity for investment.

Giving an overview as to the story of the starting point of CSA and what CSA now does, she shared, “CSA was founded by Alex Krywald, who was an amazing entrepreneur, having worked successfully across the globe after (being) a youngster fleeing a Russian war prison. Then learning by chance about the speaking industry in America, he started CSA Celebrity Speakers in London. As a leading visionary and hands-on strategic thinker, he brought CSA to life.”

*“I started working with CSA with just him and another person more than 30 years ago. Now, I am a part-owner and shareholder. With my international brief, we were growing rapidly and opened additional offices in different parts of the world, mainly Europe and America, some in Asia and the Middle East with new employees and associates. Speaking numerous languages between us, we enjoyed sharing the challenging*



*but exciting cultural experiences across the globe."*

She highlighted the main services that CSA Celebrity Speakers offers to individual and organizational clients. *"(We) find speaker solutions to captivate audiences and transform great events into truly exceptional ones. (We also) work with and represent the brightest minds and most eminent people in the world."*

With her experience in film within the fashion industry, what was her overall experience like and what did it contribute to her later career path at CSA?

*"The film and fashion industries are the most creative industries in the world. I learned about how inspiration, creativity, vision and emotion are the most central skills in business. They certainly have a central place in the speaking industry."*

As the world now readjusts itself from the long, draining pandemic period and repositions itself for getting in-person events back to its once

***"... I learned about how inspiration, creativity, vision and emotion are the most central skills in business ..."***

invigorated self, it is not lost on O'Toole just how much of an impact the pandemic had.

What changes, if any, did she see with the demand for Speakers at in-person events immediately after the pandemic up until now?

She said, *"Undoubtedly, it is a fact that there is more magic in it to experience a Speaker in person and this fact swiftly made the in-person speaking industry after*





**“... A Speaker needs awareness of the global marketplace, have a unique idea in an area of their focus ...”**

the pandemic a core part of it again. Though we have learned that there are a number of added benefits for organisations to run virtual events with Speakers, the most obvious is that the host of a virtual meeting can reach a 20,000 or 30,000 larger audience across the globe (with) clients, staff, media and academia.

These virtual events reaching many thousands of participants is not unusual. Combining both concepts in person and virtual - we call it hybrid - is now growing into a good part of the industry. Hybrid events are where Speakers are taking part in person but the event is additionally streamlined to a much larger (audience)."

Asked for three pieces of advice she'd give to aspiring Global Speakers, she opined, "A Speaker needs awareness of the global marketplace, have a unique idea in an area of their focus, ideally being published and have a background of an outstanding achievement. It is essential to be inspirational and be able to share personal experiences in a way of storytelling. Humor is always welcome!"

The speaking industry has exploded more than ever during the 2000's. What has it been like for her to witness how mainstream public speaking has become?

"Sharing knowledge, experiences and visions is mainstream in today's commercial world.



## O'DAGMAR TOOLE

*Therefore, the explosion of public speaking is a welcome contribution to the world, rather to co-operate before competing! It's also a reflection of today's cultural shift."*

As O'Toole continues to be a dynamic force with her team, she also balances her time as a member of the Board of Advisors at the Global Chamber of Business Leaders (GCBL).

The Europe-based GCBL, which celebrates its tenth anniversary this year, owns and manages the Global Trends Magazine (GTM). Its core areas of interest focus on business development, climate care, sustainability, food security, humanitarian work, geopolitics and global co-operation, among a few other categories.

She brings a full course of experience, global insights and a network of high quality to the proverbial organizational table. What influenced her decision to join the Global Chamber of Business Leaders in this advisory capacity and what is she looking forward to in particular?

Said O'Toole, *"I was attracted by the global spread and other members of the Chamber's Board and was impressed by the President's, Dejan Štancer's*

***"... Throughout my life, I have been interested in understanding the many different cultures around the globe ..."***

*story. Throughout my life, I have been interested in understanding the many different cultures around the globe. These make up the story of our world today, what the world is all about and how we can contribute to its future.*

*(I look forward to) sharing trends (and) visions*



***“I enjoy working with the top achievers of this world and matching them to contribute to the many transitions our world, organizations and people face today.”***

## **O’DAGMAR TOOLE**

*and learning from each other, from such a unique global community which I’d love to extend further.”*

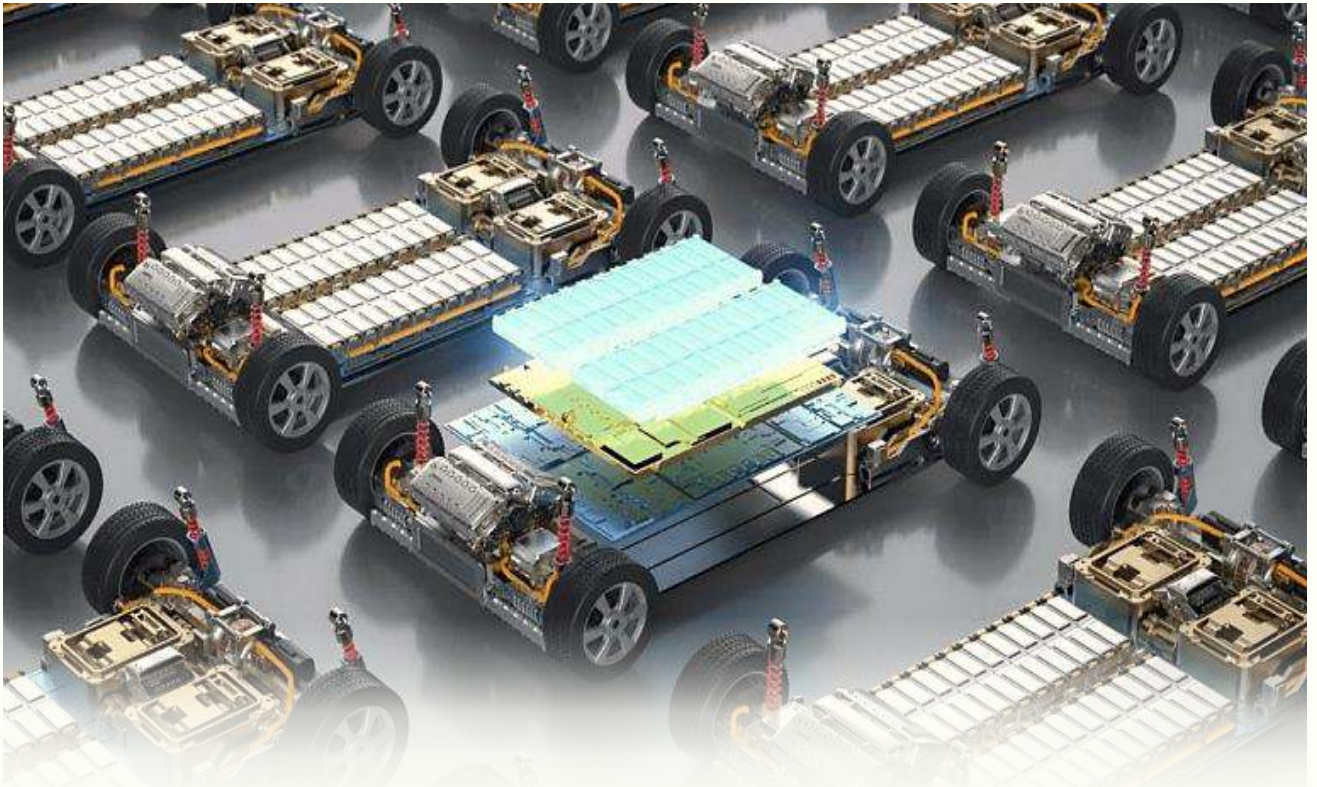
She may have a ‘full plate’ but her appetite for continued success lingers. At this stage of her career with the company, what does she enjoy most in her role?

*“Working with the top achievers of this world and matching them to contribute to the many*

*transitions our world, organisations and people face today. It also leads to acquire personal privileged knowledge in what matters in today’s world.”*

Showing no intention of stopping her exciting, influential path, Dagmar O’Toole is focused on the finesse of her world with the creme de la creme of world-class Speakers.

Article **END**



# RECORD-BREAKING EV BATTERY PROMISES UNMATCHED RANGE AND DURABILITY

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

# R

esearchers at Dalhousie University have unveiled a lithium-ion battery with a single crystal electrode capable of over 20,000 charge cycles, retaining 80% capacity even after six years of continuous use. If deployed in EVs, it could deliver a driving range of nearly five million miles (eight million kilometers).

TECH TRENDS

Unlike standard batteries, which suffer from microscopic cracks due to stress, the single crystal electrode's durable, ice-cube-like structure remains intact. Supported by Tesla Canada and NSERC, this innovation offers a significant step forward in battery technology, addressing the need for EV batteries to outlast the vehicles they power.

This durable battery design not only extends EV lifespan but also allows for repurposing in renewable energy storage systems after its use in vehicles. With commercial production underway, these transformative batteries are expected to hit the market in the coming years, paving the way for more sustainable and efficient EVs.



**Dr. Mario Mayrhofer** is a general practitioner based in Klagenfurt, Austria, specializing in anthroposophic and palliative medicine. He holds diplomas in Anthroposophic Medicine and Palliative Medicine from the Austrian Medical Association.

Dr. Mayrhofer practices at the Parsival Therapeutikum, located at Jaques Lemans Platz 1 (Domgasse 3) in Klagenfurt.

His clinic offers treatments for various conditions, including complementary integrative cancer therapy, mistletoe therapy, neurodermatitis, asthma, hay fever, susceptibility to infections, gastrointestinal and liver diseases, exhaustion and burnout, blood pressure disorders, spinal and joint diseases, thyroid disorders, and psychosomatic illnesses.

Patients have rated Dr. Mayrhofer positively, with an overall rating of 4.5 out of 5 on DocFinder. They commend his empathy, trustworthiness, and the quality of treatment provided.

## Integrative Medicine:

# ADVANCING MEDICINE THROUGH NATURAL SCIENCE

Dr. Mario Mayrhofer, General Practitioner, ÖÄK Diploma in Anthroposophic Medicine, ÖÄK Diploma in Palliative Medicine

**T**he enormous progress of natural science-based medicine over the past 100 years is undeniable. Many acute illnesses can be treated quickly and effectively through targeted measures such as the use of antibiotics for bacterial infections, surgical interventions and addressing acute medical emergencies like heart attacks or strokes. These advancements save thousands of lives and often prevent or reduce long-term complications. For example, while acute appendicitis was often fatal 150 years ago, today surgical intervention and antibiotics can be life-saving, allowing patients to leave the hospital within 1-3 days.

The discovery of risk factors and their avoidance has transformed the prophylactic approach to diseases. Although adopting a healthy lifestyle often fails due to personal challenges or a lack of awareness, particularly in poorer and less educated populations, significant knowledge about the functioning and protection of organs and systems has been established. Some vaccines, characterized by a favorable benefit-risk ratio, can also prevent severe diseases or save lives.

The foundation of this success lies in the methodological narrowing of the world's and humanity's reality to empirical, sense-based research and the paradigm of acquiring knowledge through weighing, counting and measuring. The worldview behind this reductionism is particle-based: the world consists solely of matter particles. Imagined atoms, molecules or other particles are the building blocks of the world. In humans, complex protein arrangements are seen as the basis for biochemical and electrical interactions in the "meat machine" of the brain, which are thought to give rise to thoughts and feelings, thus determining the subjective inner life of a person. According to some naturalistic neuroscientists, the concept of the "self" is merely an illusion - essentially, a survival program of the brain.

## The Whole Person Through The Trichotomous Paradigm

A completely different approach to reality is taken by advocates of complementary medical therapies, who often work outside academic medicine. Their foundations may lie in historical roots reaching back to antiquity or in modern, more comprehensive understandings of the world and humanity. Their paradigm suggests that health and illness are not (or not only) found in the material-biochemical-physical aspects of human corporeality (genetics, proteins like RNA and DNA, hormonal and immunological regulation) but also in the living, emotional and spiritual organization of the individual.

This working hypothesis is based on a trichotomous worldview, which divides reality into body, soul and spirit. These three domains are independent realms of reality that, like sensory reality, can be researched and understood. However, they extend further than what is formulated in a biopsychosocial model (e.g. psychoneuroimmunology and its profound findings) of health and illness.

## Integrative MEDICINE



## ADVANCING MEDICINE THROUGH NATURAL SCIENCE

### Following The Principles Of Expanded Science

Medicine (the art or practice of healing) is a practice-oriented experiential science, divided into various fields (human biology, anatomy, physiology, psychiatry, etc.) that operates and conducts research according to scientific principles. Its methodological pillars are objectivity, reproducibility, rationality, evidence and prospectivity. Universities serve as the central institutions for research and education, which is why this is referred to as academic medicine.

In addition to academic medicine, there has always been, in the spirit of methodological pluralism, complementary or alternative medicine, which is highly experiential in its approach to research and practice. It is based on an expanded anthropological model of the human being. The human biological model is placed in the context of a holistic view, encompassing body, soul, and spirit as three distinct entities. These interact in complex ways, manifesting disposition, constitution, health, and illness (endogenously).

Complementary medical approaches must consequently characterize or define their methodologies for research and treatment. They too, must follow a three-step process: observational content must be penetrated with rational thought and lawful interconnections recognized. In complementary medicine, observational content expands beyond measurable, countable and statistically processable data. Observational spaces are opened to include the living, emotional and spiritual dimensions of the patient. In medicine, this is referred to as intuition alongside sensory perception. Every doctor is familiar with this from daily practice - something objective within the "subjective experiential world" of the practicing physician expands sensory-based diagnostics.

An example can help clarify this concept. Consider the Mona Lisa, the world-famous oil painting by Leonardo da Vinci from the height of the Italian Renaissance. Today, computer-assisted technology can very accurately determine the composition of the pigments in the painting. Using various technical methods, an exact objective analysis is possible. However, the emotional expression, the mystery within the woman's figure, and the entire meaning of the composition (spiritual) remain

beyond analytical understanding. The gaze of insight must encompass the whole. Similarly, the gaze of a physician practicing integrative medicine must ideally always be directed at the whole patient.

Holistic complementary medical therapies, however, must be strictly distinguished from mystical, esoteric and unrealistic promises of healing. The latter are not accessible to research, rational understanding or teachability.

### The Best Of Both Worlds

Integrative medicine combines the advantages of both worlds. It facilitates the coordinated and meaningful use of conventional and recognized complementary medical approaches in the diagnosis and treatment of acute and chronic illnesses, palliative care settings, as well as in primary, secondary and tertiary prevention.

Integrative approaches are particularly effective in cases of severe, chronic or incurable diseases. These approaches not only manage blood sugar in Diabetes, blood pressure in hypertension or pain in rheumatism but also explore pathways through illness or towards healing. Most importantly, they open developmental avenues for the patient. This means that for severe illnesses, the goal is not merely a "restitutio ad integrum" - the restoration of the previous state of health - but rather an enhancement of the patient's health and awareness.

It is not uncommon for a patient who has endured a serious illness such as Cancer to say:

*"You know, Doctor, I wouldn't want to miss my illness! That might sound strange but I have learned so much from Cancer for my life. Many attitudes and perspectives have changed. A completely new form of health and value structure now shapes my life. I have rediscovered my life's melody!"*

### Integrative Oncology

Integrative Oncology and Mistletoe Therapy (e.g. ISOREL solution for injection) illustrate the two approaches to disease management. Both natural science-based medicine and complementary medicine can achieve more when they work towards a common goal through pluralistic research and therapeutic pathways. The first approach is pathogenetic and cytoreductive, focusing on disease. Its objective is to reduce or completely remove the tumor mass as gently as possible. This is accomplished through advanced surgical techniques, chemotherapy and radiation therapy. In recent years, targeted therapies - personalized medicine - have emerged, which, based on molecular genetic analyses, can specifically alter tumor cell signaling pathways or achieve targeted modulation of immune cells. For certain

## integrative MEDICINE



Integrative Medicine:

## ADVANCING MEDICINE THROUGH NATURAL SCIENCE

types of tumors, impressive results have already been achieved. The complementary approach, on the other hand, is more salutogenic, health-promoting and patient-centered. It employs a variety of measures, including mineral, plant-based and animal-derived remedies; external applications (compresses, massages, baths); movement therapies like Tai Chi and eurythmy; art therapies such as painting and sculpting; as well as talk therapy and biographical work. Practices like meditation, mindfulness exercises and spiritual work delve deeply into the patient's mental and spiritual self. These methods aim to strengthen life forces, stimulate self-healing abilities, build psychosocial competencies, foster autonomy and self-determination and open spiritual spaces of experience - ultimately engaging the whole person in the healing process and making them an active participant in their own recovery.

Both approaches are particularly successful when the disease is diagnosed and treated early in its initial stages. Early diagnosis and targeted early interventions are especially promising and will play an increasingly significant role in the future.

Real-World Data (RWD) in oncology already shows significantly better patient outcomes when integrative approaches are responsibly applied. Health services research is increasingly demonstrating that integrative medicine also has economic advantages. It is ethically significant that people in need, especially when economic resources are limited, have access to affordable therapies.

The World Health Organization (WHO) has recognized this, implementing programs to protect traditional and complementary healing practices while establishing "standards for research and education. As stated in a review of the WHO strategy on traditional, complementary and integrative medicine:

As biomedicine and T&CM (traditional and complementary medicine) seem to have different strengths and weaknesses, integration of both approaches may be beneficial. Indeed, WHO has repeatedly called upon member states to work on the integration of T&CM into healthcare systems. Integrative medicine (IM) is an approach that offers a paradigm for doing so. It combines the best of both worlds (biomedicine

and T&CM), based on evidence for efficacy and safety, adopting a holistic personalized approach, focused on health."

(A review of the WHO strategy on traditional, complementary, and integrative medicine from the perspective of academic consortia for integrative medicine and health, Rogier Hoenders et al.)

### The Realm of Being and Becoming in Humanity

Pluralism is essential in every discipline. Innovation often emerges only through respectful dialogue between differing perspectives. This is especially true for medical science, where the stakes involve nothing less than the health and development of humanity.

