

GLOBAL CHAMBER OF BUSINESS LEADERS

GTM

GLOBAL TIMES MAGAZINE

20th
Twentieth Edition

Brankica Borović

**A NEW ERA
IN SKINCARE**

**WHERE NATURE
MEETS LUXURY**

**THE CRISIS THAT
CHANGED THE WORLD**

Anniversary Of Something
We Will Never Forget

**MASTERING
PERSONAL FINANCE**

The Ultimate Path To
Building Wealth

Sir John Hegarty

A LEGACY OF LEADERSHIP



GLOBAL TIMES MAGAZINE

20th
Twentieth Edition

About The Global Times Magazine

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Welcome

To The Best Business Magazine In The World



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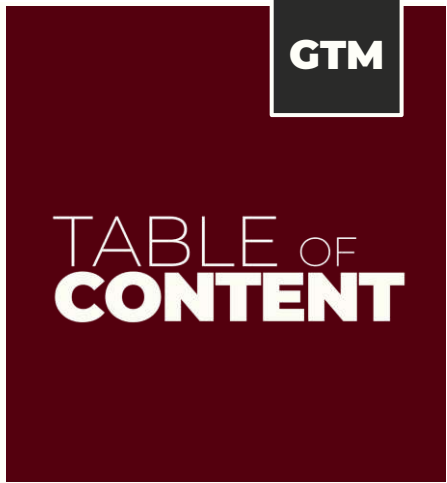


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Sir John Hegarty

A LEGACY OF LEADERSHIP

EXCLUSIVE COVER STORY



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Brankica BOROVIĆ

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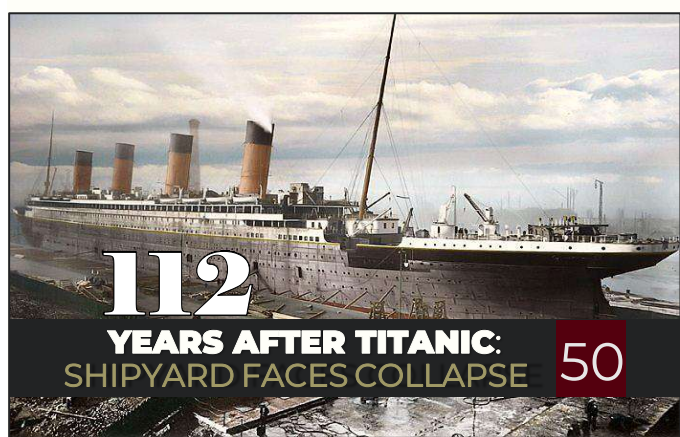
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THE CRISIS THAT 11
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Message Of The President:

PEOPLE, AWAKEN BEFORE IT'S TOO LATE

Dejan Štancer, GCBL President

We are just a month away from the most pivotal political event in the world—the American presidential elections—an event many of us eagerly anticipate. The outcome remains uncertain, just as the future of all of us remains unpredictable. What is certain, however, is that no one can put the lid back on the Pandora's box of global conflicts. The next conflict's location, and who among us might be the next to plead for help on social media as their country is engulfed in war, is unknown. But one fact is clear: we are in the midst of a global struggle for the new world order. Though it may seem like most things are functioning normally, the reality is far bleaker. In many regions, the only certainty is uncertainty. Life there has lost its value, which in turn devalues our own existence.

We've grown desensitized to images of death and suffering, caring for only the fleeting moments when they flash on our screens. For some, it's too much to bear, while others simply turn a blind eye. Yet, the harsh reality remains: If today, when countless people cry out for our help and when the world desperately needs peace, we choose to ignore it, we cannot expect that tomorrow, when we are the ones in need, the world will treat us any differently.

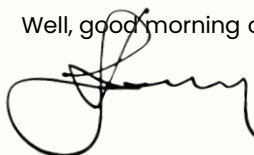
After the wars in Europe, the Middle East, Africa, and battles across land, sea, space, and even bioengineering—could we soon face a war waged with the weather? Many argue yes, even experts and meteorologists who now claim weather manipulation is a reality. This brings to mind the words of a military expert from the world's largest military power, who predicted 15 years ago that controlling the weather would become routine—and that time has now arrived. It suggests that wars, crises, and disasters could be orchestrated.

Do you still remember the story of the Little Prince? Remember when he said that the essence is always hidden from the eye? Well, that's how it goes today. We see stories, always new and new, but we do not see the truth. At least not the real one. Probably because many of us wouldn't even be able to bear the truth, or even if we did learn about it, we wouldn't have anything to do with it.

We humans are strange robots. Sorry, creatures. It would almost be in the future, when we will probably also call ourselves robots but we will melancholically dream of how beautiful it was when we were still creatures and connected to each other. Our hearts will probably bleed just remembering the good times in the past that we don't care so damn much about now that this "past" is unfolding before our eyes.

Now is the time for action, folks; now is the time to wake up from the winter sleep and for us humans to connect more and rebuild mutual trust. Now is the time for the future and for peace.

Well, good morning or good night!



Message OF THE PRESIDENT



The Cost of Our Division is War

COOPERATION - TRUST - PEACE

The Reward of Our Unity is Peace



**GLOBAL
COALITION FOR
COOPERATION
AND PEACE**



Powered by GLOBAL CHAMBER OF **BUSINESS LEADERS**

Act Now And Join Us - Peace Needs You!

ONLY UNITED WE CAN STAND FOR PEACE

Editor's Note:

DIVERSITY, DYSFUNCTION AND DEVELOPING STORIES

Nicole J. Farrell, GTM Chief-Editor



The transition from Q3 to Q4 has seen a rapid-fire series of circumstances and situations, with tear-jerking experiences of natural (or unnatural?) disasters and eyebrow-raising behaviour and utterances on the part of certain political figures.

Additionally, the masses that are inclined to celebrity entertainment news, saw the shocking arrest and surprising detention of a household-name music mogul in the U.S. The news 'broke the internet' after screaming headlines were released. Now, media outlets, both traditional and online, are 'chomping at the bit' for 'Breaking News' status as the saga continues due to upcoming announcements of more celebrity involvement.

All news stories garnered equal attention as it became evident that a crisis of any proportion and at any level would be lapped-up by the update-hungry social media consumers who are being readily fed by the clickbait strategists running blog and vlog sites. It is said that nothing brings people together like a crisis. Perhaps, that bears true.

For us at the Global Times Magazine (GTM), things clicked in our favour with our being solidified on the PressReader platform. I encourage you to subscribe and have access to our versatile monthly Editions, which present content that you don't see everywhere, pertaining to business and other areas of reading and professional interest.

As it is in all Editions, we have prepared a healthy serving of heavy-hitting interviews in this Twentieth Edition/October Issue.

Our Cover Story features British advertising extraordinaire, Sir John Hegarty. Our second interview casts the spotlight on Croatian beautypreneur, Brankica Borovic, who gave us a magnificent in-depth feature regarding her 'farm-to-face' work and products, future plans, and her views on being a Member of the Global Chamber of Business Leaders (GCBL). These two business innovators continue to build their own entrepreneurial enterprises in the advertising and skincare spaces, respectively.

As you may know, The Global Chamber of Business Leaders is the organisation which owns and runs this Global Times Magazine (GTM). In this Edition, two GCBL Executives lend their thought leadership to two important topics. Abebe Mulu (Delegate for Ethiopia) focused on the practicality of protocol for start-ups, while Harsha Fernando (Delegate for Sri Lanka) opined on real estate financing.

See the aforementioned and many more read-worthy articles.

We're on LinkedIn, so kindly 'follow' us on the LinkedIn platform!

Nicole J. Farrell

Editor's NOTE





GLOBAL
CHAMBER OF
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ANNIVERSARY

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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.

Visit www.gc-bl.org/membership to learn more and apply for membership.





HESTIA'S ROBOTS TRANSFORM KITCHEN

Technology News, Global Times Magazine, 20th Edition 2024

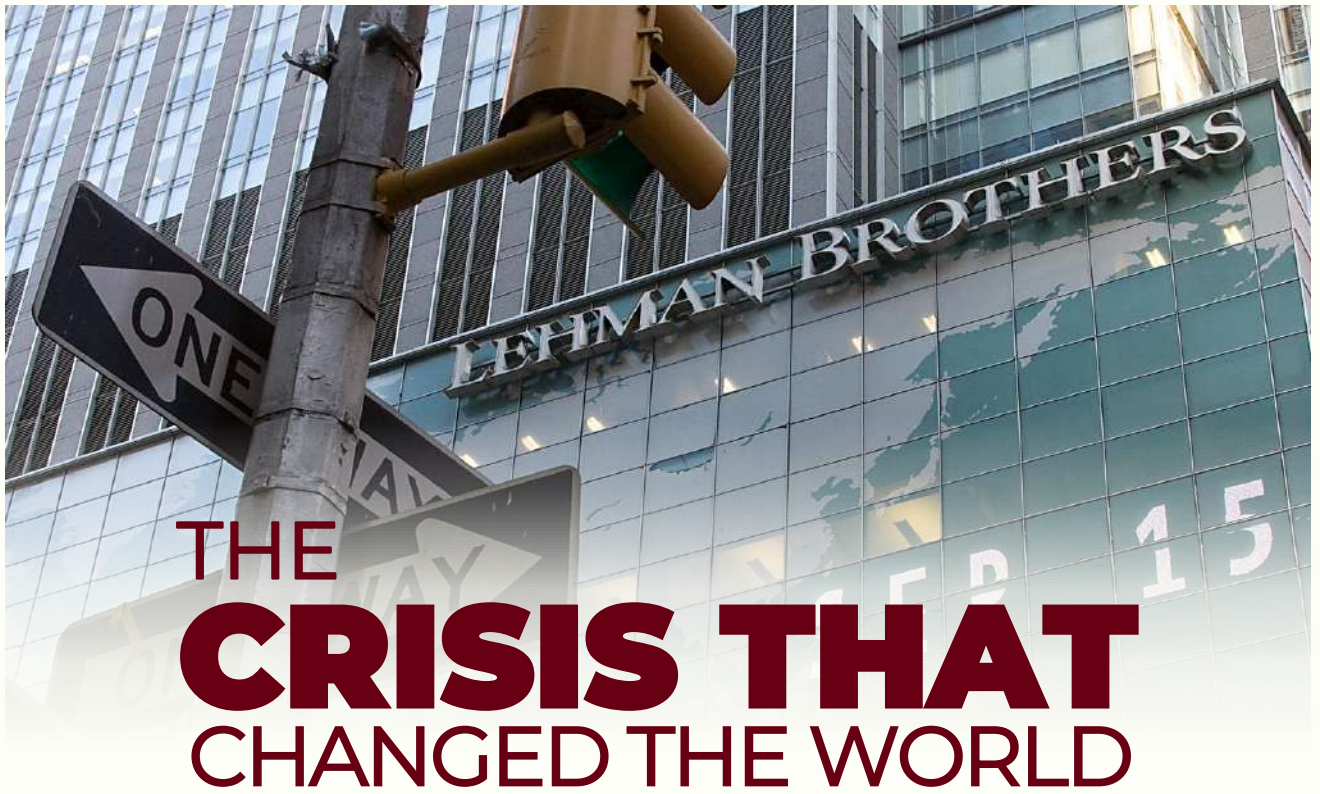
Hestia Technology Limited, a Hong Kong-based company founded in 2018, is revolutionizing the kitchen with cutting-edge robotic systems that fully automate cooking. Their latest robots can handle everything—from gathering ingredients to cooking, serving, and even cleaning—without human intervention.

TECH NEWS

The company plans to produce 30,000 units, aiming for \$256 million (HK\$2 billion) in revenue. Hestia's fully automated kitchen setup features a larder, conveyor belt, and multicooker, capable of replacing up to three chefs while preparing more than 200 dishes, including regional Chinese and Italian cuisine.

Users can select a dish via tablet, and the robot manages the entire process: retrieving ingredients, cooking, plating, and even cleaning the kitchen in under 15 seconds. This efficient system also slashes energy costs by up to 50%, labor costs by 66%, oil usage by 60%, and water use by 65%. Additionally, it reduces chef injuries, allowing kitchen staff to focus more on creativity and customer service.

Powered by AI, Hestia's robotic kitchen ensures high consistency in every dish, eliminating the quality variations often seen in traditional kitchens. This groundbreaking innovation is set to redefine the culinary industry by enhancing efficiency and safety.



Financial Markets, Global Times Magazine, 20th Edition 2024



On September 15, 2008, the world witnessed one of the most dramatic moments in modern economic history—the bankruptcy of Lehman Brothers. Founded in 1850, Lehman Brothers was one of the pillars of the American financial system, with assets valued at around \$600 billion at the time of its collapse. This event not only sparked panic across global financial markets but also triggered the worst global financial crisis since the Great Depression of the 1930s.

The Road To Crisis

Lehman Brothers, like many other banks, was deeply involved in trading mortgage-backed securities (MBS), particularly those based on subprime mortgages—high-risk loans given to borrowers with poor credit histories. As the housing market surged, these securities generated significant profits but also carried enormous risks. When property prices began to fall, and borrowers defaulted on their loans, the entire financial system teetered on the brink of collapse.

The early signs of the crisis appeared in 2007, but Lehman Brothers, like many other major financial institutions, ignored the warnings. By mid-2008, losses tied to these mortgage-backed securities and poor investment decisions were mounting, and investor confidence in Lehman Brothers plummeted.

The Search For A Lifeline

In the weeks leading up to its bankruptcy, Lehman Brothers desperately sought a way out. The bank tried to find a buyer to avoid collapse, but to no avail. Negotiations with British bank Barclays and Bank of America failed because the prospective buyers demanded government guarantees, which the U.S. government was unwilling to provide. Unlike Bear Stearns, which was bailed out earlier that year through a Federal Reserve intervention and sold to JPMorgan Chase, Lehman Brothers received no such support.

The crucial decision came from then-Treasury Secretary Henry Paulson, who believed that rescuing Lehman Brothers would create a moral hazard—a message that the government would always bail out large financial institutions. This decision would prove controversial, as the



consequences of Lehman's bankruptcy were far more catastrophic than anyone could have predicted.

Aftermath Of The Collapse

The bankruptcy of Lehman Brothers sent shockwaves through global financial markets. The Dow Jones Industrial Average dropped by more than 500 points in a single day, while European and Asian markets experienced severe declines, stoking fears of a complete financial meltdown. Banks stopped lending to one another due to fears of insolvency, which triggered a liquidity crisis.

Governments around the world had to take swift action to stabilize their financial systems. In the United States, a \$700 billion financial sector bailout program called TARP (Troubled Asset Relief Program) was launched. Similarly, the European Central Bank and other central banks took extraordinary measures to ensure liquidity and prevent the crisis from spreading.

The collapse of Lehman Brothers symbolized the failure of a deregulated financial system and served as a powerful impetus for reform.

The years following the crisis saw the introduction of new laws and regulations aimed at strengthening financial stability, such as the Dodd-Frank Act in the U.S. This legislation sought to increase transparency in financial markets and curb the risky behavior of banks.

**... The collapse of
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financial system ...**

However, while the financial system eventually stabilized, the legacy of Lehman Brothers lingers. Millions of people worldwide lost jobs, savings, and homes as a result of the crisis. Trust in financial institutions was permanently damaged, and many still criticize the leaders of the time for their handling of the crisis.

The bankruptcy of Lehman Brothers was not just a financial disaster but a turning point in how global markets and risks associated with unchecked financial freedom are viewed. The introduction of stricter regulatory measures and changes in bank oversight policies were key responses to the crisis, but experts continue to debate whether these measures are sufficient to prevent future catastrophes of this scale.

A Harsh Lesson In Risk Management

The crisis of 2008 stands as a grim reminder of the importance of responsible risk management and the fragility of financial systems, which, when they falter, can bring entire economies to their knees. It revealed the interconnectedness of global markets and demonstrated how the failure of a single institution could trigger a chain reaction of financial turmoil.

The collapse of Lehman Brothers was not just a failure of a business but a collapse of trust in the global financial system. It showed how far-reaching the consequences of speculative bubbles and unregulated financial products could be.

The subprime mortgage market, once seen as a goldmine of profits, turned into a black hole that sucked in banks, businesses, and governments alike.

The Moral Hazard Debate

One of the most enduring debates stemming from Lehman's collapse is the issue of moral hazard. Should the government have stepped in to prevent the bank's failure?



Critics argue that the failure to rescue Lehman was a grave mistake, leading to greater panic and accelerating the global financial crisis. Supporters of Paulson's decision, however, maintain that a bailout would have only encouraged reckless behavior among financial institutions, knowing they would be rescued in the event of failure.

Regardless of the side of the argument, the crisis left an indelible mark on financial regulation. The era of "too big to fail" banks led to a reevaluation of how governments and central banks respond to financial institutions that pose systemic risks. As a result, capital requirements for banks have increased, and stress tests have become a routine part of financial oversight.

The Human Cost

Beyond the numbers and market indexes, the 2008 crisis had a profound human cost. Families lost their homes due to foreclosures, retirement accounts were decimated, and entire industries faced mass layoffs. In the U.S. alone, unemployment peaked at 10% in October 2009, and the economic recovery took years to stabilize.

The social and political consequences were equally significant. The crisis fueled populist

movements and distrust in both financial institutions and the governments that were seen as complicit in the meltdown. The Occupy Wall Street movement, which protested economic inequality and corporate greed, was one of the most visible manifestations of the public's frustration with the financial elite.

Moving Forward

Today, more than a decade later, the world is still grappling with the consequences of the Lehman Brothers bankruptcy. The global economy has changed, and while many reforms have been implemented, the debate over the safety and stability of the financial system continues. New risks, such as the rise of cryptocurrencies and growing national debts, present fresh challenges for regulators and policymakers.

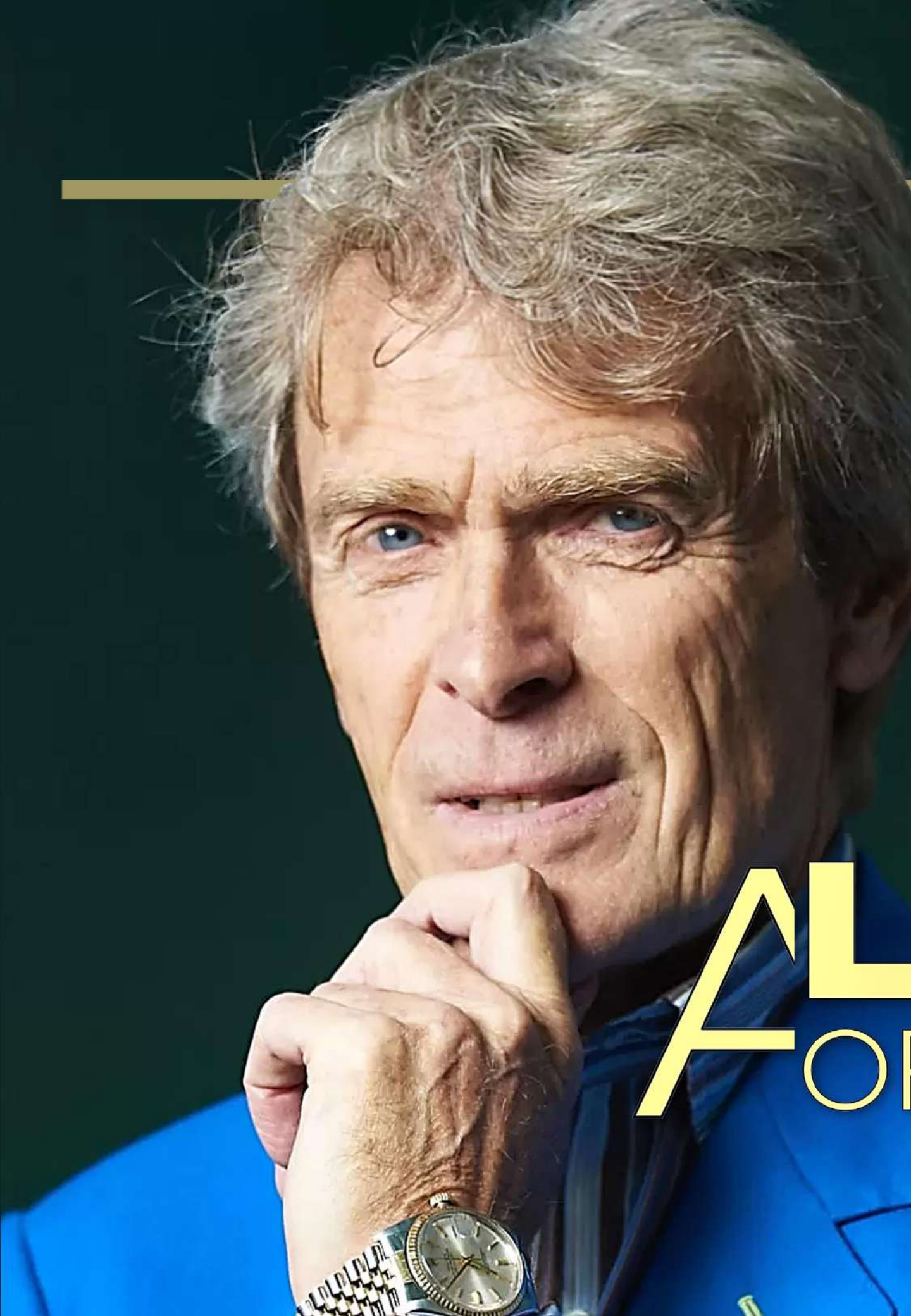
The lessons from Lehman's fall are clear: financial systems require robust oversight, and the pursuit of short-term profits at the expense of long-term stability is a recipe for disaster. The collapse also underscores the need for a more

resilient global financial architecture, one that can withstand shocks and protect the interests of ordinary people.

... The 2008 crisis had a profound human cost. Families lost their homes due to foreclosures, retirement accounts were decimated, and entire industries faced mass layoffs...

As the world looks back on the events of September 15, 2008, one thing is certain: the bankruptcy of Lehman Brothers was not just the end of an institution—it was a seismic event that reshaped the global economy and left a lasting impact on millions of lives.

The lessons learned from this catastrophe continue to resonate today, serving as a stark reminder of the dangers of unchecked financial speculation and the need for vigilance in managing the global economy.



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OF




GTM

EXCLUSIVE
COVER STORY

Sir John Hegarty

LEGACY OF LEADERSHIP

Exclusive Cover Story, Global Times Magazine, 20th Edition 2024



Sir John Hegarty

A LEGACY OF LEADERSHIP

Exclusive Cover Story, Global Times Magazine, 20th Edition 2024.

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ir John Hegarty has lived and continues to live a full life by all accounts. As the saying goes, he has seen many things and heard many things.

Obviously hailing from the British region, one of the many things he has experienced with a deep sense of pride is having been knighted.

What is the backstory of his knighthood and what were his emotions when he was knighted?

Said Sir John, "I was awarded a knighthood in 2007 for services to advertising. The first person to be so. It's significant because the honour went to a creative person. Recognising that the core skill of advertising is creativity. And that's as true today as it was 20 years ago."

