

# GLOBAL TIMES MAGAZINE



*Fifteenth Edition*

**WORLD AT WAR:  
A DISTURBING  
TREND EMERGES**

**PEACE**  
*World*

**9 UNDERRATED TRAVEL  
DESTINATIONS THAT ARE  
POPULAR IN 2024**

**TRAVEL**  
*Sustainable*

**GLOBAL TRADE HAS  
NEARLY FLATLINED.  
POPULISM IS TAKING  
A TOLL ON GROWTH**

**WORLD**  
*Economy*



**UNIQUE MAGAZINE ADDITION;  
FUTURE BUSINESS CARS  
WORTH WAITING FOR**

**AMBASSADOR SHARIAR GIANFRANCO RAHIMI**

**SERVING OTHERS FOR  
THE GREATER GOOD**

# *Fifteenth Edition*

Global Times Magazine

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# GLOBAL TIMES MAGAZINE



*Fifteenth Edition*

### About The Global Times Magazine:

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# Welcome



Fifteenth Edition



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ACHIEVEMENT**

TOGETHER WE ARE SHAPING THE FUTURE

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Message Of The President:

# EXPLORING THE EROSION OF TRUST IN A WORLD IN FLUX

Dejan Štancer, President of the Global Chamber of Business Leaders

Dear Readers,

Welcome to the May edition of Global Times Magazine, where we delve into the latest happenings shaping our world. As we reflect on the passage of time, it's remarkable how swiftly we've transitioned into a new month. In an ideal scenario, each new month would bring fresh beginnings devoid of lingering challenges. However, both on a personal level and within the global sphere, obstacles persist.

The cracks resulting from the rise of protectionism, also known as de-globalization, are becoming increasingly apparent. As highlighted in the insightful article below, global trade is currently stagnating, reminiscent of levels last seen in 1990, predating what was hailed as the "golden age of global cooperation". Amidst this backdrop, China emerges as a significant advocate for sustaining globalization, underscoring the importance of trust—a commodity that, once fractured, is arduous to rebuild. Currently, global trust levels are at an all-time low, leaving the future landscape of world trade uncertain.

While it may seem that we've reached the nadir of cooperation and trust, history suggests otherwise. The trajectory of global affairs remains unpredictable, reminding us that the depths of despair are not always as bottomless as perceived. As we go through these turbulent times, it is imperative that we remain vigilant, as the road to rebuilding trust and fostering cooperation will be very long.

The automotive industry finds itself at a pivotal juncture. Just when electric vehicles appeared to be the inevitable future, we witness European industry leaders retracting their support for electric propulsion. Mercedes-Benz Group, in particular, is scaling back its ambitious sales targets for luxury electric models and reverting to proven internal combustion engines, at least for the foreseeable future. Meanwhile, the American automotive landscape has shown lukewarm enthusiasm towards electric vehicles from the outset.

The implications of this shift in strategy for Chinese automakers, who heavily invested in electric technology, remain uncertain and only time will reveal their fate. Nevertheless, amidst this evolving landscape, we present an exclusive magazine feature: "Future Business Cars Worth Waiting For."

My dears, I want to express my heartfelt gratitude for your trust and loyalty as our readers. Thank you for your continued support. Enjoy your reading!

Sincerely yours,





PIC:881860175

## Funding, Tenders

*For Members only*

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

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

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



**A GOLDEN**  
*Opportunity*

**10** GLOBAL  
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Editor's Note:

# OUT WITH THE OLD, IN WITH THE NEW

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

In this era, the advent of 'all things new' has never reigned more supreme. Everything is centred around making it faster, more convenient, and yes, more sustainable. Our ways of doing things are changing more and more as technology and innovation have propelled us into unprecedented territories towards a more dynamic future experience.

Following this year's recent Met Gala, which was, of course, hosted in the United States, as I watched the parade of artistically curated gowns that were created with the theme, "Garden of Time" in mind, a thought occurred to me. This event was a simple charity ball but has evolved into a Who's Who, highly anticipated beacon of fashion pride and flair. As I mulled over the event's evolution, I couldn't help but think of how much in this era, businesses and entities needed to and have become creative and relatable in some way in order to remain relevant with customers, clients, stakeholders and the public.

With the unavoidable presence of social media, the dominating effects of pop culture, among other things, those in the business arena have to quickly adapt in order to maintain or exceed their current market share, increase profit margins and attract investment in competitive forums. The rate of public interest and new levels of contemporary business and practices are becoming unforgiving. Traditional businesses are now forced to adapt to more advanced ways of operations before they get left behind.

In this Fifteenth Edition of the Global Times Magazine, these matters are abundantly clear as several articles encompass numerous ways of how the future has caught up with us. From Artificial Intelligence to wellness trends, holistic health practices, automobile revolution, cosmetic procedures, real estate, etc., you'll see how developments are impacting the world.

Ambassador Shariar Gianfranco Rahimi graces our Cover Story. His worldwide connections and tireless efforts have helped to foster unbreakable ties within communities. Our second interview features Delegate for Canada at the Global Chamber of Business Leaders (GCBL), Sāadia Lakehal, who is an accomplished entrepreneur and woman empowerment advocate. See also, Prose of Business articles featuring GCBL Delegates, Lorenzo Giorgi and Robert W. Cats, and other special features.

Remember, you can read this Edition and previous Editions on the Global Chamber of Business Leaders website. 'Follow' our Global Times Magazine and Global Chamber of Business Leaders pages on LinkedIn.

Do enjoy this Edition!

*Nicole S. Farrell*







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Alarming Data On Global Trade Cooperation:

# GLOBAL TRADE HAS NEARLY FLATLINED. POPULISM IS TAKING A TOLL ON GROWTH

**WORLD**  
*Economy*

M. Ayhan Kose, Alen Mulabdic, World Bank,  
Global Times Magazine Editorial Team

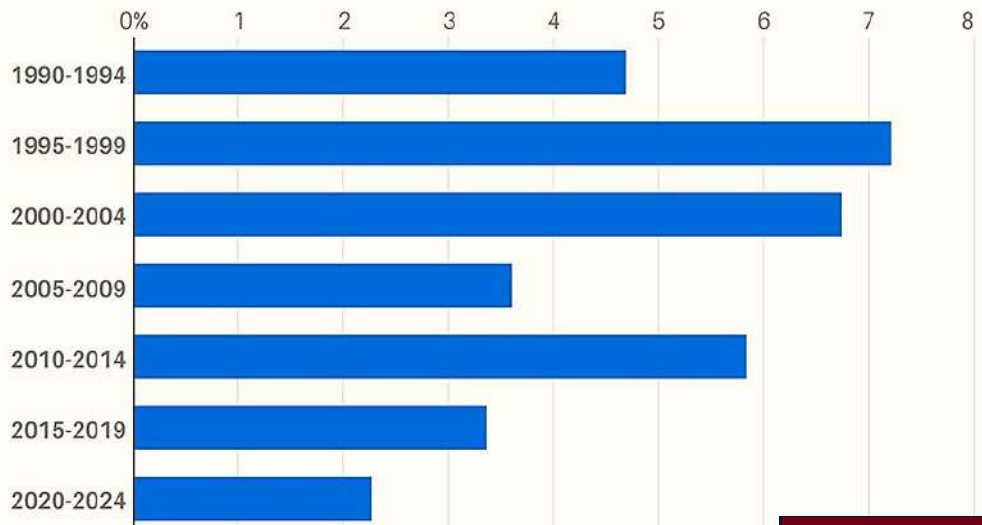
The top decision-making body of the World Trade Organization (WTO) had every reason to be concerned when it met on February 26. International trade – a key engine of global prosperity since the fall of the Berlin Wall – has come to a near standstill and is expected to remain anemic for years to come.

In 2023, trade in goods and services expanded by the slenderest of margins, an estimated 0.2 percent, the slowest pace in 50 years outside of global recessions. It would have declined outright but for the growth of trade in services. Trade in goods shrank roughly 2 percent, the sharpest contraction during this century outside of a global recession.

Trade growth will improve this year, but it will still be half the average rate in the decade before the pandemic. In fact, by the end of 2024, global trade will register the slowest half-decade of growth since the 1990s.

## Global Trade Growth Is Slowing

**By the end of 2024, global trade will register the slowest half-decade of growth since the 1990s.**



Source: World Bank

The slowest pace in 50 years outside of global recessions

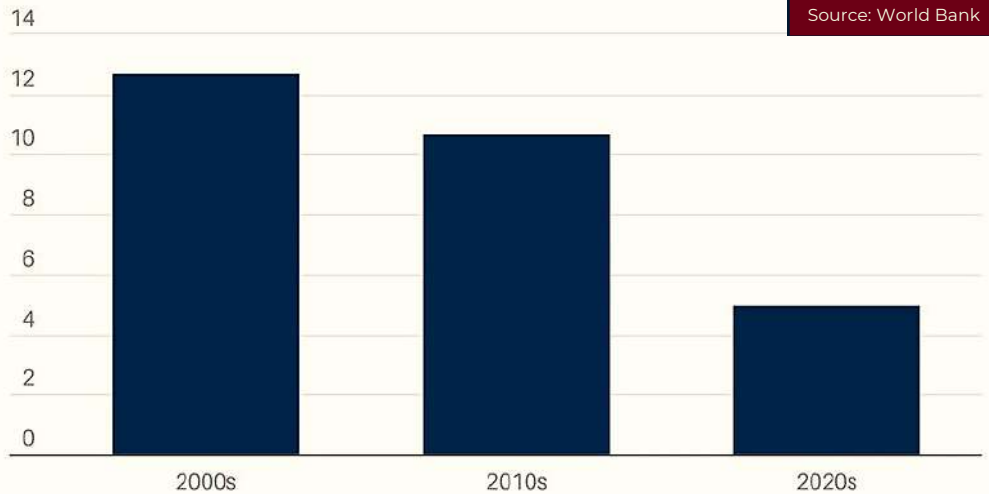
Data on the reduction of the desire of politicians to conclude international agreements, which is already affecting people's living standards.

That is an ill omen for people's living standards everywhere. The rapid expansion of global trade after 1990 enabled one billion people to escape extreme poverty. It souped up growth in developing economies, enabling many of them to narrow the income gap with wealthier economies. During the first decade of this century, per-capita incomes in developing economies grew 3.5 percentage points faster than in developed economies. Trade also sped up the diffusion of technology, contributing to productivity growth across the world.

Yet memories are short. Today, misguided populism in many countries is doing serious damage to global trade. Many countries have lost their appetite for new trade agreements. In the 2020s so far, an average of just five agreements have been signed each year—less than half the rate of the 2000s. Their appetite for trade restrictions, meanwhile, seems insatiable. In 2023 nearly 3,000 trade restrictions were imposed across the world—roughly five times the number in 2015. Not surprisingly, the protracted weakness in trade has coincided with a pronounced slowdown in investment.