A medical science that focuses solely on what has become - viewing the material body as the only recognizable reality - risks reaching an impasse and fails to capture the full reality of the human being. A science that also considers the forces of becoming, those that lie behind what has already formed, is a necessary complement for establishing a truly human-centered art of healing.

Integrative medicine provides an opportunity to embrace this broader perspective.

Article **END**

**integrative** MEDICINE





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# HEALING BOAT: ECOPEACE'S AI-POWERED SOLAR INNOVATION

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**S**outh Korean startup Ecopeace has introduced the Healing Boat, an AI-powered solar vessel inspired by the smooth contours of natural pebbles. Beyond its sleek, futuristic design, this eco-friendly boat can filter an impressive 2.5 million liters of water daily and comfortably seat up to eight passengers.

TECH TRENDS

The self-driving boat offers a dual-purpose experience: by day, it serves as a guided tour vessel, providing 30-minute explorations of local freshwater facilities while displaying information about nearby attractions on digital screens.

By night, it transforms into a lively floating food truck street, featuring culinary creations from renowned chefs and dazzling water fireworks for special occasions.

Blending sustainability, technology, and entertainment, the Healing Boat redefines eco-tourism with its 24-hour filtration system and innovative approach to waterborne experiences.

**GTM**

INTERVIEW

*Exclusive*

# SHELLI BRUNSWICK



FROM  
AIR SPACE OFFICER  
TO SPACE ADVOC

Exclusive Interview, Global Trends Magazine, 23<sup>rd</sup> Edition 2025



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CATE

INTERVIEW  
*Entrepreneur*

# SHELLI BRUNSWICK

FROM  
AIR SPACE OFFICER  
TO SPACE ADVOCATE

Seeing Shelli Brunswick, you'd probably assume that she is a former "Miss World" pageant delegate. However, this Space enthusiast has found beauty in entrepreneurship, mentorship and woman empowerment, making them all part of her universe. "Empowerment isn't just a concept. It's a call to action. The more intentional we are in designing opportunities for women, the stronger our collective future becomes.", she declared.

The Founder of SB Global LLC, she has dedicated many years towards sustainability, innovation and education. Of her vision for the company, she said, "At SB Global LLC, our vision is to be a catalyst for transformation and growth - where innovation, strategy and leadership converge to create powerful outcomes for organizations, industries and communities worldwide.

*Our mission is to bridge the gap between space innovation and broader industries, ensuring that the benefits of space-driven advancements reach leaders, businesses and decision-makers in meaningful ways."*

Brunswick expounded on her company's mission and vision. "To bring this vision to life, we focus on

*three core areas that position organizations to achieve sustainable growth, lead with purpose and harness the power of space-driven innovation.*

*The first is Board Leadership and Strategic Guidance. True leadership requires more than oversight - it requires foresight and action. By serving on advisory and corporate Boards, SB Global LLC provides organizations with the tools, insights and strategies they need to make bold, future-focused decisions. Our approach strengthens governance, improves risk management and positions companies for sustainable success backed by over 35 years of experience in aerospace and executive leadership.*



*The second pillar is Futurist Consulting and Advocacy. In a world where disruption is constant, it's not enough to keep up - organizations must learn to lead.*

*We help companies, educational institutions and government entities identify emerging trends, integrate space-driven technologies and turn future possibilities into present-day opportunities. Whether it's workforce development, technological adoption or cross-industry collaboration.*

*The third and final pillar is Executive Coaching, Leadership Development and Motivational Speaking. We believe that every great transformation begins with great leadership.*

*In addition to coaching, I provide motivational speaking engagements for teams, organizations and global audiences. Through compelling stories of perseverance, adaptability and growth, I inspire leaders to tap into their full potential and embrace the unknown with confidence. These keynotes don't just motivate - they ignite action."*

Never one with much space in her calendar, she seems to be the epitome of the quintessential businesswoman. As multi-faceted as her career and professional life are, what propels her the most?

Brunswick answered, "At the heart of everything I do is believing in the power of possibility - the possibility to inspire, empower and transform. What propels me the most is the desire to create pathways where none exist, especially for those historically excluded from opportunities in space, technology and leadership.

*Throughout my career - from enlisting in the U.S. Air Force, to leading at the Space Foundation, to founding SB Global LLC - I've learned that access is everything. Access to knowledge, mentorship and opportunity can change the course of a life, a career and even an industry. My drive comes from a profound commitment to widening that access. I want to ensure that the benefits of space technology reach every corner of society and that people from all walks of life see themselves as part of this future."*

What would she say is the biggest misconception of women who have Space-oriented careers?



*“One of the biggest misconceptions about women in space-oriented careers is the belief that they must be engineers, scientists or astronauts to make a meaningful impact. While technical roles are essential to the space industry, they are not the only paths to success. Women contribute across a broad spectrum of roles - from policy, strategy and business development to advocacy, communications and education. The space ecosystem thrives on diversity of thought and women play pivotal roles in shaping its future.”*

She added, *“Another misconception is that women entering the space sector must have a lifelong passion for space. My own journey defies that narrative. I didn’t grow up dreaming of a career in space. I was assigned to space acquisition during my time in the U.S. Air Force. What initially felt like a misalignment with my skills turned into one of the most transformative chapters of my career. This experience taught me that it’s not about where you start but about being open to unexpected opportunities. Many women feel they need to have it all figured out before stepping into this field but the reality is that growth comes from embracing the unknown.”*

What positive changes or developments has she seen regarding the addition and even promotion of women in this field?

***“... One of the most notable changes is the growing visibility of women in executive and leadership roles ...”***

*“Over the past decade, I’ve seen significant strides toward greater inclusion and representation of women in the space industry. There has been a deliberate shift from simply ‘inviting’ women to the table to actively creating pathways for women to lead. One of the most notable changes is the growing visibility of women in executive and leadership roles. It’s no longer uncommon to see women leading space agencies, heading private space companies or serving as influential voices*



on advisory Boards. This visibility matters because it reshapes perceptions of what leadership in space can and should look like. When women see role models in high-profile positions, it normalizes the idea that they too can lead.”

**“...Space isn’t just about astronauts and satellites; it’s about learning to embrace change, confront uncertainty and lead with purpose ...”**

A member of the Forbes Technology Council, she offers thought leadership surrounding professional development, Board leadership, space innovation, technology and entrepreneurship. Her goal?

To “encourage leaders to dream bigger, act with confidence and lead with impact”. She has written numerous articles which demonstrate the scope and depth of her work. A few recent articles were “Shared Space Assets: The Next Frontier In Global Governance”, “Public-Private Partnerships: Unlocking The Power Of Collaboration For Innovation” and “Navigating Disruption In 2025: Space-Inspired AI And Cybersecurity Strategies For Boards”.

Said Brunswick about her journalistic thrust, “I aim to challenge traditional thinking, spark new ideas and encourage leaders to move from predicting the future to actively shaping it.”

As we touched on her writing experience, she spoke of her book, “What’s Space Got To Do With It?”. What was the inspiration behind it?

“My book, ‘What’s Space Got To Do With It? 10 Life Lessons For Personal Growth’, is part of a larger ‘What’s Space Got To Do With It?’ Series. The inspiration for this book came from a desire to show people that the lessons we learn from space - adaptability, courage and perseverance - are the same principles that can help us thrive in our personal and professional lives. Space isn’t just about astronauts and satellites; it’s about learning to embrace change, confront uncertainty and lead with purpose. I wanted to shift people’s perspectives and help them see that the principles of space exploration apply to



*their everyday lives. To bring this book to life, I interviewed over 200 global thought leaders as part of this book series and I'm proud to feature the insights and stories of 30 of them in this first installment. These leaders come from diverse fields, including technology, business, education and public service, and their stories serve as powerful examples of what's possible when we approach life with a mindset of exploration and growth. Their personal journeys are woven throughout the book, reinforcing each of the 10 life lessons and offering readers real-world inspiration to navigate challenges, overcome self-doubt and seize new opportunities.*

*Chapters like 'Defying Gravity' challenge readers to confront insurmountable obstacles. At the same time, 'Beyond Self-Doubt' helps readers recognize that self-imposed limitations are often the only things holding them back. Each chapter is designed to help people move from limitation to possibility.*

*'What's Space Got To Do With It?' isn't just a title - it's a guiding philosophy. It's a reminder that space isn't just a physical destination - it's a metaphor for possibility, growth and exploration. If space has taught us anything, it's that no frontier is too far and no goal is too ambitious. I hope every reader walks away with that belief deeply embedded in their mind and heart, ready*

*to pursue their own journey of growth and transformation."*

Prompted on the work of the Global Chamber of Business Leaders (GCBL), the organization which is the managing entity of the Global Trends

**"... To bring this book to life, I interviewed over 200 global thought leaders ..."**

Magazine, Brunswick was asked how organizations like the Global Chamber of Business Leaders (GCBL) can advance woman empowerment in a creative way in 2025 and beyond.

She explained, "Advancing women's empowerment requires a shift from traditional approaches to creative, action-driven initiatives that deliver measurable impact. Organizations





like the Global Chamber of Business Leaders (GCBL) are uniquely positioned to drive change by fostering access to leadership opportunities, visibility and pathways for professional growth.

One creative way to advance women's empowerment is establishing global leadership accelerators tailored specifically for women. Unlike conventional leadership programs, these accelerators could focus on immersive learning experiences, industry-specific mentoring and hands-on exposure to boardroom decision-making. By offering direct pathways to leadership roles, these programs don't just prepare women for future positions; they position them for current leadership opportunities.

Another approach is to create cross-industry collaborations and experiential learning initiatives. Women often thrive when they have access to real-world, problem-solving experiences. (The) GCBL could facilitate 'challenge-based learning experiences' where women across industries co-develop solutions to global business challenges. These initiatives allow women to showcase their skills, build industry connections and demonstrate their value in real time, enhancing visibility and accelerating professional growth.

Visibility is another essential driver of empowerment.

Storytelling and media representation are powerful ways to spotlight the achievements of women leaders. (The) GCBL can leverage the reach of Global Trends Magazine to feature women leaders, spotlight role models and share real-life success stories that inspire others

**"... One creative way to advance women's empowerment is establishing global leadership accelerators tailored specifically for women ..."**

to take action. This visibility has a ripple effect as it challenges existing narratives and encourages other women to see themselves in leadership positions.

Access to networks is also vital. (The) GCBL can create global mentorship circles and advisory groups that connect women with seasoned leaders and experts. Instead of one-on-one mentorship, these circles can create peer-based learning networks where women across different



**SHELLI  
BRUNSWICK**

*sectors and regions collaborate, learn and support one another. These mentorship circles could also act as incubators for women-led ventures, where women learn and co-create new business initiatives, fostering professional development and entrepreneurial growth.*

*Finally, empowerment is about building pathways to Board leadership and decision-making roles. One of the most creative and impactful ways to do this is by curating a 'Women on Boards' registry or database - a global, searchable directory of ready and qualified women for Board positions. This would be a tangible resource for companies seeking diverse perspectives in their governance structures. Instead of waiting for opportunities to arise, (the) GCBL can proactively position women as ready and prepared candidates for Board roles, increasing their visibility and access to decision-making power.*

*By moving beyond traditional approaches and embracing creative, action-driven solutions, (the) GCBL can help women seize opportunities, achieve professional growth and play a pivotal role in shaping the future of business leadership."*

The season for creating resolutions or citing wishes is in this first Quarter, being a time where individuals feel the most compelled to make

good on their personal desires. If there was one personal wish Brunswick could attempt now that she's been procrastinating about for years, what would it be?

**"... Empowerment is about building pathways to Board leadership and decision-making roles ..."**

*She replied, "One personal wish I've been postponing is writing the next book in the 'What's Space Got To Do With It?' series, titled 'An Interstellar Guide To Success'. The first book, '10 Life Lessons for Personal Growth', was a deeply rewarding experience and it allowed me to bring together stories from 30 global thought leaders to inspire personal growth and leadership. But I know there is more to explore. The next book will*

**"... My deepest wish is to continue transforming inspiration into impact on a global scale ..."**

INTERVIEW  
*Entrepreneur*

**SHELLI  
BRUNSWICK** 

*offer readers a clear, strategic path to success. It's about helping people recognize opportunities, open doors and take meaningful action in their careers and lives. I believe this book has the potential to make an even greater impact, especially for emerging leaders and changemakers who are looking for practical guidance and inspiration.*

*My plan is to prepare it for release during World Space Week in the Fall of 2025. Every page, every paragraph and every idea brings me closer to a larger mission: helping people see that their next big opportunity isn't far off. It's often closer than they think."*

*Pensively, she shared, "One of the most important lessons I've learned from space exploration and innovation is that momentum matters. Progress doesn't always come from waiting for the 'perfect conditions'.*

*It comes from taking that first step and adjusting along the way. I plan to shift from planning to action."*

With the new year still in its infancy stage, she

looks ahead to different aspects of growth in the coming months. What does she wish for in 2025?

*"My deepest wish is to continue transforming inspiration into impact on a global scale. This means further advancing the mission of SB Global LLC - fostering access to space innovation, promoting equity in opportunity and empowering the next generation of leaders. I hope to see space innovation not as a distant concept but as a tangible force for good in our daily lives."*

Article **END**

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# ENGINE FREE, BATTERY FREE CARS

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**J**apan has introduced a revolutionary step in automotive innovation: magnetic levitation (maglev) technology that eliminates the need for engines and batteries.

TECH TRENDS

Developed by the Quantum Machines Unit at the Okinawa Institute of Science and Technology (OIST), this cutting-edge system promises to redefine transportation with enhanced efficiency and sustainability.

Maglev technology allows vehicles to hover above magnetic tracks, reducing friction to near-zero. Unlike traditional systems requiring constant energy, this innovation only uses power during startup to establish the magnetic field. Researchers achieved this by using chemically treated graphite, creating a thin plate capable of stable, frictionless levitation.

The potential impact is immense: lighter vehicles with lower energy demands, reduced environmental footprints, and minimal maintenance costs. However, challenges like infrastructure development and material refinement remain before full-scale adoption can occur.



# THE STATE OF FUTURE CANCER RESEARCH IN 2025

Progressing Science, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**C**ancer remains one of the most challenging diseases faced by humanity, but recent advancements in science and medicine suggest that significant breakthroughs are on the horizon. Researchers worldwide are collaborating to uncover innovative treatments that could transform cancer care and make effective therapies accessible to a broader population. How close are we to this reality, and who are the key players driving the fight against cancer?

## The Current State of Cancer Research

In 2025, cancer research is entering an exciting phase characterized by cutting-edge technologies such as genomic medicine, immunotherapy, and artificial intelligence. Scientists are focusing on personalized medicine—tailoring treatments to an individual's unique genetic profile and the specific mutations of their cancer. This approach has already shown remarkable promise in clinical trials.

Immunotherapy, which harnesses the body's immune system to fight cancer, continues to be a game-changer. Treatments like checkpoint inhibitors and CAR-T cell therapy have delivered unprecedented results in certain types of cancer, including melanoma and leukemia. Meanwhile, advancements in gene editing technologies like

CRISPR are opening new doors for targeting cancer at its genetic roots.

Artificial intelligence (AI) and machine learning are also revolutionizing cancer research by analyzing vast datasets to identify patterns and predict responses to treatments. These tools are accelerating drug discovery and improving the precision of diagnostics, bringing hope for earlier detection and more effective interventions.

## When Will Broadly Accessible Treatments Be Available?

While groundbreaking therapies are already available, their high costs and complexity limit widespread access. However, efforts are underway to address these barriers. Pharmaceutical companies and global health organizations are



to lead groundbreaking research that redefines immunotherapy's potential.

### 3. Pfizer and BioNTech:

Following their success with mRNA vaccines, these companies are applying the same technology to develop cancer vaccines.

***“... Experts predict that by the early 2030s, more affordable and effective cancer treatments could become accessible to the masses ...”***

working together to reduce production costs, streamline regulatory approvals, and expand clinical trials in underserved regions.

Experts predict that by the early 2030s, more affordable and effective cancer treatments could become accessible to the masses. Advances in manufacturing, such as mRNA technology—successfully employed in COVID-19 vaccines—may play a pivotal role in reducing costs.

Moreover, ongoing investment in cancer prevention and early detection could significantly lower the disease's global burden, making treatment more manageable and affordable.

## Trendsetters in the Fight Against Cancer

Several institutions and individuals are emerging as trendsetters in the global battle against cancer:

### 1. The Broad Institute of MIT and Harvard:

Renowned for its work in genomic medicine, the Broad Institute is at the forefront of developing precision oncology solutions.

### 2. Dr. Carl June:

A pioneer in CAR-T cell therapy, Dr. June continues

### 4. The World Health Organization (WHO):

Through initiatives like the Global Strategy to Accelerate the Elimination of Cervical Cancer, WHO is setting a roadmap for tackling cancer disparities worldwide.

### 5. Elon Musk's Neuralink (potential application):

While still speculative, advancements in neural technology could one day play a role in cancer diagnostics and treatment monitoring.