A man of various layers and a feisty spirit, he can sometimes see things much differently from other people.

If he had to describe himself and his life's philosophy and ideologies, what would he say?

"My personal direction has always been driven by irreverence. Ideas that challenge and force a reaction. In a world that's overwhelmed by choice, an idea must command attention, be inspiring and founded on a truth. Irreverence is a great way to encourage your audience to rethink their entrenched views. I've always found humour (to be) a great way of involving people with your thinking."

He continued, "Having worked in advertising for almost fifty years, you witness how ideas can change the fortune of a brand and business but more than that, how a great idea can change everything from politics to pleasure. The tragedy is we don't value them or the people that are good at it. Instead, we focus on the execution, not the fundamental thought that is driving it."

The Co-Founder and Creative Director of The



Garage Soho, he is a former Co-Founder of the British global advertising agency, Bartle Bogle Hegarty (BBH), a company that he started with John Bartle and Nigel Bogle. How did the three of them come together to start this company?

"We came together in 1973 when we were elected to open the London office of TBWA. Working together for eight years, we developed a bond and respect for each other's skills. Having developed that respect, we decided to apply our eight years of 'training' to opening our own agency, BBH, which opened in March 1982 but not before we succeeded in making TBWA Campaign Magazine's very first 'Agency of The Year'."

After decades of hard work, ingenuity and innovative fine-tuning, Sir John departed from the company, BBH. "Nigel Bogle and I handed over the reins of the agency in 2014 to a brilliant team, having sold the company to Publicis in 2012."

Through it all, what has been one of the most personally gratifying experiences he has had as an entrepreneur?

"Building and creating our online course, 'The

Business of Creativity'. Getting companies to understand that creativity should be at the heart of their business. Not living at the edges. Our Course helps people's knowledge of creativity.

How to define it, identify the two types of creativity,

"I was awarded a knighthood in 2007 for services to advertising. The first person to be so. It's significant because the honour went to a creative person."

what's at the core of it. Knowing this, businesses can better understand how to drive innovation, growth and empathy. Reward its people and create a culture that inspires people."

Bartle Bogle Hegarty provided sports brand services in addition to services for film and digital video production, brand strategy and research and development.

With changing times, internationally influenced contemporary designs and trends and evolved consumer demand, which area of business would he say BBH has had to pivot the most for and why?

Having observed from a distance since his departure, Sir John stated, "The company continues to thrive and grow under its current management with Karen Martin, their brilliant CEO, and Alex Greive, the multi award-winning Global Creative Director.

My observation of the agency, as I still have close ties to their performance, shows they are evolving in an ever-changing marketplace with new opportunities and increasing media divergence. This requires them even more to create outstanding



differentiated ideas that unify all the media choices. Creating work that delivers effectiveness and value to a client's bottom line.

It's important to remember principles remain, practices change. Sadly, most brands fail to understand that and are not delivering value and growth. It is the advertising industry's greatest challenge. An inability to understand the difference between persuasion and promotion. An issue I'm glad to see BBH understands.

It is estimated that with global advertising expenditure at some \$750 billion, only about 6% of it is truly effective. As you can imagine, that is unsustainable, not only for clients' budgets but also for the planet.

Businesses that are concerned about their carbon footprint are going to have to find a better way of communicating and that better way is embracing creativity and the value it offers."

With changes and creations changing throughout the years, especially in the 2000s, it is not lost on him that upcoming changes will be even swift er and more potent. The advent of and strides surrounding Artificial Intelligence (AI) have become too noticeable to ignore as it has hit

"... Businesses that are concerned about their carbon footprint are going to have to find a better way of communicating ..."

many mainstream areas, industries and fields.

As someone with an advertising background, what are his insights regarding the major roles Artificial Intelligence (AI) is playing, especially in creative fields and/or media?

Sir John offered, "AI is going to be important. Of course, no-one knows where it will ultimately add value. So we must embrace it and master it. (However), remember, one, it will be available to



ALEGACY
OF LEADERSHIP

“... Data, Big Data, AI and all the developments in machine learning are going to help us be faster, cheaper and more efficient but without creativity and imagination, they won’t move us ...”

everyone, and secondly, it can only recreate what is out there. It doesn’t possess imagination. It can’t create empathy and those are two aspects of creativity that brands must employ.”

How then, does he foresee the future of advertising?

“There is no doubt that the future is creative despite what some people say. Data, Big Data, AI and all the developments in machine learning are going to help us be faster, cheaper and more efficient but without creativity and imagination, they won’t move us. Build admiration and respect, which leads to love. Without that, a business is bound to fail.”

Going on to share his deepest thoughts, he said, “Throughout my responses to the questions raised, you will have read my belief that creativity is the founding force that businesses need to re-discover. But I think the issue is bigger than that.

If we step back and look at the world as a whole, we see a planet in huge danger from environmental catastrophe. Regional conflicts hurtling out of control. Technology and data are driving us into siloed echo chambers alienated from each other. Intolerance and a rise in populism fanned by the flames of fear. These are existential threats that could see the world collapsing into tragedy. Some would say we are there already. Whatever your views, the world has never seemed so precarious.

The answer to this is not more conflict but more creativity. At its core, creativity is about building, not destroying. And isn’t that where profit lies?”

Having learnt of the Global Chamber of Business

Sir John Hegarty is a distinguished leader in international business and diplomacy, widely respected for his strategic insights and contributions to global cooperation.

With a career spanning decades, Sir Hegarty has played a pivotal role in fostering partnerships between governments, businesses, and international organizations. His ability to navigate complex global challenges has earned him recognition as a trusted advisor to world leaders and key decision-makers.

Known for his visionary approach, Sir Hegarty has championed initiatives that promote sustainable economic development and global trade.

His leadership continues to shape the future of international relations and commerce, making him a highly influential figure on the world stage.



Leaders (GCBL) through an associate and subsequently being told that it is an independent entity that is also bent on supporting righteous acts surrounding humanity, fairness, peace and freedom, he was asked about his impression of the Chamber.

He answered, "Certainly, the issues (the Global Chamber of Business Leaders is) trying to promote seem very relevant. We need them to succeed."

On the point of a positive thrust and creativity, he said, "It teaches us to engage with each other, it inspires and unites us. It drives business growth and thrives in collaborating cultures. It loves diversity and discovery. It entertains and delights, driving empathy and well-being. It revives companies, communities, cities and culture. It encourages us to seek beauty and most importantly, the truth. The answer to our predicament is staring us in the face but sadly for us, all global leaders seem to be deaf and blind to its potential.

As for our business leaders, isn't it a sad comment on their thinking when so many of them cite Sun Tzu's 'The Art of War' as an inspirational book, as opposed to Walter Isaacson's 'Leonardo Da Vinci'? A man whose output people are still queuing up in their thousands to see?

In spite of the sordid taste of some practices in the world and how questionable some aspects of

"... It encourages us to seek beauty and most importantly, the truth. The answer to our predicament is staring us in the face but sadly for us, all global leaders seem to be deaf and blind to its potential ..."

change can be, Sir John still lives his life with wonder and tremendous enthusiasm.

A survey of his social media content will reveal some of his most vulnerable experiences and unapologetically candid insights.

Here are a few gems that speak to his depth of awareness and mental poise.



- “Anyone who looks like they’re gliding from one glorious episode to the next, really isn’t. They’re a hair’s breadth from a catastrophic fall. If you’re trying to do something exceptionally hard, the only thing to do is believe. In your principles. In your work. In your destiny. Walking the tightrope of belief and reality is difficult but fundamental.”
- “Brands have been making a constant mistake in the last twenty years. They thought marketing is about selling. It is not. It is about entertainment. Create work that moves, motivates and inspires and the sales – usually – look after themselves.”
- “People don’t care about products or brands as much as stories, characters, humour, meaning, beauty.”

A perpetual learner who has also taught many globally in his role as an author, he has challenged various groups of professionals to deepen their understanding and enlighten themselves with a view to becoming a force in their respective industries and fields and at their jobs.

Do we dare say that he had embodied the title of Advertising/Marketing Guru long before the pop culture use of “guru” became popular? Perhaps.

Title or no title, he has operated in such a way to gain unshaken recognition for his work and

“People don't care about products or brands as much as stories, characters, humour, meaning, beauty.”

business acumen.

How has he personally blossomed throughout the years in general?

Sir John asserted, “I’ve never stopped exploring and questioning. Being constantly curious. That’s what feeds your creative spirit and your well-being.”

Article **END**

The Cost of Our Division is War

COOPERATION -



Act Now And **Join Us**
PEACE NEEDS YOU!

TRUST - PEACE

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REVOLUTIONARY DEVICE MIMICS HUMAN TOUCH

Technology News, Global Times Magazine, 20th Edition 2024.

Researchers at University College London have developed a groundbreaking device called BAMH (Bioinspired Haptic System) that can closely mimic human touch. This innovative technology could enable people separated by miles to virtually hold hands or even assist in high-risk tasks like disassembling radioactive materials. BAMH works by stimulating nerve cells with subtle vibrations, creating realistic sensations of touch.

TECH NEWS

The device's potential applications extend far beyond everyday interactions. In the medical field, it could revolutionize robot-assisted surgeries, allowing doctors to feel and assess tissues remotely, even helping them detect conditions like cancer through touch. The system could also aid in understanding how diseases such as diabetes or carpal tunnel syndrome affect touch sensitivity.

BAMH is currently being used to investigate how human touch deteriorates with age or illness. Featuring a silicone fingertip connected to a machine about the size of a small suitcase, it can replicate delicate, precise sensations. The next phase for the researchers is to conduct clinical trials to better understand how touch sensitivity fades over time and how this new technology can help mitigate those effects.

This breakthrough could redefine both virtual communication and medical procedures, offering a new way to interact with the physical world remotely while maintaining a highly realistic sense of touch.



H.E. Rosalía Arteaga is a prominent Ecuadorian politician and lawyer who served as Ecuador's first female President in 1997. She previously held roles as Vice President and Minister of Education. Arteaga is also known for her advocacy in education, women's rights, and environmental issues, and has authored several books on these topics.

Presidential Column:

MINISTRY FOR THE FUTURE

Former President and Vice President of the Republic of Ecuador,
Board of Advisors Member, Global Chamber of Business Leaders,
former Secretary General of the Amazon Cooperation Treaty Organization

This fiction novel by the American author Kim Stanley Robinson cannot leave us indifferent, as it is undoubtedly based on the real impacts that human actions have on the planet, on nature, and on Gaia, of which we are also a part, and on which we depend in our entirety.

The idea of starting with creating a Ministry for the Future, although it may seem declarative, to monitor the Paris Agreement in the face of the disasters ravaging the world, is brilliant. We might think the author is not so far off the mark when we consider that, in the latest United Nations meeting, there was talk of the Future Pact as a global agreement to address the world's most pressing challenges.

The nightmarish scenes of millions of people scorched by the sun in India, the brutal heat, thirst, the parched earth, the pollution of the seas, the melting glaciers, all of this is narrated with a crescendo that grips readers, who become obsessed with finding out the fatal outcome that approaches with unprecedented speed.

But the book also tells, in a multi-voiced narrative, including that of nature itself, about the actions of human beings who want to act, who take part in peaceful mass protests across various settings in European, North American, Asian, South American, and African cities. These protests persist with the infinite patience of day-after-day demonstrations supported in solidarity by people worldwide.

The theme of migration is recurrent; large masses of people are on the move, as we are also witnessing these days, driven by intensifying conflicts and the impact of climate phenomena in different places.

There are also boycotts and sabotage actions, perhaps led by the Children of Kali and other subversive groups, who do not hesitate to carry out attacks on planes and ships that run on fossil fuels, boycotts against arms-producing countries, and against banks.

The emergence of a currency, the "carbon coin", which bankers and countries are forced to use as a solution to incentivize carbon sequestration, begins to show results by the end of the book.

Countries like India and Switzerland play prominent roles, but so do China, Brazil, and others, while there is a sense of perplexity on the part of Europeans and the United States. The book launches attacks against capitalism and consumerism and embraces the theory of state power as the owners of resources, leaning toward an interesting communitarianism. However, it suggests that communism is a solution. Yet, it overlooks, for example, when it cites countries like communist Cuba, the terrible issues of corruption in former Soviet bloc countries, and many Latin American nations under the aegis of 21st-century socialism.

To me, this is the book's flaw—exalting regimes that have been major culprits of imbalance, poverty, and oppression. What stands out in this fiction is the creation of the Ministry for the Future, led by a woman. And while tremendous upheavals are described, in the end, there is a glimmer of hope that suggests better days ahead, provided the world has global governance conscious of the dangers and realities that threaten us.

Presidential COLUMN





GUIDING THE WAY TO A HEALTHIER TOMORROW

Science News, Global Times Magazine, 20th Edition 2024

In the intricate dance between science and innovation, biotechnology emerges as a guiding light, casting its brilliance across the realms of healthcare and beyond. The past few decades have witnessed an extraordinary surge in biotechnological advancements, unlocking unprecedented possibilities for precision medicine, genetic engineering, and personalized healthcare. In this article, we embark on a journey through the labyrinth of biotechnology, exploring the groundbreaking developments that are reshaping the landscape of medicine and paving the way for a healthier, more tailored future.

At the forefront of biotechnological breakthroughs stands CRISPR-Cas9, a revolutionary gene-editing tool that has redefined the concept of precision in genetic modifications. CRISPR enables scientists to target and modify specific genes with unparalleled accuracy, holding the promise of treating genetic disorders at their roots. The ability to edit the human genome raises ethical considerations, but it also opens doors to previously unthinkable possibilities for eradicating hereditary diseases.

Personalized Medicine:

Tailoring Treatments To Individuals

Biotechnology's foray into personalized medicine marks a paradigm shift in healthcare. No longer bound by the one-size-fits-all approach, advancements in biotechnology allow for the

customization of medical treatments based on an individual's genetic makeup, lifestyle, and unique biomarkers. This tailored approach not only enhances the efficacy of treatments but also minimizes side effects, heralding a new era where healthcare is as unique as the individual receiving it.

Stem Cell Therapy:

Regenerative Potential Unleashed

The regenerative potential of stem cells has been a focal point of biotechnological research, offering hope for treating a myriad of degenerative diseases and injuries. Stem cell therapy harnesses the body's own repair mechanisms, utilizing these versatile cells to replace damaged tissues and restore normal function. From spinal cord injuries to degenerative



... Biotechnology is the use of biology to develop new products, methods and organisms intended to improve human health and society. Biotechnology, often referred to as biotech, has existed since the beginning of civilization with the domestication of plants, animals and the discovery of Fermentation ...

disorders, the applications of stem cell therapy hold immense promise for transforming the landscape of regenerative medicine.

Synthetic Biology:

Engineering Life For Innovation

In the realm of biotechnology, synthetic biology emerges as a fascinating frontier where living organisms are engineered to perform specific functions. From the creation of biofuels to the development of novel pharmaceuticals, synthetic biology offers a toolbox for scientists to redesign and repurpose biological systems. This innovative approach holds the potential to address pressing global challenges, from sustainable energy solutions to the creation of bio-based materials.

Bioinformatics:

Decoding the Language Of Genomes

As biotechnology delves deeper into the intricacies of genetic codes, bioinformatics plays a pivotal role in decoding the language of genomes. Advanced computational tools and algorithms analyze vast datasets, unraveling complex biological information and providing insights into disease mechanisms. The marriage of biology and informatics accelerates the pace

of discoveries, guiding researchers toward more effective therapeutic interventions and diagnostic strategies.

In conclusion, biotechnology, with its arsenal of cutting-edge tools and methodologies, is propelling us into a future where healthcare is tailored, genetic disorders are addressed at their roots, and regenerative medicine becomes a reality.

The journey through the realms of CRISPR gene editing, personalized medicine, stem cell therapy, synthetic biology, and bioinformatics unveils a tapestry of possibilities that hold the potential to revolutionize our understanding of life and reshape the landscape of medicine.

As we stand on the brink of a new era in biotechnology, the promise of a healthier tomorrow beckons, driven by the relentless pursuit of knowledge and the transformative power of scientific innovation.

Article **END**

Biotechnology is the use of biology to develop new products, methods and organisms intended to improve human health and society. Biotechnology, often referred to as biotech, has existed since the beginning of civilization with the domestication of plants, and animals and the discovery of Fermentation.



MOL & CHEVRON LAUNCH WIND-ASSISTED LNG CARRIER

Technology News, Global Times Magazine, 20th Edition 2024

Mitsui O.S.K. Lines (MOL) and Chevron Shipping have partnered to equip a new LNG carrier with the Wind Challenger, an advanced wind-assisted propulsion system. The 174,000-cubic-meter vessel, being constructed at Hanwha Ocean's shipyard in South Korea, is set for delivery in 2026.

TECH NEWS

The Wind Challenger features telescoping sails made of lightweight glass fiber-reinforced plastic (GFRP) to reduce fuel consumption and greenhouse gas emissions. The system uses real-time wind monitoring to adjust sail position based on weather, optimizing fuel efficiency while maintaining ship stability and cargo capacity.

Strategically designed to ensure smooth ship operations, the system also incorporates weather routing to maximize efficiency. This collaboration between MOL and Chevron demonstrates a critical step toward sustainable shipping, using wind power to lower environmental impact without compromising operational performance.

As the shipping industry faces growing pressure to reduce emissions, innovations like the Wind Challenger highlight the potential for wind-assisted technologies to lead the way in eco-friendly maritime transport.



PROSE Of Business:

THE PRACTICALITY OF PROTOCOL FOR START-UPS

Abebe Mulu, GCBL Delegate for Ethiopia

For many, protocol may seem distant, something reserved for diplomacy or politics. However, it plays a significant role in business, including start-ups. Protocol and etiquette are critical not just for established companies but also for start-ups as they introduce new products and services. Protocol defines how businesses position themselves through respect for different cultures, communication and understanding.

In today's global market, knowledge of intercultural intelligence is as vital as knowing the core business. Take McDonald's in India, for example, where they adapted their menu to respect local cultural and religious values, ultimately succeeding with items like Tikka burgers.

Start-ups also need protocol in various stages, especially when seeking seed funding. Presentation skills - ranging from dressing appropriately to delivering the right message - are essential. Many entrepreneurs focus solely on content, neglecting the protocols of how they present themselves. Studies show that many job candidates fail interviews because they don't look the part, highlighting the importance of personal diplomacy.

Customer impressions matter greatly in start-ups. Business etiquette, such as having a customer service desk, hotlines or tools for regular follow-ups, can significantly boost customer experience. Protocol is also about relationship management, ensuring that partners and clients feel valued through practices like red-carpet welcomes.

Gift-giving is another crucial element of business protocol. Start-ups should align their gifts with the recipient's cultural and religious values to avoid offending and to strengthen relationships. Simple gestures like timely email responses also demonstrate respect and professionalism.

Business dining is an opportunity to build relationships, not just to eat. Knowing dining etiquette, such as small talk and proper use of cutlery, can help start-ups connect better with potential partners.

Business cards or e-cards are still essential. Exchanging them with respect, as done in cultures like Japan, reflects professionalism. A well-prepared, updated business card can open doors for further conversations and opportunities.

In conclusion, protocol is not an abstract concept but a necessary skill for start-ups to build credibility and establish strong foundations in business. Cross-cultural etiquette, professional communication and ongoing learning are key to succeeding in today's global marketplace.

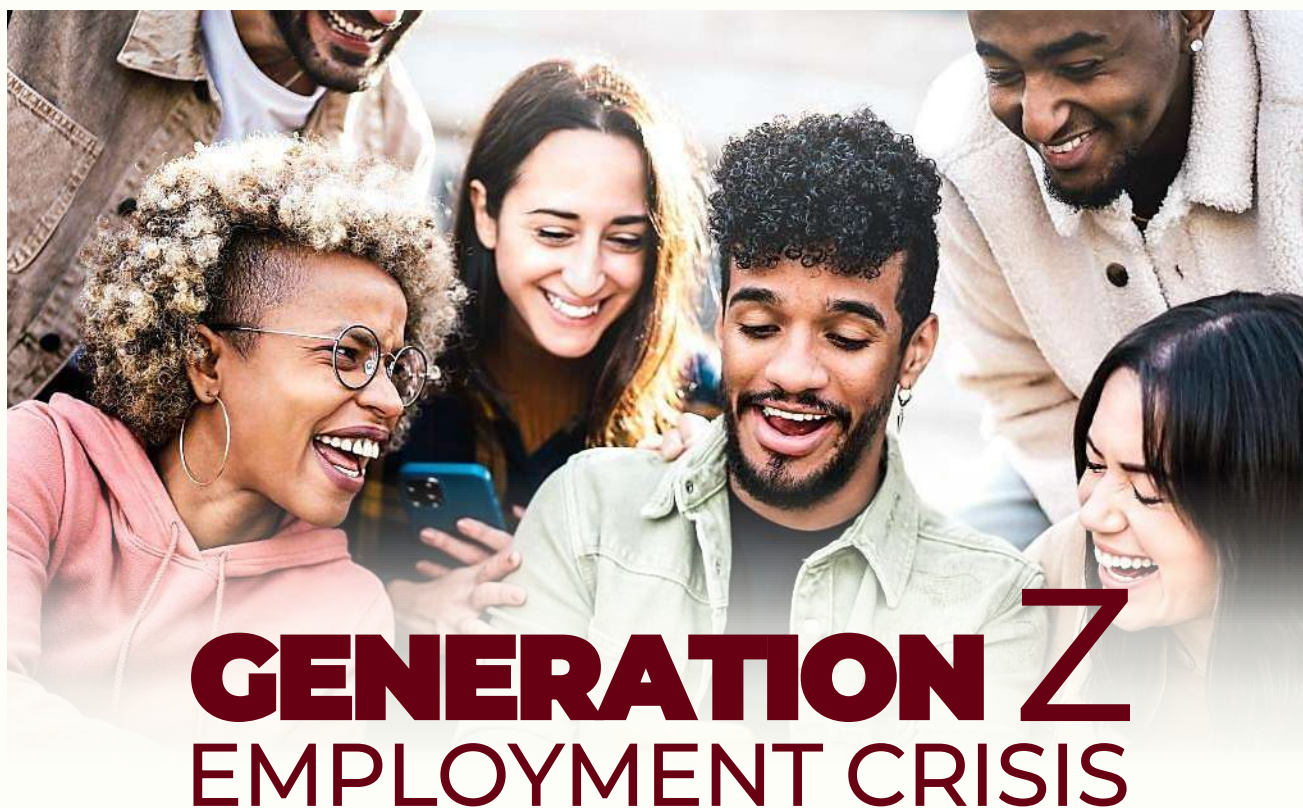
Abebe Mulu is a seasoned professional with 20 years of experience, certified in International Relations and Protocol. He founded **Pro Events Addis PLC**, providing Protocol, Event Management, and Training services in Ethiopia.

Abebe is also a Protocol and Etiquette Trainer for corporate and government bodies. He achieved media success with his radio show on conduct and served as a freelance news anchor with EBC for a decade.