## Regional Trade Agreements Are On The Decline

**Countries are losing their appetite for trade agreements.**



**Note:** Average number of new trade agreements yearly. The figure excludes agreements signed by the United Kingdom. Sources: World Bank; World Trade Organization. What should be done?

A good start for the global community would be to strengthen the rules-based international order. Policy makers should seek opportunities to reaffirm fundamental principles: the need to lower trade barriers, avoid distortive domestic policies, and build a broad and level playing field for international commerce. More specifically, they need to support the WTO to deliver on its mandate. Expectations for this month's WTO meeting are understandably modest, but it presents another important opportunity to advance the trade agenda.

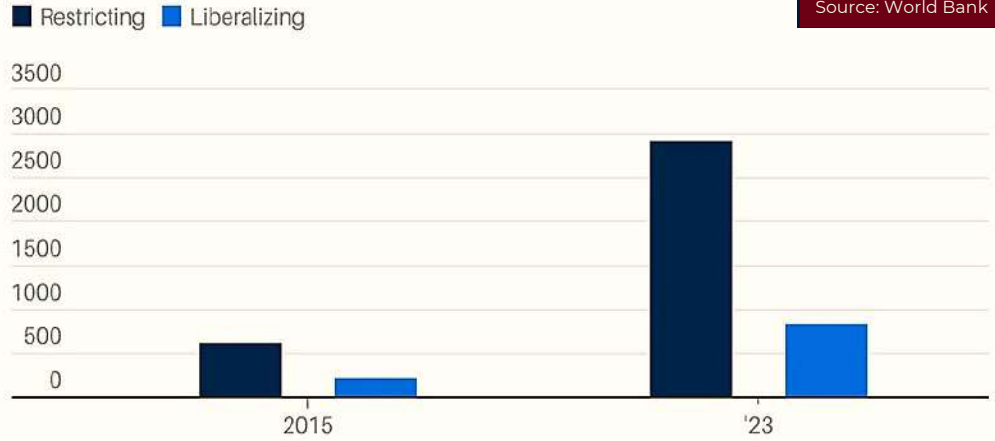
At the national level, it's time for countries to ditch their infatuation with trade restrictions—their long-term costs are often much larger than the short-term benefits they might bring. Recent trade restrictions have shifted the pattern of interdependence among countries only slightly.

For example, following the trade dispute between the United States and China, countries that witnessed faster export growth to the U.S. between 2017 and 2022 also saw significant growth in their imports from China. The main result of trade restrictions is usually higher prices because supply chains become longer and more complex than they otherwise would be.

Policymakers impeding cross-border trade are shooting themselves in the foot.

## Trade Restrictions Are Surging

**Countries are increasingly opting for trade restrictions, an ominous sign for global growth.**



Source: World Bank

**Note:** The number of trade policy interventions affecting goods and services trade. Restricting (Liberalizing) measures are interventions that discriminate against (benefit) foreign commercial interests. Adjusted data for reporting lags as of December 31, 2023. Source: Global Trade Alert; World Bank Benign-sounding ideas like "friend-shoring" and "near-shoring" also have the potential to be counterproductive.

These policies may be motivated by understandable desires to protect supply chains. The reality is that diversified global supply chains are a source of resilience more than vulnerability. Over the longer term, efforts to curtail global supply chains are likely to weaken potential growth by limiting international technology diffusion, reducing efficiency, and raising costs. Policymakers impeding cross-border trade are shooting themselves in the foot.

It is time, moreover, for countries to resume efforts to expand trade agreements. Even in an uncertain global environment for trade, some countries were able to sign significant new agreements. The African Continental Free Trade Area, which took effect in May 2019 with 22 signatories, has since expanded to include 47 countries as of this month. This is the largest free-trade area by the number of participating countries. It has an ambitious goal: creating a single market for goods and services in the region.

Over the past year, the global economy has performed just well enough for governments – and consumers – to take the benefits of international trade for granted. A global recession was averted, largely because of the strength of the U.S. economy and a few large emerging economies. Yet global growth is projected to slow for the third year in a row. The major engines of the global economy – advanced economies and China – will experience weaker growth this year. Attacks on commercial vessels transiting the Red Sea and drought in Panama have disrupted two of the world's crucial shipping routes.

Article **END**



## THE STRATEGIC IMPACT OF THE ITALIAN DELEGATE TO THE GLOBAL CHAMBER OF BUSINESS LEADERS

Lorenzo Giorgi, Delegate for Italy, Global Chamber of Business Leaders

In today's rapidly evolving global landscape, the appointment of an Italian delegate to the esteemed Global Chamber of Business Leaders heralds a transformative moment for national entrepreneurship, unveiling unprecedented opportunities for business expansion and international collaboration. This designation not only fosters synergies among Italian enterprises but also provides them with access to a vast and influential international network, positioning them at the forefront of the global market.

Of particular significance is the strategic focus on emerging markets in Eastern regions and China, which present fertile ground for the growth and development of Italian businesses. With an Italian delegate at the helm, direct engagement with these dynamic markets becomes not just feasible but highly advantageous, paving the way for strategic partnerships, innovative ventures, and lucrative commercial agreements that amplify Italy's economic footprint on the global stage.

It is imperative to underscore that this appointment is not merely an opportunity but a strategic imperative for Italy to enhance its global presence and competitiveness. By forging connections with esteemed professionals and influential global figures within the Global Chamber of Business Leaders, Italian enterprises can leverage invaluable insights, expertise, and resources to navigate the complexities of the international marketplace and drive sustainable growth.

Now more than ever, joining the Global Chamber of Business Leaders stands as a pivotal decision for Italian companies seeking to expand their international footprint and solidify their position as global leaders in their respective industries. By aligning with leading multinational entities already entrenched in the Global Chamber of Business Leaders network, Italian businesses gain unparalleled access to a wealth of opportunities for collaboration, innovation, and market expansion.

With the Italian delegate serving as a dedicated advocate for their interests within this prestigious global organization, Italian enterprises enjoy enhanced visibility, credibility, and influence on the international stage. This presents an unparalleled opportunity for Italy to not only elevate its standing in the global marketplace but also to fully harness its entrepreneurial prowess and drive sustainable economic prosperity for generations to come.



An experienced Business Consultant, Lorenzo is also an entrepreneur and journalist. He is a Founder of the first online daily newspaper of the city of Trieste. He has managed several innovative entrepreneurial activities in the commerce sector and is currently an Institutional Consultant and Facilitator for various companies in Italy. He is currently the President of the Public Works Commission of the Municipality of Trieste. He was elected in 2016 and reconfirmed in 2021 as a national counsellor of the MSP - Popular Sports Movement Italy, a sports promotion body of the Italian National Olympic Committee (CONI). Since 2021, he has held the position of National Vice President.

Newest:

# GOOGLE'S PLAYFUL INNOVATION: INTRODUCING AUDIOMOJIS FOR PHONE CALLS

**TECHNOLOGY**  
—*Century*—

Global Times Magazine Editorial Team

In a bid to inject more fun and creativity into phone calls, Google is experimenting with an exciting new feature known as 'Audiomojis.' These innovative additions allow users to incorporate sound effects and animations into their conversations, adding a touch of whimsy to mundane calls.

The concept of Audiomojis has been in development since at least September 2023, initially referred to as 'sound reactions.' Despite attempts by Google to keep it under wraps, the latest beta version of the Phone app still hints at its ongoing development.

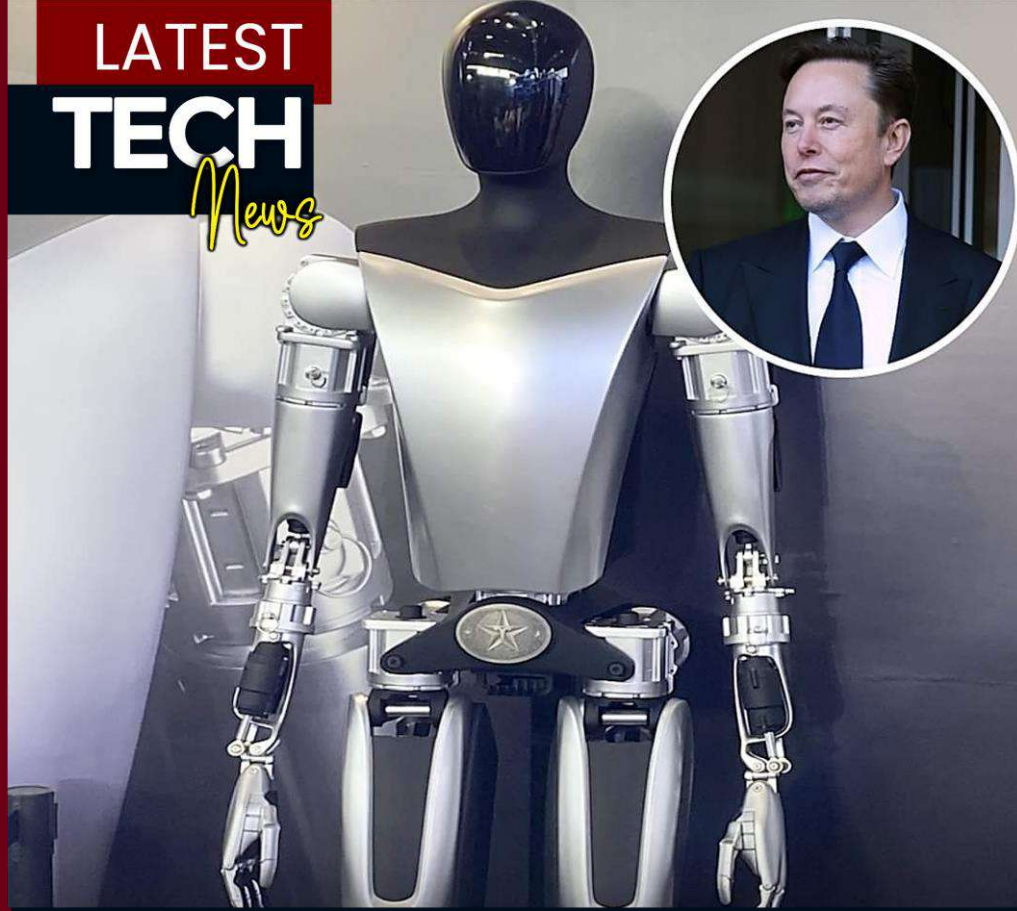
While the specifics of how users will activate Audiomojis remain shrouded in mystery, speculation suggests that it may be integrated with the app's Call Screen feature.

One intriguing aspect of Audiomojis is whether both parties involved in the call will be able to hear and see these playful additions or if they are exclusive to the user employing them. It is conceivable that support from both ends may be necessary for the animations to manifest, potentially elevating phone conversations into dynamic exchanges reminiscent of emoji reactions in text-based communication.