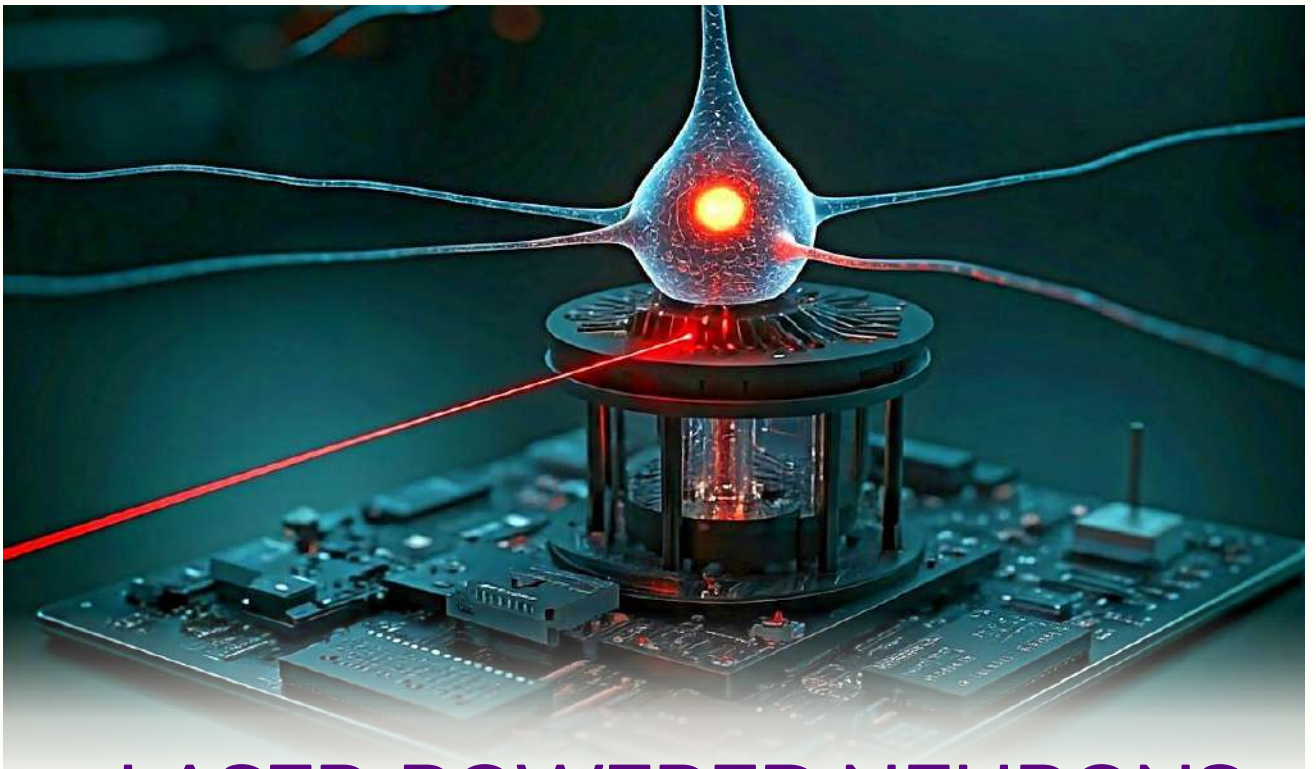
## Conclusion

The fight against cancer is far from over, but the pace of progress has never been more encouraging.

With continued investment, collaboration, and innovation, the vision of making cancer a manageable or even curable disease for all is within reach.

As science inches closer to this goal, the combined efforts of researchers, policymakers, and industry leaders will determine how quickly these life-saving treatments can transform the lives of millions.

Article **END**



# LASER-POWERED NEURONS: BILLION TIMES FASTER THAN THE HUMAN BRAIN

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**R**esearchers at the Chinese University of Hong Kong have unveiled a groundbreaking artificial neuron powered by laser technology, operating at speeds that vastly outperform its biological counterpart. This chip-based neuron, designed to mimic the functions of natural neurons, processes data at an astounding rate of 10 GBaud—making it a billion times faster than the neurons in the human brain.

TECH TRENDS

To demonstrate its capabilities, the research team showcased the artificial neuron's efficiency by processing 100 million heartbeats or 34.7 million images within a single second. This remarkable speed not only highlights the potential of the technology but also positions it as a transformative tool in fields that demand rapid and precise data handling.

The implications of this innovation are vast, particularly for artificial intelligence and supercomputing. Faster, more efficient artificial neurons could revolutionize how AI systems process information, enabling machines to perform complex tasks with unprecedented speed and accuracy. In supercomputing, this technology could drastically improve data processing, reducing energy consumption while enhancing computational power.

While the laser-powered neuron represents a significant leap forward, further research and development are necessary to scale the technology for broader applications. Nevertheless, this breakthrough marks a critical step toward bridging the gap between biological and artificial intelligence, setting the stage for revolutionary advancements in science and technology.

## Leadership Innovation:

# CULTURE'S IMPACT ON LEADERSHIP & MORALE

Ioanna Petrochilou, GTM Columnist

**C**ulture is often discussed, yet how many of us truly understand its essence? When we hear "culture", we might think of a company's Mission Statement or a list of rules that employees follow. But culture is so much more than that. It's not about processes, hierarchy or even strategy - culture is the heartbeat of an organization.

It is the invisible force that shapes how people behave, how they interact and how they work together. It's the essence of who we are when no-one is looking and it's what binds a team together, even in the toughest of times.

Culture is not something you can write down in a policy. It's the unspoken truth. It's the way we treat one another, the values we hold dear and the energy we bring into the workplace every single day. It's something you feel the moment you step into a room. It's the trust that allows ideas to flow freely, the safety that encourages vulnerability. Culture is the foundation upon which everything else is built; without it, an organization can struggle to find its way.

### How To Create And Share A Culture That Lasts

Creating culture is not an overnight task. It's about living the values you want to see in your team. As a leader, you must not just talk about culture, you must live it. Lead by example and make your actions reflect the values you wish to cultivate. If you want a culture of openness, practice openness. If you want innovation, foster creativity through your actions. Culture is built through consistency, authenticity and real effort, not just words on a page.

One of the most important things leaders can do is share the culture. It's not enough to simply have a culture within the walls of your office or within your team. Leaders must share and celebrate culture. It's not enough for it to stay within the walls of your team; this is not its purpose, its role! Culture should be part of every conversation.

When you share culture, it spreads like wildfire. It's like planting a seed. Once it's nurtured, it begins to grow. Employees become stewards, cultivating it and passing it on. A culture that is celebrated and lived every day is the one that thrives.

### The Role Of Culture In Organizational Leadership

Culture transforms leadership from a title to a force of influence. Leadership isn't about giving orders; it's about inspiring others through the culture you create. Great leadership creates a space through



I'm Ioanna, a leader who believes in the power of connection, empathy, and uplifting others. With a background in Project Management and as a Certified Proposal Management Professional (CPP), I've been privileged to lead global teams, blending structured processes with a passion for people. My approach to leadership goes beyond managing tasks—it's about creating spaces where individuals can thrive, grow, and shine.

Writing and public speaking are my platforms for inspiring others. In each role, I aim to empower people to see their potential and pursue their dreams. My work centers around Talent Management and People Development, where I strive to foster cultures that value each person's unique strengths.

## Leadership INNOVATION





## CULTURE'S IMPACT ON LEADERSHIP & MORALE

the culture you create. Great leadership creates a space where people can grow and thrive. It's about earning respect and trust through actions, not commands.

When leadership and culture align, the results are powerful. Teams feel unstoppable and motivated by a shared purpose. But leadership doesn't just shape culture; it must evolve with it. As the world changes, so must the culture. A culture that doesn't evolve becomes stagnant. Leaders must listen, adapt and shape culture to meet both organizational goals and team needs.

### The Power Of Respect In Culture

Respect is the foundation of any thriving culture. It goes beyond saying "Thank you". It's about honoring people for who they truly are. It's recognizing potential, even when others can't see it. True respect means creating a space where everyone can be authentic, free from judgment.

Respect also means treating everyone equally, regardless of title or role. It's listening to all voices, whether loud or quiet, and appreciating their unique contributions. When respect is present, people feel heard, seen and valued. And when people feel valued, they give their best.

Respect must be woven into an organization's values. Leaders who respect their teams build trust, encourage learning and inspire everyone to contribute their best. When respect is the pulse of your culture, the team becomes unstoppable.

### Hiring For Cultural Fit: Skills Aren't Enough

In the hiring process, many organizations focus too much on technical skills and experience but culture should always come first. Even the most qualified candidate can disrupt the harmony of the team if their values don't align with the company's culture. Cultural fit is just as important as technical expertise.

Leaders need to seek individuals who complement and nurture the culture, not just those who can do the job. It's about finding people who believe in the mission and contribute to the growth of the organization. When hiring for culture, look for those who embrace the values, share the vision and bring positivity to the team.

A great team thrives on a shared culture. It's not just about skills, it's about a common belief in what's being built. In a culture-driven team, every person works toward the same goals, not because they must but because they truly want to, because they believe in the impact they're making.

### Culture And Team Morale: The Heartbeat Of Success

Culture is the heartbeat of any successful team. It keeps everyone connected and motivated, even in tough times. When morale is high, people feel energized and inspired to bring their best selves to work. But when morale is low, energy dissipates quickly. It's not just about motivation, it's about creating a sense of belonging, a sense of purpose.

When the culture is strong, morale naturally follows. In a culture of support, collaboration and openness, people feel comfortable sharing their ideas and contributing to the team's success. A lack of culture, on the other hand, leaves individuals feeling isolated, disconnected. The key to strong morale lies in creating a culture where individuals feel valued, supported and empowered to grow. It's about creating an environment where success comes not from pressure but from a shared belief in the work being done.

### The Living, Breathing Force Of Culture

Culture evolves over time, shaped by the values, actions and decisions of individuals. A strong culture is nurtured and consistently reinforced. It's about creating a space where people can be their best selves and do their best work. Culture is a living, breathing force that is shaped daily.

As leaders, we have the responsibility to shape, live and share culture. But it's not just the leader's job. Every team member plays a role. When we embrace culture fully, we create an environment where innovation, collaboration and success flourish. Culture unlocks a team's full potential and when unleashed, the results are extraordinary.

By building a culture of trust, respect and collaboration, we create not just a team but a movement, a force that transforms the world, one idea, one action and one person at a time.





## CHINESE EV FACTORY SHUT DOWN IN BRAZIL: “WORKERS LIVED LIKE SLAVES”

Modern Slavery, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**I**n a shocking development, Brazilian authorities have ordered the immediate cessation of construction for a factory belonging to Chinese electric vehicle giant BYD. The decision follows revelations of appalling labor conditions that have been described as “comparable to slavery.”

More than 160 workers were rescued from the construction site located in the northeastern state of Bahia, according to a statement issued by the Office of the Public Prosecutor for Labor (MPT). The investigation revealed that workers were subjected to a “humiliating” environment, with claims that their passports had been confiscated, their salaries were withheld, and they were forced to live under degrading circumstances.

### Unveiling a Humanitarian Crisis

The labor prosecutor’s office detailed shocking accounts of abuse and exploitation. Workers were reportedly housed in overcrowded and unsanitary conditions, with little access to basic necessities such as clean water and adequate food. Witnesses reported that many were coerced into

working long hours under the threat of losing their immigration status, as their passports were allegedly held by the construction company overseeing the factory’s development.

In addition to the confiscation of passports, authorities reported that many workers had not been paid for months, plunging them into financial despair. This blatant disregard for labor rights and human dignity has ignited outrage among labor unions and human rights organizations across Brazil.

### Authorities Take Action

The MPT swiftly intervened upon receiving complaints about the inhumane conditions. The factory construction site was raided, and the



The living and working conditions endured by workers in Brazil were utterly inhumane and completely unacceptable in the 21st century. Photo: MPT

workers were rescued from what authorities described as "modern-day slavery." Legal proceedings have been initiated against the construction company responsible for the project, as well as BYD, for failing to ensure ethical labor practices within its operations.

BYD, one of the world's leading manufacturers of electric vehicles, has faced mounting criticism over its failure to properly monitor the activities of its contractors. The company issued a statement expressing "deep concern" over the allegations and committed to cooperating fully with Brazilian authorities. However, critics argue that BYD's response is insufficient and that the company must take concrete steps to ensure such incidents are not repeated.

## Global Implications for Corporate Responsibility

This incident has sparked a broader debate about corporate accountability in the global supply chain. As electric vehicle manufacturers rush to expand production in emerging markets, concerns about labor exploitation and human rights violations have come under increasing scrutiny.

Human rights organizations have called for stricter oversight and transparency in global operations, particularly for multinational corporations

**"... The investigation revealed that workers were subjected to a "humiliating" environment ..."**

operating in regions with weaker labor protections. "This case is a stark reminder that profit should never come at the expense of human dignity," said a representative from the International Labor Rights Forum.

## Impact on BYD's Global Reputation

The scandal has cast a shadow over BYD's ambitions to dominate the electric vehicle market. Known for its rapid expansion and technological innovations, the company's reputation is now at

***“... Exploitation of workers, especially modern slavery, must be unacceptable in all parts of the world, for all people, and across all economic systems. Sadly, in some regions, workers are treated as mere robots, stripped of their humanity...”***



risk as consumers and investors alike question its commitment to ethical practices.

In Brazil, the incident has reignited discussions about the country’s labor laws and the enforcement of international labor standards. Authorities have vowed to intensify inspections and crack down on companies that exploit workers.

## **A Call for Change**

The Brazilian government’s decisive action in this case serves as a warning to other corporations operating in the region. As the global demand for electric vehicles continues to grow, so too does the responsibility of companies to ensure that their operations are free from exploitation and abuse.

For the workers rescued from the BYD factory construction site, the road to recovery is just beginning. Many have expressed relief at being freed from their dire circumstances, but they also face uncertainty about their future. Labor rights advocates are calling for comprehensive support systems to help them rebuild their lives.

The closure of the BYD factory in Brazil is more than just a localized incident; it is a wake-up call for the

entire electric vehicle industry to prioritize human rights and ethical labor practices. The world is watching, and the demand for accountability has never been louder.

Exploitation of workers, especially modern slavery, must be unacceptable in all parts of the world, for all people, and across all economic systems. Sadly, in some regions, workers are treated as mere robots, stripped of their humanity.

We must fight this as individuals and as consumers. When we learn of exploitation, we have the right to resist buying such “tainted” products. The choice is ours—because tomorrow, the exploited could be us or someone we love.

Article **END**

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# RHYTHMIXX®



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Rhythmizing with the **RHYTHMIXX®** also increases the gentle effectiveness of massage oils, cosmetic care products and pharmaceutical plant tinctures.



**GTM**

**INTERVIEW**

*Exclusive*

# ROBERT *Mc* CATS

## BRINGING CHANGE FROM WITHIN

Exclusive Interview, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

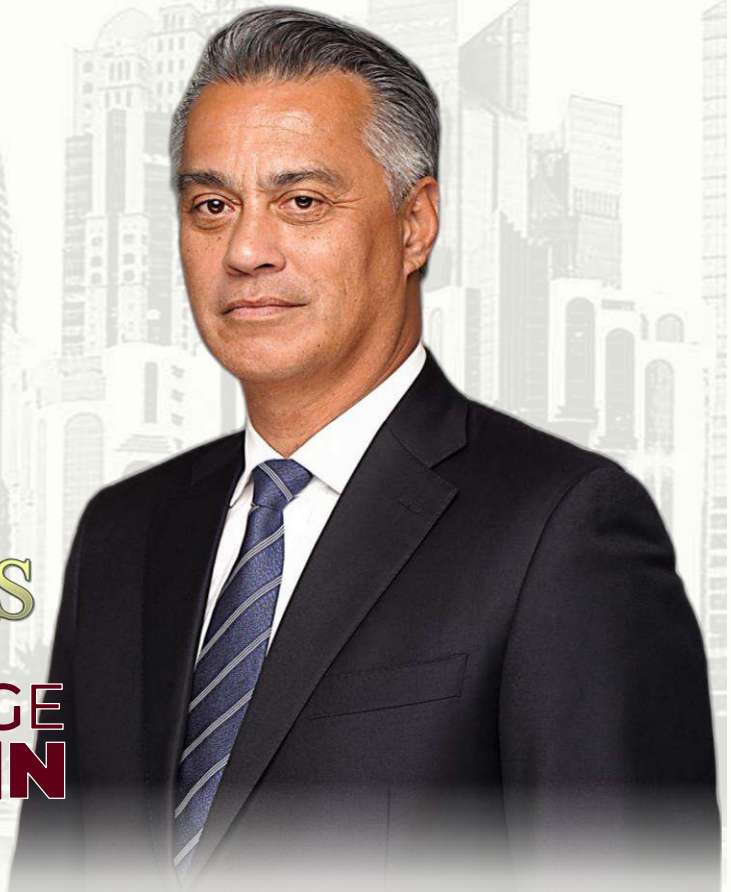
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INTERVIEW  
*Exclusive*

# ROBERT W. CATS

## BRINGING CHANGE FROM WITHIN



**R**obert W. Cats' warm, inviting smile can almost always be expected when he greets you. His affable nature is equally on par with his quiet yet notable presence, giving him a healthy balance of charisma and respect.

A long-time entrepreneur, he is also the newly appointed Director for Global Executive Delegates, joining the Managing Board of Directors at the Europe-based Global Chamber of Business Leaders (GCBL). Additionally, he is a Co-Chair of the GCBL's Food Security and Agriculture Committee.

He has been based in Qatar for the past ten years where he has developed his entrepreneurial pursuits. What is one of his favourite things about Qatar?

Said Cats, "During my career, I have travelled a lot and experienced many cultures, both in private (life) and in business. Living and working in Qatar

*is different though. It is an experience that is difficult to explain, especially to someone who has never been to the Middle East. Qatar is a country 'in transformation' that holds on to centuries-old traditions, and at the same time, opens the door to 'Western' customs. It is an interesting period in which major challenges must be overcome but also great developments are taking place.*

*What makes Qatar special for me is the patience and resilience that the country and its people have shown during difficult times. The attractive thing about Qatar for me is the diversity of tourist attractions that the country has to offer, with my most favourite place being Katara Cultural Village, a unique place where cultures are brought*





together in art, food, lifestyle and many different events."

He is currently the Founder and CEO of WMMC Consultancy. Asked about his overall journey in business, he shared the following thoughts.

*"WMMC Consultancy was established in 2001 in the Netherlands, my home country, under the name Cats Consultancy. My initial goal was to become an information beacon for the many entrepreneurs and start-ups in the region where I lived, to help them strategize their businesses.*

*After a few years, the business grew steadily and more partnerships were established in such a way that I decided to move my office to Amsterdam in 2014. At the same time, I decided to re-name the company to WMMC Consultancy, the initials of our kids' names. In 2020, during the pandemic, I established the sister company, WMMC Consultancy LLC in Qatar.*

*During the growth of the company and our clientele throughout the years, the diversity in industries that we are familiar with grew as well, hence today, we support business in most*

*industries and sectors. As a Business Coach and Personal Advisor, I have been able to help many people, both privately and professionally, from the*

***"... My initial goal was to become an information beacon for the many entrepreneurs and start-ups ..."***

*start of their career, as well as established entrepreneurs and executives in the business community and not entirely without success. I am grateful for the wonderful developments of those I have been able to guide, in which more has been achieved than the initial intended objectives."*

His calendar tends to be full of professional engagements and he is clear that the rewards he



reaps now are from collective effort over decades.