As COO of **Feres Transportation and E-BIRR MFS PLC**, he led organizational excellence. His expertise in PR and Strategic Communications has enhanced visibility at the Federal Supreme Court and Development Bank of Ethiopia.

PROSE OF BUSINESS





GENERATION Z EMPLOYMENT CRISIS

Society News, Global Times Magazine, 20th Edition 2024

A

groundbreaking study has recently exposed the sobering truth about the employment struggles faced by young people fresh out of college in the United States. Despite being touted as the most educated and technologically savvy generation, many Gen Zers (born between 1996 and 2010) are finding it difficult to navigate the complex realities of the modern job market. As they step out of the academic bubble and into the professional world, they are met with challenges that often leave them ill-prepared and struggling to retain employment.

Employers' Frustration:

According to a study published in August, which surveyed nearly 1,000 employers, more than half have already terminated young employees this year. The results are alarming: one in seven employers is considering halting the hiring of Generation Z in the coming year. This trend could have devastating consequences not just for these young individuals, but also for the future of the workforce and economy.

Huy Nguyen, Chief Education and Career Development Advisor at Intelligent, provided insight into the issue: "Many young people fresh out of college have trouble entering the job market because it is a stark contrast to what they are used to during their education journey. They are often unprepared for the dynamic and less structured environment of the workplace."

Lack Of Real-World Experience:

The crux of the problem lies in the gap between theoretical knowledge and practical skills. "Although they may have some theoretical knowledge acquired at university, they often lack the practical, real-world experience and skills needed to succeed in the work environment," Nguyen explained. This sentiment was echoed by a staggering 75 percent of the surveyed employers, who reported that most or all of their recently hired Gen Z employees were dissatisfied with their roles.

The primary reasons cited for this dissatisfaction were a lack of motivation, poor communication skills, and a lack of professionalism—traits that are critical in almost any professional setting. It appears that the structured and predictable nature of academic life does little to prepare



students for the ambiguity and challenges of the corporate world.

Is The Education System To Blame?

Employers, however, are not entirely blaming the youth for this issue. Instead, they point the finger at the US education system, which they argue has failed to equip students with the practical skills needed for the job market. Bryan Driscoll, an experienced HR professional, highlighted this discrepancy: "Education today favors theory over practice. Sure, learning Greek mythology is fascinating, but unless you're going to teach it, how does that prepare you to communicate effectively in a corporate meeting or show professionalism? It doesn't prepare you."

This lack of practical preparation is exacerbated by the increasingly competitive job market. College graduates are finding themselves competing for positions that demand a high level of professional competency from day one. Yet, many lack the necessary experience to meet these expectations, leading to a cycle of frustration for both employers and employees.

A Generation In Crisis:

The consequences of this disconnect are severe. With employers increasingly wary of hiring young

... **Generation Z is a vital part of the future workforce, but without the necessary support and preparation, they are at risk of being left behind ...**

Bridging The Gap:

To address these challenges, a multi-faceted approach is needed. Educational institutions must revise their curricula to include more practical, hands-on training and real-world applications of academic knowledge. Internships, co-op programs, and partnerships with businesses can provide students with invaluable experience and exposure to the professional world.

Additionally, employers must also play a role in this process by investing in comprehensive onboarding programs and mentorship opportunities to help young employees transition into the workforce more effectively. This investment in the development of young talent will not only benefit individuals but also ensure a more robust and adaptable workforce for the future.

Conclusion:

The findings of this study serve as a wake-up call to both educators and employers. Generation Z is a vital part of the future workforce, but without the necessary support and preparation, they are at risk of being left behind. By bridging the gap between education and employment, we can empower this generation to succeed and contribute meaningfully to the economy and society as a whole.

Article **END**



A NEW E IN

Brankica
BOROVIĆ

WH



EXCLUSIVE
Interview

ERA N SKINCARE

ERE NATURE MEETS LUXURY



Speaking to Brankica Borović via telephone call, her warm, inviting essence transmits from thousands of miles away. Her laugh is gentle yet infectious and her humility and accommodating nature are refreshing, to say the least.

The Croatian businesswoman's friendly nature can easily make you imagine that the two of you can sit in a cafe eating the Croatian dessert delight, Madarica, while sipping your favourite beverages and having an engaging chat.

Someone's perception but what makes Brankica, Brankica? What traits is she known for among her peers, family, friends and associates?

Borović coyly answered, "Well, I'll skip the first thing that crossed my mind, since if I tell you (what) my brother calls me, I could jeopardise the sense of this entire interview, since the 'business' character would be substituted with something (very) 'informal'.

I guess that the dear people I am surrounded with see me as a workaholic, professionally oriented and a perfectionist but at the same time, eager to

share with them those rare happy moments that life sometimes treats us with."

Sharing duties at the helm at Viktorija Natural Cosmetics for over ten years, Borović's entrepreneurial path came long after a series of self-development pursuits. Giving an overview of her early life accomplishments before becoming an entrepreneur, she shared, "Just before my Post-Graduate studies in Italy in International Business and Public Policy, I went to Washington DC, and did some college courses connected with abnormal psychology (that helped me immensely during my future demanding collaborations). So, after finishing my Post-Grad studies, I started working in Rome in International Cooperation as a Project Manager. It was a busy, colourful and interesting time of my life.

There, I met my husband, Paolo, and together we



matured the idea of leaving everything behind. Turning the new page of life was crazy but at the same time, a wise thing to do. We never regretted it." The couple joined hands and began their journey into business. "I am the Co-Founder and co-owner of the company. The other part of this magic holds my husband, Paolo. Since it is a family-owned business, we are both involved in all the roles. I am more dedicated to the production, sales and marketing, while he holds the ropes of the entire chain of cultivation of raw materials and their transformation process."

Viktoria Natural Cosmetics has two lines surrounding donkey milk and immortelle flowers. She expounded on the distinctive lines.

"The basis of the gold regenerating line is immortelle essential oil, hydrolat and infused oil. It is widely known that immortelle flowers contain a high proportion of italdione, which helps tissue regeneration. Thanks to its composition, immortelle essential oil has a regenerative effect and is one of the best remedies against different skin damages (hematomas, scars, irritations, redness) but it also has a strong anti-inflammatory and antioxidant effect. It is best known as a magical oil that works against wrinkles, spots and other skin irregularities.

This is why we formulated the entire skincare routine with tonic, balm, cream and serum, and at

the moment, we are developing some new products, dedicated to the tired, dry and mature skin.

Concerning the premium line with the donkey milk, it is destined to sensitive skin that craves high

"Since it is a family-owned business, we are both involved in all the roles ..."

-quality moisturisers. The benefits of donkey's milk are already widely known, and the most famous story about donkey's milk and its effect on the skin is that of Cleopatra, who is known to have achieved her fresh and youthful appearance by bathing in donkey's milk. Whether the Cleopatra story is a legend or a truth, we can safely say that this line is unique on the Croatian market. Due to the presence of fatty acids, lactose and vitamins in donkey's milk, the skin significantly shows the presence of collagen. Moreover, it strengthens the natural protection of the skin from external factors



and skin elasticity is more visible. We dedicated this line to all skin types since it provides excellent hydration.

All our cosmetics are registered in the European CPNP Portal (Cosmetic Products Notification

“There are no failures, just the results from which you can learn a lot and move on stronger.”

Portal), dermatologically tested, allergen tested, tested on microplastics (donkey milk face cream and shower gel), nickel tested (face sheet mask).”

About their start in business, she said, “I believe we started the company the day we planted the first immortelle flower (Lat. *Helichrysum Italicum*), which was 11 years ago. We launched the first cosmetic line in 2020 and the same time the Covid pandemic appeared. ‘Perfect timing’, someone would ironically say. However, I believe there are no failures, just the results from which you can learn a lot and move on stronger. Thanks to this inconvenience and due to the specificity of our business and our life story, we gained remarkable mass media attention. For the past four years, we have been in all national and private TV stations, magazines and newspapers. So every cloud has a silver lining after all, doesn't it? Consider that the zone where we developed our entire business is the post-war zone. Nineteen years ago, the war ended here and it did not leave much prosperity behind. It is considered that our success here is not only the business one; moreover, it is the picture of human evolutionary indestructible force.”

While some might think that the skincare industry is crowded, strongwilled as she is, she felt enthusiastic about gaining success. What was her inspiration to enter the skincare arena?

“In one word? Nature. I love the true energy and power you gain simply when you respect it, listen to it and you open yourself to it. This is why we, as a couple, had the strength of putting aside (other) ambitions and rising careers and came to the small village in Croatia, Radučić, situated within the Krka National Park, where at the time, my grandparents lived. We started cultivating their unused land that today sources our main ingredients for our farm-to-face cosmetics. It was more than ten years ago, and since we had no



professional education regarding skincare and we were dreaming of closing the production cycle and having the entire chain of production under our control, we started the education process.

"I strongly believe you need to know every single detail of your business."

Ten years later, I am a Pharmacist Technician and Aromatherapist."

Citing the depths of dedication in entrepreneurship, the blonde utopian stated, "I strongly believe you need to know every single detail of your business. To know it that well as if you have in yourself a working team for each sector your business is involved in."

What was the vision for Viktoria Natural Cosmetics and who is their demographic?

"Our vision was that 'Viktoria' becomes the symbol for healthy, luminous and happy skin. Our community, customers and clients are growing daily and their feedback, recensions and experiences are the confirmation that we are on the right track. People are more and more aware of the importance of the dermatological 'food' you put continually on yourself.

Your skin becomes truly grateful, and believe me, I am not exaggerating by personalising the skin. Once it tries the true immortelle essential oil-based cosmetics, it understands what the regeneration process means."

The farm-to-face concept might be new to many. Asked to explain the farm-to-face concept, generally and specifically for Viktoria Natural Cosmetics, Borovic elaborated, "Farm-to-face cosmetics are the new-age luxury. It is the slow luxury, the one that comes from nature, from that peace that our souls long for. Furthermore, the luxury of respecting that nature. We can guarantee the traceability of our main ingredients and this leads us to high-quality cosmetics. In the world where white label production dominates, we are aliens but very much requested by the market of highly aware consumers on the importance of natural ingredients."



For those who may not know, the white label business option in layman's terms, involves the purchase of products that were mass-produced and Basically, re business-owners have the legal ability to simply apply their branded labels to those

“In our distillery, we transform the immortelle flowers into essential oil and hydrolates, and 50 meters from the distillery, in our laboratory, we produce premium natural cosmetics.”

products. Those products would have already gone through the process of research and development, etc. Therefore, business-owners sidestep the extremely high costs of activities, processes and steps that concern the pre-manufacturing and manufacturing phases.

Borović continued, “Following the farm-to-face approach, we grow the basic raw material ourselves and we do not depend so much on new trends in cosmetic raw materials and on the unavailability of certain raw materials when the shortages occur. We have the entire control over traceability. Today, big skincare conglomerates dedicate huge budgets to guarantee traceability. To us, it comes naturally.

Basically, we own plantations of immortelle flowers, almonds, iris flowers and the donkey farm. In our distillery, we transform the immortelle flowers into essential oil and hydrolates, and 50 meters from the distillery, in our laboratory, we produce premium natural cosmetics. As a result of this complex chain, we launched two certified cosmetic lines under Viktorija Natural Cosmetics, made from immortelle flowers and donkey milk, and named after our six year old daughter.

RHYTHMIXX®



The hand-operated **RHYTHMIXX®** is the world's first rhythmic 3-D mixer, manufactured in a Swiss manufacture for precision mechanics.

Kuboid GmbH developed this revolutionary device primarily for the healthy cuisine and fine dining, for those who attach great importance to a high quality of their drinking water.

The pulsing, double-swirled rhythm of the **RHYTHMIXX®** also revitalizes and structures any type of liquid. Drinking water, fruit juice, oil or wine are given an uplifted, enjoyable taste.

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





These products are now distributed in over 100 stores and have gained significant media attention. We are now ready to expand beyond Croatia. What Viktorija Natural Cosmetics proved is that it is possible to create successful premium

“We are truly proud of the unique selling point that we created on our property, Viktorija’s Corner, as an exclusive experience ...”

cosmetics from agricultural raw materials cultivated in clean rural areas.”



The work that encompasses this massive operation is undeniably monumental, what with owning, operating within and overseeing 100% of the business. What is the framework of the business from manufacturing to retail sites?

She explained, “It is a full-time annual work composed of three sectors. The first one, the base for all the cosmetics, is the cultivation of raw materials. Immortelle flowers plantation and the donkey farm, since those are used now in our cosmetics. The other plantations represent our future cosmetic lines. In order to maintain the farm-to-face concept, you need to plan years in advance. Concerning the immortelle plantation, the process of manufacturing happens during the entire year, and the crucial moment is the time when we gather the flowers, which happens in late June or the beginning of July. Once we gather the flowers, they must be distilled within 24 hours, otherwise, the essential oil from it will lose its quality. It takes from 500 to 1000 kg of flowers in order to have one litre of essential oil. It is a highly concentrated oil; I’d say a pure elixir.



As for the donkey milk, we source it from our farm, only when the baby donkeys are ready to eat grass or hay on their own. So far, we have never exhausted our entire supplies, and the years behind us demonstrated that we are ready to get out of the national borders to the international market. Once we source all the raw materials, in our laboratory we produce more than ten different cosmetic products. When the production is finished, it is all being tested in certified pharmaceutical laboratories, and once it is approved, it goes out to the world.

We have different selling points. Online channel, through our webshop that perfectly covers the national market, Europe included, only that it is not yet developed to its full potential. We also have a local shop that is more like an exclusive experience, since other than buying products, you can enjoy seeing donkeys, distillery, and of course, our Viktoria's Corner. It's been three years now that we are successfully collaborating with the retail market and some of our products from the donkey milk line are enlisted in more than one hundred stores."

As exhausting as the days can be, what excites her the most about this journey? With much gratitude, she said, "This is a transformative journey and what excites me the most is the happiness it brings infallibly despite all the challenges."

Overjoyed at current success and future possibilities, she shared a unique selling point of the business.

"We are truly proud of the unique selling point that we created on our property, Viktoria's Corner, as an exclusive experience, since it enables the client to understand in a very short (time), the concept of farm-to-face cosmetics. Today in Viktoria's Corner, you can immerse yourself in a transformative experience of meeting nature for one day, and apart from our beautiful donkeys, you will get to know our laboratory and distillery and see how the fruits of our Dalmatian land are transformed into a line of cosmetics full of quiet luxury.

Here, in the silence of our green paradise, you can really feel the core of our work, understand the story behind each bottle and cream, and choose what suits you best, guided by your own feelings and intuition. This being said, we are very much aware that this cannot be our exclusive selling point, thus we are in search of high-profile selling points that appreciate and understand the quality of such premium products."

Another goal that they are bent on achieving is expanding outside of the almost 4 million Croatian population where they've had remarkable scaling and growth. As the company is geared towards international expansion, which



territories/countries would she like to enter?

"In terms of our readiness, concerning logistics and certificates, today we are ready for the EU market. We would love to collaborate with concept stores,

"Once we source all the raw materials, in our laboratory we produce more than ten different cosmetic products.

When the production is finished, it is all being tested in certified pharmaceutical laboratories, and once it is approved, it goes out to the world."



beauty centers and specialised retail shops. Certainly, with our organic growth, we are open as well to the global scaling and worldwide market. It would be a dream come true."

Viktoria Natural Cosmetics has not only received widespread attention but its Co-Founders have also enjoyed being formally recognised within industries and forums. Borovic happily shared about the company's accomplishments and awards they've secured within recent years.

"I like to think that all the awards we won in the past years are the result of teamwork, even though there is my name on it. In 2020, the Ministry of Agriculture declared our company as the 'Best Family-Owned Business' of our region of Šibenik Knin. The year after, I was declared the second-best farmer in Croatia by the Ministry of Agriculture. In 2023, I won the award as the 'Entrepreneur of the Year' by the Association of Business Women 'Krug', and the same year, our Donkey Milk shower gel won the prize as the best one in the category, Body Care, by the GRAZIA Beauty award. This year, we are in the nomination of the European award for Agricultural and Rural Inspiration Awards (ARIA) 2024."



In retrospect, she thinks about the long hours, arduous planning and unrelenting schedule, all while trying to determine the work-life balance. What would she say was the biggest challenge in the early stages of business?

She confided, "There has been many serious challenges during our ten-year long path. Entering the retail market with such a complex business was quite demanding but the past three years demonstrated that this challenge just gave us bigger wings. Our challenge at the moment is to find an adequate market outside our country."

On a personal front, what has been her biggest eye-opener in business?

Pensively, she replied, "The importance of marketing. But not any marketing. Just the one that presents the pure, naked, bare truth of who you truly are and what is the profound uniqueness of your product."

At one point in our business development, I simply could not understand why if we have such a high-quality product, why it is not being sold as much as we hoped for. We simply did not present it in its depth."

All in all, she and her husband, together with their committed tribe, overcame and conquered the occasional roadblocks and delays and navigated the disappointments and setbacks.

Her mindset is powerfully positive. "I like to think that when you truly love what you do, you actually don't work a single day in your life. It is still not all just fun but I am getting there."

One powerful move that she made was becoming a Member of the Global Chamber of Business Leaders (GCBL), which operates out of Europe and has Members, Country Delegates, Advisors and Partners from all around the world who operate in countless disciplines, industries and fields.

"There has been many serious challenges during our ten-year long path."

Borovic's satisfaction and excitement were undeniable. "Becoming a Member of the Global Chamber of Business Leaders was an easy decision. When the international community, like the GCBL, sees the profound potential in a seed, speaking in terms of farm-to-face cosmetics language, rather than in the final product as premium cosmetics, it is priceless.

We are the family company still not known enough outside our national borders but still, the international spirit the Global Chamber of Business Leaders proposed to us was the proactive energy we hoped for.

Trust, support and success become our common goals. At the same time, the idea that with our presence, example, energy and knowledge we can contribute to the betterment of the GCBL, opens up another vision of progress. Simply, this type of collaboration is destined to mutual success."

**A NEW ERA
IN SKINCARE**

WHERE NATURE MEETS LUXURY



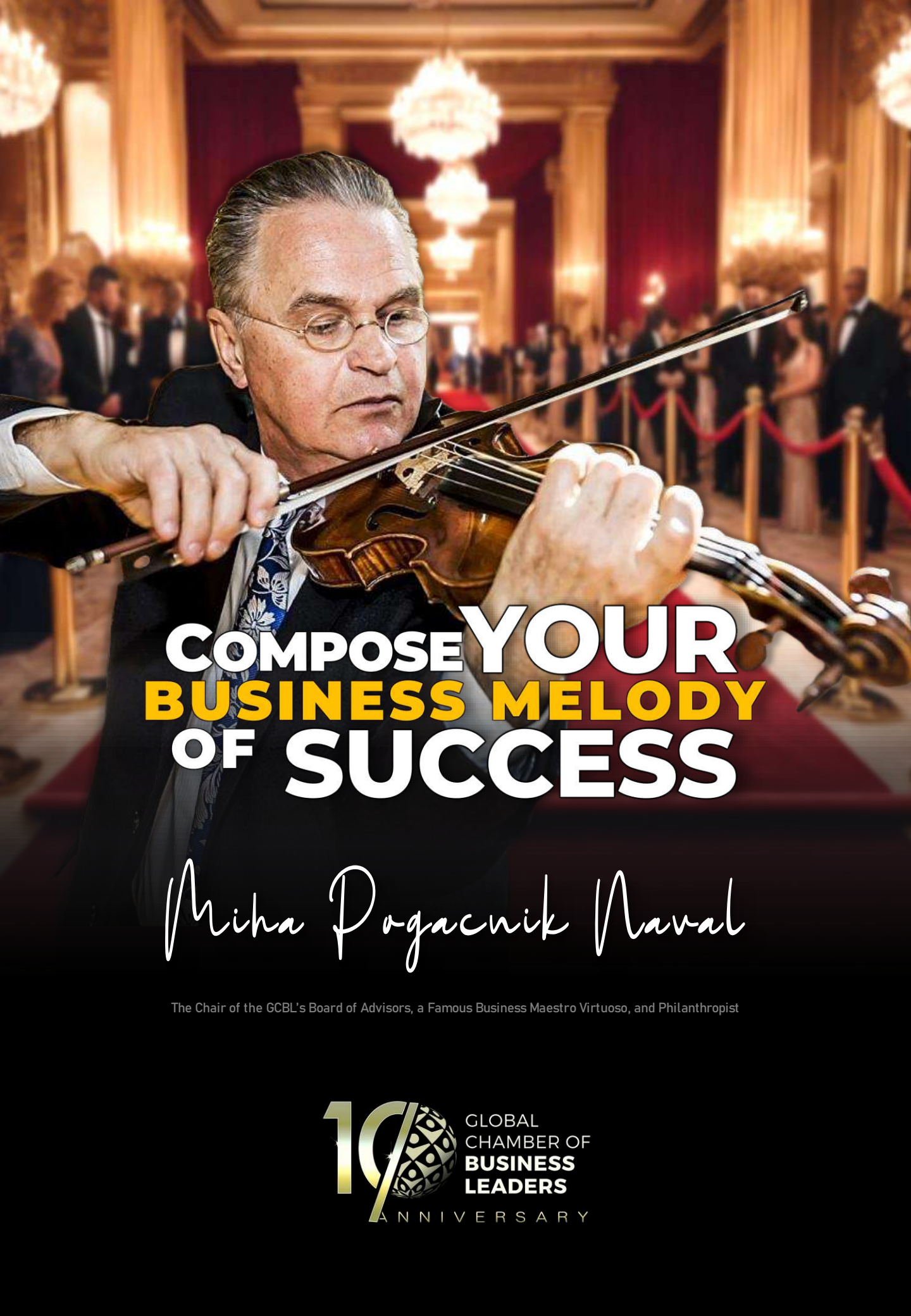
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PROSE Of Business:

THE CRUX OF REAL ESTATE FINANCING

Harsha Fernando, GCBL Delegate for Sri Lanka

Real estate financing is a key part of any successful project, whether you're a developer or an investor. Today, with changing market conditions, securing the right financing can feel a little challenging. Interest rates are unpredictable, lending rules are tighter and the economy can be uncertain but with the right preparation and approach, you can still bring your real estate project to life.

What's Happening In Real Estate Financing?

At present, the world of finance is a bit cautious. Banks and financial institutions are still offering loans but they have stricter rules. Developers often try to make their projects look 'shovel-ready' to signal that construction can start right away but in reality, many of these projects still have hurdles to overcome, leading to delays.

Investors are also more selective these days. They're diving deeper into deals to make sure projects are financially sound. That means developers need to present well thought-out plans that show everything is in order.

Tips For Success

1. Be Ready In Advance

The most important factor in real estate financing is preparation. Don't wait for an investor to show interest before getting your plans in order. Have everything ready from permits and project timelines to financial projections. Presenting a well-prepared proposal increases your chances of securing financing.