Although Google has yet to make an official announcement regarding Audiomojis, the company's recent penchant for introducing playful features to messaging platforms suggests a concerted effort to redefine communication in a more engaging and entertaining manner. While the inclusion of Audiomojis in the regular Phone app remains uncertain, the prospect of infusing phone calls with a dose of lighthearted fun underscores Google's commitment to fostering innovative and enjoyable user experiences.

Article **END**





## TESLA'S OPTIMUS ROBOT COULD BE ON SALE NEXT YEAR, SAID ELON MUSK

Tesla, led by Elon Musk, is revolutionizing the robotics industry with Optimus, a humanoid robot set to redefine automation. Scheduled for potential deployment next year, this innovation addresses labor shortages in sectors like logistics and manufacturing. Musk's confidence in Optimus was evident in a recent investor call, with plans for factory tasks by year's end. Collaborations like Figure's partnership with BMW highlight the momentum in humanoid robotics, reflecting a collaborative drive for innovation.

Musk envisions robot sales surpassing Tesla's car manufacturing, leveraging AI capabilities and scalable infrastructure. Despite past challenges, Tesla remains committed to groundbreaking innovation.

Optimus joins advanced robots like Figure's 01 and Boston Dynamics' Atlas, promising unprecedented efficiency and productivity. As Tesla unveils Optimus, we anticipate a transformative shift in robotics, offering boundless opportunities for industry and society.



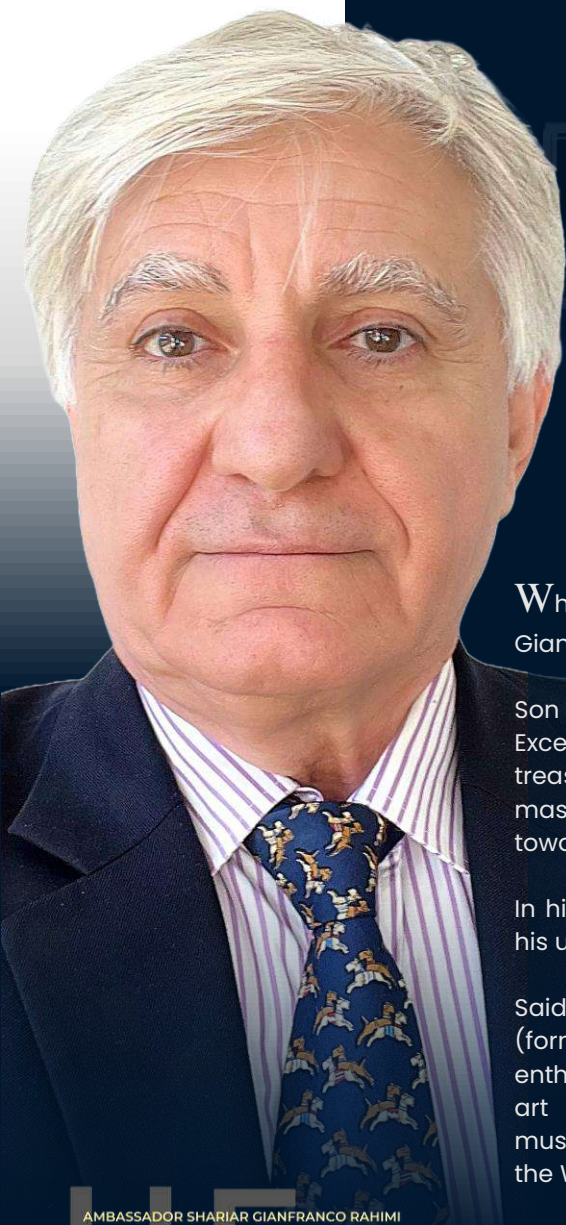
AMBASSADOR SHARIAR GIANFRANCO RAHIMI

# SERVING OTHERS FOR THE GREATER GOOD

## A Diplomat's Quest for Global Goodwill

When the prospect arose to interview H.E Ambassador Shariar Gianfranco Rahimi, his stellar reputation in various fields preceded him. Son of an Archaeologist and Fine Art Dealer, over the decades, His Excellency has dug deep within himself to discover what humane treasures he can service global communities with and how he can masterfully paint the canvases...





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2020 2022  
**GLOBAL TIMES**

GLOBAL CHAMBER OF BUSINESS LEADERS



When the prospect arose to interview H.E Ambassador Shariar Gianfranco Rahimi, his stellar reputation in various fields preceded him.

Son of an Archaeologist and Fine Art Dealer, over the decades, His Excellency has dug deep within himself to discover what humane treasures he can service global communities with and how he can masterfully paint the canvases of people's lives by volunteering towards self-development and academic accomplishments.

In his own words, he describes how his family background influenced his upbringing.

Said His Excellency, "My family is from the North Western part of Iran (formerly Persia) and (they were) involved in art and culture (as) enthusiasts, helping me to develop interactions with the world through art and history of art while in academia. (This was) within the museum's cultural activities and schooling in New York, then living in the Washington D.C. area and elsewhere.

My father did a lot of work in restoration of art and care in preservation ever since our two and a half years in Jerusalem while he worked at the museum, then to Europe and settling in the United States. My family was sponsored by a gentleman who was like a god-father. Mr. Ayoub Rabenou, contributor of Arts to many Museums around the world, worked closely with Ms. Doris Duke in the establishment of Shangri-La in Hawaii.

Then in the 70s and 80s attending many auction events with family, seeing many modern art artists when they had a gallery on Broadway, 12th Street, functions at museums or receptions where my parents were both life members due to contributions that are on permanent display there and J.P Morgan Library, I had interacted with many world class diplomats and leaders and wondered how significant the connection is with diplomacy, art of communication and the world of historical network of interdependence."

What sparked his interest in ancient and modern Middle Eastern art and how did his upbringing contribute to his passion for this field?





Ambassador Shariar Gianfranco Rahimi and the Secretary-General of the United Nations, His Excellency Ban Ki-Moon.

“A friend of my family, an Artist by the name of Virginia Baily, was working with my father and his associates. She used to draw artistic figures representing people, languages and art of communication from ancient times to the present, as a medium to bring people together through languages and expression in artistic figures.. All this was fermented in my mind together with reading a working King James Bible.”

AMBASSADOR SHARIAR GIANFRANCO RAHIMI

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What was his educational journey like from Hunter College to Columbia University and beyond? How has it shaped his career path?

His Excellency shared, “While attending College, I was fascinated by the union of countries after 1945 in New York in establishing the United Nations. Therefore, I attended many meetings related to international relations, especially the location at 68<sup>th</sup> Street and Park Avenue, which was in the middle of many various government offices such as (the then) Soviet Mission to UN or Italian Mission on 67<sup>th</sup> Street and Park Avenue. Also, listening to great minds.”

His early years led to an internship and it was a path that he took seriously and one that he fully embraced. His views on the influences he had can only be described as symbolic.

How did his internship with the Governing Council of UNDP in Geneva shape his understanding of diplomacy and international relations?

Explained the Ambassador, “I met a Professor at Hunter (College), Henry Jackson, in the American Black History and Literature class, who





Ambassador Shariar Gianfranco Rahimi at the Security Council of the United Nations Organization.

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was close friends of Dr. Hans D'Orville and wife, Mary Madar-Shahi. (He) was the Deputy Director of the United Nations Development Programme UNDP under Bradford Morse. They offered me an internship position the same year with the Governing Council in Geneva for the Summer of 1984-85 onwards. There, I met the Deputy Head of the Embassy of Bahrain and other dignitaries from Persian Gulf states. Between the meetings, the design of delegate lounge near the Lake Geneva had struck a chord where naturally peaceful settings were situated that when dignitaries met one another for coffee waiting for next conference, one couldn't help but talk nothing other than peace, looking at haze on water with flowers, birds chirping near."

In years to come, he became the Assistant to the Chief of Information with the United Nations Office for Emergency Operations in Africa (UNOEOA). How would he describe that period and his experiences?

"Assisting Dir. Jibril Diallo and Morris Strong was a great experience. Not having internet in those days, one could only rely on newspapers internationally. My job was to read and listen to as many news (articles and reports) as possible, clip the relevant information to a file where it can be disseminated to meetings with Directors, where they can discuss how to inform the international public and world through Press Conferences about famine that was affecting seventeen countries in Africa.

Later, fundraisers developed with Sir. Bob Geldof and Peter Gabriel and Bono from the band, U2, to form a concert for Africa called 'Live-Aid', where \$127 Million was raised for famine-related relief."





Former Bahamian Member of Parliament for Mangrove Cay and South Andros, H. E. Picewell Forbes, and Ambassador Shariar Gianfranco Rahimi.

A staunch supporter of community service and philanthropy, he has devoted countless hours to initiatives and projects with unwavering attention and dedication.

What motivated him to volunteer with governmental and non-governmental organisations that were affiliated with the United Nations and what roles did he undertake during his tenure?

AMBASSADOR SHARIAR GIANFRANCO RAHIMI

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"I joined the UN interns and fellow organisation, which meant to convene former interns of the UN for a better world. There, I met with Dr. Muller and many other global scholars to nourish the thoughts in creative thinking. I was holding (the position of) Treasurer for the UN Habitat for a short time, where I met many from the Department of Social Affairs.

I was once appointed to represent an Intergovernmental Agency IGO based in Rome, Italy, by its Chairman in 2005, which related to malnutrition and algae that can help relieve many severe problems backed by seven signatory countries. Covering conferences internationally gave me an important view in being creative with helping the world's civil society through a mandate and signatures from Heads of State."

All about procuring high standards and bridging cultural gaps, he has been a longstanding figure within the ICAFE-IGO. Asked to explain the mission and goals of ICAFE-IGO and how it aims to contribute to peace, development and education, His Excellency expounded with the following.





Ambassador Shariar Gianfranco Rahimi at the Barcelona Press Conference with good friend and ICAFE Director of Sports For Peace, the Honourable Mr. Marcelo Gonçalves.

**Purpose:**

The Intergovernmental Action Fund for Excellence invites governments to encourage and support (morally, intellectually, structured finances and otherwise) those institutions which are seriously and proficiently engaged in subscribing to the above-mentioned policies and bringing about the above-mentioned goals, particularly aligning with the efforts of the international community and the United Nations.

These shall basically and generally include the following fields of endeavours:

- I) Preservation, conservation and protection of eco-environmental systems;
- II) Preservation, conservation, and protection of terrestrial resources;
- III) Bringing about an integrated and sustainable development system;
- IV) Respecting interdependence of living and non-living resources;
- V) Ensuring human survivability and progress. Specially and specifically, they will embrace such areas of human endeavours as:

- 1) social and cultural enhancement; 2) nutrition and food insurance; 3) peace and security provision; 4) education and training facilities; 5) health and medical amenities; 6) human rights, humanitarian advancement; 7) population trends and adjustments; and 8) other intimately related realms.