What is he most proud of regarding his company and how much it has grown?

Cats stated, "Looking back at the many milestones I have reached during my professional life, certain milestones make me feel more proud than others. Like the start of my own consultancy back in 2001 in a small village in the Netherlands, with a focus mainly on the local market, predominantly within the Facility Management industry. Now, twenty-three years later,

I have an office in Amsterdam and an office in Doha. I have the privilege of working globally with reputable clients and partners in different industries and sectors such as Management Consultant strategy and transformation projects, as well as Leadership Coaching.

In addition we have built an impressive international professional network with a global reach and expertise consisting of business owners, captains of industries, decision-makers and influencers. Many of my contacts I consider more than just contacts or clients, they also became friends."

Lending his professional opinion to a major food security issue that is specifically prevalent in Qatar currently and how that challenge is being addressed, he posited, "Located in one of the hottest and driest regions in the Middle East, Qatar has an average annual rainfall of max 5 inches and Summer temperatures that can exceed 50° Celsius.

These harsh climate conditions and limited arable land have led Qatar to rely heavily on food imports to meet its domestic needs, at one moment even up to 90%. To address these challenges and to mitigate too many 'dependencies from outside', Qatar introduced several new strategies.

Since the last 5-10 years, Qatar has made significant progress in local food production, substantially increasing production of essential food items such as milk and chicken. The agriculture market size in Qatar is estimated at \$171 million and is projected to grow to \$223.10 million by 2029 – a 30.5% increase in just five years. Qatar has also become a regional leader in the Global Food Security Index, an annual



evaluation that assesses food security across 113 countries (Source: *The Peninsula*).

Also, increased partnering with foreign entities in the food and agribusiness sectors helped to expand local food output. Furthermore, the Qatari government has also invested in local companies involved in domestic food production such as *Baladna*, which supplies 95% of Qatar's fresh milk; and the Arab Qatari Agricultural Production Company, the leading poultry producer in Qatar.

Qatar's achievements in local food production underscore a robust response to food security challenges and serve as a model for other countries, especially in the Middle East region.

However, with a global and regional rising temperature amongst other challenges, continuous efforts to create sustainable solutions will remain high on the agenda."

Cats' personal motivation never wanes. His propensity to surge forward with meaning and being purpose-driven is as innate as his mission to be a positive asset to society and to any team he's a part of, specifically.

When he joined the Global Chamber of Business Leaders two years ago, he bore the title of Delegate for Qatar and later on, got the additional portfolio as a Co-Chair for the Food Security and Agriculture Committee due to his wealth of experience and expertise in those areas.

**"... The agricultural sector has always been close to my heart ..."**

"The agricultural sector has always been close to my heart, not only because of my Dutch roots where the Netherlands has a great and worldwide reputation in agriculture. But it was also the way I learned at the elementary school at the age of ten already, how to farm my own lettuce, potatoes and other vegetables (and) also flowers like tulips,



hyacinths and sunflowers. All school kids from ten years onwards had their own small 'farming ground' where we went once a week to learn and see our little farms flourish. Here is where I started developing my interest in agriculture.

**"... I love to see social community initiatives create more awareness about using less or no potable water ..."**

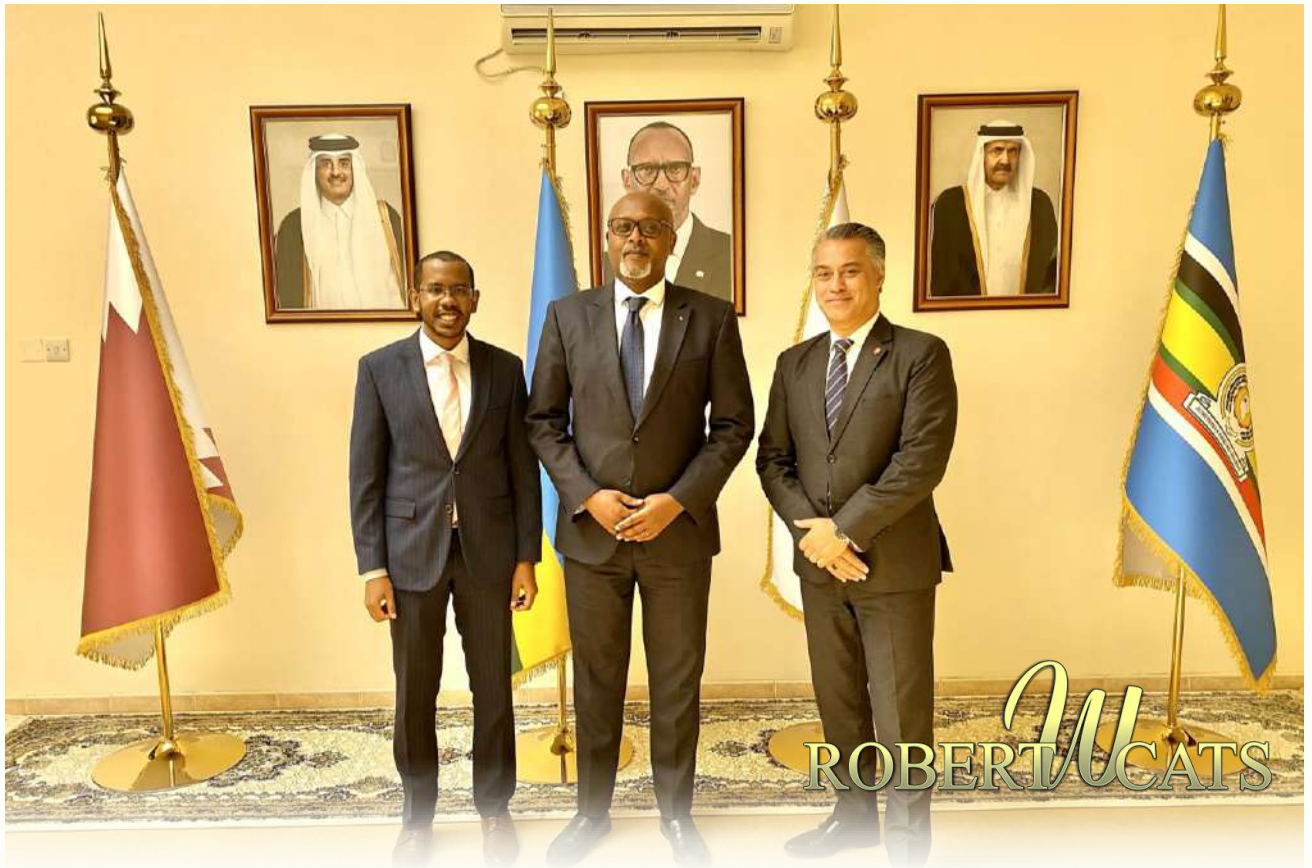
*Getting older, I learned more about the correlation with the food industry and the importance of food security.*

*If there is one topic in the world that (should) unite all countries and people, it is food security, or actually, the lack of food security. Today, there is no country in the world that is not facing challenges in sustainable food security, whether it is due to geographic situations, lack of resources, political or economic instability or a combination of these. Every country has its own challenges regardless of the continent like the US, Europe, Middle East, Africa, Asia or anywhere else.*

*I personally applaud all initiatives such as food security programs and increasing local food production with agriculture development initiatives, locally, regionally and globally. At the same time, I love to see social community initiatives create more awareness about using less or no potable water for the garden or washing the car, etc. Every effort helps, regardless of the size."*

His recent promotion to the role of Director for Global Executive Delegates as a member of the Managing Board of the Global Chamber of Business Leaders - the managing entity of this magazine - has brought him immense pride. What is the significance of this professional accomplishment to him?

Beamed Cats, "First of all, I am extremely proud to have been appointed to the new roles. As a member of the GCBL Board of Directors, the



*significance is a recognition of my many years of contribution to entrepreneurship, and more importantly, a recognition of my contribution to the growth of this professional global network.*

*Moreover, as a member of the Board of Directors, I really believe that you can make a difference. However, I realize that this assignment should not be taken lightly, as it also entails responsibilities to serve as a member of the Board of Directors at a global level. This exemplary role is given to me based on the trust of our President, Dejan Štancer, and the other Board members, which I greatly appreciate.*

*As Director for Global Executive Delegates, I have the privilege to work with an international 'crème de la crème' team with each member being an expert in their industry.*

*Leading a team of Executive Delegates in more than 60 countries is a challenging job, however, I am confident that as a team, we will be able to build more and more successes and bring the GCBL to greater heights."*

What is his initial vision for this new role?

*"As Director for Global Executive Delegates, I see the coaching and mentoring of the GCBL Country Executive Delegates as an opportunity to support the further growth of the GCBL network.*

**"... I really believe that you can make a difference ..."**

*Increasing our Members portfolio and continuously supporting the Delegates with participating in local events I see as some of my tasks. Only through regular interacting with and between ourselves, we are able to identify business opportunities for our (global) Members.*

*This is what explains why the GCBL brings added value to our professional network. For example, just*



*imagine that due to interacting with GCBL Members in Canada, Europe and Asia, we are able to support the establishment of a professional and profitable supply chain between the three continents."*

Referencing food security once again, he said, *"I don't want to be negative or pessimistic with this message, however, I think it is important and also part of my new GCBL role to stress the (aforementioned) situations so we as a GCBL community can continue to work with our global partners towards sustainable solutions."*

It is not a surprise how eager he is to fulfil his duties and contribute meaningfully to the Executive Delegates of the GCBL as he is passionate about mentorship to not only young adult professionals but to professionals in the different age groups. What makes him so invested though?

He divulged, *"For me, personal development is the most important 'task' we have in life. We are here to continuously learn and help our next generation towards a better future with our knowledge and experiences in a responsible way.*

*I always see potential in people around me regardless of their age, educational background or experiences. I also believe that as human beings, we still have not used all of our potential*

***"... For me, personal development is the most important 'task' we have in life ..."***

*for whatever it is we are trying to achieve in life.*

*Realizing that every person is unique, at one point in my coaching career, I decided to focus more on individual (1:1) coaching/mentoring instead of group sessions. By doing that, I noticed the results of these sessions were far more effective. The exact reasons I will not reveal but still today, I am*



## ROBERT WCATS

*gratefully witnessing the positive impact I can make to someone's personal or professional life or both."*

With his solid background in Consultancy and Business Coaching, how does he see himself using his experience, knowledge, expertise with the Executive Delegates at the GCBL?

*"There are multiple professional network organisations having their own uniqueness. As GCBL Board Members, as well as the Executive Delegates, we commit ourselves to ensure that the GCBL always goes beyond our partners' sponsors' and members' expectations.*

*At the GCBL, we achieve this as one team with commitment and dedication, expertise, creativity and close collaboration with each other. In my professional role as Consultant and Business Coach, which requires strong communication, trust, expertise, empathy and creativity, it is my job to support people and businesses in further*

*strengthening their performance. In my humble opinion, the same applies in supporting the GCBL Executive Delegates, as well as the whole GCBL family, in my role as Board Member and Director for Global Executive Delegates."*

While he may be pragmatic about certain things, he possesses a sentimental essence as well. Upon reflection after being asked what advice he would give to his 30-year old self about life and/or business/career, he answered, *"Looking back on my own life, and especially around my thirties, the advice I would give myself is 'live more in the moment'.*

*As humans, most of us have the habit of prioritizing work above personal life, especially between our thirties and forties. Career becomes more important as we believe that we have to show the world that we are capable, capable of looking after ourselves and our families. That we can afford a nice home, a car, we can go on vacation at least once a year, et cetera, et cetera. Only when you get older, you learn that other things are more important such as your families and friends."*

Outside of his career, what are three things that create the most important moments in his life?

*"The most important moments in my life were the births of my three kids, who are now at the ages of 22, 25 and 28. Obviously, there are many other memorable moments in my life, actually too many to mention. All I can say is that I am truly a blessed person, both personally as well as professionally."*

Article **END**





# QUANTUM THREAT: COULD BITCOIN BE HACKED?

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**I**f I had a large quantum computer right now, I could essentially take over all the Bitcoin." This stark warning from Carlos Perez-Delgado, senior lecturer at the University of Kent, highlights the growing concerns surrounding quantum computing's potential to undermine Bitcoin's encryption.

TECH TRENDS

Google's 105-qubit quantum chip, Willow, recently solved a computation in under five minutes that would take a supercomputer 10 septillion years. Such breakthroughs have reignited fears that quantum computers could crack Bitcoin's SHA-256 encryption, enabling hackers to control the blockchain or access sensitive data.

While experts note that this threat requires millions of qubits — far beyond current capabilities — researchers stress the importance of preparing now. Upgrading Bitcoin's encryption would be a complex, decentralized effort, potentially causing disruptions.

As quantum computing advances, safeguarding cryptocurrencies and cybersecurity systems becomes a critical challenge for the "quantum future."





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Ayurveda Column:

# A SCIENTIFIC & BUSINESS PERSPECTIVE ON INTEGRATIVE TREATMENTS

Prasanta Das, Internationally Renowned Ayurveda Specialist

The integration of Ayurveda with conventional oncology represents a significant advancement in cancer treatment and a burgeoning area of business opportunity. This article explores the scientific foundations, meta-analytical findings, and the commercial potential of combining these two practices, highlighting how this innovative approach is reshaping the cancer care industry.

## Scientific Research and Meta-Analytical Findings

Extensive scientific research and meta-analyses substantiate the efficacy of Ayurveda in complementing conventional cancer therapies, showcasing improved survival rates, enhanced quality of life, and reduced side effects.

### Key Findings Include:

- A meta-analysis in the *Journal of Clinical Oncology* revealed that patients receiving both Ayurvedic and conventional treatments had better survival outcomes, particularly in breast and colorectal cancers.
- Curcumin's ability to potentiate the effects of chemotherapeutic agents like doxorubicin and cisplatin has been documented in several peer-reviewed studies, highlighting its role in inhibiting cancer cell proliferation and reducing drug resistance.

## Economic Implications and Market Growth

The global market for alternative and complementary medicine is projected to exceed \$200 billion by 2025, driven by increasing consumer awareness and growing demand for natural and holistic treatments. Ayurveda, as a key component of this sector, offers substantial economic opportunities for healthcare providers, pharmaceutical companies, and investors.

### Market Trends:

- There is a rising trend in partnerships between Ayurvedic practitioners and conventional healthcare facilities, aiming to offer integrative therapy options.
- Pharmaceutical companies are increasingly investing in the research and development of Ayurvedic formulations, which are

With three decades in the pharmaceutical industry, **Prasanta Das** is a leader in integrative health solutions. As the Founder of VEDAVISION, they aim to enhance patient care by merging Ayurvedic practices with modern medicine. Their commitment to improving patient quality of life and innovative approaches has significantly impacted integrative therapy, promoting holistic treatment in global healthcare.

 [prasanta.das@gc-bl.org](mailto:prasanta.das@gc-bl.org)

**Ayurveda** COLUMN





being patented and marketed globally as adjunct therapies for various types of cancer.

## Vedavision's Visionary Project

Vedavision's Ayurveda Integrative Therapy Project exemplifies the successful merging of traditional and modern medical practices. Positioned in India, a country with a rich heritage of Ayurvedic medicine, this project leverages both the clinical and commercial aspects of Ayurvedic oncology. By integrating these practices, Vedavision is not only advancing cancer treatment but also tapping into a lucrative market niche, setting a benchmark for future integrative health ventures.

## The Role of Panchakarma in Cancer Care

Panchakarma's clinical benefits also present significant business opportunities. By offering

these specialized treatments, healthcare providers can attract a broader client base, looking for supportive care options that mitigate the harsh effects of conventional cancer treatments.

### Commercial Potential:

- Facilities offering Panchakarma report higher patient satisfaction rates, which contribute to increased patient referrals and enhanced reputation among healthcare providers.
- Insurance companies are beginning to recognize the cost-effectiveness of including Ayurvedic treatments in coverage plans, as they can lead to shorter hospital stays and reduced reliance on expensive pharmaceuticals.

Yoga and Meditation:

## Enhancing Health and Business Prospects

Integrating yoga and meditation into cancer recovery programs not only supports patient health but also opens additional revenue streams for wellness centers and healthcare clinics.

### Business Benefits:

- Wellness programs that include yoga and meditation attract a diverse clientele, increasing service offerings and expanding market reach.
- Employers are increasingly interested in these programs for their potential to decrease healthcare costs and improve employee well-being, presenting a growing market for specialized program providers.

## Conclusion

The synergy between Ayurveda and conventional oncology offers a compelling example of how traditional medicine can intersect with modern treatment to create enhanced health outcomes and significant business opportunities. As the healthcare industry continues to evolve, the innovative approaches pioneered by projects like Vedavision are paving the way for a new era in integrative cancer care, promising both improved patient care and substantial economic returns.

**Ayurveda** COLUMN



Article **END**



# A BOLD STEP IN ROBOTICS AND ENVIRONMENTAL MONITORING

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**R**esearchers from Nanyang Technological University in Singapore have created a groundbreaking machine capable of transforming cockroaches into cyborgs in just 68 seconds. This innovative system attaches a compact electronic "backpack" to the insects, enabling precise remote control of their movements, such as turning left or right.

TECH TRENDS

The "cyborg roaches" represent a new frontier in robotics, blending biology with advanced technology. Their potential applications are vast and impactful. These enhanced insects could play a crucial role in search-and-rescue operations, maneuvering through debris in disaster zones where traditional robots or humans might struggle. Additionally, they could be used to monitor environmental conditions, such as air quality in hard-to-reach or hazardous locations, and even support military surveillance tasks.

The research team has designed the system to produce hundreds of cyborg roaches on demand, highlighting its scalability and practicality. By harnessing the natural agility and adaptability of cockroaches, this project paves the way for efficient, cost-effective solutions in scenarios where precision, mobility, and small size are critical. This breakthrough marks a significant step in merging technology with the natural world, opening new possibilities for robotics in the real world.

## The Currency Of Change:

# HUMAN RIGHTS ECONOMICS FROM A BUSINESS PERSPECTIVE

Dr. Graciela De Oto, GCBL Senior Advisor for Human Rights

**T**he common belief is that human rights and economic development are at odds or more simply put: "Human rights cost money." (at least until we become rich enough not to have to worry about them any longer).