2. Know What 'Shovel-Ready' Really Means

While many projects claim to be 'shovel-ready', they often aren't fully prepared. Lacking approvals or hidden challenges can cause potential delays. Make sure your project is truly ready to move forward to gain the confidence of lenders and investors.

3. Stay Organised

A well-organised proposal will be appreciated by both prospective buyers and investors. Make sure your documents like feasibility studies, zoning approvals and financing plans are readily available. Having these in place shows your professionalism and foresight, which are important for building trust with stakeholders.

In the end, successful real estate financing is all about careful planning and proactive effort. By staying prepared, understanding market realities, and presenting strong plans, developers and investors can confidently move forward with their projects.

Harsha Fernando is a Consultant and Entrepreneur, focused on Real Estate. He founded and directs HF Real Estate and One Capital International Pvt Ltd. With expertise in Marketing, Branding, Funding, and Negotiations, he previously led Sales and Marketing at CNP Holdings. As Director of Global Projects at Archedium Pte Ltd, he managed projects in Singapore and the Philippines, attracting investors in Asia.

PROSE OF BUSINESS





NEW TINY CHAMELEON FOUND IN MADAGASCAR

Technology News, Global Times Magazine, 20th Edition 2024

In the rainforests of Madagascar, scientists have discovered a new tiny chameleon species called *Brookesia nana*, further enriching the island's remarkable biodiversity. Measuring just over 33 millimeters, it's slightly larger than the world's smallest reptile, *Brookesia nana*, which is only 22 millimeters long.

TECH NEWS

The discovery began when tourists shared photos of these tiny chameleons in Madagascar's eastern rainforests. Researchers, led by Miguel Vences, followed up on these images and, with local collaborators, successfully located and identified *Brookesia nana*.

Chameleons in the *Brookesia* genus are renowned for their miniature sizes and camouflage abilities on the forest floor. What's especially notable about *Brookesia nana* is that it's the first species of leaf chameleon found in Madagascar's coastal rainforests—an environment that's been critically diminished by deforestation and human activities.

This particular species has managed to survive in a small forest patch protected by a hotel reserve, which allows the area's vegetation to regrow. Without this conservation effort, *Brookesia nana* might have remained undiscovered or even faced extinction. This discovery highlights the importance of preserving Madagascar's unique habitats and the species that depend on them.

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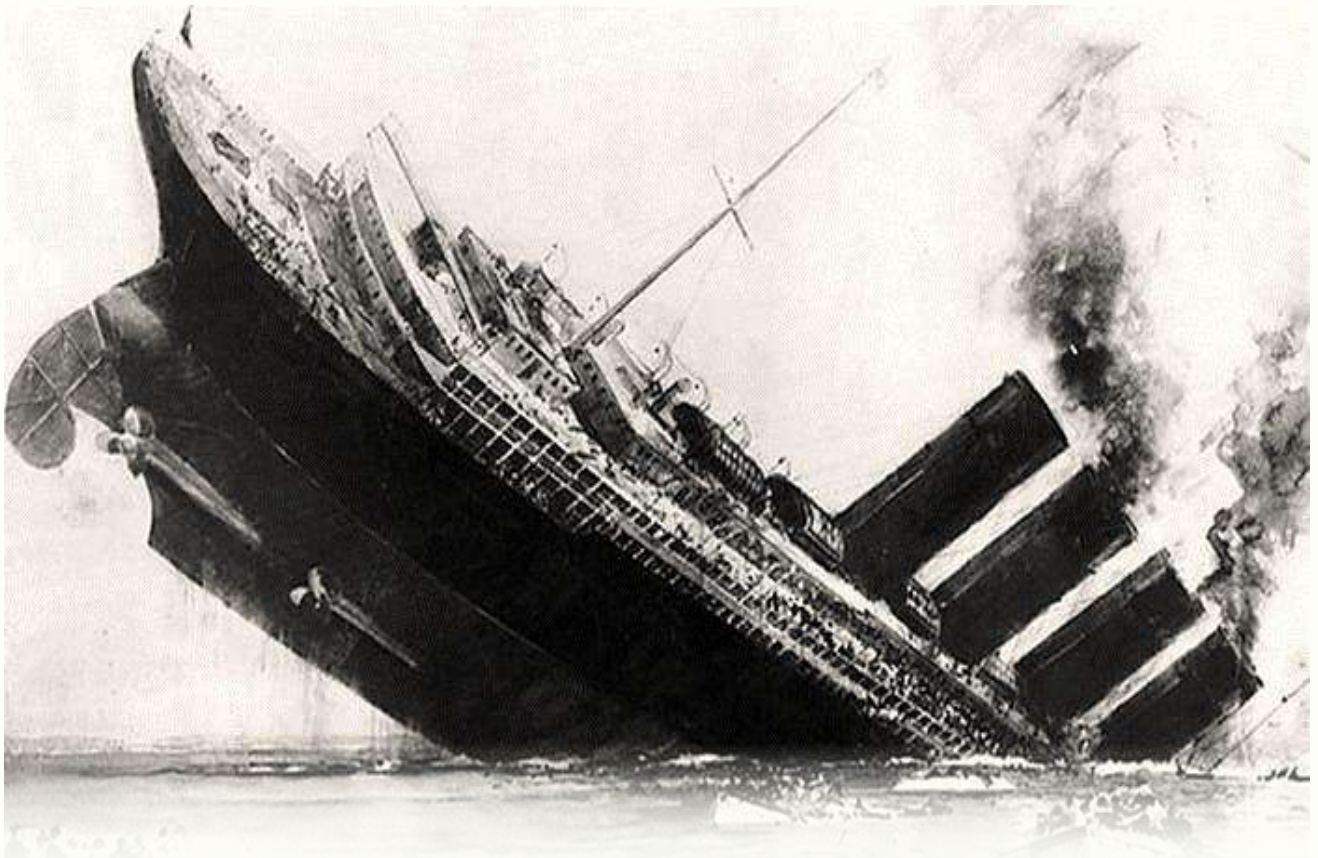
A large passenger ship with three prominent red funnels is shown sailing on the ocean. The scene is set against a dramatic sunset sky with vibrant orange and yellow clouds. The ship is illuminated by its own lights, and the sun's reflection is visible on the water's surface.

112 YEARS AFTER LEGENDARY SHIPYARD



ER TITANIC: RD FACES COLLAPSE

History To Understand, Global Times Magazine, 20th Edition 2024



Harland & Wolff, the historic shipyard in Belfast, Northern Ireland, that built the ill-fated RMS Titanic, finds itself on the brink of financial collapse once again. Once employing around 20,000 workers during its golden age, the company now has a drastically reduced workforce of approximately 1,600 across its facilities in Belfast, England, and Scotland. Despite the company's assurances that it will "continue business as usual," the search for a buyer to save the shipyard from total ruin is growing more urgent by the day.

The Legacy Of Harland & Wolff

The shipyard, founded in 1861, is most famously known for constructing the Titanic, one of history's most iconic vessels. On April 10, 1912, the Titanic embarked on its maiden voyage, setting sail from Southampton, England, to New York. What was meant to be a journey symbolizing engineering marvel and luxury tragically ended when the ship struck an iceberg four days later, sinking into the Atlantic Ocean. Over 1,500 passengers and crew lost their lives in one of the deadliest peacetime maritime disasters in history.

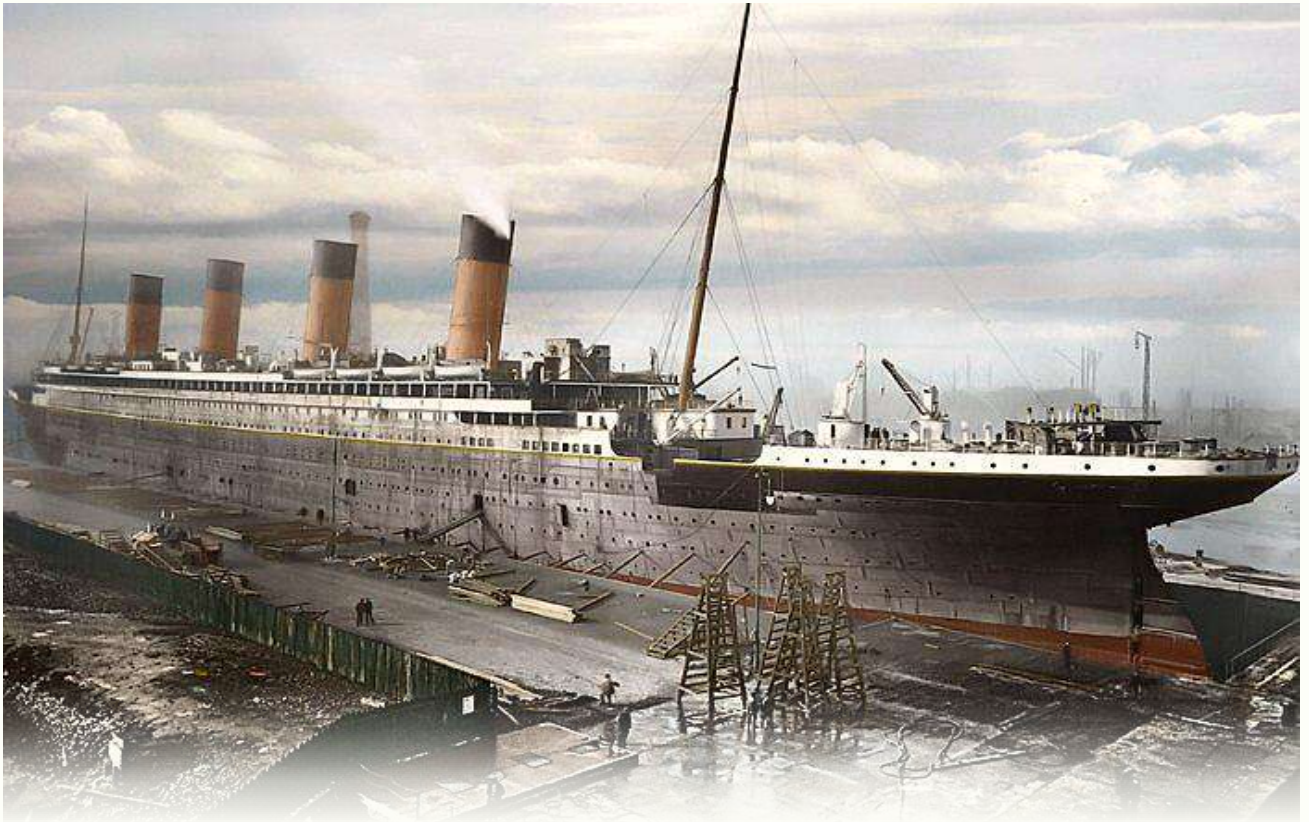
The Titanic's demise didn't just represent the loss of life; it marked a pivotal moment in shipbuilding history. Harland & Wolff, which had been at the forefront of innovation, became forever linked with the tragedy. Yet, the shipyard continued to thrive

for decades, contributing to the construction of ships for the British Navy during both World Wars and remaining a vital industrial force for much of the 20th century.

Current Troubles

Fast forward to the present day, and Harland & Wolff is once again struggling. Just five years ago, the company entered bankruptcy proceedings, only to be saved temporarily by an influx of capital and new leadership. Now, however, the future looks uncertain once more. The UK's Labour government recently refused to provide the shipyard with a £200 million loan, even though Harland & Wolff had secured a lucrative £1.6 billion contract to build ships for the Royal Navy.

The company recently halted trading its shares



after failing to submit audited financial statements on time. The shipyard posted a £25 million loss in 2023, though it recently received a financial boost from U.S.-based Riverstone Credit Management. Despite this, Harland & Wolff has been scrambling to find a long-term solution to its ongoing troubles.

With mounting pressure, several top executives, including the CEO, have resigned in recent weeks. In response, Harland & Wolff has hired Rothschild & Co. to explore strategic options, including the possibility of selling the company entirely or offloading some of its subsidiaries.

A Titanic Symbol Of Industrial Decline?

Harland & Wolff's difficulties are emblematic of broader challenges facing the global shipbuilding industry. Once a key player in British industrial prowess, the shipyard is now struggling to stay afloat in an increasingly competitive and technologically advanced market. The shipyard still has major projects in the works, such as repairing the cruise ship Villa Vie Odyssey, which awaits final repairs before embarking on a global voyage. However, critics argue that without significant structural changes, these efforts will only delay the inevitable.

Adding fuel to the fire, allegations have surfaced that previous management mishandled around €30 million in company funds. A formal

investigation has been launched by PwC and the law firm Simmons & Simmons to determine the extent of the mismanagement. Former CEO John Woods has dismissed the allegations as "laughable," but the controversy has only heightened the urgency for a solution.

What's Next For Harland & Wolff?

... The UK's Labour government recently refused to provide the shipyard with a £200 million loan ...

The fate of Harland & Wolff now lies in the hands of potential buyers or, failing that, the UK government. Union leaders, including GMB's Matt Roberts, have called on the government to intervene: "Workers, their families, and entire communities are now facing chaos due to chronic failures in industrial strategy and poor management. The government



must act to ensure that no private company can cherry-pick which parts to save when it comes to shipyards or contracts."

For Roberts and other union leaders, Harland & Wolff is not just any company; it is a strategic asset. They argue that if a buyer cannot be found, the government must step in to protect jobs and the shipyard's historic role in the UK's industrial landscape.

A Broader Shipbuilding Crisis

Harland & Wolff is not the only shipyard facing financial difficulty. Meyer Werft, a German shipbuilder located in Papenburg, is currently working through its financial troubles with the help of government loans and subsidies. The global shipbuilding industry, which was once a symbol of economic strength and innovation, is now grappling with an uncertain future.

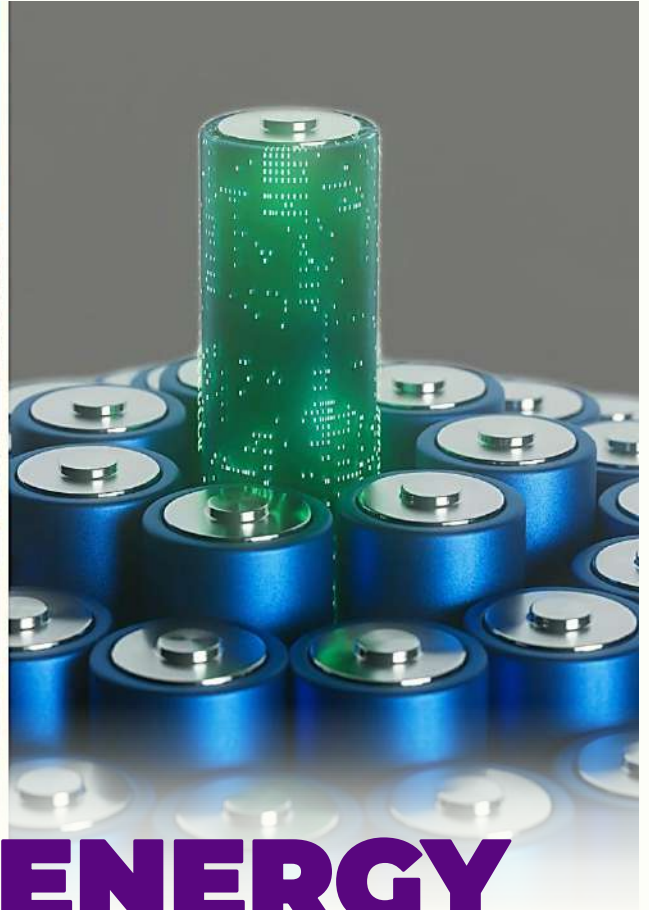
Harland & Wolff's potential collapse serves as a sobering reminder of the fragility of even the most storied industrial giants. The Titanic, once hailed as an unsinkable marvel

of human ingenuity, met its tragic end in the icy waters of the Atlantic. Over a century later, the shipyard that built it may also be facing its own final voyage into history.

While the tragedy of the Titanic will forever be etched in the annals of maritime lore, the potential

collapse of Harland & Wolff raises a new set of questions. Will the UK government step in to save this historic institution, or will Harland & Wolff become another casualty in the long decline of traditional manufacturing industries? Either way, the once-mighty shipyard, like the Titanic itself, stands as a symbol of ambition, failure, and the ever-changing tides of industrial fortune.

**... The fate of
Harland & Wolff
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A SAFER ENERGY SOLUTIONS FOR THE FUTURE

Technology News, Global Times Magazine, 20th Edition 2024.

Tennessee-based BioLargo Energy Technologies has developed a molten salt battery as a safer, more durable alternative to traditional lithium-ion batteries. Unlike lithium batteries, which are prone to fire risks in high-temperature environments, molten salt batteries can operate safely under extreme heat, making them ideal for applications like home energy storage, solar power systems, and even large-scale industrial use.

TECH NEWS

These batteries use molten salts such as sodium chloride (NaCl) as electrolytes, offering significant advantages like longer life cycles, higher energy density, and better overall performance for large-scale energy storage needs, including grid stabilization and renewable energy integration. Molten salt batteries can store energy more efficiently, helping reduce reliance on less sustainable energy sources.

Advancements in materials and innovative designs are driving molten salt technology forward. However, challenges like maintaining the high operating temperatures and ensuring the long-term safety of materials must still be addressed to achieve widespread adoption. Despite these hurdles, molten salt batteries offer a safer and highly promising future in the evolving energy storage landscape, potentially revolutionizing how we store and use renewable energy.



NAVIGATING THE TERRAIN OF LEADERSHIP

Leadership For Success, Global Times Magazine, 20th Edition 2024

Leadership is a dynamic and multifaceted role that requires a unique set of skills and qualities. As individuals step into leadership positions, they find themselves at the helm of teams, projects, and organizations. Successful leadership is not just about managing tasks; it involves inspiring and guiding others toward a common goal. In this article, we explore key aspects of effective leadership, from cultivating self-awareness to fostering a positive organizational culture.

The Foundations of Leadership:

Self-Awareness And Emotional Intelligence

Effective leadership begins with self-awareness. Leaders who understand their strengths, weaknesses, and emotions can navigate challenges with grace. Emotional intelligence, encompassing self-awareness, self-regulation, motivation, empathy, and social skills, is a cornerstone of successful leadership. Leaders who master these aspects are better equipped to handle interpersonal dynamics and foster a positive work environment.

Visionary Leadership:

Setting Clear Goals And Inspiring Others

A great leader has a vision for the future and the ability to communicate it effectively. Setting clear, achievable goals provides direction for the team, aligning their efforts toward a shared objective. Inspirational leaders not only articulate their vision but also motivate and empower others to contribute their best. By fostering a sense of purpose, visionary leaders create a collective drive toward success.

Adaptability:

Leading In A Changing Landscape

In today's fast-paced world, change is inevitable. Leaders must be adaptable, embracing innovation and guiding their teams through transitions. Adaptable leaders can navigate uncertainty, make informed decisions, and inspire confidence during challenging times. By fostering



a culture of flexibility, leaders empower their teams to respond effectively to change, turning challenges into opportunities for growth.

Effective Communication:

The Key To Collaboration

Communication is the backbone of leadership. Leaders must be skilled in conveying ideas, actively listening, and providing constructive feedback. Transparent communication builds trust and fosters a collaborative environment where team members feel valued and understood. Whether delivering a vision, addressing concerns, or celebrating successes, effective leaders communicate with clarity and empathy.

Building And Leading High-performing Teams

Successful leaders recognize the importance of assembling and leading high-performing teams. This involves understanding team dynamics, leveraging individual strengths, and addressing weaknesses. By creating a culture of collaboration and accountability, leaders can enhance team productivity and achieve collective goals. Additionally, recognizing and

celebrating team achievements reinforces a positive work culture.

Leading with Integrity:

The Bedrock Of Trust

Integrity is the foundation of trustworthy leadership. Leaders who operate with honesty, transparency, and ethical behavior build trust within their teams and organizations. Upholding a

By creating a culture of collaboration and accountability, leaders can enhance team productivity and achieve collective goals.

strong moral compass not only enhances the leader's credibility but also sets a standard for ethical behavior throughout the organization.

Trust is a valuable currency that, once earned, enhances collaboration and productivity.

Continuous Learning and Growth:

The Leadership Journey

Leadership is a journey, not a destination. Successful leaders commit to continuous learning and personal development. By staying informed about industry trends, seeking feedback, and honing their skills, leaders can adapt to evolving challenges. Additionally, fostering a culture of learning within the organization encourages team members to embrace growth and contribute to the collective success.

In the ever-evolving landscape of leadership, mastering these key aspects can empower individuals to become effective and inspirational leaders. By cultivating self-awareness, setting clear goals, adapting to change, communicating effectively, building high-performing teams, leading with integrity, and embracing continuous learning, leaders can navigate the complexities of their roles and foster environments where both individuals and organizations thrive.



PROSE Of Business:

WOMEN LEADERS IN HEALTH & WELLNESS: A GLOBAL VIEW

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

Globally, women hold immense purchasing power, estimated at approximately US\$20 trillion in annual consumer spending. This significant financial influence is recognized across various cultures and markets, highlighting women’s critical role in shaping consumer trends and preferences.

As more women ascend to leadership roles in diverse sectors—ranging from healthcare and finance to education and public policy—they not only enhance their own spending power but also cultivate a broader influence over health and wellness decision-making.

However, the impact of women on the health and well-being of their families, friends, and communities transcends their financial resources. Research indicates that women are integral to the fabric of healthcare systems worldwide, contributing their insights and expertise to improve health outcomes for those around them. In many contexts, women are viewed as the primary caregivers, responsible for the health and wellness of their families, which positions them as key players in healthcare decisions, even in situations where they are not the direct financial contributors.

In a significant number of households across the globe, women are the primary decision-makers regarding healthcare. This is particularly true in low- and middle-income countries, where traditional gender roles often dictate that women manage household health matters. Women frequently take the lead in understanding and navigating the complexities of healthcare systems, advocating for their family members and ensuring access to necessary services. Their involvement can lead to better health outcomes, as they are often the first to recognize changes in health status and seek appropriate medical attention.

Moreover, women's roles as decision-makers extend beyond their immediate families. As influencers within their social networks and communities, women possess the ability to sway opinions and share vital health information. Their strong communication skills enable them to disseminate knowledge about health issues, preventive measures, and treatment options. This capability positions women not only as caregivers but also as educators and advocates for health and wellness in their communities.

The importance of women as custodians of family health is underscored by their tendency to meticulously review healthcare options available to them. Women are often diligent in evaluating various benefit options and carefully considering which choices provide the best value for their families’ unique health needs.

This level of engagement ensures that they make informed decisions when selecting healthcare coverage or treatment options. As women invest time and effort in understanding the nuances of healthcare systems, they become empowered consumers, enhancing their influence in health-related matters.

Dr. Khomotšo Mashalane is the Founder of KhomotšoM Women Leadership and Empowerment. With a Master’s in Human Resources, she is a global advocate for women’s empowerment and gender equity. Recognized with awards like the Woman of Vigour, she has helped women achieve leadership roles across various industries. Dr. Mashalane serves as a Global Ambassador and author of several books focused on empowering women in business and leadership.