Again, with the deepest understanding of educational and internship programmes, together with musical and entertaining ideals as

AMBASSADOR SHARIAR GIANFRANCO RAHIMI  
**SERVING OTHERS FOR THE GREATER GOOD**





L-R: Ambassador Shariar Gianfranco Rahimi; his Advisor, Emma Hallberg; and former Secretary-General of the United Nations, Kofi Annan.

universal languages, as well as sporting exercises as global expressions. They shall advance the ICAFE's potentialities, its progressive theme (for) water, education, medical, structured finance for development.

#### **Functions:**

Functionally, depending on prevailing circumstances, ICAFE will periodically determine areas of priority to be pursued as advised by member states and partners or stakeholders.

#### **Selection Procedure:**

The recruitment of beneficiary institutions shall be based on: i) conceptual criteria, declared purposes and policy aspects; ii) regimes of competence, levels of growth and records of performance; iii) levels of proficiency, accomplishment and reputation; and iv) scope of general recognition, associational ties and co-operative intent.

#### **Organisation:**

The structure of ICAFE consists of the following:

**Board of Trustees:** Comprising seven members, the Board of Trustees is the supreme governing body. Working on a renewable term of three years on a plurality voting system, with a casting vote of the Chairperson, who is periodically elected by participating members with

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Ambassador Shariar Gianfranco Rahimi shaking hands with former President of Finland, Tarja Halonen, at the UN Economic and Social Council (ECOSOC) Chamber meetings on the resolution for disability, which was finalised in 2005.

AMBASSADOR SHARIAR GIANFRANCO RAHIMI

**SERVING OTHERS FOR THE GREATER GOOD**



a quorum of four to six respectively. The Board also formulates its own Rules of Procedure.

**Council of Ministerial Council:** Consists of member state representatives in desired fields, with a number and duration as decided by Ministerial Trustees. The Advisory Council is an honorary body consulted by the Board of Trustees in its individual or collective capacity as necessary.

**IGO-Advisory Council:** Consists of reputed experts in desirable fields, with a number and duration as decided by the Trustees, the Advisory Council being an honorary body to be consulted by the Board of Trustees in its individual or collective capacity as necessary."

What challenges has he encountered in his work with ICAFE-IGO and how has he overcome them?

"I believe world priorities are reversed in perspective. Funding in any active role with these ideas are a major priority, however, (the) public has more interest in pet food products or ice-cream consumption than giving to help humanity. As an example through case study, the United Nations' budget annually doesn't exceed \$14-\$15 Billion to solve all world concern, yet New York's public education is far greater than \$45 Billion, (and still) I do not see many young people able to do a good essay after participating in NYC's educational programme.

The ice-cream market hit \$35 Billion or more in 2015-2017 for Europe





Ambassador Shariar Gianfranco Rahimi flanked by a representative of UNICEF and Victoria Secret supermodel at 2009 United Nations event (Intergovernmental Renewable Energy Organization - IREO).

and the US and pet products about \$9-\$12 Billion. A low-profile NGO across the street from the UN has greater than a \$35 Billion budget for their programmes, much superior to the world body across 1<sup>st</sup> Avenue in New York.

ICAFE had its own issues raising proper funds for scholarships and online courses. The structure requires several countries to sign the agreement and deposit with the UN Treaty section to implement its mandate, and yet after 7-8 years, although many adhere to acknowledgment letters, there is still a wait for countries to step forward with integrity in supporting their young to attend proper schooling."

In spite of the hurdles, setbacks and delays, how does he envision the future of ICAFE-IGO and what impact does he hope it will have on young minds and global peace efforts?

He stated, "Younger minds need proper nourishment for thinking to create support for their region and municipality with support of their local and federal authorities to create a better future for themselves.

This can only be achieved with proper upbringing to eradicate violence through a culture of peace.

If young minds are together at a young age, they don't acquire weapons to kill each other. They grow as family and siblings regardless of race or background."

AMBASSADOR SHARIAR GIANFRANCO RAHIMI

**SERVING OTHERS FOR THE GREATER GOOD**

*Exclusive*  
COVER STORY







H. E. Michel Temer, 37th President of Brazil, with Ambassador Shariar Gianfranco Rahimi.

Having similar interests as that of the Global Chamber of Business Leaders (GCBL), what was his perception of the GCBL?

Said His Excellency, "I believe it's a purely professional group to uphold collaborative relations with business leaders and global Heads of State in bringing together sound minds in gathering good for all."

To the 500,000+ readers of this magazine and potential supporters who may be interested in joining his initiative, he relayed the following message: "I ask all those who somewhat agree with us to encourage your Government to support your future by this union and its agreement."

"When we achieve human rights and human dignity for all people - they will build a peaceful, sustainable, and just world".

H. E. António Manuel de Oliveira Guterres  
New York, U.S.A

AMBASSADOR SHARIAR GIANFRANCO RAHIMI

**SERVING OTHERS FOR  
THE GREATER GOOD**

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New At WhatsApp:

# WHATSAPP'S REWAMPED STATUS MENU: ENHANCING USER EXPERIENCE

**TECHNOLOGY**  
— Century

Global Times Magazine Editorial Team

Meta's WhatsApp, the ubiquitous messaging platform, is gearing up for a significant overhaul of its user interface, particularly focusing on the status menu. With an emphasis on improving the visibility of stories and channels, the company is currently experimenting with revamped designs on Android devices, hinting at a potential rollout for iPhones in the near future.

According to reports from WABetaInfo, the beta version of WhatsApp (v2.24.4.23) showcases the experimental feature. The traditional rectangular format of the status bar has undergone a transformation, now providing users with a quick preview of content. This update aims to make it easier for users to distinguish between stories and channels, streamlining the browsing experience.

One of the key enhancements introduced in this updated UI is the ability to swiftly subscribe to or access specific channels directly from the status bar. This feature aims to simplify the process for users, enabling seamless navigation through the plethora of content available on the platform.

WhatsApp is known for frequently exploring UI modifications, implementing them only if they prove beneficial to users or are necessary to accommodate new features. The addition of channels to the status bar initially resulted in a cluttered interface, prompting users to hide seen stories for quicker access to channels. The forthcoming changes seek to address these concerns, promising a more streamlined and modernized status menu.

For those eager to explore the latest developments, the beta version of WhatsApp is available for both Android and iPhones through the Google Play Store and App Store, respectively. Enthusiasts opting for the beta version gain early access to upcoming features, allowing Meta to gather valuable feedback and fine-tune functionalities before a broader public release.

As WhatsApp continues to evolve, users can look forward to a more intuitive and user-friendly experience, courtesy of the revamped status menu. Stay tuned for the official launch of these exciting updates, poised to enhance the messaging experience for millions of users worldwide.

Article **END**

# GLOBAL TIMES MAGAZINE



*Fifteenth Edition*



**Unique Magazine Addition**

## FUTURE BUSINESS CARS WORTH WAITING FOR: 2024 - 2028

Sneak Peek

At The Most Promising

Cars For Business Leaders

EXCLUSIVE



Fifteenth Edition | 15-2024 | MMXXIV



Sneak Peek At The Most Promising Cars For Business Leaders:

# FUTURE BUSINESS CARS WORTH WAITING FOR: 2024 - 2028

**AUTOMOTIVE**  
Industry

Global Times Magazine Editorial Team, Car & Driver

Even in the age of next-day delivery, self-checkout, and gigabit internet, some things can't be rushed. The cars, trucks, and SUVs seen here won't reach dealer lots for anywhere from a few months to a few years. Some of them are about to roll down the assembly line. Others haven't emerged from the design studio yet. We're telling you about them now, though, because these are the vehicles that will matter, regardless of how many boring crossovers automakers puke out. These are worth the wait.

**BMW M5**

**2025**



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The next-generation BMW M5 sedan will take the stage for the 2025 model year with an upgraded powertrain that promises lots more power than before. For the first time, the M5 will be offered as a plug-in hybrid with an estimated 738 horsepower and standard all-wheel drive.

Unfortunately, we're still too far from the expected July 2024 launch date for a list of complete specs, but we're excited at the prospect of a wagon version (Touring in BMW-speak) of the M5 coming to our shores.



As previewed by the Vision Neue Klasse concept car pictured here, the next version of BMW's venerable 3-series sports sedan will adopt classic proportions for its latest generation.

It will use an entirely new EV platform with an 800-volt architecture, but it remains to be seen if BMW will continue on with hybrid and ICE powertrains or transition its bread-and-butter model to a fully electric lineup. We expect to see it arrive for the 2026 model year.

## BMW 3-Series

# 2025



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## Cadillac Celestiq

# 2025



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Cadillac's new EV lineup will start with the 2023 Lyriq SUV and will continue with a flagship sedan called the Celestiq, set to arrive soon.

Its dramatic design was revealed in 2022, and we know that it will have an all-wheel-drive electric drivetrain and boast a driving range of more than 300 miles. It's likely to command a price around \$300,000 and have the technology and luxury to match.

Cadillac is seeking to capitalize on the Escalade name with the new battery-powered Escalade IQ. This 750-hp electric SUV will arrive during the summer of 2024. A 200.0-kWh battery pack sandwiched under its floorboards should be good for up to 450 miles of driving between charges.

The interior dedicates much of its surface area to screens, but beyond the plethora of pixels is a luxurious wrapping of leather, polished-aluminum accents, and ambient lighting. To appease the chauffeured, Cadillac will offer an optional Executive Second-Row Seating package. Pricing will be steep, with most models in six-figure territory.

## Cadillac Escalade IQ

# 2025



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## Chevy Corvette SUV

# 2025



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The Corvette subbrand is expanding and will soon grow to include—gasp!—a Corvette-badged performance SUV. We're expecting it to ride on GM's Alpha platform and look something like this.

Engine choices should range all the way from a turbocharged four-cylinder on the low end up to a supercharged 6.2-liter V-8 in the top Z0-something performance model. We expect Chevy to reveal this controversial vehicle later this year.

The mid-engine Corvette C8 platform was always slated to spawn a whole range of performance variants, and the upcoming **ZR-1** and **Zora** are the most exciting of the bunch.

The ZR-1 is rumored to have an 800-hp, twin-turbo version of the Z06's 5.5-liter V-8, while the top-dog Zora hybrid (illustrated here) could pack an even bigger punch courtesy of its electric motors added to the turbo V-8's output. This all-wheel-drive monster could top 1000 horsepower.

## Chevy Corvette ZR-1 and Zora

2025



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## Dodge Charger EV

2025



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Previewed by a concept car last year, Dodge's upcoming electric muscle car is taking shape with an interesting combination of retro styling, futuristic technology, and good old-fashioned swagger.

Power will range from 455 horsepower for the 340 model, with the mid-level 440 packing 590 hp and the top Banshee model promising to beat the gas-powered Hellcat in every imaginable performance metric.



Porsche has created an off-road Dakar version of the 911 and Lamborghini has turned the Huracan into a lifted supercar called the Sterrato. So why can't Ford apply its Raptor off-road treatment to the Mustang? It may sound crazy, but we hear it'll offer a naturally aspirated V-8 engine, all-wheel drive, and a lifted suspension with Fox Live Valve dampers.