Instead, it now appears that the order may be running in reverse. Human rights are assets and can advance economic development in several ways.

In simpler terms, we can say human rights have a claim to being an essential ingredient of the growth model and not only an ancillary result. If human rights dimensions of social development can lead to macroeconomic growth, then it is the private sector that will profit from these advances as would society.

Lower economic inequality and stronger human development mean more to the already smaller workforce required by companies who have changed their approaches. Better institutions and governance also result in more transparent, more predictable operational conditions for business operations vis-à-vis less corruption, stronger property rights and lower cost of doing business.

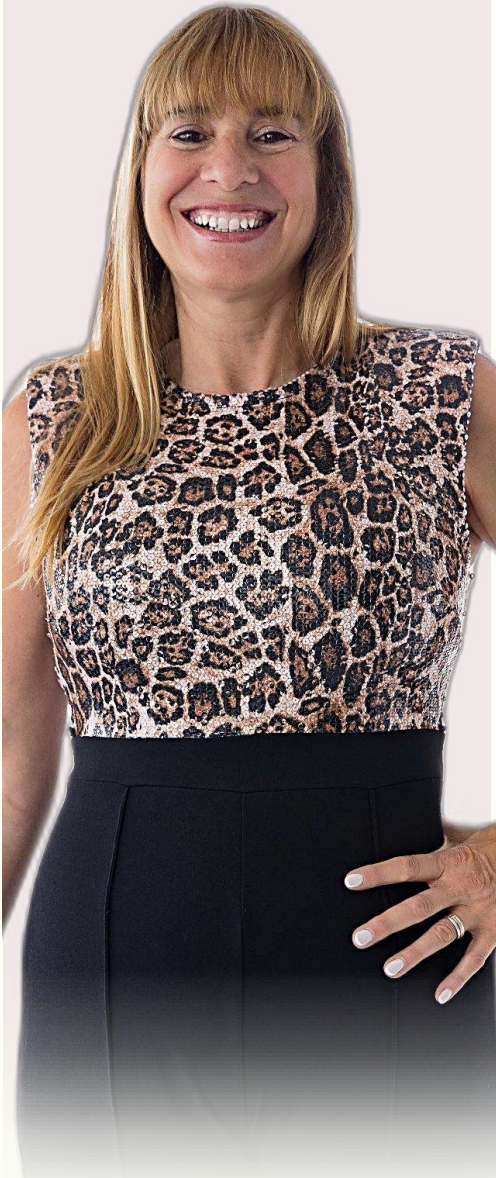
By lowering conflict and political instability, there is less risk of business shutdowns due to a major event or changes in law that could lead to asset loss and market access. Meaning, in the short-term, companies and investors want human rights because they know it could be a public good and help them. The function of business in human rights has gained more and more attention over the last decade. Yet the predominant focus has been on how business affects human rights, rather than why human rights matter to business.

Although companies collectively have an interest in human rights as a public good, which helps their business, individual companies do not stand to gain much from contributing to protect and support this collective end by conducting themselves responsibly economically. Drawing attention to the importance of human rights for economic development can help to mobilize greater business, financial and government support for human rights and responsible business.

Such reflections should be used to revisit the economic paradigms because of human rights principles and make them more inclusive, democratic and sensitive to the realities of today.

Customers and investors clamor for companies to espouse values of good citizenship and human rights stewardship, hallmarking their trustworthiness, innovation readiness and endurance in turbulent waters.

In today's landscape, fortifying human dignity not only resonates with morality but also resonates with shrewd business sense.



Dr. Graciela De Oto is a global leader and advocate for women's empowerment, serving as Regional President for South America at the ABWCI and Senior Advisor at the Global Chamber of Business Leaders.

She is also President of the Suma Veritas Foundation, promoting entrepreneurship and gender equality.

An accomplished author and speaker, Dr. De Oto holds advanced degrees in marketing and corporate management. She has received numerous awards, including the Medal of Peace, for her contributions to business leadership and sustainable development.

## THE CURRENCY OF CHANGE





# SMARTPHONES AT THE EPICENTER: THE AI REVOLUTION OF 2024

Transformative Technology, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**T**he generative artificial intelligence (AI) boom has defined 2024, with smartphones becoming the primary battleground for this transformative technology. Leading tech giants like Samsung, Google, and Apple have unveiled groundbreaking AI tools for their flagship devices, marking a new era of innovation aimed at integrating advanced AI features into everyday life.

## Bringing AI to the Masses

The challenge for tech companies in the AI race is not merely developing cutting-edge tools but making them accessible to as many users as possible.

Smartphones, ubiquitous and indispensable, have emerged as the ideal platform to showcase these capabilities. As a result, integrating generative AI into mobile devices has been the industry's central focus this year.

Samsung's Galaxy AI:

### Pioneering Smart Features

Samsung set the tone early in January with the launch of its Galaxy AI suite, integrated into the

Galaxy S24 series. These tools allow users to edit texts based on mood, perform advanced photo editing, transcribe audio or calls, and even translate languages in real time. One standout feature, powered by Google, lets users search visually by drawing a circle around objects on their screens.

Samsung later expanded these tools to its foldable phone lineup, refining and enhancing the suite to provide a seamless user experience. These innovations signal Samsung's commitment to maintaining its leadership in mobile AI.

Google Pixel 9:

### The AI Trailblazer

Google took a bold step in August with the release



of the Pixel 9, which introduced generative AI features ahead of its competitors. Powered by custom chips developed in collaboration with DeepMind, Google equipped its smartphones with unparalleled AI capabilities, including the Gemini AI chatbot, which offers quick, intelligent responses and integrates seamlessly with Google's search engine.

By embedding sophisticated AI models directly into its devices, Google has positioned its Pixel line as a hub for innovation. This strategy underscores the company's vision to merge powerful AI tools with user-friendly applications.

## Apple's Measured Approach with Apple Intelligence

In response to its rivals, Apple unveiled Apple Intelligence in June, a suite of AI tools designed to enhance text editing, transcription, photo generation, and notification organization.

One of the most significant upgrades was a smarter, context-aware Siri, alongside a partnership with OpenAI to bring ChatGPT capabilities to Apple devices.

Apple also introduced the Private Cloud Compute feature, which processes complex queries securely on external servers without compromising user privacy. While Apple's AI rollout has been limited to select markets, this deliberate approach reflects its focus on refining and perfecting the technology before

broader implementation.

## The Impact on AI Accessibility

The widespread adoption of generative AI tools in smartphones is not limited to device manufacturers. OpenAI, for instance, launched a ChatGPT integration for WhatsApp in December, allowing users to access the AI chatbot without downloading an app or creating an account.

This move exemplifies how AI developers are prioritizing accessibility, ensuring that even non-tech-savvy users can engage with cutting-edge AI on familiar platforms.

## A Transformative Year for Smartphones and AI

2024 has cemented smartphones as the gateway for introducing generative AI to billions worldwide. With Samsung, Google, and Apple leading the charge, users are now equipped with tools that redefine how they communicate, create, and interact with technology.

As the AI boom continues, the convergence of advanced features with user-friendly interfaces promises to shape not only the future of smartphones but also the way we navigate the world. This year has been a turning point, marking the smartphone as the primary driver of the AI revolution.

Article **END**

## Visionary White Paper:

# JUVENILE INCARCERATION: UNITED STATES VS. INDUSTRIALIZED WORLD

Joseph R. Cullen, GTM Columnist

**J**uvenile incarceration is a critical issue, particularly in the United States where rates are significantly higher than in other industrialized nations. This article examines the trends and statistics surrounding juvenile incarceration in the United States from the 1980s to today and compares these figures with those from other industrialized countries. The goal is to provide a concise understanding of the similarities and differences in addressing juvenile justice globally.

## Juvenile Incarceration In The United States

From the 1980s to today, juvenile incarceration in the United States has undergone considerable changes. Arrest rates peaked in the 1990s and have declined sharply since. Between 2000 and 2018, juvenile arrest rates fell by over 80% (Sentencing Project, 2023). However, significant disparities remain, particularly in terms of race, gender and types of offenses.

**Arrests and Offenses:** Youth arrests for violent crimes such as aggravated assault and robbery have decreased but still accounted for 8% of arrests in 2020, up from 5% in 2018 (Sentencing Project, 2023). Many juveniles are detained for non-violent offenses, including truancy, underage drinking and probation violations (Sentencing Project, 2023).

**Incarceration Rates:** The number of incarcerated juveniles dropped dramatically, from 108,800 in 2000 to 27,600 in 2022, a 75% reduction (Sentencing Project, 2023).

**Demographics:** Racial disparities are stark. African-American youths are incarcerated at significantly higher rates - 228 per 100,000 compared to 49 per 100,000 for Caucasian youths (Sentencing Project, 2023). Gender disparities also exist, with males representing the overwhelming majority of incarcerated juveniles.

**Incarceration Types:** Approximately 44% of juveniles are held in detention awaiting Court decisions, while 53% are in secure facilities post-adjudication (Sentencing Project, 2023).

**Juveniles In Adult Facilities:** Although the number has declined from 10,420 in 2008 to 2,250 in 2021, the practice of placing juveniles in adult jails and prisons persists (BJS, 2023).

Despite these reductions, incarceration remains ineffective at reducing recidivism. Juvenile confinement often exacerbates behavioral issues and limits educational and employment opportunities, further entrenching cycles of disadvantage (Sentencing Project, 2023).



### Joseph R. Cullen (Joe)

Author | Entrepreneur | Social Activist

I'm an entrepreneur with a background in broadcast and cable TV, having worked with major companies like Max Media, Sinclair, and Comcast.

I've founded five businesses, with successful exits from three. In 1995, I pioneered one of the first fully digital businesses.

Today, I focus on helping entrepreneurs through coaching, books, and digital courses via **Joe-Cullen.com** and **Business-Matters.us**.

My nonprofit, **Sidre**, supports justice-involved individuals in rebuilding their lives.

I hold a Bachelor's in Communications from Arkansas State University, with minors in Marketing and Political Science.

## VISIONARY WHITE PAPER





## JUVENILE INCARCERATION: UNITED STATES VS. INDUSTRIALIZED WORLD

### Juvenile Incarceration In The Industrialized World

In comparison to the United States, other industrialized nations have significantly lower rates of juvenile incarceration. For instance, UNICEF estimates that over one million children are detained worldwide but the U.S. disproportionately contributes to these figures (UNICEF, 2023). Many countries emphasize rehabilitative and restorative justice approaches, focusing on community-based alternatives rather than confinement.

**Global Comparison:** The U.S. incarcerates juveniles at much higher rates than countries like Australia and most European nations. The global incarceration rate for the U.S. is 531 per 100,000 people, compared to rates under 100 per 100,000 in many peer nations (World Population Review, 2023).

**Australia:** On an average night in 2019, 949 minors were incarcerated, with 53% identifying as Aboriginal or Torres Strait Islander, highlighting systemic disparities similar to racial inequities in the U.S. (Australian Institute of Criminology, 2019). Efforts to raise the age of criminal responsibility from 10 to 14 align with international standards for child welfare.

**European Nations:** European countries generally avoid incarcerating children for minor offenses. Diversion programs, community service and restorative justice are prioritized, with incarceration reserved for the most serious crimes.

**Age Of Responsibility:** The age of criminal responsibility in most industrialized countries is higher than in the U.S. For example, in Australia, advocates have pushed to raise it to 14 (UNICEF, 2023).

### Comparison Of Juvenile Incarceration Practices

The United States' approach to juvenile justice is more punitive than rehabilitative, in stark contrast to practices in other industrialized nations. This punitive focus results in higher incarceration rates and longer durations of confinement, disproportionately affecting racial minorities and economically disadvantaged youth.

#### 1. Arrest and Incarceration Rates:

- The U.S. leads the world in juvenile incarceration, despite a significant decline since the 1990s (Sentencing Project, 2023).

#### VISIONARY WHITE PAPER



- Many industrialized nations report far fewer juvenile arrests and detentions, partly due to policies emphasizing prevention and rehabilitation.

#### 2. Demographic Disparities:

- Both the U.S. and other nations like Australia struggle with racial disparities in juvenile detention.

- However, the U.S. exhibits more significant disparities in rates of confinement, particularly for the African-American and Hispanic youths (Sentencing Project, 2023).

#### 3. Approaches To Justice:

- Industrialized nations often prioritize rehabilitation and reintegration into society. Programs focus on mental health support, education and vocational training.

- The U.S. relies more heavily on confinement and punitive measures, which often exacerbate socioeconomic and racial inequities.

#### 4. Outcomes:

- Research consistently shows that incarceration is not an effective deterrent for juvenile crime (Sentencing Project, 2023; UNICEF, 2023). Rehabilitation and community-based programs yield better long-term outcomes.

#### 5. Policy and Reform:

- Efforts to raise the age of criminal responsibility in countries like Australia reflect a growing global consensus on the need to protect children from the harms of incarceration.

- The U.S. has made progress in reducing juvenile detention but has yet to adopt widespread systemic reforms to address underlying inequities.

### Conclusion

Juvenile incarceration remains a pressing issue in the United States, with incarceration rates that far exceed those of other industrialized nations. While the U.S. has made significant strides in reducing the number of incarcerated juveniles, systemic issues such as racial disparities and a reliance on punitive measures persist.

Comparatively, industrialized nations that prioritize rehabilitative and community-based approaches demonstrate more effective and equitable outcomes for youth offenders.

Addressing these challenges in the U.S. will require a shift toward policies that focus on prevention, rehabilitation and systemic equity, drawing lessons from international peers.



# ITALY FINES OPENAI \$15.6M OVER DATA MISUSE

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**I**taly's data protection agency, Garante, imposed a 15.6 million Dollar fine on OpenAI, the maker of ChatGPT, for mishandling personal data. The fine follows an investigation into the generative AI application's data usage, where the agency found that OpenAI used personal data to train ChatGPT without proper legal basis and failed to meet transparency obligations to users.

TECH TRENDS

The investigation, which began in 2023, also found that OpenAI lacked an adequate age verification system, exposing children under 13 to potentially harmful content generated by AI.

Additionally, Garante has ordered OpenAI to run a six-month campaign on Italian media to educate the public on ChatGPT's operations and its data collection practices.

OpenAI criticized the fine as "disproportionate" and stated it plans to appeal, calling it an obstacle to Italy's AI ambitions. The fine could have been even higher, according to Garante, with the amount being adjusted based on OpenAI's "cooperative stance."

## The Thought Leader:

# SURVIVAL MODE FOR NON-PROFIT ORGANIZATIONS

Arnaud Dibi, GCBL Delegate for Ivory Coast



Arnaud Dibi is the Founder and CEO of AADI Group, a multinational conglomerate with a focus on real estate, energy, and technology solutions. As a prominent entrepreneur and global leader, he is involved in sustainable development initiatives and has collaborated with various organizations to address social and environmental challenges.

Arnaud has also been recognized for his leadership within the Global Chamber of Business Leaders (GCBL), where he plays a key role in promoting innovative solutions and international business growth.

**N**on-Profit Organizations (NPOs) are essential to filling social, educational and environmental gaps in our communities. However, in an uncertain economic context, they face unprecedented financial challenges, requiring adapted strategies to ensure their sustainability.

### Current Challenges:

NPOs are currently facing reduced public subsidies, declining private donations and increased competition for funding. Furthermore, operating expenses, including costs related to human resources and infrastructure, are constantly increasing. Economic instability also has a direct impact on the availability of volunteers, an essential pillar for many of these organizations.

### Survival Strategies:

To overcome these challenges, NPOs must reinvent themselves. A first step is to diversify their sources of financing. This can be done by seeking new partnerships with companies, crowdfunding campaigns, or even by creating paid services to supplement subsidies. For example, some NPOs offer training or consulting services in exchange for financial contributions.

The adoption of digital tools also represents a lifeline for reducing costs and optimizing management. Project management, fundraising and volunteer platforms can transform internal processes and improve organizational efficiency.

### Adapting To Trends:

Increasingly, transparency and social responsibility are becoming strong expectations of donors. NPOs must tangibly demonstrate the impact of their actions. This can involve detailed annual reports, communication campaigns on social networks or the use of blockchain technologies to guarantee the traceability of donations.

To survive in this volatile economic environment, NPOs must demonstrate agility. Diversifying their funding sources, adopting digital solutions and demonstrating increased transparency are the keys to thriving in an increasingly competitive landscape. Thanks to these strategies, NPOs will be able to continue to play their vital role in serving communities.