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WOMEN LEADERS IN HEALTH & WELLNESS: A GLOBAL VIEW

Furthermore, women's purchasing decisions often reflect their commitment to improving family health. Whether it involves choosing

nutritious foods, selecting health insurance plans, or seeking out wellness programs, women consistently prioritize their family's well-being. Their roles as guardians of health are particularly evident during significant life events, such as childbirth, where women's choices directly impact maternal and child health outcomes.

In many cultures, women are celebrated for their intuitive understanding of health. This intuition can manifest in various ways, allowing women to perceive potential health issues before they become apparent to others. As mothers, women often recognize subtle signs of illness in their children, even when those children are too young to articulate their discomfort. This heightened awareness equips women to address health concerns proactively, emphasizing the critical role they play in preventive healthcare.

The ability of women to detect health issues extends beyond maternal instincts. In adult family members, this intuitive capacity often enables women to sense when something is amiss, prompting them to encourage loved ones to seek medical advice. This proactive approach fosters early intervention, which can be pivotal in managing health conditions effectively and ensuring positive outcomes.

A robust healthcare program is essential in supporting women as they navigate their families' health needs. Health systems should be designed to partner with women, providing comprehensive support that includes preventive and curative care. Accessible healthcare services, coupled with educational resources, empower women to make informed choices about their families' health. In doing so, health programs can amplify women's influence in health decision-making, ultimately enhancing community health outcomes.

Globally, many organizations recognize the value of women's contributions to health and wellness. Initiatives aimed at promoting women's health, enhancing healthcare access, and encouraging leadership among women in the health sector are gaining momentum. By fostering an environment that values women's perspectives and expertise, health systems can better address the unique challenges women face and harness their potential as decision-makers.

In conclusion, women play a crucial role in health and wellness as decision-makers within their families and communities. Their influence extends far beyond their financial contributions, as they serve as caregivers, educators, and advocates for health. By recognizing and empowering women in leadership positions, societies can leverage their insights and expertise to improve health outcomes on a global scale. As we continue to celebrate women's contributions to health and wellness, it is imperative to create supportive systems that enable them to thrive as leaders.

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A NUTRIENT-PACKED SUPERFOOD FOR THE FUTURE

Technology News, Global Times Magazine, 20th Edition 2024

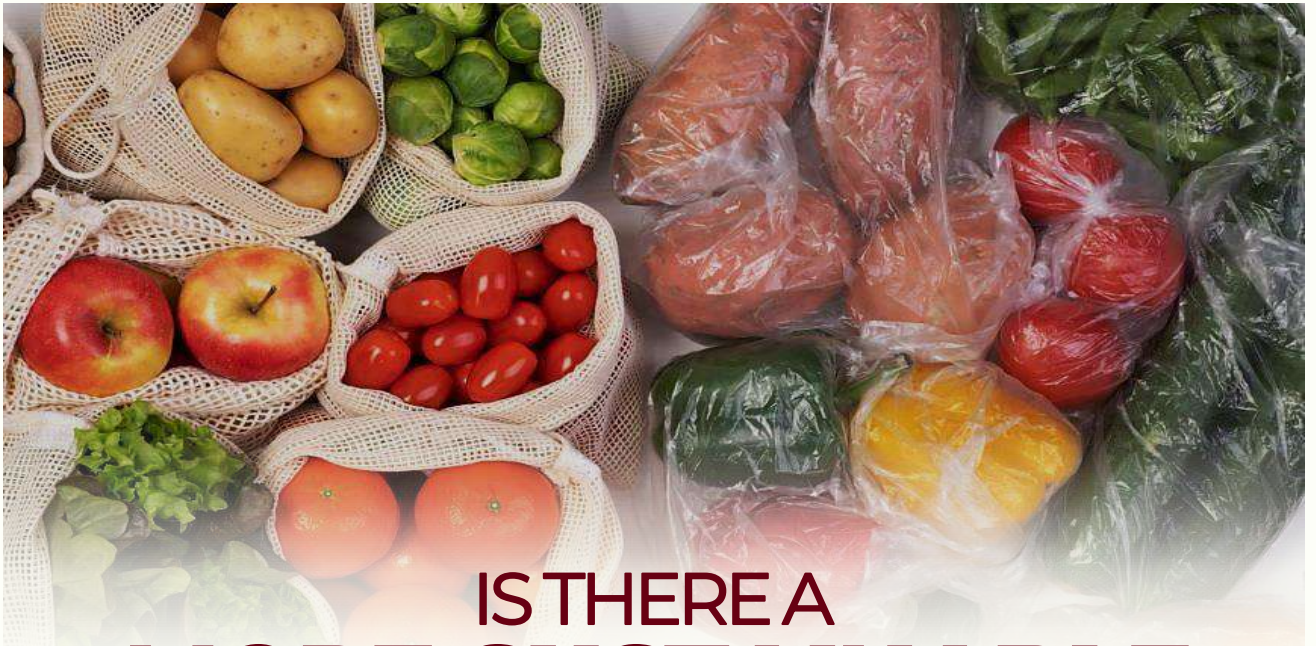
Scientists in Spain have engineered a revolutionary “Golden Lettuce” that contains 30 times more nutrients than standard varieties, marking a breakthrough in agricultural innovation. Developed by researchers at the Research Institute for Plant Molecular and Cellular Biology (IBMCP), this special lettuce is genetically enhanced to dramatically increase its levels of beta-carotene, an essential antioxidant that helps the body produce vitamin A.

TECH NEWS

Vitamin A is crucial for good vision, a strong immune system, and healthy cell development. It also plays a role in protecting against serious conditions like Alzheimer’s, heart disease, and certain types of cancer. The enhanced beta-carotene content gives the lettuce its distinctive yellow hue, which is why it has been dubbed “Golden Lettuce.”

In addition to its significantly higher beta-carotene levels, the nutrients in this supercharged lettuce are more easily absorbed by the body, offering even greater health benefits. The innovation paves the way for nutrient-dense crops that could address deficiencies and promote better health globally.

Golden Lettuce represents a major step toward the future of agriculture, where genetically engineered foods may help combat malnutrition and provide health-boosting properties in everyday diets. As research continues, this nutrient-packed superfood could become a staple in healthier, more sustainable diets worldwide.



IS THERE A **MORE SUSTAINABLE** ALTERNATIVE FOR PACKAGING?

Business Opportunity, Global Times Magazine, 20th Edition 2024

W

alk down the aisles of any grocery store, and you're likely to find yourself surrounded by a sea of plastic packaging from cucumbers to apples to peppers, it seems as though nearly every fruit and vegetable is encased in plastic.

But as concerns over environmental sustainability continue to mount, consumers and producers alike are seeking alternatives to break free from plastic's dominance.

The ubiquity of plastic packaging traces its roots back to the 1930s with cellophane and gained momentum with the introduction of plastic lidded boxes in the 1980s and prepackaged salads in the 1990s. With the rise of online grocery shopping, this trend has only accelerated, contributing to mounting environmental concerns, as reported by The New York Times.

However, there's a growing movement among growers and sellers of fruits and vegetables to explore alternative packaging materials. In a recent survey of industry professionals on LinkedIn, the transition to biodegradable materials emerged as the leading trend.

Major players like Driscoll's, the world's largest berry producer, have already made significant strides by switching to paper containers in many European markets.

Across the globe, countries are implementing measures to curb plastic consumption. Spain has implemented a plastic tax, while France has placed strict limitations on plastic-wrapped produce. The European Union is on the cusp of introducing its own regulations, and Canada aims to eliminate 95 percent of plastic product packaging by 2028.

In the United States, 11 states have already enacted restrictions on plastic packaging. President Biden's administration is advocating for innovative approaches to packaging food, prioritizing climate-friendly, antimicrobial materials as alternatives to plastic.



... While some consumers express concerns over prepackaged produce, retailers argue that it streamlines the shopping experience and reduces food waste ...

Yet, the transition away from plastic poses complex challenges for producers and consumers alike. While plastic is a major contributor to greenhouse gas emissions and ocean pollution, it has also been effective in mitigating food waste. Plastic packaging extends the shelf life of fruits and vegetables, reducing the likelihood of spoilage and subsequent methane emissions from landfills.

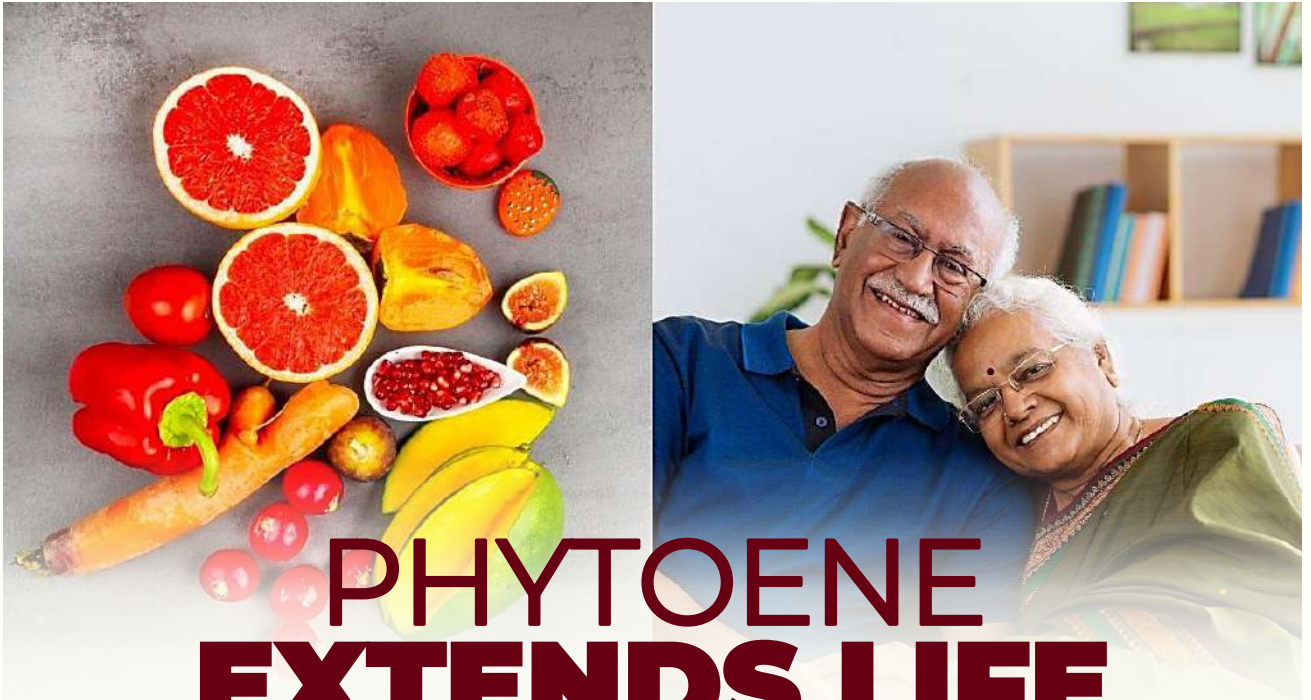
Research has shown that the environmental impact of food waste far outweighs that of plastic packaging. For instance, a Swiss study revealed that a single rotten cucumber in a landfill has the equivalent environmental footprint of 93 plastic wraps used for cucumbers. Plastic packaging, therefore, plays a vital role in preserving food and minimizing waste.

Amidst this dilemma, producers and marketers are faced with difficult decisions. While some consumers express concerns over prepackaged produce, retailers argue that it streamlines the shopping experience and reduces food waste. Balancing consumer preferences with environmental considerations remains a key challenge for the industry.

Despite these challenges, innovative alternatives to plastic packaging are emerging. Companies are exploring biodegradable cellulose mesh bags made from beech wood, films derived from natural waste like orange peels and shrimp shells, and edible coatings sprayed on fruits to replace plastic wrap. Additionally, researchers have developed reusable jelly ice as an eco-friendly alternative to non-recyclable plastic ice packs.

However, the quest for a truly sustainable alternative to plastic packaging remains ongoing. While advancements have been made, no affordable solution has yet been developed to match plastic's efficacy in preserving freshness and quality. As Scott Crawford, vice president of Baldor Specialty Foods, aptly observes, the ideal solution may lie in a return to pre-plastic practices, where seasonal produce was hand-stacked, and year-round availability was not an expectation.

In the quest for sustainability, the journey towards viable alternatives to plastic packaging continues. While challenges persist, the collective efforts of producers, consumers, and policymakers offer hope for a future where fresh produce can be enjoyed without sacrificing environmental integrity.



PHYTOENE EXTENDS LIFE AND FIGHTS ALZHEIMER'S

Revolutionary Discovery, Global Times Magazine, 20th Edition 2024

In a groundbreaking scientific discovery, researchers have identified a food ingredient with the potential to extend life and fight the effects of neurodegenerative diseases, particularly Alzheimer's. The carotenoid phytoene, a natural compound found in many fruits and vegetables, was recently shown to significantly extend the lifespan of a model organism and reduce symptoms related to Alzheimer's disease, sparking new hope for breakthroughs in human health. This research, conducted by a team of scientists from the University of Seville in Spain and the University of Kent in Great Britain, offers exciting possibilities for how diet can influence longevity and disease prevention.

The Significance Of Phytoene In Extending Lifespan

The focal point of this study is *Caenorhabditis elegans* (*C. elegans*), a tiny roundworm often used in biomedical research due to its genetic similarities with humans in fundamental biological processes like aging and responses to toxins. *C. elegans* has played a crucial role in scientific discoveries that have led to Nobel Prize-winning breakthroughs, including programmed cell death and RNA interference. This tiny organism, with a lifespan of just a few weeks, enables scientists to quickly and efficiently test the effects of various compounds on aging and disease.

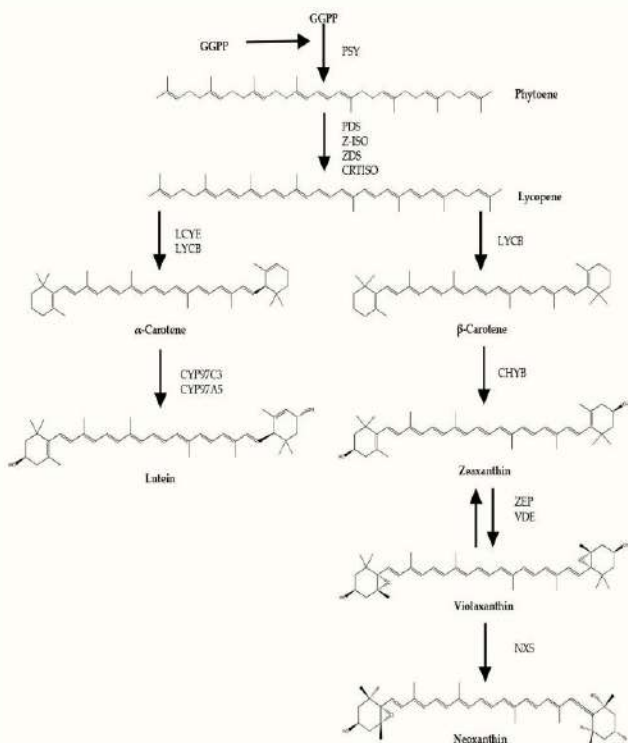
In this particular study, the researchers discovered that phytoene extended the lifespan

of *C. elegans* by between 10% and 18.6%. This result is striking, as it indicates that a dietary compound, easily found in everyday foods, has the potential to impact longevity in a meaningful way. More importantly, the researchers found that phytoene also significantly reduced the toxic effects of amyloid plaques by between 30% and 40%. These plaques are crucial in the progression of Alzheimer's disease, and reducing their toxicity provides a powerful potential avenue for combating neurodegenerative conditions.

The Connection Between Phytoene and Alzheimer's Disease

One of the most promising aspects of phytoene's effects is its potential to protect against Alzheimer's disease. Alzheimer's is characterized by the formation of amyloid plaques in the brain,

Phytoene and Phytoene-Rich Microalgae Extracts Extend Lifespan in *C. elegans* and Protect against Amyloid- β Toxicity in an Alzheimer's Disease Model



Source: MDPI

“Phytoene increases lifespan, reduces oxidative stress and amyloid toxicity. New study reveals how microalgae extracts and phytoene combat aging, protect against Alzheimer's toxicity, and extend lifespan. Antioxidants play a vital role in promoting health.”

which damage brain cells and contribute to cognitive decline. In the study, researchers observed that phytoene not only increased the lifespan of the nematodes but also delayed the onset of paralysis in these organisms, a critical indicator of neurodegenerative disease progression.

This reduction in the toxic effects of amyloid plaques and the delay in disease-related paralysis present a new avenue for Alzheimer's research. Although these results are still in their preliminary stages, they suggest that phytoene could play a vital role in preventing or slowing down the progression of Alzheimer's disease in humans.

The compound's ability to reduce amyloid plaque toxicity provides hope for future therapies aimed at not only extending life but also preserving cognitive function and preventing the decline associated with neurodegenerative diseases.

What Is Phytoene?

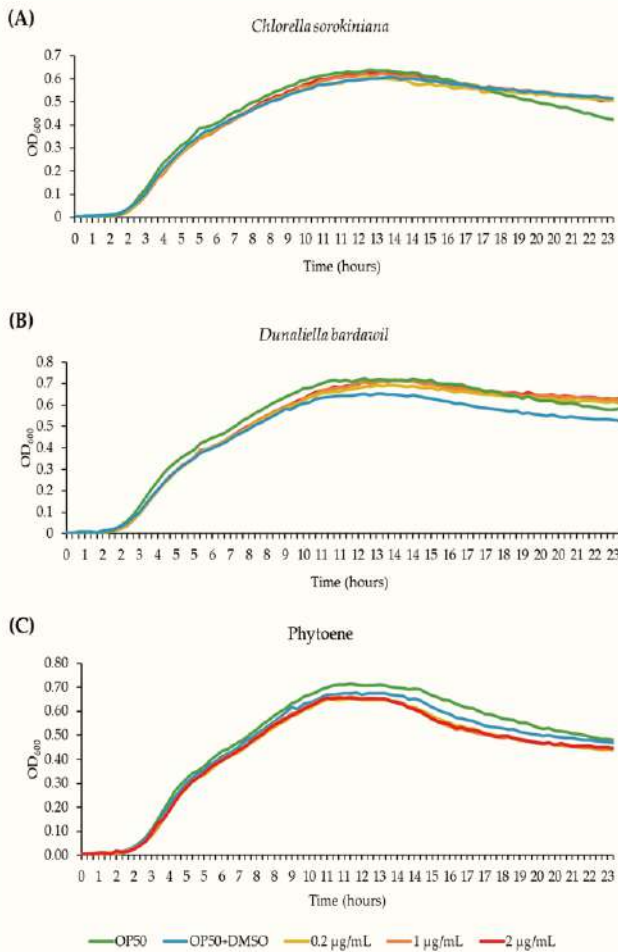
Phytoene is a carotenoid—a class of pigments found in plants that play a critical role in photosynthesis and offer health benefits to

humans through their antioxidant properties.

Specifically, phytoene is the first carotenoid formed in the biosynthesis of other carotenoids in plants. It is naturally present in many fruits and vegetables, including tomatoes, carrots, apricots, red peppers, and citrus fruits like oranges and tangerines.

When consumed through food, phytoene accumulates in various human tissues, including the liver, lungs, breast, prostate, colon, and skin. This widespread accumulation suggests that phytoene serves multiple functions in the body. For example, it provides protection through several mechanisms, acting as a UV absorber, antioxidant, and anti-inflammatory agent. In the context of skin health, phytoene is particularly beneficial, offering protection against UV damage and potentially reducing the risk of skin cancer and premature aging.

Given its presence in commonly consumed foods, phytoene's potential role in disease prevention and health promotion is highly attractive. Unlike synthetic compounds or pharmaceuticals, phytoene is easily absorbed by the human body and integrates naturally into our diets. This makes



it a particularly promising candidate for widespread use in efforts to promote healthy aging and prevent diseases associated with aging, such as Alzheimer's.

The Role of C. elegans In Scientific Research

The choice to study phytoene's effects on *C. elegans* is significant due to the worm's unique attributes in research. Despite its simplicity, *C. elegans* shares many of the same biological processes as humans, making it a highly effective model for studying aging, disease, and cellular responses to toxins. The short lifespan of *C. elegans*—just a few weeks—allows researchers to quickly observe the effects of various compounds on life span, disease progression, and cellular health.

In this study, researchers not only observed an increase in the worm's lifespan but also evaluated phytoene's effect on amyloid plaques—clumps of proteins in the brain associated with Alzheimer's. This dual assessment provided a comprehensive view of how phytoene could both extend life and combat

neurodegenerative diseases.

Importantly, the study revealed a delay in paralysis onset, further supporting the idea that phytoene offers protection against the damaging effects of aging on the nervous system.

Looking Toward The Future:

Phytoene's Potential In Disease Prevention

While the results of this study are promising, the researchers are quick to point out that additional research is needed to fully understand the mechanisms by which phytoene exerts its effects.

Dr. Paula Mapelli Brahm, one of the authors of the study, expressed excitement about the preliminary findings, noting that the team is now seeking funding to continue this line of research. The next steps will involve further studies to clarify how phytoene works at the molecular level and explore its potential in preventing age-related diseases in humans.

The research conducted by Professor Antonio Jesús Meléndez Martínez's team at the University of Seville also emphasizes the role of phytoene in sustainable food production. For over 15 years, this team has been studying phytoene and other carotenoids, investigating their benefits in promoting a healthy diet and reducing the risk of diseases associated with aging.

Their findings suggest that phytoene could be integrated into sustainable food practices to enhance both nutrition and disease prevention.

Given its natural presence in common fruits and vegetables, phytoene holds promise as a key ingredient in the future of public health, helping to prevent age-related illnesses, including Alzheimer's, while contributing to more sustainable and nutritious food systems.

Article **END**

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WE ARE MOVING CLOSER TO ELECTRIC FLYING CAR PRODUCTION

Technology News, Global Times Magazine, 20th Edition 2024

A

lefi Aeronautics has taken a significant step toward producing its electric flying car, the Model A. The company recently signed a partnership with PUCARA Aero and MYC to mass-produce aviation-grade parts for the vehicle. PUCARA Aero, renowned for its work with Boeing and Airbus, will ensure the parts meet stringent safety standards set by the FAA and EASA.

TECH NEWS

Unveiled in October 2022, the Model A can drive up to 200 miles and fly 110 miles, with an expected price of \$300,000. Production is scheduled to begin in late 2025, with deliveries following shortly after. Alefi is also planning a more affordable flying car, the Model Z, set to launch in 2035 with a price tag of \$35,000.

These advancements mark a pivotal moment in Alefi's journey to revolutionize personal transportation, blending the convenience of cars with the innovation of flight.

A Future Green Coastal City:

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INFORMATIVE VISION FOR TRIESTE'S WATERFRONT FUTURE



In a bold move to redefine its historic waterfront, Trieste has launched an ambitious urban redevelopment project that promises to reshape the city's identity and boost its appeal as a premier destination for residents, tourists, and businesses alike. Unveiled at the prestigious MIPIM 2024 conference in Cannes, the "Porto Vecchio – Porto Vivo" initiative, led by Mayor Roberto Dipiazza, aims to revitalize the iconic Porto Vecchio district, transforming it from a relic of the past into a vibrant hub of modern urban life.