Expected this limited-run, bizarre spin on the Mustang to arrive in 2026 with a starting price of around \$90,000.

## Ford Mustang Raptor

# 2026



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## Dodge Charger EV

# 2025



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Sure, Genesis already has a flagship sedan, but no self-respecting luxury brand can do without a top-dog crossover these days.

Enter the upcoming GV90, which will be a large three-row electric SUV with all the presence and size you expect from a range-topping model. We're not sure about specs yet, but expect it to have standard all-wheel drive, a range of around 250 miles, and a similarly posh interior as the G90 sedan when it arrives with a six-figure price sometime next year.

The storied Prelude name is coming back to Honda's lineup, and we're hoping that the revived sports coupe will be as exciting as its predecessors. Shown in concept form at the 2023 Tokyo auto show, the Prelude appears to be based on the Civic and supposedly features a hybrid drivetrain.

We're hoping that means well over 200 horsepower, although it remains to be seen if a manual transmission will be part of the equation. Honda says it won't be a hard-core performance car like the Civic Type R, but that doesn't mean it won't be fun to drive.

## Honda Prelude

2026



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## Jeep Recon

2024



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A Jeep EV is coming. Details are still scarce, but we do know that the four-wheel-drive Jeep Recon EV will be an electric SUV with an available power-folding roof and easily removable doors.

Details such as price, driving range, battery size, and power output haven't been revealed yet. In photos, however, we see features such as an illuminated seven-slot grille, a tailgate-mounted spare tire, and seating for up to five. Jeep does claim that the Recon will come with locking differentials and underbody protection. Initial production is set for sometime in 2024.



Fifteenth Edition | 15-2024 | MMXXIV

Lexus showed a range of electric concepts recently, but by far the most enticing is this **EV supercar** that appears to be close to reality. Lexus has described it as a spiritual successor to the LFA and made some heady performance claims: a 60 mph sprint in the low 2.0-second range and a range of over 430 miles thanks to solid-state batteries.

There's even talk of a simulated manual transmission. We'll see how much of that comes to fruition when we hear more about this sporty Lexus EV within the next few years.

## Lexus Electrified Sport

# 2025



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## Lucid Gravity

# 2025



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After launching its 10 Best-winning Air sedan, the EV upstart Lucid Motors is developing an SUV called the Gravity. Slated to go on sale in late 2024, the Gravity shares most of its mechanical bits and interior design with the Air, so we're looking at big horsepower, a large battery pack, and a posh cabin loaded with modern amenities.

The Gravity has a large, curved display for gauges and infotainment as well as a secondary touchscreen mounted central on the dashboard for other functions. The Gravity will be offered as a two-row SUV, but a third row will be optional.



Mazda is expanding its SUV lineup to include a new two-row mid-size crossover called the CX-70. It rides on the same new architecture that's underneath the three-row CX-90, and the cabin will be more spacious than the smaller CX-5 and CX-50 SUVs. We expect to see both a turbocharged inline-six gasoline engine with up to 340 horsepower and a plug-in hybrid.

While Mazda hasn't officially revealed the CX-70, we expect it to look similar to the Europe-market CX-60 (pictured) but with a wider body. Mazda has upmarket aspirations, and we expect the new CX-70 will have a nicer cabin than many similarly priced rivals. Expect to see it hit dealers in 2024.

## Mazda CX-70

# 2025



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## Mercedes - AMG C63

# 2025



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The **top-dog AMG version** of the latest Mercedes C-class won't have a V-8 engine anymore. That may sound blasphemous, but the powertrain that's replacing the old twin-turbo 4.0-liter V-8 is a hybridized turbocharged four-cylinder that produces a whopping 671 horsepower.

Over several decades, the Mercedes-Benz G-class built a reputation as an all-conquering off-roader before becoming a six-figure status symbol for celebrities. For its next act, it'll become an electric vehicle called the EQG. If the futuristic-looking concept version pictured here is any indication, it'll retain the classic boxy styling of the G-wagen that we know and love, and Mercedes says the EQG will also continue to be an extremely capable off-roader.

The EQG is expected to be powered by four electric motors (one for each wheel) that will be individually controllable, which should improve performance both on- and off-road. The EQG will most likely get a fully independent suspension. We expect it to arrive for the 2025 model year.

## Mercedes-Benz EQG

# 2025



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## Nissan Maxima

# 2025



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Nissan is preparing to launch an electric sedan on the same platform as the Ariya crossover, and we think it will wear the storied Maxima nameplate. When it goes into production in 2025, look for it to have styling similar to the IMs concept car, as we've illustrated here.

We're hoping it will be sporty like Maximas of the past, and it will aim to compete with the Hyundai Ioniq 6 and Tesla Model 3.



Fifteenth Edition | 15-2024 | MMXXIV

Polestar's first vehicle, the dashing 1 hybrid coupe, has been followed by a succession of more reasonable cars, but the Swedish automaker will move back upmarket in 2026 with the Polestar 6 convertible.

Based on the O2 concept, the 6 will pair crisp styling with an 884-hp, 663-pound-foot all-wheel-drive powertrain, good enough for a 3.2-second sprint to 60 mph and a 155-mph top speed. Its bonded aluminum chassis and 800-volt architecture will be shared with the upcoming Polestar 5 sedan, and pricing should start over \$100,000 for the eye-catching halo car.

## Polestar 6

# 2026



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## Porsche 718 Boxster & Cayman EV

# 2025



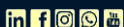
[READ MORE](#)

So far, Porsche's electric lineup includes only the Taycan sedan, but the brand's sports cars will begin to transition to battery power soon. The first entry will be the EV version of the 718 Boxster and Cayman mid-engine models due in 2025.

We're eagerly anticipating these cars because Porsche is promising lots of horsepower, the same balanced chassis as the gas versions, and even a dynamic soundtrack of some sort.



GLOBAL CHAMBER OF BUSINESS LEADERS



The full-size Ram 1500 has long been one of our favorite pickups, and soon Ram will offer the Rampage, a *Honey, I Shrank the Truck* version of its bestseller. While it's currently confirmed only for markets outside the U.S., the Rampage might become available to us soon. The Rampage doesn't skimp on handy features, such as a power tailgate.

Like other compact pickups, the Rampage will be powered by a turbo four-cylinder powertrain, possibly the 2.0-liter setup found in the Dodge Hornet GT SUV. More details are expected sometime in 2024.

## Ram Rampage

# 2024



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## Rivian R2S

# 2026



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Rivian is hard at work on its follow-up to the [R1T truck](#) and [R1S SUV](#). The smaller and more affordable model is expected to debut as the R2S compact SUV, but could later spawn a pickup variant. Little is known about the specifications, but we expect the R2 models to trade some of R1S and R1T's off-road capability and sky-high power output to improve on-road drivability and keep costs down.

Prices could range from \$40,000 to \$60,000, and Rivian says we'll get our first glimpse of the R2S in early 2024, with sales planned for 2026.

You might remember the Scout nameplate from the 1970s, and it's officially coming back as a subsidiary of the Volkswagen Group. This new brand will initially focus on building two electric models: an SUV and a pickup truck that will take aim at Rivian's R1s and R1T, among others.

These will use a new body-on-frame platform and are slated to wear rugged, boxy styling when they arrive in 2026. They'll also be built at a new factory in South Carolina.

## Scout SUV and Pickup

# 2027



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## Subaru WRX STI EV

# 2028



[READ MORE](#)

Subaru has said that it is electrifying the next version of its top performance car, the WRX STI. We're still not sure if that means a battery-electric powertrain or some sort of hybrid setup, but either way it should be an all-wheel-drive performance compact with a rally-inspired mission. We'd be thrilled if the hatchback bodystyled returned, and we're thinking it'll offer at least 400 horsepower. But we're in for a wait, as we don't expect this new Subie to arrive until 2028.



Toyota is on a bit of a sports-car kick of late, having remained committed to the 86, a rear-drive two-door co-developed with Subaru, and having introduced a new Supra (co-developed with BMW). Next, Toyota is looking at resurrecting the midship runabout two-seater known as the MR2. Unlike previous iterations of this mid-engined sports car, the new MR2 likely will be electrified.

Toyota even showed a concept called the FT-Se that got us even more excited about the prospects of this new model.

## Toyota MR2

# 2025



[READ MORE](#)

## Volkswagen ID.Buzz

# 2025



[READ MORE](#)

The highly anticipated revival of Volkswagen's iconic Microbus is really happening. VW has confirmed that it will be sold in the U.S. starting in 2024 as a 2025 model. An all-electric van, the Buzz will be part of the company's expanding ID EV lineup.

The version sold here will be a long-wheelbase passenger configuration, while Europe will get commercial versions as well. It will offer 282 horsepower in rear-wheel-drive base form and around 330 horsepower in a more expensive all-wheel-drive configuration.

# OPPORTUNITIES FOR CLEAN ENERGY

Robert W. Cats, Delegate for Qatar, Global Chamber of Business Leaders

Taking into account the global climate change and consequently, the global energy transition, the focus is on increasing use of renewable energy, which is coming from natural resources such as the sun, water and air (wind). Simultaneously, there is a shift to clean energy, energy that regardless of the type of source, does not pollute.

It is no surprise that all of the world's energy sources will be needed to meet rising demand for years to come. At the same time, it is also known that the traditional energy sources, the so-called fossil energy such as coal, oil and gas, are not inexhaustible.

A huge challenge in the energy transition is that moving to renewable and clean energy with the aim to achieve 100% 'net-zero' energy stays behind the increasing demand of global energy consumption.

The U.S has developed a roadmap to reach 100% renewable energy by 2050, ambitious but not impossible, however, will this be enough to reduce global pollution and climate change? The answer is simply "No." since the U.S forms only a part of the global energy consumption (16% in 2022).

So, what about the other parts of the world? How, how fast and how much will continents like Africa, Indonesia and India contribute to the global energy transition towards 100% 'clean energy'? Is it, in this case, better to talk about 'cleaner energy'? Or is it more realistic, at least for now, to develop a global road map where renewable energy and clean energy go hand in hand?

One of the Global Chamber of Business Leaders' objectives is to work with global and local leaders in the energy sectors, as well as subject matter experts, using 'think-tanks', where solutions are discussed and brought into practice via pilot projects, whilst at the same time ensuring that ESG targets are being met.

A great example which is exemplary for renewable clean energy is the Haru Oni ('land of wind') hydrogen plant in the Patagonia region in Chile (and Argentina), the world's first integrated, industrial-scale plant for synthetic climateneutral fuels, which is developed and built by Siemens Energy with partners Porsche and Enel, ExxonMobil, Enap, and others. The hydrogen plant is producing eFuel from wind and water. From here, the questions to look into are where and when next using natural resources towards clean energy.