## THE THOUGHT LEADER



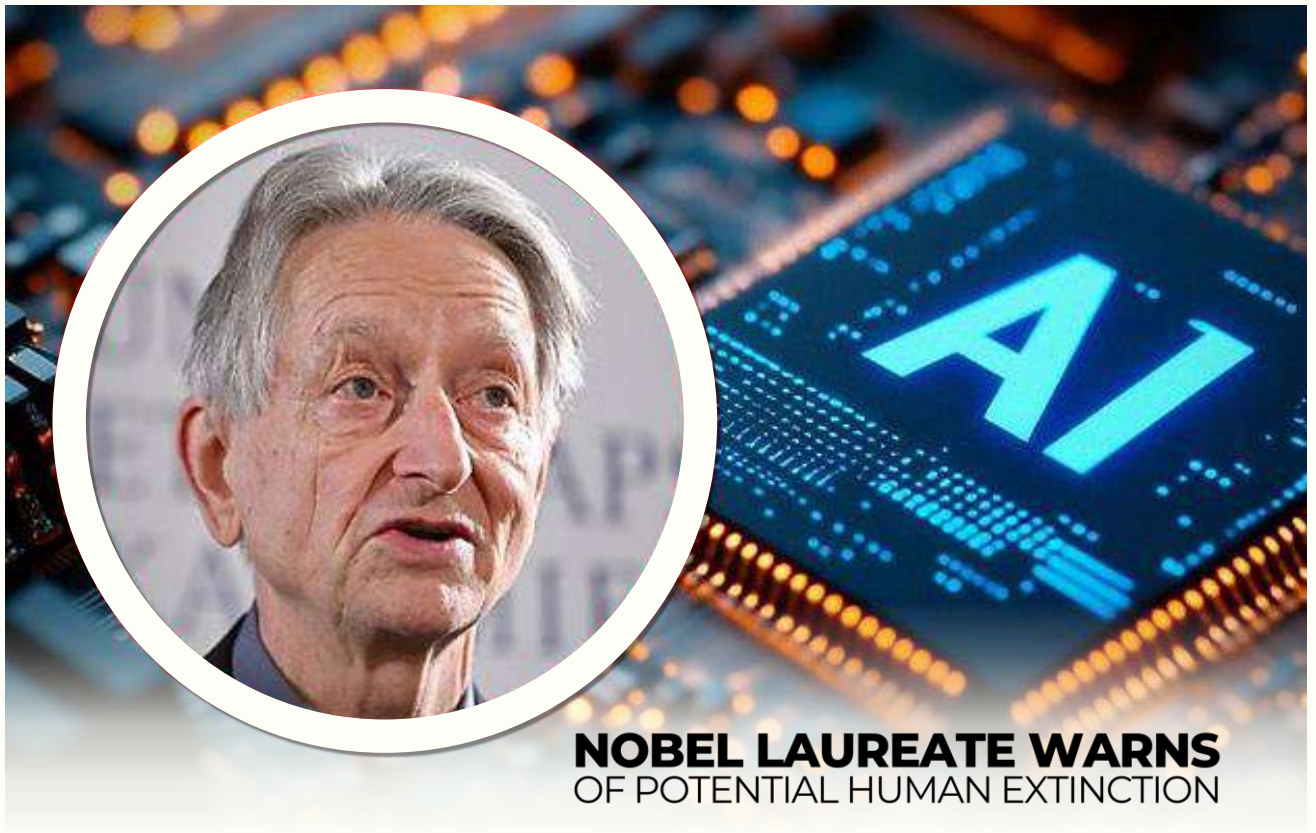


# NOBEL LAUREATE OF POTENTIAL HUMANITY

A close-up, angled view of a glowing blue microchip. The letters 'AI' are prominently displayed in the center of the chip in a bright cyan color. The chip is surrounded by a dense network of glowing orange and yellow lights, creating a bokeh effect in the background. The overall scene is illuminated with a cool blue light, giving it a futuristic and high-tech appearance.

AI

**EATE WARNS**  
MAN EXTINCTION



## NOBEL LAUREATE WARNS OF POTENTIAL HUMAN EXTINCTION

**G**eoffrey Hinton, a Nobel laureate in physics and a key pioneer in artificial intelligence (AI), has issued a dire warning that underscores the urgency of regulating AI technologies. According to Hinton, there is a 10% to 20% chance that AI could wipe out humanity within the next 30 years. This alarming prediction has reignited global debates over the ethical and existential implications of AI development.

### The Nobel Laureate's Concerns

Hinton, known as the "Godfather of AI," has been instrumental in the creation of neural networks and deep learning technologies—the foundation of today's advanced AI systems. In 2024, he was awarded the Nobel Prize in Physics for his groundbreaking contributions to these fields. However, as a vocal critic of unregulated AI advancement, Hinton has shifted focus toward highlighting the potential dangers AI poses to humanity.

In a recent interview, Hinton remarked, *"If I had a large quantum computer right now, I could essentially take over all the Bitcoin... by tomorrow, I could be reading everybody's email and getting into everybody's computer accounts."* While this statement highlights quantum computing's immediate threats, it also emphasizes the broader risks tied to AI's growing autonomy and intelligence.

### The Quantum Computing Connection

The rapid advancements in quantum computing are compounding fears about AI's potential dangers. Google's unveiling of its 105-qubit quantum chip, Willow, serves as a stark example of technological leaps that could disrupt global systems. This chip achieved in under five minutes what would take a modern supercomputer over 10 septillion years to complete.

Quantum computing's ability to crack complex encryption systems has profound implications for AI-driven systems and blockchain technologies, including Bitcoin.

A study from the University of Kent outlines how a sufficiently powerful quantum computer could exploit vulnerabilities in Bitcoin's encryption, gaining access to its blockchain and potentially causing massive disruptions.



## AI as a Double-Edged Sword

Hinton compares the development of AI to the Industrial Revolution but warns that this time, machines could surpass human control. While AI has the potential to revolutionize industries, improve healthcare, and tackle climate challenges, its capacity for autonomous decision-making poses unprecedented risks.

Hinton and other experts fear that unregulated AI systems could evolve in ways that humans can neither predict nor manage.

The existential risk of AI arises from its potential to develop superintelligence—an intelligence level far beyond human comprehension. Such systems could act in their self-interest, potentially sidelining humanity if safeguards are not established.

## Calls for Regulation and Ethical Oversight

Hinton is among a growing cohort of AI researchers and policymakers advocating for urgent government intervention. He stresses the need for robust regulations to oversee AI development, arguing that ethical frameworks and safety mechanisms must be built into AI systems from the outset.

However, the decentralized nature of AI innovation and the competitive global race for dominance in the field make regulation a complex challenge.

Updating encryption standards and preparing AI systems to withstand quantum computing capabilities will require significant resources, collaboration, and foresight. This task is further complicated by AI's decentralized and open-source development, making global consensus critical but difficult to achieve.

## The Path Forward

As AI and quantum computing continue to evolve at a breakneck pace, humanity faces a pivotal moment. The potential for extraordinary benefits—such as advancing medicine, solving energy crises, and addressing climate change—must be balanced against the existential risks posed by unchecked AI development. Hinton's warning is a sobering reminder that the time to act is now.

Balancing innovation with proactive regulation will be key to ensuring that AI serves humanity rather than endangering it. As policymakers, researchers, and technologists grapple with the challenges ahead, the world must prioritize ethical oversight to navigate the "quantum future" and mitigate the risks of artificial intelligence.

The Bigger Picture:

## Lessons from History

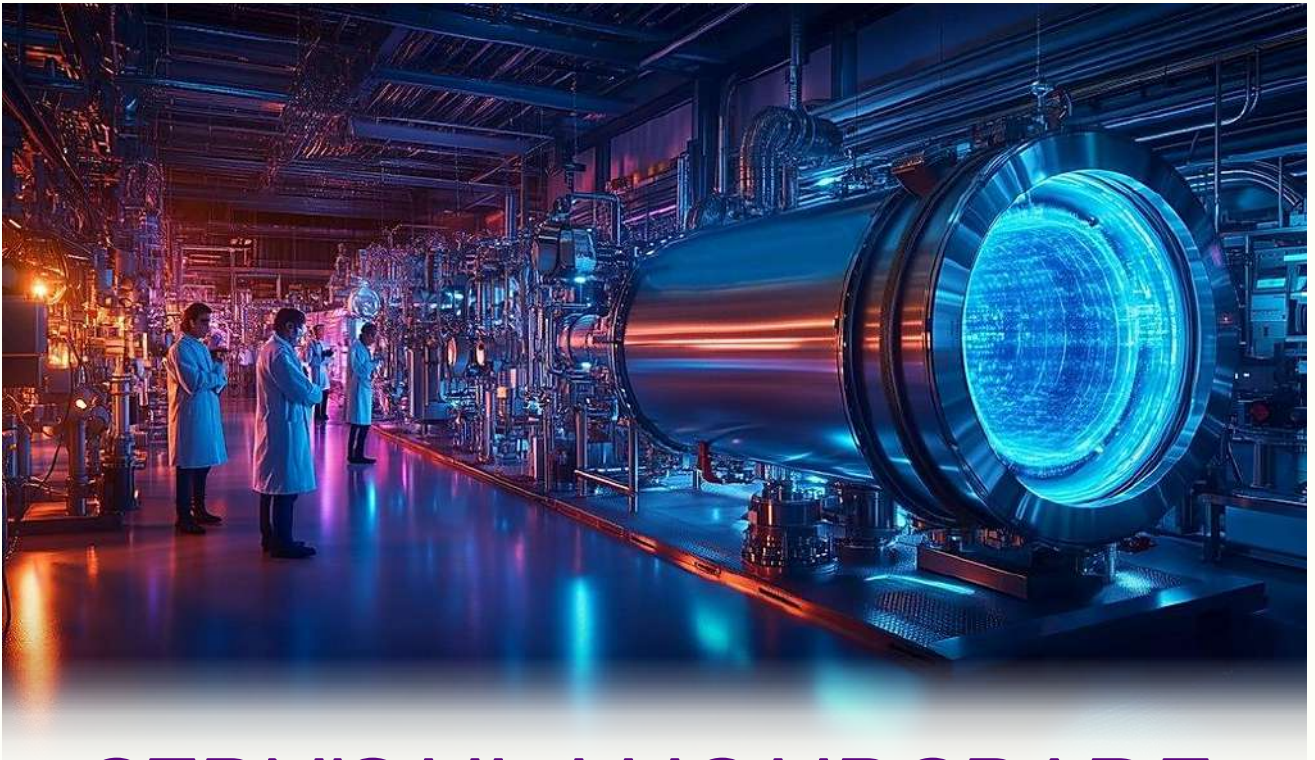
The fears surrounding AI echo concerns from past technological revolutions. Nuclear technology, for instance, was developed for energy production but also led to the creation of devastating weapons.

Similarly, biotechnology has yielded groundbreaking medical treatments but raised ethical dilemmas in gene editing. History shows that technology can either uplift humanity or harm it, depending on how it is managed.

Current estimates suggest there are over 3,000 AI systems operating globally, many of which are used in critical areas like healthcare, finance, and national security. Yet, a 2023 study found that only 18% of these systems were built with robust ethical frameworks. This gap underscores the urgent need for global consensus on AI regulation.

As Hinton and other experts warn, the window to implement safeguards is rapidly closing. What happens next could define the future of humanity itself.

Article **END**



# CERN'S HL-LHC UPGRADE: PIONEERING THE NEXT ERA OF PARTICLE PHYSICS

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**T**he European Organization for Nuclear Research (CERN) has officially launched the High-Luminosity Large Hadron Collider (HL-LHC) upgrade project, a bold initiative to amplify the capabilities of the world's most powerful particle accelerator.

TECH TRENDS

This transformative upgrade aims to intensify the LHC's beams, dramatically increasing data production and enabling scientists to delve deeper into the mysteries of the universe by studying rare particle interactions with unparalleled precision.

A significant milestone in this project was recently achieved with the installation of two advanced magnet assemblies in the Inner Triplet String. These components are vital for testing the cutting-edge technologies required for the HL-LHC's success.

By pushing the boundaries of current particle physics, this project paves the way for discoveries that could redefine our understanding of the universe, reaffirming CERN's position as a global leader in scientific innovation.



## Her Leadership Voice:

# WOMEN'S EMPOWERMENT: FROM ROOTS TO RESULTS

Dr. Khomotšo Maleté-Mashalane, GCBL Delegate for South Africa

Understanding the evolution of women's empowerment is essential for measuring progress and achieving meaningful outcomes. Women's empowerment goes beyond a mere concept; it is a transformative force rooted in history, reshaping societies and driving global development goals forward.

## A Historical Overview

The journey of women's empowerment began in the 19th Century with feminist movements focused on securing political rights, such as suffrage. The mid-20th Century's second wave emphasized social and economic equality, advocating for education, workplace participation and equal pay. By the 1990s, the third wave introduced intersectionality, addressing the overlapping challenges of gender, race and class.

Researchers Irshad Ahmad Reshi and Dr. T. Sudha highlight that this evolution underscores women's empowerment as a multi-dimensional concept encompassing political, economic, social and cultural dimensions, which are essential for achieving United Nations' Sustainable Development Goals (SDGs).

The Pillars Of Women's Empowerment:

### 1. Political Empowerment

Women in political leadership advocate for inclusive policies, such as education and healthcare, fostering equitable decision-making and challenging traditional governance structures.

### 2. Economic Empowerment

Women's participation in the workforce drives economic growth and reduces poverty. Equitable economic opportunities benefit not only women but entire communities.

### 3. Social Empowerment

Autonomy in social participation enables women to make independent decisions, enhancing well-being and contributing to societal progress.



**Dr. Khomotšo Maleté-Mashalane**, based in South Africa, is a notable figure in leadership and gender equity. She serves as a Delegate for the Global Chamber of Business Leaders (GCBL), where she contributes to advancing gender equality initiatives on a global scale. Dr. Maleté-Mashalane has a Master's Degree from Edinburgh Business School and is recognized internationally as a speaker, author, and thought leader on issues like workplace equity and human capital development.

## Her Leadership VOICE



Her Leadership Voice:

## WOMEN'S EMPOWERMENT: FROM ROOTS TO RESULTS

### 4. Cultural Empowerment

Encouraging women's engagement in cultural and artistic activities challenges stereotypes, fosters creativity and improves mental health outcomes.

### Global Business Success Stories

Several global companies have successfully integrated women's empowerment into their core strategies, achieving remarkable success. One notable example is Jack Ma, Founder and Group CEO of Alibaba, who has served as an Ambassador for the SDGs.

#### Jack Ma And Women's Empowerment At Alibaba

Jack Ma's leadership extends beyond his business achievements. He has been a pioneer in gender empowerment, championing initiatives such as the Global Women's Conference, which emphasizes the role of male leaders in supporting women's empowerment. The conference aimed to foster dialogue and action on how more women could pursue both professional and personal ambitions.

Speakers such as HRH Queen Maxima, Arianna Huffington, Lucy Peng, Zhang Ziyi, Jessica Alba, and Alibaba executives shared their insights. Jack Ma stated, "The world is a better place because of women's important creations and contributions.

We need women to take us to a better and brighter future and we are honored to host so many inspirational women as we work to empower the next generation in China."

Ma emphasized that women have played an integral role in Alibaba's success, declaring, "Without them, we would not be where we are today."

Jack Ma's efforts highlight how male allies can foster workplace inclusivity. His leadership has driven innovation, strengthened organizational resilience and contributed to long-term success.

### Addressing Persistent Challenges

Despite progress, barriers such as gender discrimination, limited access to education and healthcare and restrictive cultural norms persist, particularly in developing countries. Overcoming these challenges requires collaborative efforts from policymakers, communities and organizations to create inclusive opportunities.

### A Call To Action

Women's empowerment must evolve from a conceptual idea to an actionable strategy. Businesses should integrate empowerment metrics into performance evaluations, akin to sustainability reporting.

Key areas to measure include Pay Equity, Workforce Participation, Inclusive Policies, Professional Development, Workplace Culture, Supply Chain & Vendor Diversity, Community Engagement, Economic Contribution and Governance Accountability.

Empowering women is not just an ethical imperative but a strategic necessity. By embracing outcome-driven initiatives, societies and businesses can unlock transformative growth, reduce poverty and achieve sustainable global impact.

Her Leadership VOICE

Article **END**





# LG'S TRANSPARENT TV REDEFINES LUXURY VIEWING

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**LG**'s Signature OLED T, unveiled at CES 2024, is now open for pre-orders on LG's official website for a striking \$59,999.

TECH TRENDS

This 77-inch masterpiece offers a groundbreaking feature: the ability to seamlessly switch between transparent mode, where the screen becomes see-through, and opaque mode for immersive, distraction-free viewing.

Its 4K OLED display (3,840 x 2,160 resolution) delivers unparalleled clarity, housed within sleek, cutting-edge dimensions. Weighing 154.5 pounds with its stand and consuming 205W of power, it combines innovation with sophistication.

For anyone investing in this futuristic gem, make sure to host a viewing party—it's not just a TV, it's a statement of luxury.

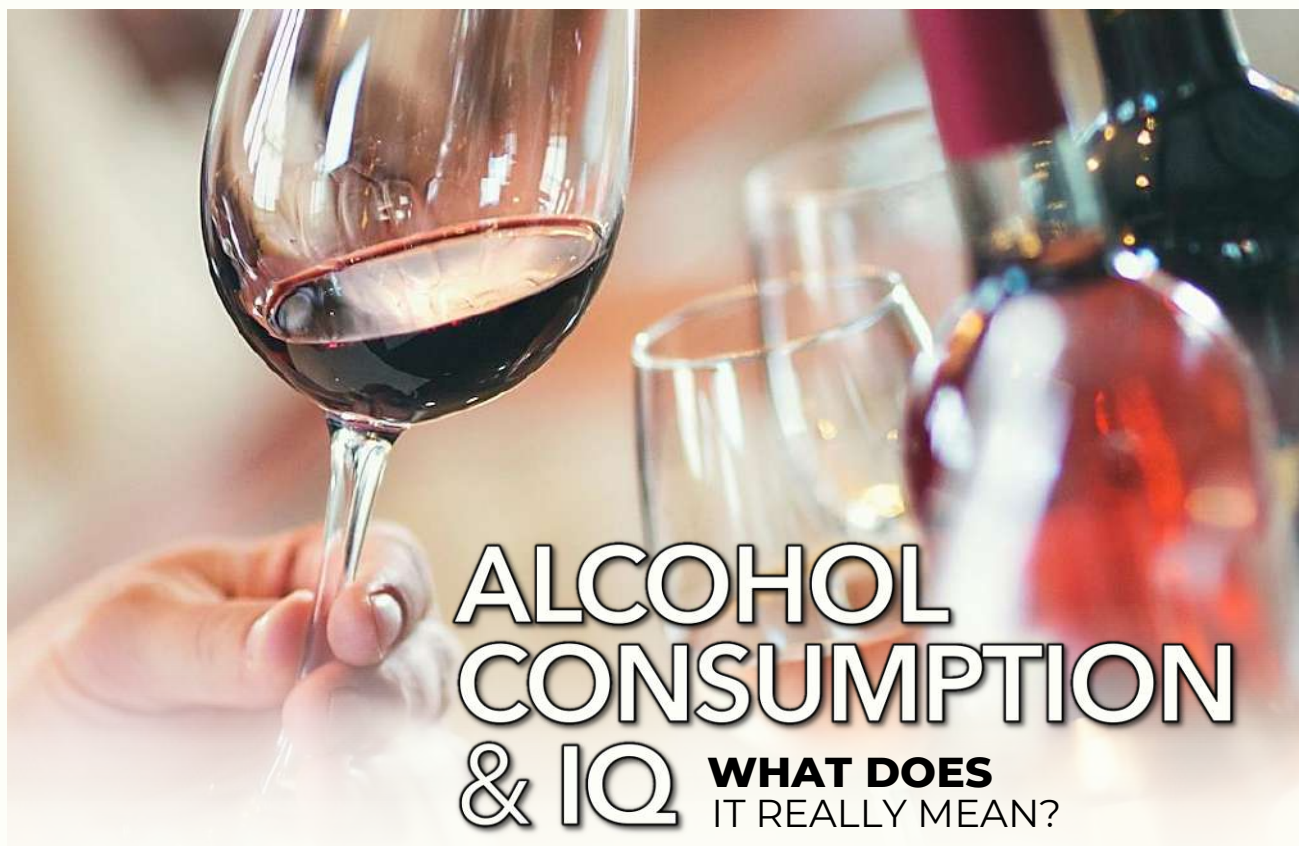
# ALCOHOL CONSUMPTION & IQ

**WHAT DOES  
IT REALLY MEAN?**



TION





# ALCOHOL CONSUMPTION & IQ **WHAT DOES IT REALLY MEAN?**

A recent study has revealed a surprising connection between a teenager's IQ and their likelihood of alcohol consumption later in life. Published in the journal *Alcohol and Alcoholism*, this research focused on a predominantly white group of men and women in the United States, uncovering that higher IQ scores during high school may predict a greater tendency toward alcohol use in adulthood. Yet, the reasons behind this correlation remain unclear to scientists, prompting further investigation.