The project's grand vision is supported by a significant investment of €19 million, earmarked for the complete makeover of Monumental Avenue, the heart of the Porto Vecchio area. This transformative effort will not only modernize the district's infrastructure but will also create a dynamic and accessible space that integrates seamlessly with the city's historic charm. By reimagining this once-industrial port district, Trieste is setting a new standard for urban renewal, positioning itself as a leader in sustainable development and architectural innovation.

A Catalyst For Regional Growth And Tourism

"Porto Vecchio – Porto Vivo" is much more than just an infrastructure upgrade—it represents a

monumental opportunity for Trieste, the surrounding region, and Italy as a whole. The project is set to enhance the city's profile on the international stage, attracting visitors from around the world and boosting local tourism. Trieste's unique blend of historical allure and modern vibrancy will be on full display, drawing cultural enthusiasts, history buffs, and leisure seekers alike to explore its renewed waterfront.

For the local business community, the project opens up unprecedented opportunities. The transformation of Porto Vecchio into a lively urban center will attract new enterprises, from retail and hospitality to technology and creative industries. This influx of investment and innovation is expected to create a ripple effect, stimulating economic growth and generating new jobs across various sectors. As Trieste evolves into a cosmopolitan hub, local businesses stand to



benefit from increased foot traffic, enhanced visibility, and a more dynamic commercial environment.

A Comprehensive Urban Transformation

The scope of the “Porto Vecchio – Porto Vivo” project is truly impressive. It encompasses extensive upgrades to underground infrastructure, including the modernization of sewer systems, gas and water networks, and the integration of advanced data technology lines. Above ground, the district will undergo a dramatic transformation with the construction of a modern roadway system, expansive pedestrian walkways, dedicated cycling lanes, and cutting-edge lighting installations.

A key feature of the redevelopment is the creation of vibrant public green spaces, designed to foster a sense of community and connection. The new Linear Green Park, set to become one of Europe’s longest pedestrian zones, will offer residents and visitors a serene space for relaxation, recreation, and cultural events. This expansive park will serve as a green lung for the city, enhancing the quality of life and promoting environmental sustainability.

Upon completion, the revamped Monumental Avenue will streamline vehicular traffic, with the existing bypass being converted into a one-way route towards Barcola. This reconfiguration is

expected to improve traffic flow and safety, making the area more accessible and pedestrian-friendly. The project’s ambitious timeline targets a Summer 2026 completion, marking a significant milestone in Trieste’s journey towards urban renewal.

A Vision For The Future



Dejan Štancer, GCBL President,
and Roberto Dipiazza, Mayor of Trieste

GTM

Mayor **Roberto Dipiazza’s** vision for Porto Vecchio extends beyond mere infrastructural improvements. The project represents a strategic



effort to reclaim and repurpose a historic space, infusing it with new life and relevance for the 21st century. As the city reclaims its waterfront, it is also reclaiming its place as a forward-looking, innovative urban center, poised to lead the way

“... We are not just enhancing Porto Vecchio’s infrastructure; we are redefining its role and identity within the city ...”



Giulio Bernetti, City of Trieste

GTM

in sustainable development and cultural revitalization.

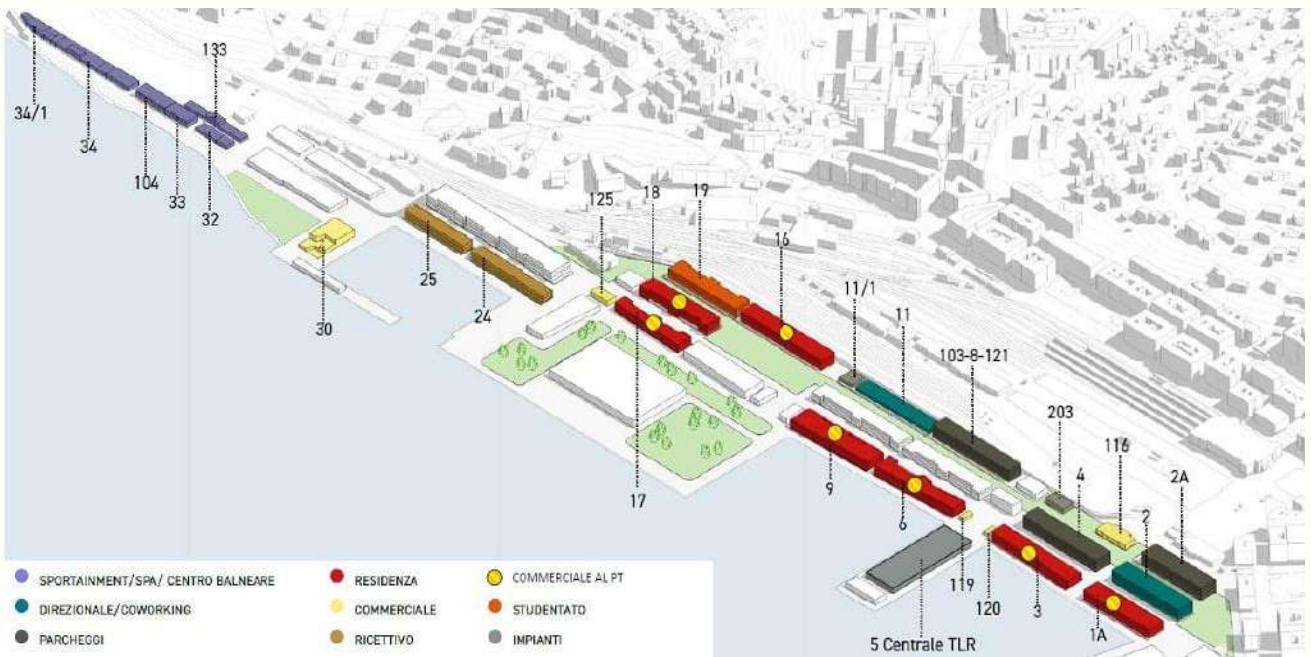
Giulio Bernetti, Director of the Department of Planning and Public Works of the Municipality of Trieste, emphasized the transformative potential

of the initiative, describing it as a pivotal moment in the city’s history. “With these interventions, we are not just enhancing Porto Vecchio’s infrastructure; we are redefining its role and identity within the city,” he stated. This project, he noted, will serve as a model for other cities looking to balance historical preservation with modern development.

A Bright Horizon For Trieste

As Trieste embarks on this ambitious transformation, the “Porto Vecchio – Porto Vivo” project stands as a testament to the city’s resilience and forward-thinking spirit.

By revitalizing its waterfront, Trieste is not only preserving its rich heritage but also creating a



dynamic new space for future generations to enjoy. The project is set to become a cornerstone of the city's growth, fostering a vibrant community where history and innovation coexist in perfect harmony.

With the first phase of the redevelopment already underway, the anticipation is building. As Trieste prepares to unveil its new waterfront to the world, the city is poised to become a shining example of how thoughtful urban planning and bold vision can transform a community, creating a lasting legacy of prosperity, beauty, and progress.

A Promising Future For Porto Vecchio – Porto Vivo And Beyond

The revitalization of Porto Vecchio – Porto Vivo has not only garnered attention from local stakeholders but also from international business communities. Notably, members of the Global Chamber of Business Leaders (GCBL) have expressed significant interest in investing in this transformative project.

This interest is part of a broader strategy by the GCBL to establish a stronger presence in this part of the world, recognizing the immense potential and strategic importance of the region.

Furthermore, the GCBL is considering an unprecedented move to build its global headquarters on the outskirts of the beautiful Karst region. Such a development would mark groundbreaking shift, as the GCBL would become the first organization of its kind to relocate its operations to a green, nearly untouched environment, far removed from the typical global

“**Porto Vecchio – Porto Vivo**”
is much more than just an infrastructure Upgrade – it represents a monumental opportunity for Trieste, the surrounding region, and Italy as a whole.”

megacity hubs. This decision underscores a commitment to sustainability and innovation, aligning perfectly with the vision of Porto Vecchio – Porto Vivo as a Future Green Coastal City.

Should the relocation of the GCBL headquarters come to fruition, it would undoubtedly be a monumental opportunity for the city of Trieste, the Friuli Venezia Giulia region, Italy, Slovenia, and the broader European area.

It would signal a new era of growth, collaboration, and international prestige, transforming this historic port city into a beacon of global business and sustainable development.



Dejan Štancer and Roberto Diapiazza during a friendly conversation

Already the Second Meeting Between GCBL President And The Mayor Of Trieste:

PAVING THE WAY FOR GLOBAL COLLABORATION

In the lead-up to the very prestigious "Barcolana" regatta, the President of the Global Chamber of Business Leaders (GCBL), **Dejan Štancer**, held a pivotal second meeting with the Mayor of Trieste, **Roberto Diapiazza**, in the heart of Friuli-Venezia Giulia's capital.

The focus of the high-level talks was once again the transformative Porto Vecchio - Porto Vivo project, emphasizing Trieste's strategic role as a gateway for global business initiatives. Discussions centered on integrating Trieste, Friuli-Venezia Giulia, and Italy into key GCBL projects, particularly the establishment of a forthcoming international center near the city.

The cooperation of GCBL in executing this landmark project was a core theme, further cementing Trieste's status as a nexus for global economic development.

Joining these influential figures were **Giulio Bernetti**, Director of the Department of Planning and Public Works of the Municipality of Trieste, and **Lorenzo Giorgi**, GCBL's Italian delegate, highlighting the dynamic synergy between local leadership and international business visionaries.

This meeting signals a new phase of global collaboration, reinforcing Trieste's position on the world stage.

Through collaborations of this kind, at the level of municipalities and regions, the Global Chamber of Business Leaders reaffirms its unwavering commitment to fostering cooperation, creating new value, and ultimately promoting peace.

Article **END**



TOYOTA UNVEILS HYDROGEN ENGINE, CHALLENGING EV MARKET

Technology News, Global Times Magazine, 20th Edition 2024

Toyota has revealed a cutting-edge hydrogen combustion engine, marking a significant challenge to the growing dominance of electric vehicles (EVs) in the pursuit of sustainable transport. The engine, adapted from the 1.6-liter turbocharged three-cylinder found in the GR Corolla and GR Yaris, runs on hydrogen instead of gasoline, offering a cleaner and more efficient alternative.

TECH NEWS

One of the key benefits of Toyota's hydrogen engine is its rapid refueling time compared to the lengthy charging process of EVs. It also excels in extreme climates, where electric vehicles often face limitations. Furthermore, by bypassing the need for lithium-ion batteries, Toyota addresses concerns about the scarcity of materials like lithium and cobalt, which are essential to EV production.

While challenges such as high combustion temperatures and limited hydrogen refueling infrastructure remain, Toyota has made considerable advancements with water-cooled hydrogen technology. The company has also invested heavily in developing hydrogen infrastructure and plans to expand production to China and Europe. With an ambitious target of selling over 200,000 hydrogen-powered vehicles by 2030, Toyota is positioning hydrogen as a key player in the future of sustainable transportation.



MAXIMIZING PRODUCTIVITY THROUGH EFFECTIVE OFFICE LEADERSHIP

Business Opportunity, Global Times Magazine, 20th Edition 2024

In today's rapidly evolving business world, exceptional office leadership is critical for unlocking the full potential of any team. The ability to inspire, motivate, and guide employees isn't just a managerial skill—it's the backbone of success in any organization. This article uncovers vital strategies that office leaders can adopt to enhance productivity, supported by expert insights, real-world examples, and hard data. Leaders who apply these strategies will foster work environments where growth, engagement, and efficiency naturally thrive.

The Power Of Strong Leadership

Why Leadership Drives Success

Leadership plays a defining role in the productivity of any workplace. Research by Gallup shows that managers account for 70% of the variance in employee engagement scores, revealing how influential leaders are in shaping work environments. Effective leadership leads to clarity in goals, regular feedback, and the recognition of success—creating an atmosphere where employees can perform at their highest level.

The Risks Of Weak Leadership

On the flip side, ineffective leadership causes disengagement, high turnover, and decreased productivity. A study by SHRM highlights that

58% of employees who leave their jobs do so because of poor management. This stark statistic illustrates the need for powerful leadership strategies to keep teams motivated and performing at their best.

Core Leadership Strategies For Peak Productivity

1. Define Clear Expectations And Goals

Setting precise goals is one of the simplest yet most impactful ways to increase productivity. Research by Locke and Latham found that specific and challenging goals lead to higher performance.

Leaders should collaborate with teams to set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals that align with company objectives, regularly reviewing

Real-World Leadership in Action

Google:

A Culture Of Growth And Autonomy

Google's leadership model is famous for blending innovation with employee well-being. By fostering a culture where autonomy, development, and positive work culture are prioritized, Google continues to rank as one of the best places to work, driving engagement and productivity.

Netflix:

The Freedom To Succeed

At Netflix, the leadership strategy centers around giving employees freedom while holding them accountable. This balance of trust and responsibility has been instrumental in creating a high-performance culture, fostering innovation, and maintaining Netflix's competitive edge.

progress and celebrating milestones to keep momentum strong.

2. Foster Transparent Communication

Open communication is the bedrock of effective leadership. According to a report by ClearCompany, 86% of employees and executives blame workplace failures on poor communication. Leaders must ensure that information flows freely, using multiple platforms for real-time collaboration while encouraging continuous feedback and maintaining an open-door policy to address concerns.

3. Empower Employees With Autonomy

Giving employees the freedom to make decisions boosts both engagement and productivity. A University of Melbourne study shows that employees with more autonomy are more motivated and committed. Leaders can nurture autonomy by delegating tasks based on individual strengths, providing the right resources, and trusting employees to take ownership of their roles.

4. Cultivate A Positive Work Culture

A strong work culture is directly linked to higher productivity. Deloitte found that 88% of employees believe that a distinct corporate culture is critical to business success. Leaders can build a positive work environment by fostering teamwork, recognizing achievements, and supporting work-life balance, all of which boost morale and engagement.

5. Offer Continuous Learning And Development

Investing in employee development is a surefire way to enhance productivity. LinkedIn Learning revealed that 94% of employees would stay longer at a company that invests in their career growth. Leaders should provide access to training programs, mentorship, and ongoing education to help employees stay ahead of industry trends and improve their skills.

6. Leverage Technology To Boost Efficiency

In today's digital landscape, using the right technology is a game-changer. Project management tools, time-tracking apps, and AI-powered analytics help streamline operations and increase efficiency. Leaders must select the right tools for their teams, offer proper training, and continually assess the effectiveness of these solutions.

7. Lead By Example

The most effective leaders set the standard by demonstrating the behaviors they expect from their teams. Leading by example fosters respect, builds trust, and encourages employees to adopt a similar work ethic. Leaders should exhibit transparency, prioritize the well-being of their teams, and show unwavering commitment to both their work and their employees.

Conclusion:

The Future Of Leadership

Effective office leadership is an ongoing process of adaptation and refinement. By embracing clear goal-setting, fostering communication, promoting autonomy, and investing in culture and technology, leaders can create workspaces where productivity flourishes. In a business environment that constantly evolves, the ability to lead with purpose will remain the cornerstone of sustained success.



SAMSUNG SDI UNVEILS GROUNDBREAKING BATTERY TECH

Technology News, Global Times Magazine, 20th Edition 2024

A

t IAA Transportation 2024 in Hanover, Germany, Samsung SDI stole the spotlight with its latest battery innovation designed for electric commercial vehicles. The highlight was the LFP-plus battery, a revolutionary technology offering longer range and faster charging, making it ideal for commercial use.

TECH NEWS

The LFP-plus battery boasts a 10% increase in energy density, allowing vehicles to travel greater distances on a single charge. For instance, trucks equipped with this battery could complete over 1,400 round trips between Hanover and Frankfurt, thanks to its extended lifespan.

In addition to its impressive range, the LFP-plus charges rapidly, reaching 80% capacity in just 20 minutes. This feature reduces downtime, enhancing fleet efficiency and overall productivity.

To ensure safety, Samsung SDI has integrated its advanced No Thermal Propagation technology, which prevents overheating and promotes safer operations for commercial fleets. The company also highlighted its commitment to sustainability, featuring a closed-loop ecosystem for partners and suppliers, further solidifying its leadership in the green transportation sector.



HUMANS HAVE THE MOST DEVELOPED BRAIN BUT AT HIGH COST

Human Evolution, Global Times Magazine, 20th Edition 2024

The human brain, often heralded as the pinnacle of evolution, has enabled our species to achieve unparalleled advancements in technology, culture, and society. Our advanced cognitive abilities, problem-solving skills, and creativity distinguish us from all other species. However, new research suggests that the extraordinary evolution of our brain comes with a heavy price: a greater susceptibility to brain deterioration as we age.

The Evolution of Human Intelligence

More than six million years ago, humans diverged from our closest relatives, such as chimpanzees and other primates. Since then, our brains have expanded significantly, providing us with unique neurological capacities that have driven our success as a species. However, this very expansion of brain capacity might be the root cause of our increased vulnerability to age-related brain diseases like Alzheimer's and Parkinson's.

In a study conducted by neuroscientist Sam Vickery and his team at Heinrich Heine University in Germany, the findings revealed a troubling truth about the human brain. While our gray matter, the part of the brain responsible for critical functions such as memory, speech, and movement, has developed to support higher cognitive functions, it appears to be more prone to decline with age

compared to that of other primates.

The Role of Gray and White Matter in the Brain to understand why humans are so susceptible to brain deterioration, it's essential to distinguish between gray matter and white matter, the two key components of the central nervous system.

- **Gray Matter:** This consists of nerve cells and supporting tissues. Located on the surface of the brain, gray matter is responsible for controlling many important functions, including movement, speech, memory, learning, and decision-making. The volume of gray matter is strongly linked to cognitive abilities, and different regions of the brain manage various aspects of human life.
- **White Matter:** Found in the central part of the brain, white matter is composed primarily of



nerve fibers called axons. These axons act as connectors

between different parts of the brain, facilitating communication with the rest of the body. White matter ensures that signals are efficiently transmitted between neurons and other cells.

A Comparative Study:

Humans Vs. Primates

In the recent study, Vickery's team analyzed MRI scans of 189 chimpanzee brains and 480 human brains to compare gray matter volumes. They also examined the brains of baboons and rhesus macaques, looking for age-related changes.

The results were surprising. While chimpanzees, baboons, and macaques showed little or no link between increased brain volume and age-related gray matter decline, the human brain exhibited a significant reduction in gray matter as it aged. The findings suggest that the unique cortical expansion of the human brain has made us more susceptible to degeneration as we grow older.

Why Is The Human Brain So Vulnerable?

The key to understanding this vulnerability lies in the prefrontal cortex, an area of the brain crucial for higher cognitive functions such as language, decision-making, and working memory.

According to the study, the prefrontal cortex is one of the first brain regions to be affected by age-related changes, particularly in humans. This vulnerability supports the hypothesis that the last regions of the brain to fully develop during maturation are often the first to suffer from age-related deterioration.

Another possible explanation for this vulnerability is neuron density. Human brains may have a lower density of neurons in certain areas compared to other primates. This could leave these regions more vulnerable to damage as we age. Interestingly, while chimpanzees also experience gray matter loss with age, the rate and severity of this decline are far more pronounced in humans.

The researchers noted that their study had limitations, including the fact that most of the chimpanzees examined were female, which could influence the results. More research is needed to explore how gender and other factors might play a role in brain aging across species.

Implications For Age-Related Diseases

The study's findings have important implications for understanding the onset of degenerative diseases like Alzheimer's and Parkinson's, both of which are linked to deterioration in the prefrontal cortex and other parts of the brain. The vulnerability of the human brain to aging suggests that these diseases are, in part, an unfortunate

consequence of our evolutionary journey.

As humans live longer than ever before, age-related brain diseases have become a major public health concern. By studying the differences between human and primate brains, scientists hope to uncover the root causes of these diseases and find better ways to treat or prevent them.

The Cost of Cognitive Evolution

While our advanced intelligence and brainpower have given us a significant evolutionary edge, they have also left us with vulnerabilities that other



primates seem to avoid. The very brain regions responsible for our complex thought processes, creativity, and problem-solving abilities are the first to degrade as we age.

The study, titled *The Uniqueness of Human Vulnerability to Brain Aging in Great Ape Evolution*, was published in the journal *Science Advances*. It serves as a stark reminder that evolution is a double-edged sword. While humans may boast the most advanced brains on the planet, that advancement comes with a high price. The aging process may strip away some of the very qualities that have made us so successful as a species.

A Glimpse Into The Future

As our understanding of the brain continues to evolve, we are left with important questions: Can we find ways to mitigate or even reverse the effects of age-related brain deterioration? What role do genetics, lifestyle, and environmental factors play in brain health as we age? And most importantly, can we protect future generations from the cognitive decline that seems to be an inevitable consequence of our evolutionary progress?

For now, one thing is clear: the human brain, while extraordinary, is not invincible. We must continue to study its strengths and weaknesses in order to unlock its full potential while also protecting it from the ravages of time.

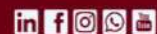
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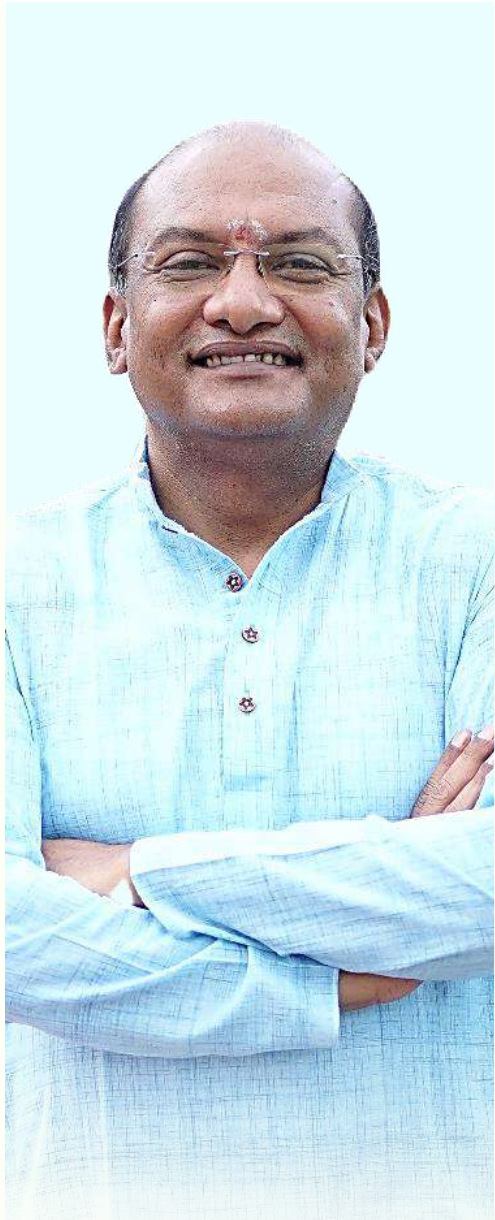
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Ayurveda Column:

INTEGRATING AYURVEDA WITH MODERN MEDICINE

Prasanta Das, Internationally Renowned Ayurveda Specialist

What if the key to unlocking the next billion-dollar healthcare innovation lies in a 5,000-year-old healing system, poised to merge with modern science?