”

"A great example which is exemplary for renewable clean energy is the Haru Oni ('land of wind') hydrogen plant in the Patagonia region in Chile (and Argentina), the world's first integrated, industrial-scale plant for synthetic climateneutral fuels, which is developed and built by Siemens Energy with partners Porsche and Enel, ExxonMobil, Enap, and others. The hydrogen plant is producing eFuel from wind and water."



Global Conflict Deaths Reach Alarming Heights:

# WORLD AT WAR: A DISTURBING TREND EMERGES

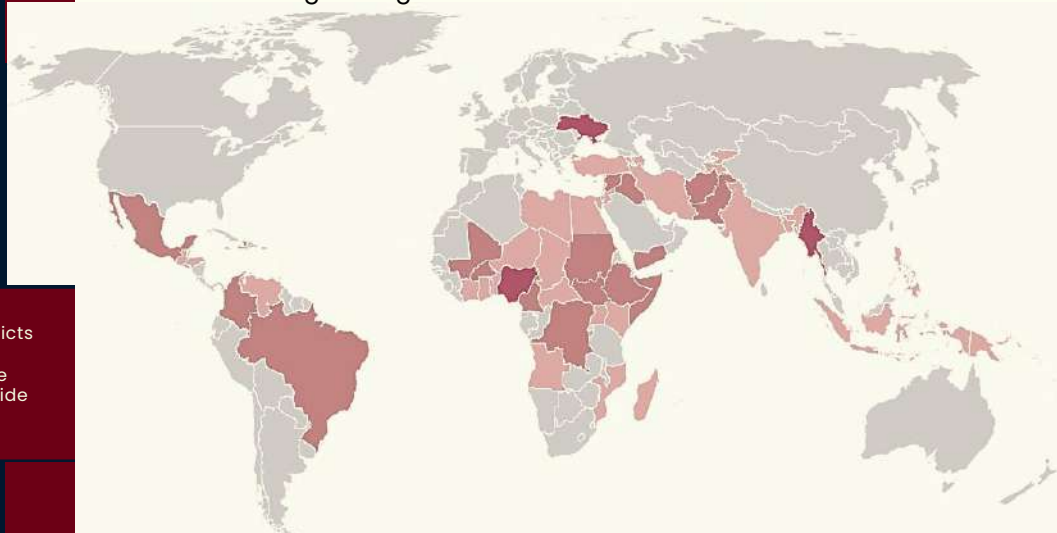
**PEACE**  
*World*

Global Times Magazine Editorial Team

In recent years, the world has witnessed a concerning surge in armed conflicts, resulting in a staggering loss of life across continents. The year 2022 marked a grim milestone, with Europe and Africa bearing the brunt of this escalating violence.

## Europe's Grim Reality

For Europe, a region once synonymous with stability and peace, the events of 2022 shattered illusions of security. The Russian invasion of Ukraine catapulted the continent into its deadliest year since the end of World War II. An estimated 82,000 lives were lost in armed conflicts, underscoring the region's descent into turmoil.



The number of armed conflicts in 2022. In just one year, between 2022 and 2023, the number of conflicts worldwide increased by 22%.

## Africa: A Continent In Crisis

Meanwhile, Africa grappled with its own humanitarian catastrophe as violence engulfed nations from north to south. With over 113,000 fatalities recorded in armed conflicts, 2022 emerged as one of the deadliest years in Africa's post-war history. The situation is dire, with ongoing conflicts in Ethiopia, the Central African Republic, South Sudan, and Cameroon, among others, fueling the continent's descent into chaos.

## A Global Surge In Conflict Deaths

The combined death toll from armed conflicts worldwide reached a staggering 204,000 individuals in 2022, marking the highest figure since 1987. This alarming trend is not an anomaly but a reflection of a long-term pattern of increasing violence on a global scale.

## Rising Number Of Armed Conflicts

The proliferation of armed conflicts further compounds the crisis, with 182 conflicts recorded globally in 2022—more than double the number observed in 1989. Africa, with over 30 active conflicts, shoulders much of this burden, signaling a continent in turmoil.

## Root Causes And Ramifications

The surge in conflict-related deaths underscores the urgent need for comprehensive action to address the root causes of violence. Political instability, ethnic tensions, and economic disparities continue to fuel conflicts, leaving millions displaced and communities devastated.

## A Call For Global Response

As the world grapples with escalating violence and loss of life, there is an urgent need for concerted international efforts to promote peace, stability, and conflict resolution. Diplomatic interventions, humanitarian aid, and sustainable development initiatives are crucial in addressing the underlying drivers of conflict and fostering peace-building efforts worldwide.

Conclusion:

## Towards A Peaceful Future

Amidst the grim realities of escalating violence, there remains hope for a more peaceful future. By addressing the root causes of conflict, fostering dialogue, and promoting cooperation, the international community can pave the way for a world where peace prevails over conflict and stability triumphs over turmoil.

Article **END**

## The World at War in 2023

Countries in which armed clashes between state forces and/or rebels were reported in 2023\*



Not A World War But A World At War. The years 2022 and 2023 have seen the most conflicts of any time since the end of the Second World War.

The purpose of this article is to highlight the gravity of the situation and the urgent need for collective action to address the growing crisis of armed conflict and loss of life worldwide. The number of new armed conflicts is increasing rapidly, so it is necessary to act today, because tomorrow may already be too late.



## ROBOT ARM WILL SOON REFUEL YOUR VEHICLE TANK IN UAE

ADNOC unveils a game-changing robotic arm for vehicle refueling, revolutionizing the pump experience. Engineered for efficiency, it swiftly handles tasks like opening the fuel flap and precise filling, while a user-friendly app empowers customers to customize their refueling needs, saving time and effort.

At ADNOC stations, patrons enjoy a hands-free refueling experience with the robotic arm system. With a simple touchscreen selection or mobile app initiation, the arm ensures accurate, safe, and monitored refueling, retracting seamlessly upon completion.

ADNOC's pilot project on Reef Island, Abu Dhabi, pioneers the robotic refueling system's usability and performance, paving the way for nationwide integration. With a focus on data-driven optimization, ADNOC embraces innovation to transform the future of refueling, promising unmatched convenience and reliability for customers across the UAE.



Fifteenth Edition | 15-2024 | MMXXIV



# WELLNESS TRENDS 2024: NEW PATHS TO HEALTH AND WELL-BEING

**COLUMN**  
*Best*

Author: Josef Thaler, GTM Editorial Team



The Global Wellness Summit has identified the most important trends for the travel industry 2024.

The Global Wellness Summit has identified the most important trends for the travel industry 2024. It predicts an increase in pilgrimages and postpartum wellness for mothers to relax after the birth. According to the report, another focus shortly will be on social and emotional wellness for men and climate-adaptive wellness offerings. Further forecasts: The megatrend LONGEVITY (long life) will continue and weight loss medications will be examined for their suitability for wellness. The private home will mutate into a high-tech health center, art will become a multi-sensory wellness experience and sport will take on a higher priority in the hotel industry.

The wellness industry has been analyzed for 20 years, 2023 saw more upheaval than any previous year, the travel market will grow from its current \$5.6 trillion to \$8.6 million by 2027 - and numerous surveys show that wellness has never been more important to people was like today. But what type of wellness is important - and for whom - is undergoing profound change?

The differences between generations, incomes, and genders are becoming ever greater, creating a wellness landscape that is increasingly characterized by very different - if not contradictory - markets and mentalities.

The GWS refers to these two markets as "hardcore" and "softcare". Hardcore describes the new hyper-medical, high-tech, and even more expensive wellness market. Softcare addresses the new desire for stress-free, simpler, less expensive, and less relentlessly self-optimizing wellness that prioritizes emotional and social well-being.

**So we see that there is no longer a uniform trend but one in the future**

In recent years, the wellness market has witnessed a notable shift towards the integration of more intensive medical interventions, ranging from longevity clinics to weight loss medications. This trend reflects the growing influence of medicine within the wellness industry. For instance, upscale health centers now boast



comprehensive wellness offerings, encompassing advanced diagnostics and cutting-edge treatments like stem cell therapy.

Simultaneously, the emergence of new weight-loss drugs has disrupted traditional behavior-change-focused wellness companies, including diet platforms and health resorts. The rapid adoption of these pharmaceutical interventions underscores a changing landscape where medical approaches play an increasingly prominent role in promoting overall well-being.

### A few prominent trends in the wellness industry:

#### Climate-Adaptive Wellness

As our planet continues to warm, creating significant physical and mental health risks, we will witness a new “climate-adapted wellness” – a wealth of innovations that can cool our bodies, our homes, and our cities. We cannot continue to air-condition the world: this will destroy the progress made in climate change, so new cooling concepts are needed. Our increasingly scorching planet is changing travel behavior: people are moving away from traditional “hotspots”, swapping beaches and deserts for mountains, the Mediterranean for Scandinavia, and summer vacation for autumn or spring vacations in order to turn to so-called coolcations. A lot will change, from the new focus on the role of heat/Cold therapy in regulating the body’s temperature to (cooler) night wellness programs in hotels and resorts, from stargazing to full moon yoga.

#### The Power Of Pilgrimages

A silver lining of the pandemic is that people around the world have rediscovered the simple joys and health benefits of hiking and intentionally connecting with nature.

Today, hiking enthusiasts broaden their horizons by exploring old pilgrimage paths. In doing so, they are fueling a global trend, as a record number of travelers around the world are undertaking multi-day hikes to discover spiritual things and get to know cultural heritage. In 2023, almost half a million pilgrims completed the Way of St. James (new record).

#### Wellness is becoming a men’s thing, they have it

Wellness has long offered women a space in which they can open up, explore their feelings, and form a community – but this does not apply to men. They were either left out or, if they were included, the wellness offers reinforced the clichéd image of masculinity – from combative fitness challenges to biohacks for tough guys.

A cultural shift is now underway, as the wellness industry responds with a host of new solutions to help men reconnect with themselves and others after the devastating effects of increasing loneliness become known, one example being the Increase in men’s retreats like EVERYMAN and Junto that focus on letting go of stoicism and sharing your feelings authentically. Another example are the new mental health apps designed specifically for men for men.



A lot will change, from the new focus on the role of heat/Cold therapy in regulating the body’s temperature to (cooler) night wellness programs in hotels and resorts, from stargazing to full moon yoga.

In this trend, the report examines how these softer forms of wellness can serve as a much-needed catalyst for male relationships. In the future, it is assumed that social and emotional wellness offerings for men will become more differentiated, adapted to every age, and more global.

## Longevity Lives Longer

The speed at which Longevity has conquered the biotech, health, and wellness industries over the past year is breathtaking. It is no longer a simple “trend”, but the new mainstay of the industry – the magnifying glass through which everything we do can be examined: a complete, interconnected industry that is estimated to be worth around \$610 billion by 2050. With an aging population seeking longer-lasting health and a medical establishment still not focused on prevention, longevity is a long-term issue and will become even more important in 2024.