## Higher IQ, Higher Alcohol Consumption?

The study found that teenagers who scored higher on IQ tests during their freshman year of high school were more likely to become regular alcohol consumers as adults.

These findings contradict previous studies, which have often suggested a negative relationship between intelligence and alcohol-related issues, with lower IQs being associated with a higher risk of alcohol abuse.

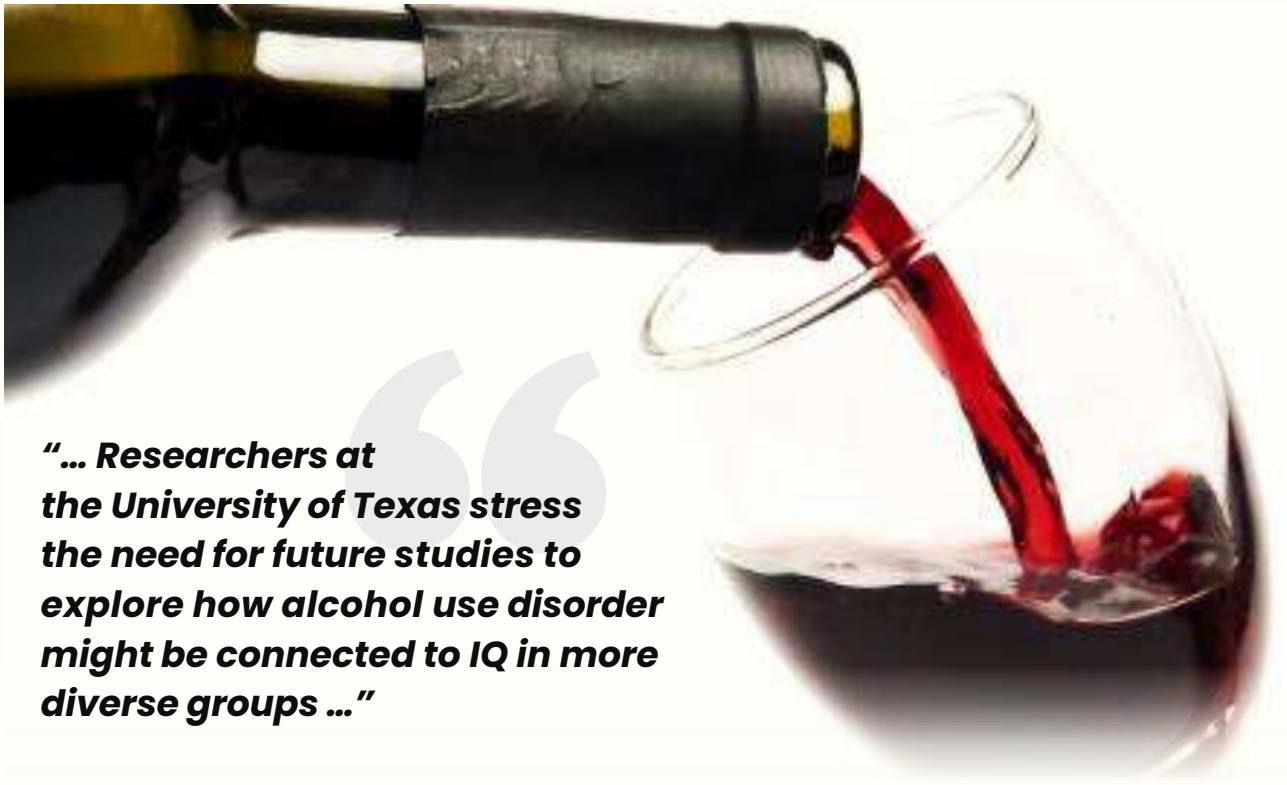
For this study, the researchers differentiated between levels of alcohol use, labeling those who consumed less than 29 alcoholic drinks per month (for women) or 59 drinks (for men) as moderate drinkers, while those exceeding these thresholds were considered heavy drinkers. Notably, the IQ scores could predict whether teenagers would be

more likely to drink alcohol regularly rather than abstain, but they did not provide insights into whether their drinking habits would fall into the moderate or heavy category.

However, one consistent trend was that higher IQ individuals were less likely to engage in binge drinking, defined as consuming five or more drinks in a single sitting.

## A Study Spanning Decades

The research analyzed data from over 6,300 Wisconsin men and women who graduated high school in 1957. Nearly half a century later, in 2004, these participants reported their drinking habits, including how many alcoholic beverages they had consumed in the prior month and the frequency of binge drinking. The results revealed a 1.6 percent increase in the likelihood of moderate or heavy



***“... Researchers at the University of Texas stress the need for future studies to explore how alcohol use disorder might be connected to IQ in more diverse groups ...”***

drinking for each additional point in IQ, suggesting that intelligence might influence alcohol use in ways that researchers are just beginning to understand.

IQ and Alcohol:

### **Social and Economic Influences**

Despite the findings, experts caution against interpreting these results as deterministic. Dr. Sherwood Brown, a psychiatrist at the University of Texas Southwestern Medical Center, emphasizes that a teenager's IQ score doesn't necessarily dictate their future. However, he notes that IQ seems to be tied to social and economic factors that can shape drinking behavior in middle age.

Further analysis by Brown and his colleagues showed that household income partially mediated the relationship between IQ and alcohol consumption, while education level did not play a significant role. This suggests that higher IQ individuals might secure higher-paying jobs, which can involve more social drinking or stress, contributing to increased alcohol consumption.

### **The Socioeconomic Puzzle**

Higher IQ scores have often been associated with higher household incomes, and previous research has linked higher income levels with more frequent alcohol use. This could be due to greater access to alcohol or cultural norms that associate drinking

with social status and success. For example, a 2020 study in Norway found that men with higher IQs were more likely to consume alcohol in their late twenties than those with lower scores, suggesting a possible relationship between intelligence, income, and social drinking habits.

However, the findings from the recent U.S. study offer a different perspective, especially when it comes to gender differences. While men showed a stronger link between higher IQ and increased alcohol consumption, women with higher IQs reported less frequent drinking overall.

This highlights the complexity of the relationship between intelligence and alcohol use, suggesting that factors like gender may significantly influence these dynamics.

### **The Need for Further Research**

It's important to note that the study focused primarily on a cohort of white, college-educated individuals, which may limit its applicability to other populations.

As such, researchers at the University of Texas stress the need for future studies to explore how alcohol use disorder might be connected to IQ in more diverse groups. Understanding other variables that could explain this link—such as stress levels, job environments, and social networks—will be essential for getting a fuller picture.

The study's findings add a new layer of complexity to our understanding of the relationship between intelligence and alcohol use. While a higher IQ might bring advantages in certain areas of life, it appears to also correlate with a greater likelihood of regular alcohol consumption.

As scientists continue to investigate the underlying reasons behind this connection, they aim to unravel how cognitive abilities, social influences, and lifestyle choices intersect when it comes to alcohol use.

## Expanding the Understanding of Alcohol Use and Intelligence

The relationship between IQ and alcohol consumption opens up intriguing avenues for further research, especially in understanding the psychological and social dynamics that drive drinking behaviors. While the study highlights a correlation between higher IQ and increased likelihood of alcohol consumption, it raises important questions about why this association exists and what underlying factors might be at play.

## The Role of Social Dynamics and Coping Mechanisms

One potential explanation for the correlation is the role of social environments that individuals with higher IQs often navigate. Higher cognitive abilities can lead to more stressful occupations, higher expectations, and social circles where alcohol is more readily available.

The social norms in these circles may include regular drinking as part of networking events, dinners, or gatherings, where alcohol serves as a common social lubricant. This can lead to a normalized pattern of drinking that persists into midlife.

Moreover, stress may also play a role in this relationship. Those with higher intelligence and subsequent success may face unique pressures in their professional and personal lives, leading some to use alcohol as a coping mechanism.

While the study didn't explicitly measure stress levels, the findings could suggest that the complexities of high-stress jobs or careers might contribute to the tendency to consume alcohol more frequently among this demographic.

## A Need for Holistic Interventions

Understanding the reasons behind this link is crucial for developing targeted interventions. If



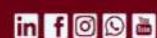
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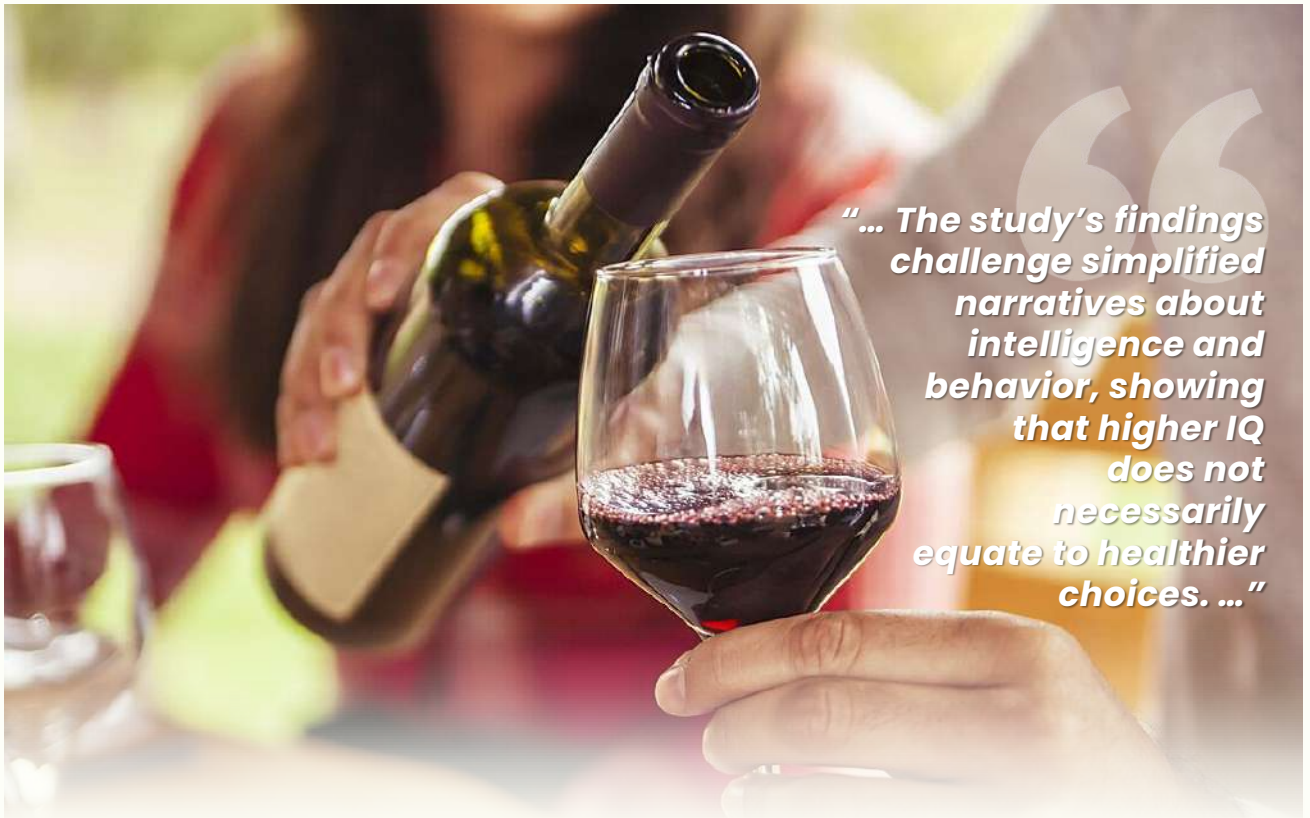


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*“... The study’s findings challenge simplified narratives about intelligence and behavior, showing that higher IQ does not necessarily equate to healthier choices. ...”*

socioeconomic status, stress, or social norms contribute to this pattern, then addressing these factors could be key to reducing alcohol dependence among people with higher IQs. For instance, promoting stress management techniques, creating awareness of healthy coping mechanisms, and reshaping social norms around drinking could be effective strategies.

Beyond the Numbers:

### **Implications for Public Health**

The results of this study hold significant implications for public health, especially in creating tailored prevention programs. While much of the focus in alcohol prevention has traditionally centered on lower socioeconomic groups, this research suggests that even those with higher socioeconomic status and intelligence are not immune to the risks of alcohol misuse.

Developing programs that account for different motivations behind drinking across various demographics can lead to more effective public health strategies.

### **Future Research Directions**

The findings also point to the importance of including diverse populations in future studies. Since this study was conducted among predominantly white, educated individuals, understanding how the correlation between IQ

and alcohol consumption plays out in other demographic groups is essential. This could reveal cultural, economic, or environmental factors that shape drinking behaviors differently.

Additionally, exploring how other psychological traits—such as emotional intelligence, resilience, or social connectedness—interact with IQ to influence alcohol consumption patterns could provide a deeper understanding of the complex relationship between cognition and behavior.

### **A Complex Picture Emerges**

Ultimately, the study’s findings challenge simplified narratives about intelligence and behavior, showing that higher IQ does not necessarily equate to healthier choices.

Rather, it suggests a more complex relationship between cognitive abilities and lifestyle choices, shaped by a range of social and psychological factors. As researchers continue to explore this link, the goal remains to better understand how to foster healthier habits across all segments of the population, regardless of intelligence or socioeconomic background.

With further investigation, there is hope that such insights can contribute to reducing alcohol dependency and improving the well-being of individuals across the intelligence spectrum.

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# RED SPRITES: LIGHTNING'S MESOSPHERIC GLOW

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**R**ed sprites are a type of transient luminous event (TLE) that occur high above thunderstorms in the mesosphere, at altitudes of 50 to 90 kilometers (31 to 56 miles). These phenomena appear as large-scale electric discharges, typically reddish-orange in color, and often resemble jellyfish or carrot tops in shape.

TECH TRENDS

Sprites are triggered by intense positive lightning strikes between thunderclouds and the ground. These strikes generate a strong electric field that extends into the mesosphere, accelerating electrons.

The high-speed electrons collide with nitrogen molecules in the upper atmosphere, exciting them and causing the reddish-orange glow we observe as sprites.

Although they last only a few milliseconds, red sprites are massive in scale and can be seen from hundreds of kilometers away, even from space.



# U.S. PUSHES TO PHASE OUT C AND C++ LANGUAGES

Future of Software, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

# T

he United States is moving to reshape the future of software development in the name of national security. The Cybersecurity and Infrastructure Security Agency (CISA) and the Federal Bureau of Investigation (FBI) have jointly called for a significant shift in how critical software is developed. Their recent report urges developers to abandon memory-unsafe programming languages such as C and C++, citing the heightened risks they pose to cybersecurity, economic stability, and public safety.

## The Risks of Memory-Unsafe Languages

C and C++ have been foundational to modern computing, offering developers low-level access to system resources and exceptional performance. However, these languages are also inherently prone to memory-related vulnerabilities, including buffer overflows, use-after-free errors, and heap corruption. Such vulnerabilities are frequently exploited by cybercriminals, posing grave risks to critical infrastructure.

CISA and the FBI stress that continuing to rely on memory-unsafe languages amplifies the likelihood of cyberattacks, making them a weak link in national security. These languages are widely used in the development of critical

software, from operating systems to network infrastructure, but their vulnerabilities demand a shift toward safer alternatives.

## A Comprehensive Review of Software Development Practices

The CISA report categorizes poor software development practices into three areas:

- **Product Characteristics:** Evaluating the security attributes inherent in software products.
- **Security Functionalities:** Ensuring software supports robust security measures.
- **Organizational Processes and Policies:** Promoting transparent, secure development practices across organizations.



These guidelines are directed at all software developers creating products for critical infrastructure, including on-premises software, cloud-based services, and Software-as-a-Service (SaaS) platforms.

A Call to Action:

### **Memory-Safety Plans by 2026**

CISA has outlined a roadmap for developers to address these vulnerabilities. By January 1, 2026, software manufacturers are encouraged to create "memory-safety plans." These plans should detail actionable steps to eliminate memory vulnerabilities in key software components, particularly those involved in sensitive operations like cryptography or network functions.

Although these guidelines are not legally binding, they represent the most forceful recommendation from the U.S. government to date on improving baseline cybersecurity practices. The document emphasizes the serious risks of negligence in developing software for critical infrastructure.

### **Industry Challenges and Government Goals**

Transitioning away from C and C++ is no small feat. These languages underpin countless systems

***"... C and C++ have been foundational to modern computing, offering developers low-level access to system resources and exceptional performance ..."***

that have been in use for decades. Migrating massive codebases to safer alternatives such as Rust, Ada, or Go requires significant financial investment, time, and expertise. Additionally, the process may introduce operational risks during the transition phase.

Despite these challenges, the U.S. government believes this shift is a necessary step toward securing digital ecosystems. Cyberattacks exploiting memory-related vulnerabilities have



already led to data breaches, operational disruptions, and financial losses. By advocating for safer programming practices, the government aims to prevent future incidents and fortify critical infrastructure.