Imagine being part of a revolution that fuses ancient wisdom with cutting-edge medical breakthroughs, transforming how we approach wellness, chronic disease, and mental health.

A Growing Global Wellness Economy

The integration of Ayurveda with modern medicine isn't just a trend—it represents a pivotal moment in healthcare, opening new doors to innovation and investment. As consumer preferences shift towards holistic health solutions, the global wellness economy is expected to surge from \$5.5 trillion in 2024 to \$8 trillion by 2028. This growth reflects the increasing demand for personalized, preventative, and natural healthcare solutions.

This economic expansion is driven by the following key factors:

- Demand for personalized treatments that address root causes of illness rather than just symptoms.
- Increased focus on mental health and wellness in response to modern stresses.
- Research validation of traditional medicine, supporting the efficacy of integrative approaches.

Below is a bar graph illustrating the projected growth of the wellness economy through 2028.

Examples of Ayurveda and Modern Medicine Integration

1. Stroke Recovery: The Role of Panchakarma and Ayurvedic Herbs

Stroke recovery remains one of the biggest challenges in modern neurology, with patients often facing long-term cognitive and physical disabilities. Integrating Ayurveda with post-stroke care has shown promising results. Panchakarma, the Ayurvedic detoxification and rejuvenation therapy, in combination with herbal formulations such as Brahmi (*Bacopa monnieri*) and Shankhapushpi, has been found to enhance neural recovery and improve motor function in stroke patients.

A meta-analysis published in the *Journal of Alternative and Complementary Medicine* reviewed clinical trials that evaluated the effects of Ayurvedic therapies on stroke recovery. The analysis showed that patients undergoing a combination of Panchakarma, specific herbal treatments, and modern physical therapy exhibited:

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

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Ayurveda COLUMN





- Faster recovery in cognitive and motor functions compared to those receiving conventional therapy alone.
- Enhanced neuroplasticity, meaning the brain's ability to rewire itself after injury was improved.
- Reduced inflammation and oxidative stress, which are critical factors in post-stroke damage.

The integration of Ayurveda's neuroprotective herbs with modern rehabilitation practices presents a groundbreaking opportunity for entrepreneurs to explore novel therapeutic interventions for neurological disorders.

2. Mental Health: Balancing Modern Psychiatry with Ayurvedic Approaches

Mental health is one of the fastest-growing sectors in healthcare, with millions of people seeking more effective and holistic treatments for anxiety, depression, and stress. Ayurveda's ancient approach to mind-body balance, especially through meditation, yoga, and herbal remedies, has gained scientific backing as an effective complement to modern psychiatric care.

Ayurveda COLUMN



A significant example of this integration can be seen in the use of Ashwagandha (*Withania somnifera*), an Ayurvedic herb, in managing anxiety and depression. Several meta-analyses have examined the role of Ashwagandha in mental health and found that:

- Cortisol levels, the hormone responsible for stress, were significantly reduced in individuals who took Ashwagandha supplements compared to a control group.
- Improvements in anxiety and depression scores were observed in patients who used Ashwagandha in combination with modern psychiatric treatments such as SSRIs (Selective Serotonin Reuptake Inhibitors).
- Cognitive enhancement was another key benefit, with patients showing improved memory and focus after combining Ayurvedic herbs with conventional mental health therapies.

This integrative approach is particularly effective for chronic mental health conditions, where patients may seek alternatives to the long-term use of pharmaceuticals. Entrepreneurs who focus on developing Ayurvedic supplements, digital mental wellness platforms, or personalized treatment plans could capitalize on this growing demand.

3. Chronic Disease Management: The Power of Ayurvedic Synergy

Chronic diseases such as diabetes, hypertension, and cardiovascular disorders are on the rise globally. Modern medicine often relies on drugs to manage these conditions, but Ayurveda offers a complementary approach that enhances the body's natural healing mechanisms. Herbal formulations like Turmeric (Curcumin) and Triphala are being integrated into chronic disease management strategies to reduce inflammation, improve digestion, and regulate metabolic health.

A landmark study published in *Phytotherapy Research* demonstrated the efficacy of Curcumin in managing inflammatory diseases. The study showed that Curcumin, when used alongside standard anti-inflammatory drugs, provided superior relief from symptoms such as joint pain and swelling in patients with arthritis. Moreover, Curcumin's antioxidant properties helped reduce the long-term damage associated with chronic inflammation, making it a powerful addition to modern pharmacological treatments.

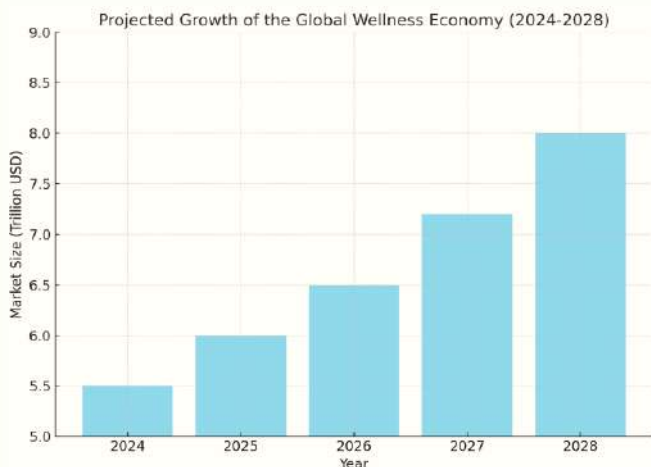
This synergy between Ayurvedic formulations and modern drug therapies represents a significant opportunity for pharmaceutical companies and health startups to develop innovative treatments for the world's most prevalent diseases.

INTEGRATING AYURVEDA WITH MODERN MEDICINE

Scientific Validation Of Integrative Healthcare

Ayurveda is gaining credibility within scientific communities, particularly as modern research validates its efficacy in chronic disease

management, mental health, and post-stroke recovery. These findings are bolstered by ongoing meta-analyses and clinical trials that consistently reveal the benefits of combining Ayurvedic approaches with conventional treatments.



For example, a meta-analysis of Ayurvedic treatments for chronic pain conditions such as osteoarthritis and fibromyalgia found that patients who used Ayurvedic herbs in conjunction with modern pain relievers experienced:

- Reduced dependency on opioids and other pharmaceuticals.
- Fewer side effects, as Ayurvedic treatments are generally natural and less invasive.
- Improved long-term outcomes, including enhanced mobility and quality of life.

Similarly, in mental health, a meta-analysis on the use of yoga and meditation (key components of Ayurveda) for anxiety and depression showed significant reductions in symptoms when practiced alongside modern psychiatric treatments.

Ayurveda COLUMN



These scientific validations are opening doors for collaboration between traditional practitioners and modern healthcare providers. Entrepreneurs who can bridge these worlds through innovative products and services have the potential to create impactful, life-changing solutions.

Entrepreneurial Opportunities In Integrative Healthcare

As the demand for holistic and personalized healthcare grows, entrepreneurs are uniquely positioned to capitalize on the integration of Ayurveda with modern medicine. There are several lucrative avenues for investment, including:

1. **Pharmaceutical Collaborations:** Entrepreneurs can invest in research and development to create new formulations that combine Ayurvedic herbs with modern pharmaceuticals. These hybrid products could revolutionize the treatment of

chronic diseases, offering solutions that are both effective and natural.

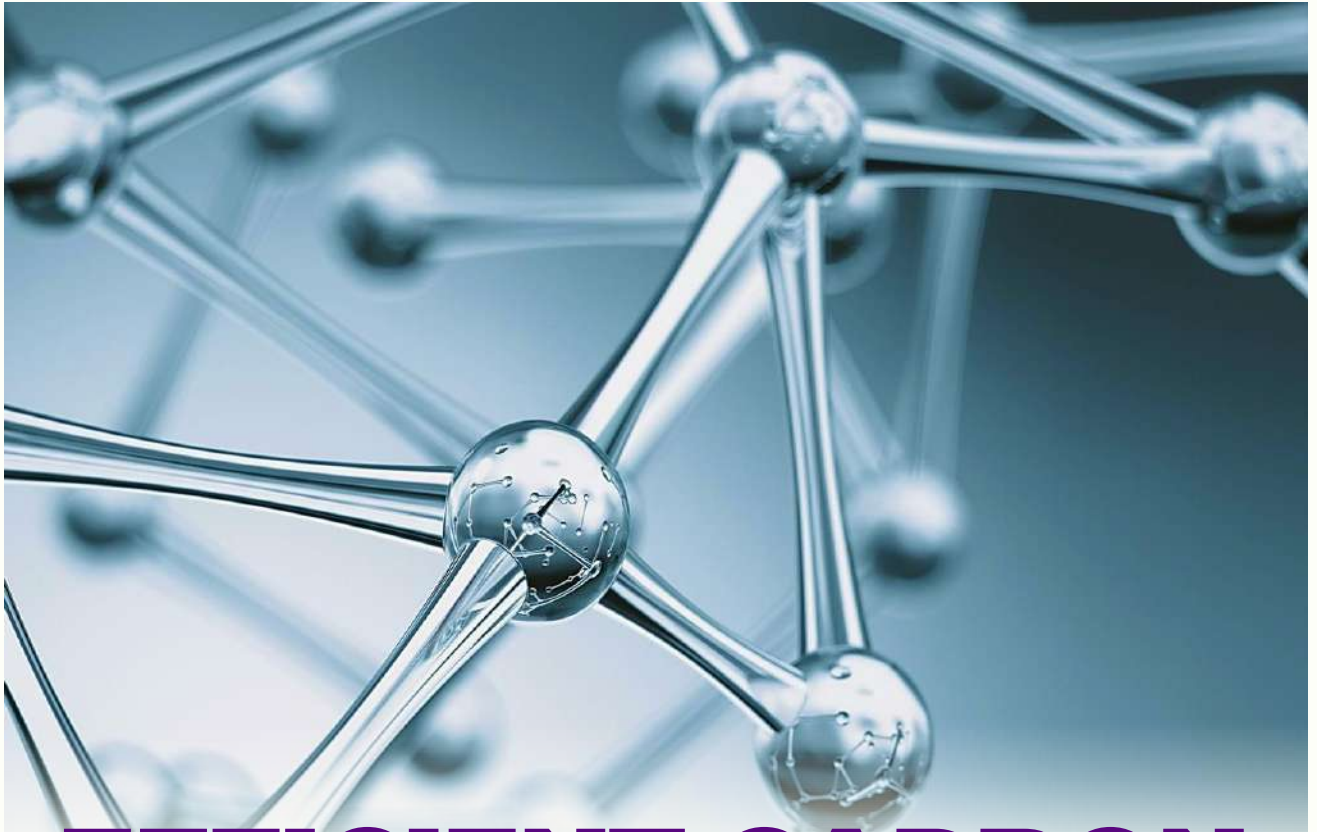
2. **Wellness and Mental Health Apps:** Digital health platforms that offer personalized Ayurvedic wellness plans, including meditation, yoga, and herbal treatments, are an emerging market. These apps could provide tailored health solutions based on biometric data and individual health profiles.

3. **Ayurvedic Retreats and Wellness Centers:** With the global rise in wellness tourism, there is an opportunity to develop high-end Ayurvedic wellness retreats. These centers can offer a blend of modern diagnostics and ancient healing techniques like Panchakarma to cater to an elite, health-conscious clientele.

4. **Nutraceuticals and Supplements:** The market for natural health supplements is booming. Ayurvedic herbs like Ashwagandha, Shatavari, and Turmeric, supported by clinical research, are gaining popularity as alternatives to synthetic supplements. Entrepreneurs can create clinically-backed nutraceutical products that meet the demand for natural, preventative healthcare.

Seize The Opportunity

The future of healthcare lies in integrative approaches that combine the best of traditional wisdom and modern science. The opportunity to invest in projects that bring Ayurveda and modern medicine together is ripe with potential. Entrepreneurs who recognize this trend and act on it now can not only secure a position at the cutting edge of healthcare innovation but also contribute to shaping a future where wellness and personalized care take center stage.



EFFICIENT CARBON CONVERSION BREAKTHROUGH

Technology News, Global Times Magazine, 20th Edition 2024.

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esearchers at Tokyo Metropolitan University have developed a highly efficient electrochemical cell that converts bicarbonate, captured from carbon emissions, into formate—a potent green fuel. This cutting-edge breakthrough offers a more energy-efficient method for carbon capture and conversion, addressing a key challenge in the transition to sustainable energy sources.

TECH NEWS

The new electrochemical cell demonstrates an impressive 85% faradaic efficiency, meaning the majority of the electrons involved are successfully converted into formate, a significant improvement over previous designs. Moreover, the cell maintains this performance for over 30 hours, efficiently transforming nearly all the bicarbonate into solid, crystalline formate fuel, ready for use.

This innovation simplifies the carbon capture and conversion process, potentially reducing the energy demands typically required by traditional systems. It marks a crucial step forward in the development of scalable carbon capture technologies, providing a practical solution to combat climate change by transforming carbon waste into a useful and clean energy source. The success of this cell could pave the way for widespread adoption in industrial applications, significantly advancing carbon utilization efforts.



MASTERING PERSONAL THE PATH TO BU



FINANCE: BUILDING WEALTH

Aug | Sep | Oct | Nov | Dec



Personal finance plays a critical role in achieving financial stability and long-term wealth, yet many people overlook its importance. Whether you're at the start of your career, managing a household, or preparing for retirement, understanding the core principles of personal finance is the foundation for a prosperous future. Here's a concise guide to help you navigate your finances and steadily grow your wealth.

What Is Personal Finance?

Personal finance refers to managing your income, expenses, savings, and investments to achieve financial goals and security. It encompasses budgeting, managing debt, saving, and planning for the future.

Why Personal Finance Matters

Financial Security: Properly managing your money helps prevent debt and financial stress.

Achieving Goals: Personal finance enables you to save for life's big milestones, like buying a home or retiring comfortably.

Building Wealth:

Through smart savings and investments, you can

grow your financial assets over time.

1. Set Clear Financial Goals

Start by defining what wealth means to you. Financial goals can be:

- **Short-Term:** Pay off credit cards or save for a vacation within a year.
- **Medium-Term:** Save for a down payment on a home within 1-5 years.
- **Long-Term:** Plan for retirement or build an investment portfolio.

SMART Goals

Make sure your financial goals are Specific, Measurable, Achievable, Relevant, and Time-



bound to stay on track and motivated.

2. Create A Practical Budget

A budget is your financial roadmap, helping you manage income and track expenses. Break down your spending into fixed costs (rent, utilities) and variable costs (groceries, entertainment). Use this framework to ensure you are saving consistently and living within your means.

Budgeting Tip:

Tools like Mint or You Need A Budget (YNAB) can simplify tracking expenses and adjusting your budget as needed.

3. Build An Emergency Fund

An emergency fund acts as your financial safety net. Aim to save 3–6 months' worth of living expenses to cover unforeseen events like medical emergencies or job loss. Start small, automate savings, and use windfalls like tax refunds to build this crucial buffer.

4. Take Control of Debt

Debt can be a roadblock to wealth, so managing it wisely is key.

- **Good Debt:** Investments in your future, like student loans or mortgages.
- **Bad Debt:** High-interest credit card debt that

drains your finances.

Debt Repayment Strategies:

- **Avalanche Method:** Focus on high-interest debt first.
- **Snowball Method:** Tackle smaller debts to build momentum.

If overwhelmed, seek help from a financial advisor.

5. Invest Wisely For The Future

Investing is one of the best ways to build long-term wealth. Explore different asset classes such as:

- **Stocks:** High returns, but with higher risk.
- **Bonds:** Safer, lower-risk investments.
- **Mutual Funds/ETFs:** Diversified, lower-risk portfolios. Real Estate: Potential for growth and income.

Pro Tip: Start small and increase your investments gradually. Contributing to retirement accounts like a 401(k) or IRA can help you maximize returns with tax advantages.

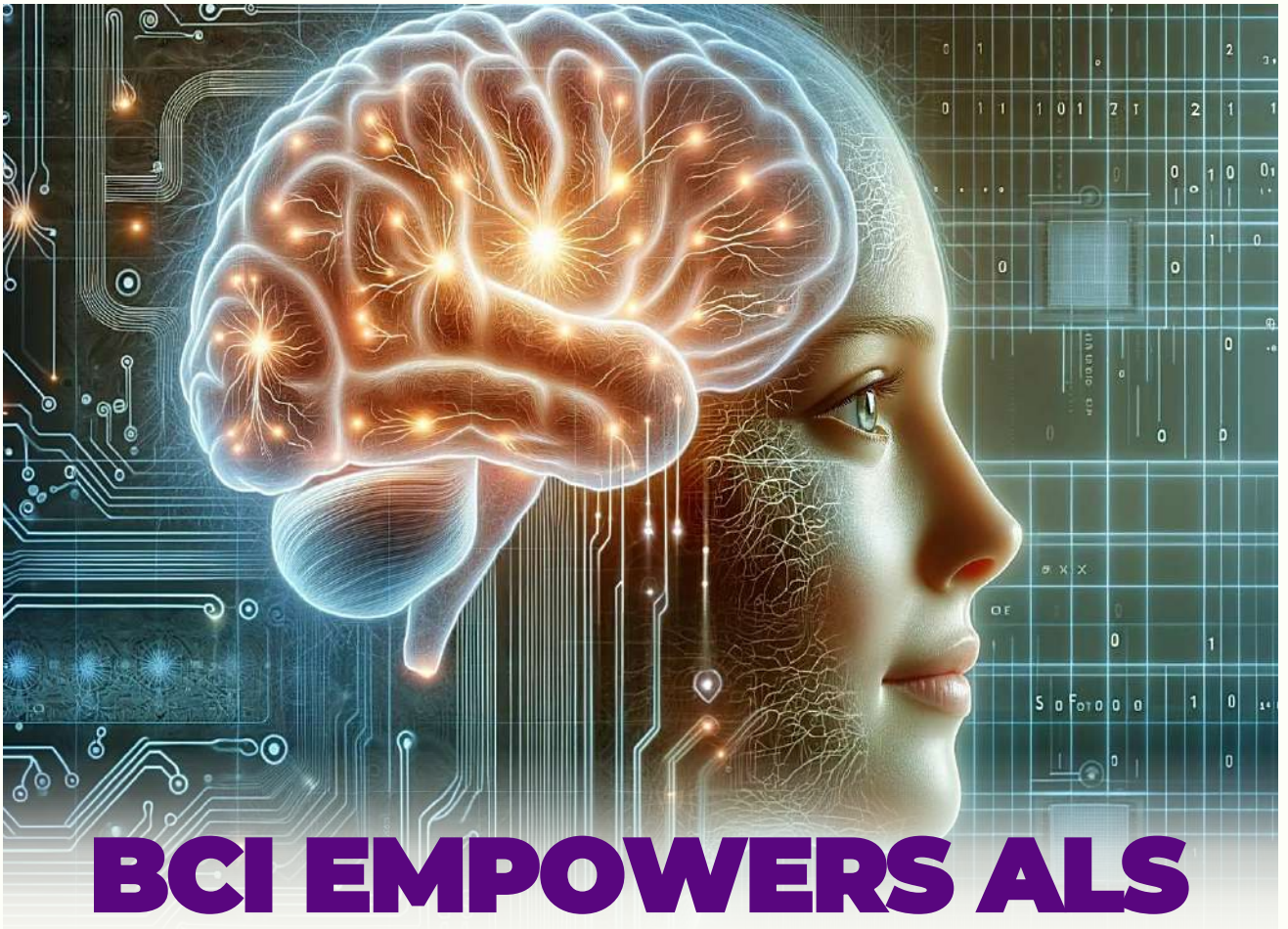
6. Plan For Retirement Now

It's never too early to start saving for retirement. Aim to save at least 15% of your income, and leverage tax-advantaged accounts like a 401(k), IRA, or Roth IRA. Regularly review your retirement plan to ensure it aligns with your lifestyle goals and financial needs for the future.

Take control of your financial journey today. The wealth you build tomorrow depends on the actions you take.

Building wealth doesn't happen overnight, but with discipline, clear goals, and smart financial strategies, you can secure your financial future. Start by setting financial goals, budgeting, managing debt, saving for emergencies, investing strategically, and planning for retirement. Each step brings you closer to financial independence and long-term wealth.

Article **END**



BCI EMPOWERS ALS PATIENTS WITH SMART HOME CONTROL

Technology News, Global Times Magazine, 20th Edition 2024

Neurotech company Synchron has achieved a groundbreaking milestone with its brain-computer interface (BCI), allowing a 64-year-old ALS patient to control smart home devices without using hands or voice commands. The patient is now able to manage functions such as lights, television, and even online shopping, directly through thought.

TECH NEWS

Using Synchron's BCI, the patient interacts with an Amazon Fire tablet to control Alexa, enabling them to make video calls, play music, and perform various tasks through simple mental commands. This marks the first instance of BCI technology being successfully integrated with smart home systems, opening new possibilities for individuals with limited mobility to gain greater independence.

The BCI implant is placed using a minimally invasive procedure and transmits the patient's motor intent wirelessly from their brain to the devices. This innovation offers a life-changing opportunity for people with severe paralysis, providing them the ability to control their environment in ways that were previously impossible, enhancing both autonomy and quality of life.



Column:

RECENT HURRICANES & THEIR RIPPLE EFFECTS ON THE HUMAN HEART

Enrique Acosta Gonzalez,
Member of the GCBL Board of Directors, entrepreneur, veteran

There is no doubt that the Atlantic basin hurricane season (June 1 – Nov 30) has been rare and record-setting. So far, there has been 13 tropical storms, 9 hurricanes and 4 major hurricanes with 340+ fatalities and over \$50+ billion in damages.

The 2024 Atlantic season is currently ranked #5 on the list of the costliest seasons to date and we still have 1 ½ months to go to close out the season. In Florida, we have experienced Hurricane Debby (Aug 3-9, Cat 1), Hurricane Helene (Sep 24-27, Cat 4) and Hurricane Milton (Oct 5-10, Cat 5), with a potential of two more storms in the Caribbean before the end of October.

The humanitarian impacts of these storms and the effects on communities have left a mark on many in ways we could not imagine. As a person that has lived through several storms in Puerto Rico, Hawaii, the Gulf Coast and now Florida, I can tell you that you just don't see life, safety and security the same ever again.

As I sat in my living room with my family huddled up, listening to the ravaging winds surround and pass across the walls of your house, I could not help but think, was it a good idea to stay?