The travel market will grow from its current \$5.6 trillion to \$8.6 million by 2027

There are over 1000 Longevity clinics worldwide, making them the fastest-growing business in the healthcare industry. Most offer advanced diagnostic tests to detect issues before they become a problem, such as Fontaine Life or Human Longevity. Others offer experimental, less-proven concepts such as stem cell treatments and plasma exchange, as well as the usual biohacking.

While the wellness resorts were previously more about the soul than about scans and stem cells, an increasing number of them are now mutating into highly medical longevity destinations. Strong players in the field of medical longevity are SHA Wellness from Spain and Clinique La Prairie from Switzerland. In 2024 there will be another flood of offers.





The biggest opportunities are often out of reach  
**Everything becomes different with us**



Profits Or Pitfalls:

# THE MURKY BUSINESS OF RUSSIAN GAS

**WORLD**  
- Geopolitics

GTM Editorial Team, The Executive Lens

## A Voluntary Choice or a Profitable Gamble?

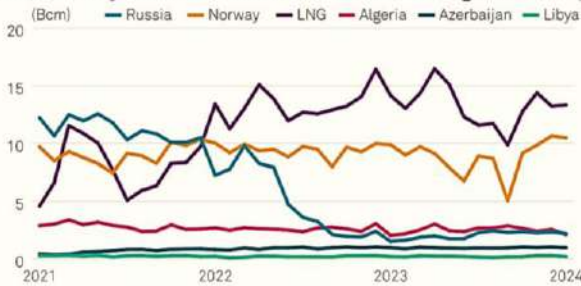
In the aftermath of Russia's aggression towards Ukraine, the European Union has taken strides to reduce its reliance on Russian gas, slashing imports from 40% in 2021 to a mere 8% by 2023. However, while this move may seem like a strategic diversification, it's worth questioning if Europe truly needs Russian gas.

Countries like the Baltic states, Sweden, and Finland are leading the charge, emphasizing the need to sever ties with Russian gas to safeguard Europe's energy security.

## The Rise Of Liquefied Russian Gas

Amidst the decline in pipeline imports, Europe has witnessed a surge in liquefied natural gas (LNG) imports from Russia.

**LNG, Norway continue to offset lost Russian gas in Europe**



Note: Country-specific sources are for pipeline gas. Shows imports into EU-27, UK, Balkans. Excludes Turkey  
Source: S&P Global Commodity Insights

The continent has become the second-largest destination for Russian LNG, with imports reaching 15.5 million tons in 2023, marking a 40% increase from 2021.

What's alarming is that a significant portion of this LNG is not destined for European consumption but is rather earmarked for resale by European companies.

## A Lucrative Business At Europeans' Expense

According to Benjamin Hilgenstock from the School of Economics in Kyiv, much of the Russian LNG flooding European ports is intended solely for resale. This practice, driven by profit rather than necessity, sees European companies cashing in on cheap Russian LNG, only to sell it to other markets, predominantly in Asia.

Reports suggest that in 2023, a staggering 22% of Russian LNG imported into Europe was promptly sold on the global market, highlighting the profit-driven nature of the trade.

**Calls for Action:**

**Ban or Gradual Reduction?**

Amid growing concerns, voices advocating for a ban on Russian LNG imports from European ports are gaining momentum. Countries like the Baltic states, Sweden, and Finland are leading the charge, emphasizing the need to sever ties with Russian gas to safeguard Europe's energy security. However, the European Union Agency for the Cooperation of Energy Regulators (ACER) has advised a more cautious approach, advocating for a gradual reduction to prevent an "energy shock."

**A Divided Europe:**

**Profit vs. Principles**

While some EU member states are pushing for a swift exit from Russian gas dependency, others, like Austria and Hungary, remain entangled in lucrative agreements with Gazprom. Despite pledges to seek alternative energy sources, these nations continue to

import substantial volumes of Russian gas, perpetuating Europe's reliance on Moscow.

With Hungary set to assume the EU presidency, prospects for change remain uncertain, casting doubts on Europe's commitment to reducing its gas ties with Russia.

**Conclusion:**

**Europe's Gas Dilemma**

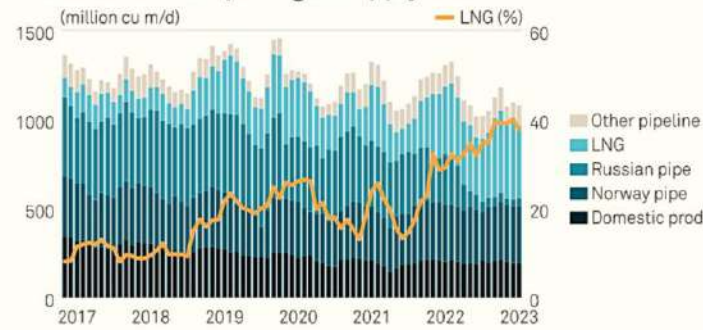
As Europe grapples with the ethical and economic implications of its gas dealings with Russia, the need for decisive action becomes ever more pressing. While some advocate for

immediate bans to curb Europe's reliance on Russian gas, others urge gradual reductions to mitigate potential energy shocks.

Regardless of the path chosen, one thing remains clear: Europe's gas dilemma demands urgent attention and concerted efforts to secure a sustainable and independent energy future.

Article **END**

**LNG share in European gas supply rises**



As Europe faces the moral and financial challenges of its gas trade with Russia, action is increasingly urgent. Some call for immediate bans on Russian gas to lessen dependence, while others propose gradual reductions to prevent energy disruptions. Regardless, Europe must act swiftly to secure a sustainable, independent energy future.



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Off-The-Beaten-Path Destinations For 2024:

# 9 UNDERRATED TRAVEL DESTINATIONS THAT ARE POPULAR IN 2024

**TRAVEL**  
— Sustainable —

GTM Editorial Team, Jennifer Grenne, BI

We booked a lot of Caribbean cruises and theme-park vacations as a travel planner. But we also have our eyes on some under-the-radar destinations. Here are some unique spots our partners are talking about for 2024.

## BELIZE

Belize is a small country in Latin America.



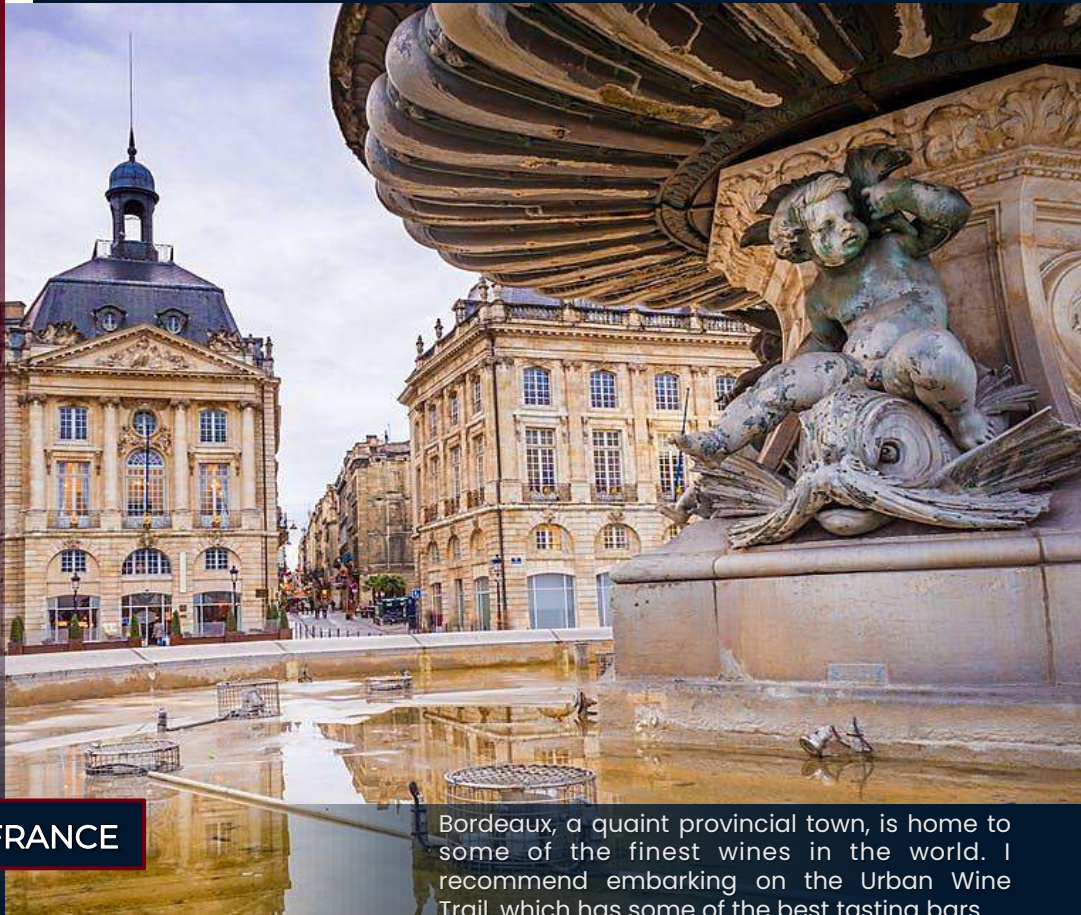
The small Central American country is stunning.

There are white-sand beaches and lush tropical jungles to explore. And as the home to the Belize Barrier Reef, snorkeling and diving enthusiasts will find plenty to do.

Tourists can even check out Mayan ruins or come up close with native birds and monkeys in Belize.