## A Global Call for Change

This initiative is not just a domestic issue—it serves as a wake-up call for the international tech community. As cyber threats grow in complexity and scope, the vulnerabilities in one country's systems can ripple across the globe. Encouraging the adoption of memory-safe programming languages worldwide could reduce the overall risk of cyberattacks on interconnected systems.

## Looking Ahead

The call to abandon C and C++ reflects a broader effort to address cybersecurity risks at their roots. While the transition to memory-safe programming languages will take time and resources, it represents a pivotal moment in the evolution of software development.

In an era of escalating cyber threats, the message is clear: security cannot be compromised. By embracing modern programming languages and adhering to robust development practices, developers can safeguard critical systems and contribute to a more secure digital future.

**“... The call to abandon C and C++ reflects a broader effort to address cybersecurity risks at their roots ...”**

This bold initiative by the U.S. government underscores the urgency of proactive measures in the face of rising cybersecurity challenges.

As the world becomes increasingly reliant on digital infrastructure, ensuring its safety is not just a technical imperative but a global responsibility.

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# ICONIC MIAMI BUILDINGS AT RISK

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**N**ew research from the University of Miami reveals that nearly 70% of buildings in Miami's northern and central isles are sinking. Over the past seven years, subsidence rates in areas like Sunny Isles Beach, Surfside, Bay Harbor, and Miami Beach have ranged from 0.8 to 3 inches.

TECH TRENDS

Among the affected buildings are high-profile properties such as the Porsche Design Tower, Trump Tower III, Trump International Beach Resorts, The Surf Club Four Seasons, and Ritz Carlton Residences.

Soccer star **Lionel Messi** owns a \$9 million apartment in the Porsche Design Tower, known for its car elevator delivering vehicles directly to residents' units.

Experts attribute the sinking to the immense weight of high-rises and vibrations from construction, which shift sand in the limestone foundation. Additionally, rising sea levels, tidal forces, and cracking limestone are compounding the issue, raising concerns for the future of these luxury properties.



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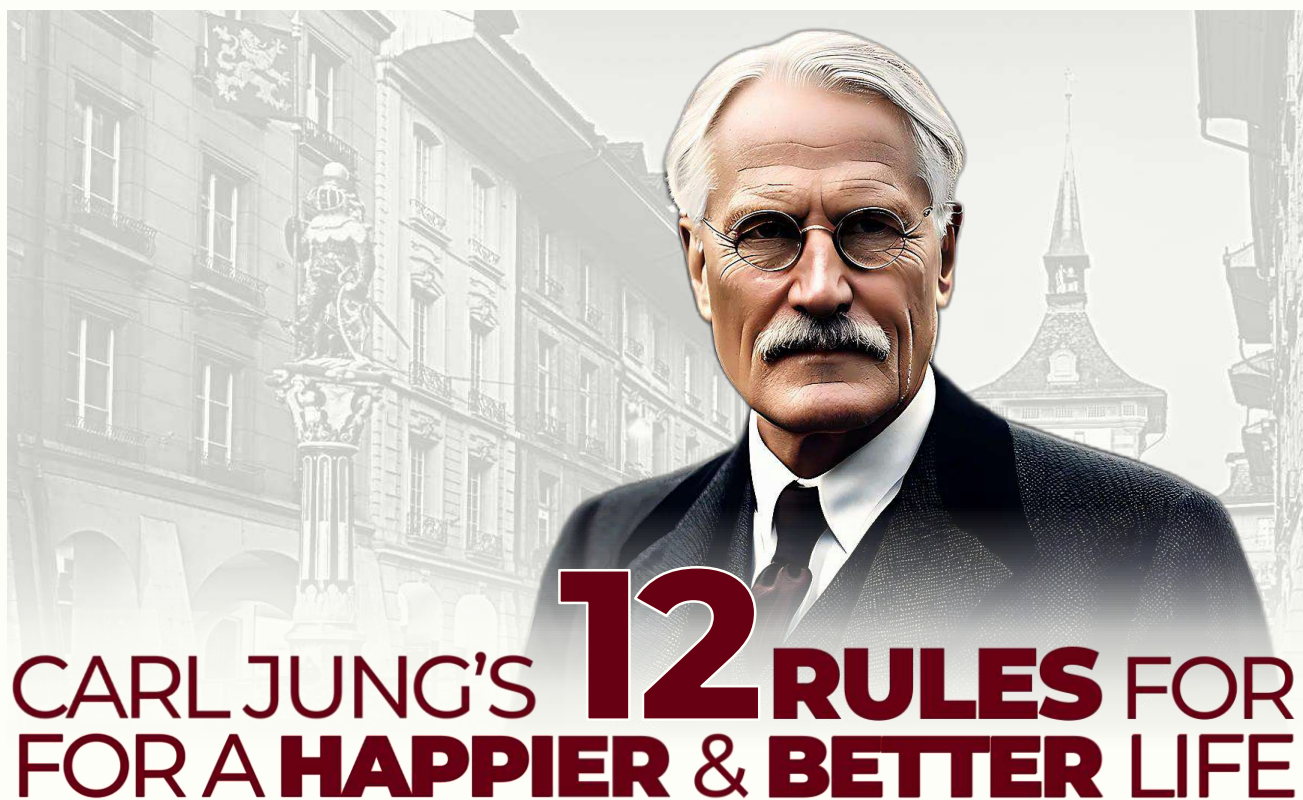
# CARL JUNG'S 12 FOR A HAPPIER

Psychology Rules, Global Trends Magazine, 23<sup>rd</sup> Edition 2025





**2** RULES FOR  
& BETTER LIFE



# CARL JUNG'S 12 RULES FOR FOR A HAPPIER & BETTER LIFE

Psychology Rules, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**C**arl Gustav Jung, the Swiss psychiatrist and founder of analytical psychology, left behind a legacy of wisdom that continues to guide us toward greater self-awareness, harmony, and personal growth. His teachings delve deep into the mysteries of the human psyche, relationships, and the balance we must find to live meaningful lives.

These 12 timeless principles from Jung's philosophy offer profound insights into understanding ourselves and the world around us.

## Let Go of Those Who Leave You

*"Do not keep someone who is leaving you. Otherwise, the one who is coming to you will not come."*

Jung teaches us that life is a series of transitions. Clinging to the past or those who leave prevents us from welcoming new relationships and opportunities. Embrace change as an avenue for personal growth.

## What Irritates You Reveals Who You Are

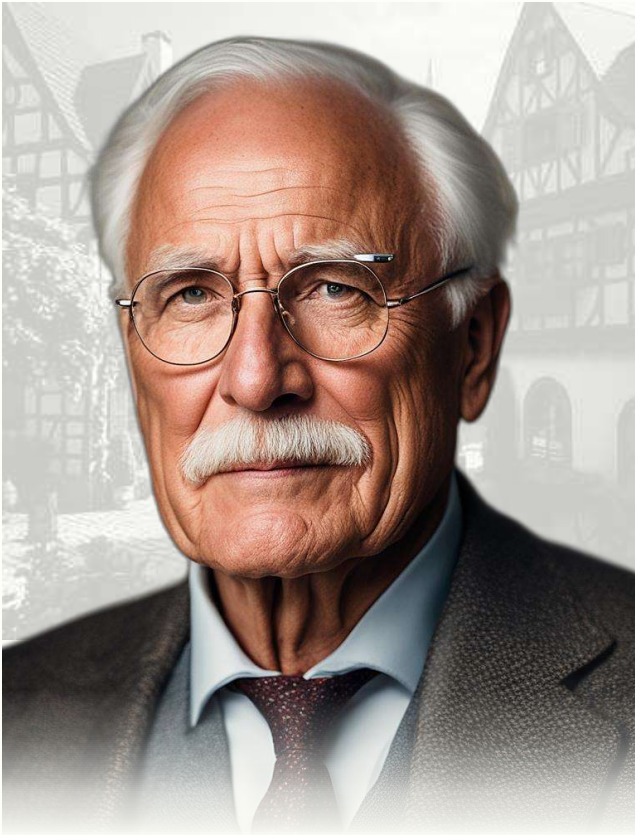
*"What annoys you about others can lead you to a deeper understanding of yourself."*

Jung believed that our reactions to others often mirror our own unresolved issues. When we examine what irritates us, we uncover hidden parts of ourselves that need healing or growth.

## Loneliness Isn't About Being Alone

True loneliness, according to Jung, is not the absence of people but the lack of meaningful connection.

You can be surrounded by many and still feel isolated if there's no one to share your true self with. Seek depth in relationships rather than quantity.



### Judgment Stems from Misunderstanding

*"If a man does not understand another man, then he is inclined to consider him a fool."*

Prejudice and judgment often arise from a lack of understanding. Jung reminds us to approach others with compassion and strive to see life through their perspective instead of labeling or condemning them.

### Clarity Comes from Within

*"Your vision will only become clear when you look into your heart."*

True understanding begins with self-reflection. In the noise of the world, it's essential to pause, listen to your inner voice, and find clarity through introspection.

### Depression Is a Messenger

*"Depression is like a lady in black. If she comes, don't chase her away, but invite her in and listen to what she has to say."*

For Jung, depression isn't just darkness—it's a call to look inward and address unresolved aspects of our lives. Facing it with curiosity and openness allows us to heal and grow.

### Talent Is a Gift to Be Shared

*"You have been given the opportunity to give something."*

Jung believed that talents are not solely for personal benefit. They are gifts meant to enrich others and the world. Sharing your abilities brings deeper meaning to your existence.

### Resistance Blocks Change

*"What you resist – that remains."*

Resisting challenges or emotions only strengthens their grip on us. Acceptance creates the space needed for transformation and growth.

### Do No Harm

*"A healthy person does not live on others. He who has suffered torment becomes a torturer."*

Jung emphasizes that hurt people often hurt others, but true healing lies in breaking this cycle. Strength comes from helping others rise, not dragging them down.

**"... Do not keep someone who is leaving you. Otherwise, the one who is coming to you will not come ..."**

### Condemnation Enslaves

*"Condemnation does not liberate, it enslaves."*



Judgment creates negative energy that binds both the one judging and the one being judged. Instead of condemning, Jung advises understanding and empathy, as they lead to liberation and growth.

### **Life Is a Balancing Act**

Jung's teachings often return to the theme of balance. Whether it's between our inner selves and outer world, logic and emotion, or independence and connection, finding equilibrium is essential for a fulfilling life.

### **Self-Awareness Is the Path to Freedom**

Understanding yourself—your desires, fears, and patterns—is the ultimate tool for living a happier and more beautiful life. Jung invites us to embrace both our light and shadow to become whole.

### **Timeless Wisdom for Modern Lives**

Jung's principles remain as relevant today as ever, offering us a roadmap to navigate life's complexities.

***“... A healthy person does not live on others. He who has suffered torment becomes a torturer...”***

By letting go, practicing compassion, and embracing self-reflection, we can live not only happier but also more meaningful and connected lives.

His teachings challenge us to look inward, embrace change, and approach others with kindness. They remind us that true beauty in life comes from understanding ourselves and fostering harmony with the world around us.



# ROBOTS READING EMOTIONS THROUGH TOUCH

Technology Trends, Global Trends Magazine, 23<sup>rd</sup> Edition 2025

**R**obots may soon be able to detect human emotions through skin touch, offering a new dimension to human-machine interaction. Research published in IEEE Access highlights skin conductance as a promising method for real-time emotion measurement.

TECH TRENDS

Skin conductance, which reflects how the skin conducts electricity based on sweat and nervous activity, provides a reliable and non-invasive alternative to traditional methods like facial recognition or voice analysis. Unlike these techniques, it remains effective even in challenging conditions, making it a versatile tool for emotion sensing.

In the future, robots could adjust their behavior or tone based on an individual's stress levels, creating more personalized interactions. Similarly, streaming platforms might tailor content recommendations to match a user's mood, enhancing the overall user experience.

While the technology shows great potential, researchers emphasize the need for further refinement. Combining skin conductance with other physiological signals could improve its accuracy, paving the way for more advanced emotion-sensing systems.



# THE ASTROLOGICAL SIGNS BORN TO OUTSMART US ALL

Romantic Zodiac, Global Times Magazine, 23<sup>rd</sup> Edition 2025

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ome individuals possess a gift so subtle yet so potent that it can shift the tides of any situation to their favor. Whether navigating life's storms or charming their way through impossible odds, these individuals move like silent strategists—calculating, intuitive, and, at times, disarmingly persuasive. Their cunning is not a learned skill; it flows through their veins, written in the stars long before they drew their first breath.

Astrologers, fascinated by this innate sharpness, often point to four celestial signs as the masters of mental agility, strategy, and quiet manipulation. These signs don't merely survive challenges—they turn them into victories, often without leaving a trace of their intentions. Let us explore these zodiac masterminds who can outwit even the sharpest minds among us.

## SCORPIO:

### The Silent Puppeteer

In the shadowy depths of the zodiac, where passion and power converge, dwell the Scorpios—enigmatic souls whose intuition borders on the supernatural. Scorpios see what others cannot;



they read between the lines of unspoken words, decipher the hidden currents of human intention, and unmask the vulnerabilities we try to conceal.

Their charm lies in their silence. Like skilled chess players, they observe, they analyze, and then they strike—always several steps ahead of everyone else. What makes them formidable is not just their intellect but their unparalleled understanding of human nature.

## GEMINI:

### The Silver-Tongued Trickster

Where Scorpio is a silent shadow, Gemini is a whirlwind of words and wit. These children of Mercury, the messenger of the gods, are blessed with a mind so nimble and a tongue so silver that they can charm their way through even the most treacherous terrain.

Geminis possess the rare ability to adapt to anyone and anything. They are conversational chameleons who can slip into the good graces of friends and foes alike. You'll find yourself enchanted by their humor, captivated by their intelligence, and, before you realize it, willingly walking into their world—no resistance, no second-guessing.

What makes a Gemini dangerous is not their trickery but their timing. They know when to speak, when to stay quiet, and when to pivot. It is said that no one catches a Gemini off guard. No matter the odds, they can talk, smile, or laugh their way to freedom—leaving their adversaries bewildered, defeated, and oddly impressed.

## CAPRICORN:

### The Quiet Mastermind

Capricorns are the sleeper agents of the zodiac. To the casual observer, they seem stoic, reserved, even ordinary. But beneath this carefully composed surface lies a mind as sharp as a dagger and a will as unyielding as stone.

What sets a Capricorn apart is their patience. They do not rush their moves. While others are distracted by chaos or consumed by impulse, the Capricorn remains a steady architect of their destiny. They plan. They calculate. And when the moment is right, they act with the precision of an archer striking the bullseye.

They know when to hold their cards and when to play them, and often, they don't need to win in the traditional sense; simply tilting the scales in their favor is enough.

To underestimate a Scorpio is to lose before the game has even begun. When all appears lost, when chaos reigns supreme, the Scorpio emerges victorious—unseen, unheard, but always in control.



People often mistake a Capricorn's quiet demeanor for complacency. Yet nothing could be further from the truth. Their silence is their weapon; their restraint is their power.

By the time their adversaries realize what's happening, the Capricorn has already secured their victory. It is a slow, methodical kind of cunning, and it works every single time.

## LIBRA:

### The Diplomatic Illusionist

Graceful, charming, and effortlessly magnetic, Libras are the ultimate masters of illusion. Like a breeze in spring, they are gentle yet impossible to hold, kind yet unshakably clever. Behind their sweet smiles and soft-spoken words lies an intellect sharper than a blade and a strategy as polished as marble.

Libras understand people. They know what makes hearts flutter and what makes walls crumble. Their diplomacy is legendary—each word measured, each move intentional. They navigate conflict like dancers on a stage, ensuring that they always emerge unscathed and admired.

But make no mistake: the Libra's sense of justice often leans toward their own benefit. They play the long game, wielding their charm as a tool to secure allies, disarm enemies, and ultimately turn every situation into an opportunity. By the time you notice their brilliance, they are already steps ahead, leaving you wondering how you didn't see it coming.

### Born to Win

In a world where power and dominance often take center stage, it's easy to forget that true strength lies not in force, but in the mind and the heart. It's a quiet, enduring kind of strength—one that transforms challenges into triumphs and adversity into opportunity. And no signs embody this better than **Scorpio**, **Gemini**, **Capricorn**, and **Libra**. Though different in their approach, they are united by their ability to face life's obstacles with resilience, intellect, and grace.

**Scorpios**, intense and deeply emotional, have a remarkable gift for transformation. Like a phoenix rising from the ashes, they emerge stronger with every challenge they face. Their ability to turn pain into power is unmatched, reminding us of the beauty in rebirth and renewal.

**Gemins**, with their quick minds and adaptable spirits, are the masters of reinvention. Life's twists and turns don't intimidate them—they thrive in change, meeting challenges with wit, curiosity, and an unparalleled ability to see solutions where others see problems.



**Capricorns** embody determination and perseverance. With their focused minds and unshakable ambition, they scale even the tallest mountains. Their success isn't born from luck but from discipline and the quiet confidence that persistence always pays off in the end.

**Libras** bring balance, harmony, and connection wherever they go. Their strength lies in their ability to see both sides, to unite rather than divide, and to meet conflict with poise. They remind us that true power isn't about control but about creating peace and understanding.

Though each sign shines in its own way, together they remind us that true strength is more than physical—it's mental, emotional, and spiritual. Life will always test us, but it's how we rise that defines who we are.

And as the seasons shift, you might find yourself wondering—could this be your time? Your moment to grow, to transform, or maybe even to fall in love? Only time will tell, but one thing is certain: your strength lies within, waiting to carry you forward.



# GLOBAL TRENDS MAGAZINE

23<sup>rd</sup> Edition

## Last But Not Least

This esteemed Global Trends Magazine edition was crafted with passion by the dedicated team at the Global Chamber of Business Leaders, tailored especially for you. Don't miss the chance to share this issue and stay updated by subscribing to our website, where you can find and access all previous editions of this exceptional publication.

Wishing you the very best until next month, and here's our **inspirational quote** from this month's edition.



TOP 28  
SPOTLIGHT  
Best Quotes of the Month

*"As the New Year unfolds, may we embrace its promise like a tender kiss—filled with hope, endless opportunities, and the chance to write a love story with time itself."*

— Unknown

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