I remember seven years ago for Hurricane Irma, we were leaving for Puerto Rico on a family vacation. The night before our trip I cancelled all reservations because I saw the data for a potential Category 5 Hurricane during our stay. It was the best call I have ever made in my weather forecaster history. This storm did strengthen to Category 5 and devastated the north side of Puerto Rico where we were scheduled to stay. This same Hurricane came to Florida over Miami as a Category 4 and east of Orlando as a Category 3.

Since then, Florida has seen five storms, and I can tell you that each one leaves its mark on your heart. Even if you do not suffer a direct hit, the images and economic impacts to your region are heart-wrenching.

As I think of the many lives lost, the amount of property damage, the impacts on mental health and the emotional drain of it all, I can't help but also think about the resiliency and determination of people to not let these events keep them down. I am encouraged with the love and compassion of neighbors and fellow citizens to aid when it matters most.

The heart is heavy with grief and loss and the heart heals with love and compassion. We will overcome and gather our strength to fight yet another day.

Enrique Acosta Gonzalez is a leadership expert, business coach, and retired military veteran. He specializes in guiding organizations and individuals through challenges, offering strategic insights and practical tools for growth. Known for his motivational style, Enrique empowers others to reach their goals and excel in leadership, resilience, and personal development.

Presidential COLUMN





ELECTRIC CARS & HYBRIDS **3** ARE FACING **3** TIMES MORE REPAIRS THAN GASOLINE VEHICLES

Electric Vehicles, Global Times Magazine, 20th Edition 2024

The shift towards electric cars (BEVs) and plug-in hybrids (PHEVs) has been hailed as the future of sustainable transportation but a recent study by JD Power reveals that these vehicles are encountering far more issues than their gasoline-powered counterparts. According to the study, owners of BEVs and PHEVs are visiting their dealers for repairs three times more often than those with combustion engines, shedding light on a troubling trend in the industry.

"Owners of state-of-the-art, high-tech BEVs and PHEVs are struggling with problems so severe that they take their new vehicles to the dealer three times more often than owners of gasoline-powered vehicles," says **Frank Hanley**, Senior Director of Auto Benchmarking at JD Power.

This finding raises significant concerns for an industry that has placed heavy bets on electric mobility as the future of driving.

While electric cars offer the promise of cleaner emissions and innovative technology, they are proving to be far more troublesome in real-world use.

Technological Frustrations:

From Safety Warnings To Simple Operations

The issues identified in the JD Power study are not just related to mechanical failures but extend to the user experience, with many drivers struggling to adapt to the complexities of modern electric vehicles. One particularly frustrating area for consumers is the frequent and confusing safety warnings that bombard drivers.

For example, the "rear seat reminder," designed to prevent the accidental abandonment of children or pets in the back seat, has been widely misinterpreted.

Many drivers mistakenly believe it signals an unfastened seat belt or other issues, leading to unnecessary confusion. As new safety features like the EU-mandated reversing assistant (required from July 2024) become standard, manufacturers will need to ensure that these



systems are more user-friendly and precise.

Even basic functions such as adjusting the rearview mirror or turning on the windshield wipers have become unnecessarily complicated. Tesla, known for pushing the envelope in automotive innovation, has drawn particular criticism for making everyday operations more difficult. The company's decision to move the turn signal controls to the steering wheel, for instance, has frustrated many drivers accustomed to more traditional setups.

Additionally, manufacturers' smartphone apps, which are meant to enhance convenience, have proven problematic—especially for electric vehicles.

As these apps become more integral to the operation of BEVs and PHEVs, ensuring that they are intuitive and reliable will be key to improving the customer experience.

Odor Issues:

An Unexpected and Worsening Problem

One surprising issue identified in the JD Power study is the increasing incidence of unpleasant odors in the interior of electric and hybrid vehicles. Drivers have reported strong and unpleasant smells emanating from the heating, air conditioning, or ventilation systems. This problem, which affects a wide range of brands, has worsened compared to 2023, with the notable exceptions of Kia and Nissan.

While such issues may seem minor compared to other technological or mechanical failures, they significantly impact customer satisfaction and the overall driving experience. If electric vehicles are to be widely adopted, addressing these kinds of discomforts will be crucial.

The Road Ahead:

Addressing Reliability and Usability

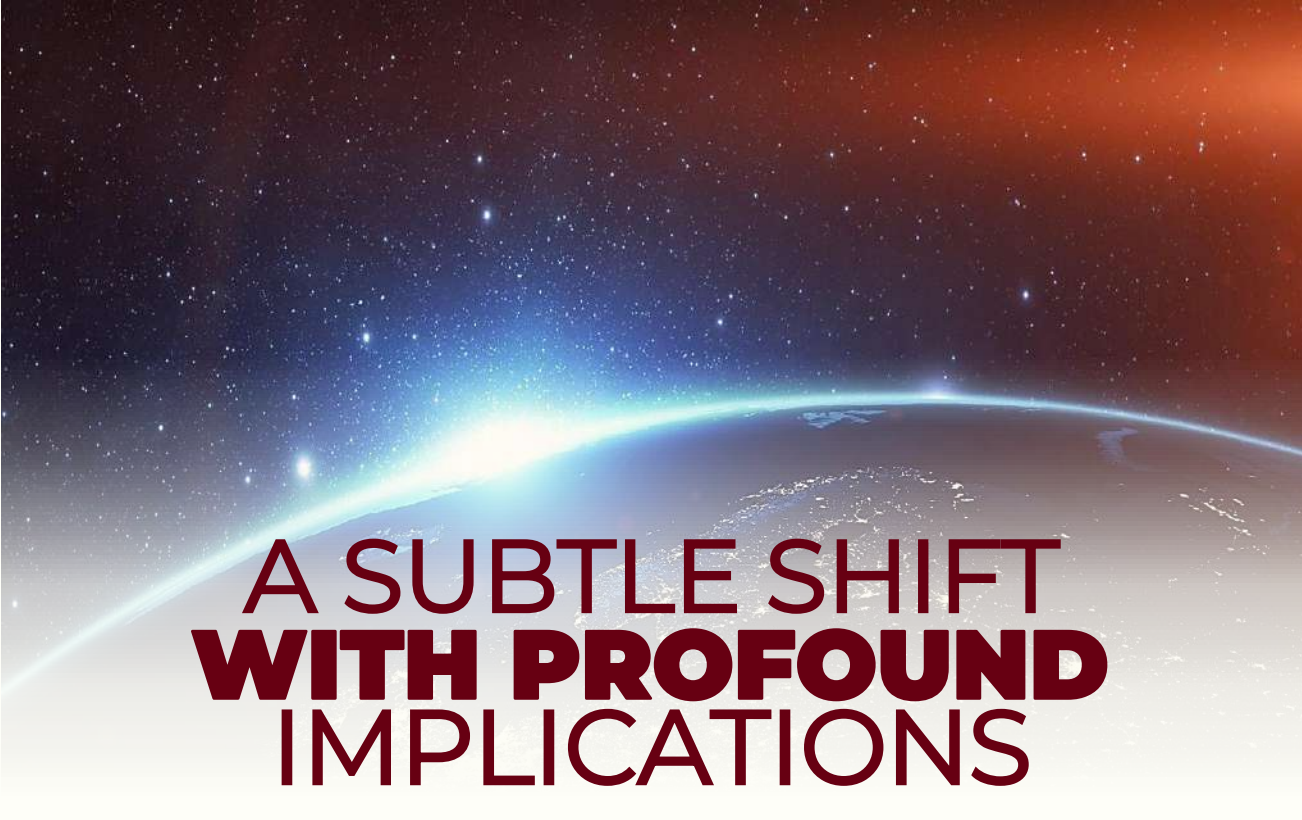
The findings from JD Power raise important questions about the readiness of BEVs and PHEVs to replace gasoline-powered vehicles on a large scale. Despite the advantages of reduced emissions and cutting-edge technology, the reliability issues and operational frustrations highlighted by the study point to a need for significant improvements.

As automakers continue to innovate in the electric vehicle space, addressing these challenges will be essential for winning over skeptical consumers.

The promise of cleaner, more sustainable transportation is undoubtedly exciting but if electric cars are to become the dominant form of personal mobility, they must be as dependable and easy to use as the combustion-engine vehicles they aim to replace.

For now, it seems that the road ahead for electric vehicles still requires some work—both in the workshop and in the driver's seat.

Article **END**



A SUBTLE SHIFT WITH PROFOUND IMPLICATIONS

Leadership For Success, Global Times Magazine, 20th Edition 2024

In an unprecedented turn of events, it appears that the Earth's rotation is experiencing a slight hiccup, thanks to none other than climate change. Scientists warn that for the first time in history, a "negative" change to our clocks might be necessary - but fear not, it's only for a fleeting second.

The Earth's rotation, that dependable rhythm by which we measure the passage of hours and minutes, is no longer the unwavering constant it was once believed to be. Recent scientific discoveries reveal that the planet's spin is fluctuating, and surprisingly, it is showing signs of slowing down, ever so slightly. While this change may seem trivial at first glance, it's a symptom of a much larger and more concerning phenomenon—the environmental upheaval caused by climate change.

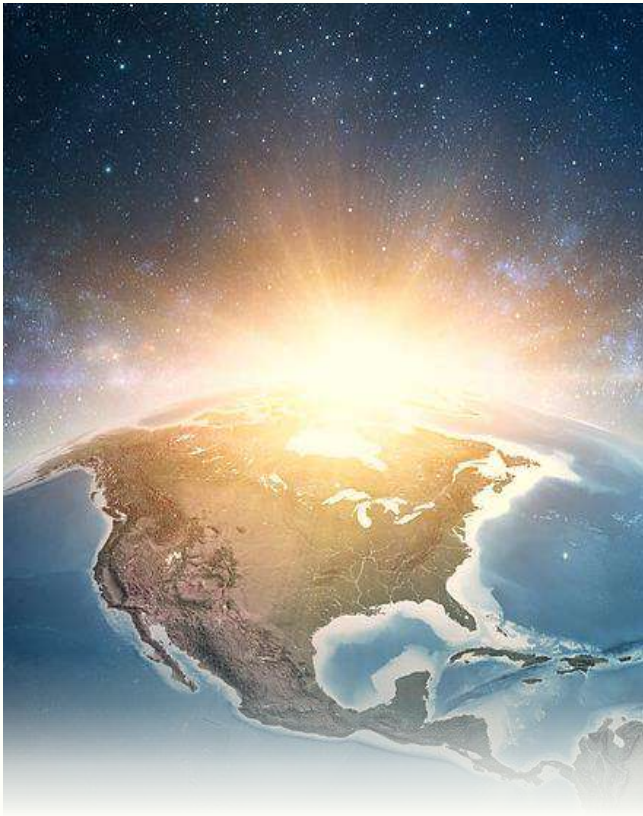
The Leap Second and Its Significance

Timekeeping as we know it is precise and has been carefully synchronized with the Earth's natural rotation. Coordinated Universal Time (UTC), which governs our clocks and is based on International Atomic Time (TAI), has had to

accommodate irregularities in Earth's rotation for decades. Occasionally, leap seconds are added to keep atomic time in sync with Earth's slower, natural time. Since 1972, 27 leap seconds have been added, but now, for the first time in modern history, scientists are anticipating a negative leap second—a scenario where we would actually subtract a second from our clocks.

This unprecedented event, originally predicted for 2026, has been delayed, not because of a lack of technological preparedness but due to the Earth's changing climate.

Geophysicists and climatologists have discovered a significant, unexpected factor influencing Earth's rotation: the melting of polar ice. As glaciers and ice sheets in the Arctic and Antarctic melt at alarming rates, vast amounts of water are redistributed around the globe, subtly altering the



planet's mass and shifting its balance. These changes are causing minor, yet measurable, effects on Earth's Rotation Speed.

The Role Of Polar Ice Melt In Earth's Rotation

Understanding the link between climate change and the planet's spin requires a closer look at how Earth's mass is distributed. Earth is not a perfect sphere; it bulges slightly at the equator due to its rotational forces. When massive ice sheets melt and the water is redistributed into the oceans, Earth's weight shifts, causing changes in the planet's rotation.

This phenomenon is known as rotational wobbling or the Chandler Wobble, which has been measured for over a century. What is more concerning now is that this wobble is increasing due to rapid ice melt, which scientists attribute directly to human-driven climate change. The redistribution of mass is also affecting Earth's rotation speed, leading to the slowing effect that might necessitate a negative leap second.

Duncan Agnew, a geophysicist at the University of California, has been closely monitoring these shifts. His analysis of gravitational field fluctuations, combined with satellite data tracking ice melt, has provided invaluable insights into this complex relationship between Earth's rotation and its changing environment. According to Agnew, the loss of polar ice is having profound,

far-reaching effects, not just on sea levels or temperatures, but on Earth's very movement. The slowing rotation is a direct consequence of these environmental changes.

The Impact Of A Negative Leap Second

For most people, the potential removal of a single second from our timekeeping systems might seem inconsequential.

After all, what difference could one second possibly make in the grand scheme of things? However, from a technological perspective, the implications could be significant. Many computer systems, including those used in telecommunications, navigation, and financial markets, are calibrated to handle the addition of a leap second, but subtracting a second poses a whole new set of challenges.

When a positive leap second is introduced, systems are designed to add that extra second at the end of a specific day, and this is a relatively straightforward process. But with a negative leap second, technology systems would need to lose a second, which could disrupt processes that rely on synchronized time intervals. In industries where fractions of a second matter, such as high-frequency trading or GPS navigation, this could cause unforeseen glitches.

Several organizations, including the International Telecommunication Union (ITU) and the International Earth Rotation and Reference Systems Service (IERS), are now working on strategies to handle this potential event. Still, the underlying cause—our planet's environmental changes—brings into sharp focus the broader implications of human impact on Earth.

Climate Change's Influence On Time Itself

What is perhaps most remarkable about this phenomenon is what it symbolizes: the extent of humanity's influence on the planet. It is no longer just a matter of altering ecosystems, raising sea levels, or increasing global temperatures—our actions are now affecting the very mechanics of the Earth itself. The melting of glaciers is not just a statistic about climate change; it is a force strong enough to alter the rotation of the planet.

Agnew and other scientists see this as a stark reminder of how interconnected our world truly is. Small, seemingly isolated actions have ripple effects that reach far beyond what we might initially perceive. The melting ice caps, which are a result of rising global temperatures, are changing



the distribution of Earth's mass, which in turn affects how the planet spins on its axis. In a very real sense, the changes we make to the environment are shaping time itself.

The Broader Implications For The Future

This slowdown in Earth's rotation may not have immediate, tangible effects for most people in their daily lives, but the implications for the future are profound. The relationship between climate change and Earth's physical properties is a reminder of the complex systems at play on our planet. As global warming continues to accelerate, it is likely that other aspects of Earth's natural processes—beyond its rotation—will also be impacted in ways that we are only beginning to understand.

Furthermore, the potential for disruptions in timekeeping systems could have cascading effects in an increasingly digital world. The growing reliance on precise time synchronization across global networks means that any changes, even by a second, could cause significant disruptions.

While the idea of a negative leap second may seem abstract or technical, it serves as a powerful metaphor for the era in which we now live. The Earth, once seen as stable and unchangeable in

Delving into the intricacies of Earth's rotation, Agnew's analysis of gravitational field fluctuations offers crucial insights.

its core rhythms, is being transformed by human activity in unprecedented ways. The loss of a second from our clocks is, in many ways, a reminder of the delicate balance we are disturbing with each ton of carbon emitted and each glacier melted.

Conclusion:

A Time To Reflect

As we face the prospect of altering time itself due to climate change, it is crucial to reflect on the broader implications.

The Earth's rotation is slowing, and with it comes a reminder of the far-reaching consequences of our actions. The loss of a single second might seem trivial in the short term but it is a profound symbol of the larger truth—that humanity's influence on the planet extends beyond our immediate surroundings, altering even the fabric of time.

We live in a new era, one in which the choices we make today will shape the very essence of our world tomorrow. The interplay between climate change and Earth's rotation is just one example of how interconnected and fragile our planet truly is. And as the Earth wobbles, ever so slightly, we are reminded that the clock is ticking—not just for timekeeping, but for the future of life on Earth.

Article **END**



SHINE 2.0: PORTABLE WIND POWER ANYTIME

Technology News, Global Times Magazine, 20th Edition 2024

Aurea Technologies' Shine 2.0 portable wind turbine offers a reliable power source, day or night, as long as wind speeds reach at least 8 mph (12.7 km/h). Unlike solar panels, it continues generating power even after the sun sets.

TECH NEWS

Weighing just 3 pounds (1.5 kg), the Shine 2.0 folds into a compact size, about the same as a water bottle. It functions in wind speeds from 8 to 28 mph (13 to 45 km/h) and can produce up to 50W, enough to fully charge a laptop in just two hours.

With its built-in 12,000mAh battery and USB-C port for 75W charging, the Shine 2.0 can power a wide range of devices like laptops, drones, and portable power stations. An optional 6-foot mount enhances its efficiency by placing it higher to capture stronger winds.

The Shine 2.0 also comes with Bluetooth connectivity and a mobile app, allowing users to monitor wind speed and power output. Designed to withstand temperatures between 32°F and 104°F (0°C to 40°C), it has an IP54 weather resistance rating and operates at a noise level of just 50 decibels, making it a quiet and versatile energy solution.



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BUILDING STRONGER CONNECTIONS

STRATEGIES FOR EMPOWERING REMOTE TEAMS

Business & Work, Global Times Magazine, 20th Edition 2024

W

ith remote work now a permanent fixture in the modern business landscape, companies face the challenge of fostering a cohesive and engaged workforce from a distance. Virtual team building has emerged as a vital strategy to bridge the gap, ensuring that remote teams remain connected, motivated, and productive despite the physical separation. This article delves into effective methods for virtual team building, highlighting innovative strategies and expert insights on how to cultivate strong, unified teams in a digital environment.

The Power Of Virtual Team Building

While remote work offers unparalleled flexibility and cost efficiency, it also presents unique challenges in maintaining team cohesion. A 2021 Buffer report revealed that 20% of remote workers struggle with loneliness, while 16% face difficulties in communication and collaboration. These factors can lead to disengagement, decreased morale, and lower productivity. Virtual team building is a powerful antidote to these issues, fostering deeper connections, enhancing communication, and making remote employees feel like valued members of a cohesive team.

Enhancing Communication and Collaboration
Effective communication is the cornerstone of any successful team, and it becomes even more critical when team members are dispersed across various locations. Virtual team-building activities

provide structured opportunities for employees to interact regularly, breaking down communication barriers and ensuring that everyone feels comfortable sharing ideas and feedback.

Example:

Automattic, the parent company of WordPress, exemplifies best practices in remote team building. With a globally distributed workforce, the company relies on regular virtual retreats and online games to nurture communication and collaboration. These activities create a shared sense of purpose and camaraderie, helping team members stay connected across continents.

Boosting Morale And Engagement

One of the most significant risks of remote work is the potential for employees to feel disconnected



from their colleagues and the company culture. Research from Gallup shows that highly engaged teams experience a 21% increase in profitability and are less prone to high turnover rates. Virtual team-building initiatives play a crucial role in keeping employees engaged, motivated, and aligned with the organization's values and goals.

Key Strategies For Effective Virtual Team Building

Virtual Icebreakers and Social Activities Kickstart team interactions with virtual icebreakers and social activities that encourage casual conversations and build rapport. From virtual happy hours to trivia games, these activities help team members get to know each other in a relaxed setting.

Real-World Example:

Slack, a leading communication platform, organizes virtual coffee breaks where employees are randomly paired for informal chats. This initiative fosters cross-departmental relationships and a stronger sense of community.

Leveraging Online Collaboration Tools The use of online collaboration tools is essential for keeping remote teams organized and aligned. Platforms like Slack, Microsoft Teams, and Zoom facilitate seamless communication, while project management tools such as Trello and Asana help teams track progress and stay on top of tasks.

Expert Insight:

A McKinsey report found that companies adopting digital collaboration tools saw a 20–25% boost in productivity. These tools not only streamline workflows but also enhance team coordination, making remote work more efficient and effective.

Virtual Team Challenges and Competitions Engage remote teams in friendly competitions to foster a spirit of camaraderie and teamwork. Activities can range from online escape rooms to fitness challenges, where team members log their progress and encourage each other to stay active.

Example:

HubSpot, a software company, organizes virtual cooking competitions and workout challenges to bring employees together through shared experiences. These activities not only enhance team spirit but also provide a fun break from routine tasks.

Regular Video Meetings and Check-Ins Consistent communication is key to maintaining team cohesion. Regular video meetings, whether formal project updates or informal check-ins, keep everyone connected and aligned. Virtual one-on-ones between managers and team members also create opportunities for personalized support and feedback.

Expert Opinion:

Leadership Coach, Lolly Daskal, emphasizes the importance of transparency and frequency in remote communication. "Consistent, open communication helps employees feel valued and informed, which is essential for building trust in remote teams," she notes.

Virtual Workshops and Learning Opportunities Investing in employee development through virtual workshops and training sessions can strengthen remote teams by enhancing skill sets and providing shared learning experiences. This not only benefits individual growth but also fosters a culture of continuous improvement.

Real-World Example:

GitLab, a fully remote company, offers regular virtual workshops on topics such as leadership, collaboration, and mental health. These sessions equip employees with the knowledge and tools to thrive in a remote work environment while building a sense of community.

Overcoming Challenges in Virtual Team Building While virtual team building offers numerous benefits, it also presents challenges:



Time Zone Differences:

Coordinating activities across multiple time zones can be difficult. Rotating meeting times or recording sessions for asynchronous participation can help ensure that all team members are included.

Lack of Non-Verbal Cues:

The absence of non-verbal cues in virtual communication can lead to misunderstandings. Encouraging the use of video during meetings can make interactions more personal and engaging, helping to mitigate this issue.

Digital Fatigue:

With the increase in virtual meetings, digital fatigue is a real concern. To prevent burnout, companies should keep team-building activities short, varied, and spaced out to maintain enthusiasm and participation.

The Future of Virtual Team Building

As remote and hybrid work models become the new norm, virtual team-building strategies will continue to evolve. Emerging technologies such as artificial intelligence (AI) and virtual reality (VR) are set to play a transformative role in how remote teams interact and collaborate.

Expert Insight:

Futurist Jacob Morgan predicts that “Virtual reality will transform how teams collaborate, creating immersive experiences that make remote employees feel like they’re in the same room.” As these technologies become more accessible, they will provide new avenues for team building, enabling more interactive and engaging virtual experiences.

Conclusion

Virtual team building is more than just a trend—it’s a strategic necessity for companies looking to maintain strong, connected, and productive remote teams. By implementing diverse strategies such as virtual icebreakers, leveraging collaboration tools, and engaging in team challenges, organizations can foster a cohesive and dynamic remote workforce. Despite the inherent challenges, those who prioritize virtual team building will be well-positioned to navigate the evolving landscape of remote work and achieve long-term success.

As the future of work continues to shift, investing in innovative team-building approaches will be essential for creating a thriving, collaborative remote environment where employees feel connected, engaged, and empowered to excel.

Article **END**

GLOBAL TIMES MAGAZINE

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Last But Not Least

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



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