**TRAVEL**  
*Sustainable*

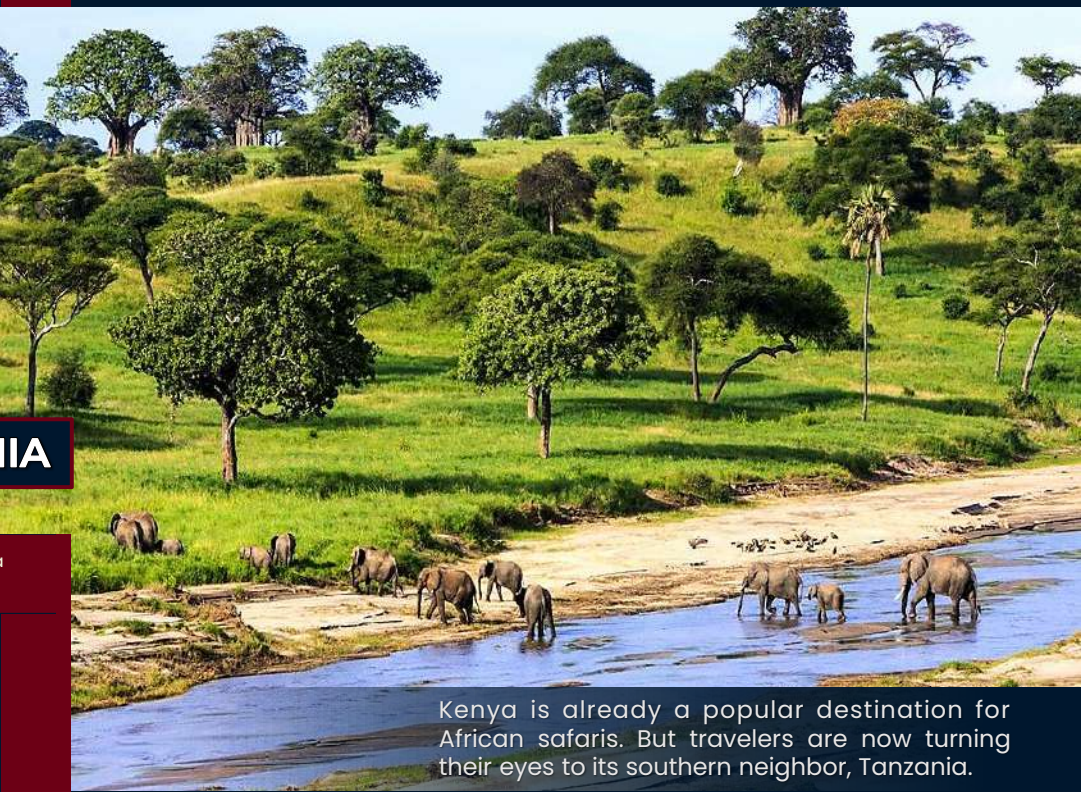


**BORDEAUX, FRANCE**

Bordeaux, a quaint provincial town, is home to some of the finest wines in the world. I recommend embarking on the Urban Wine Trail, which has some of the best tasting bars.

Bordeaux is a quieter destination in France.

The trip is a wine enthusiast's dream without the crowds of Tuscany. Some chain hotels are being established in the up-and-coming Bassins à Flots district. But there are also ample Airbnb options for a variety of budgets.



**TANZANIA**

Serengeti National Park is a stunning area in Tanzania.

Kenya is already a popular destination for African safaris. But travelers are now turning their eyes to its southern neighbor, Tanzania.

From beaches to Mount Kilimanjaro, the country has so much to offer. I recommend checking out Serengeti National Park, a 5,700-square-foot park that houses a variety of landscapes.

**TRAVEL**  
*Sustainable*



**LAOS**

Laos is home to temples, waterfalls, and quaint villages.

The Mekong River flows through the scenic landscapes, and Luang Prabang, a World Heritage Site, is full of golden-roofed temples.

It's a landlocked nation, so travelers looking for ocean views and water sports might not have it on their lists. But I think it's worth checking out.

The Patuxai Gate is one of Laos' most stunning landmarks.



**FINLAND**

Tourists tend to visit the Norwegian fjords or Stockholm, Sweden, but Finland is a fascinating (and largely underrated) Nordic destination.

In the winter, you can see the northern lights — usually with much smaller crowds — or go cross-country skiing. Outdoor saunas are also popular.

The capital, Helsinki, is a fun city with great bars and restaurants, a world-class art museum, and a fascinating architecture and design scene.



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**TRAVEL**  
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## BADLANDS, NORTH DAKOTA, USA

Theodore Roosevelt National Park is in North Dakota, USA.



South Dakota's Badlands are better known, but the section in North Dakota is still worth visiting.

It's where a young Teddy Roosevelt lived in the 1880s, and today, it houses Theodore Roosevelt National Park. Visitors can even explore the former president's log cabin.

The park offers beautiful Badlands views without as many crowds as South Dakota. And there are plenty of bison, prairie dogs, and wild horses to see.

It's also worth stopping by the nearby city of Medora to check out sites like the Chateau de Mores and the North Dakota Cowboy Hall of Fame. There's even an annual outdoor musical inspired by Roosevelt's life.

## PAROS, GREECE

Paros Island is a quaint Greek destination.



Mykonos and Santorini draw the biggest crowds, but Paros is a much quieter destination.

The lack of an international airport tends to keep it that way, but a gentle ebb of chic new hotels is attracting more tourists.

The fishing village is home to beaches, wineries, and marble quarries. For an offbeat side trip, you can also hop on the boat to the even smaller island of Antiparos.

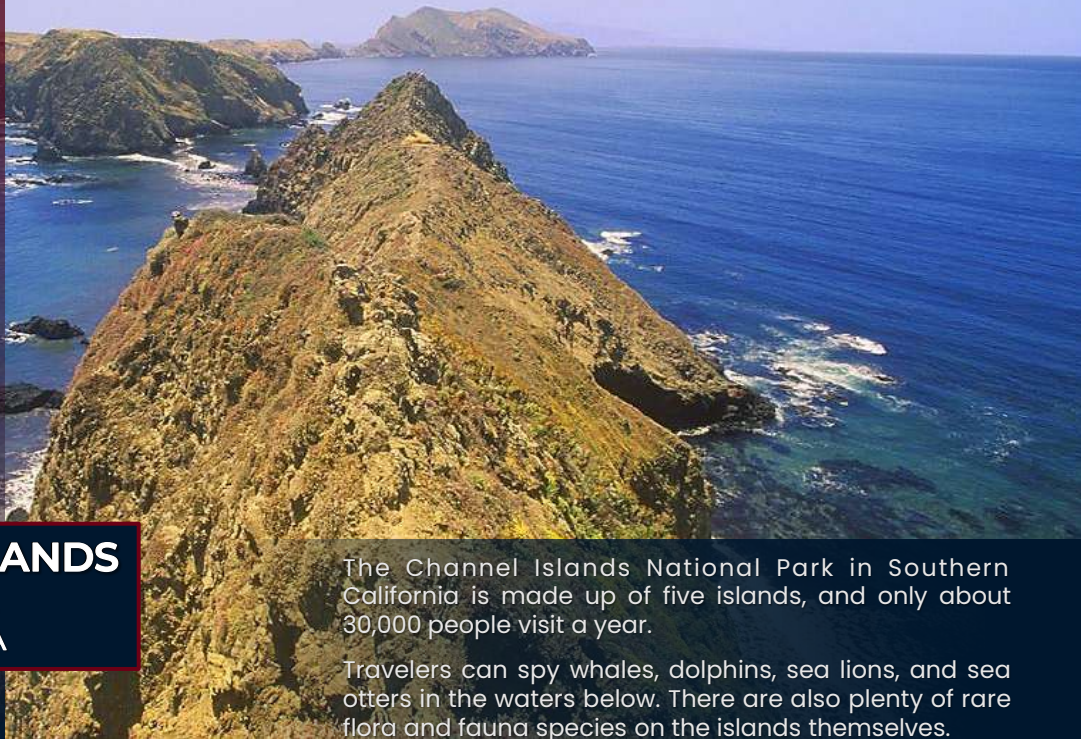






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## CHANNEL ISLANDS NATIONAL PARK, CALIFORNIA, USA

The Channel Islands National Park in Southern California is made up of five islands, and only about 30,000 people visit a year.

Travelers can spy whales, dolphins, sea lions, and sea otters in the waters below. There are also plenty of rare flora and fauna species on the islands themselves.

The Californian National Park stretches out into the ocean.

If you take the ferry from Ventura Harbor and looking for a little more adventure, there are opportunities for scuba diving, kayaking, hiking, and backpacking.



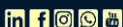
A Beautiful City of Maribor, Slovenia



## SLOVENIA

Slovenia is the best stop to make on a vacation across Central Europe.

The only country in the world carrying the word "LOVE" in its name, Slovenia is nestled between Italy and Croatia, Slovenia has somehow remained under the radar. But that's now changing fast. The country is full of breathtaking views, from the Soča Valley to the Julian Alps. Plus, it got its own Michelin Guide in 2020. Chef Ana Roš' two-star restaurant, provides micro-local, forage-to-table cuisine.





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# Coffee, Concepts & Catching Up

With *Nicole Farrell*, GCBL Comms Director

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



## ANTI-AGING, FOREVER YOUNG, 10 YEARS YOUNGER WITH SKIN CARE THERAPY CONCEPTS

An Exclusive Column by Clinics Expert Hermann Joe Kagerer

An exclusive special monthly health column brought to you by Hermann Joe Kagerer, health and personal care expert, and experts in various health fields.



Intelligent combined treatment concepts can make people look 10-30 years younger.

### New Discoveries In Cell Research

Forever Young is possible. Intelligent combined treatment concepts can make people look 10-30 years younger. These medical concepts are already a reality and, in some cases, already applicable. This innovative future medicine is a great addition to aesthetic applications and is gaining significant traction in many medical fields, such as chronic diseases, Cancer, and more.

This is no longer future medicine; it's already reality and will bring back the quality of life to many people.

### Cell Research – Epigenetics

Epigenetics refers to changes in gene activity that are not caused by alterations in the DNA sequence itself but by other factors that influence how genes are turned on or off. These changes can be influenced by external factors, such as diet, stress, or environmental elements, and can even be inherited from one generation to the next.

A simple example is chemical "tags" or "markers" that attach to the DNA or to proteins surrounding the DNA (like histones). These markers determine whether certain genes are active or inactive, much like a light switch that can turn genes on or off. These "epigenetic marks" can decide which proteins are produced in a cell and thus affect the function and characteristics of the cell.

Epigenetics plays a role in many biological processes, including cell development, gene regulation, and adaptation to environmental influences. It is also linked to various diseases such as Cancer, heart

disease, and neurological disorders, as it can affect which genes are activated or deactivated in certain situations.

## This is indeed an exciting breakthrough!

Research shows that it is possible to slow down or even reverse the aging process of skin cells. By rejuvenating the skin cells of a 53-year-old woman by about 30 years, researchers have taken a significant step towards regenerative medicine.

The rejuvenation of skin cells could potentially help mitigate or even reverse the effects of aging on the skin. This could have a broad range of applications, from cosmetic skincare to treating age-related skin conditions.

However, it's important to note that the clinical application of such procedures will require further development and testing. Nonetheless, this progress is a promising step towards a future where we may be able to influence the aging process and maintain or restore the health and youthfulness of the skin.

## Interesting Research from German-Born Scientist

The team led by epigenetics specialist, Wolf Reik, developed a method to turn back the biological clock of skin cells based on findings that earned Shin'ya Yamanaka the Nobel Prize in Medicine in 2012.

Yamanaka had already made a groundbreaking discovery in 2007: he could transform mature connective tissue cells from mice into so-called induced pluripotent stem cells (iPS cells). This process, known as reprogramming, was achieved by introducing four specific genes, the so-called Yamanaka factors.

The cells underwent a 50-day process where the characteristics of the differentiated cells were gradually erased, restoring their original status as stem cells. These pluripotent cells can differentiate into various cell types.

Reik's team developed a method where reprogramming was stopped after 13 days, allowing the cell identity to remain largely intact. This meant that the skin cells of a 53-year-old woman retained their specialized function as skin cells despite the rejuvenation. However, genomic analyses showed that they had the properties of 20-year-old skin cells.

Interestingly, the collagen production in the reprogrammed cells also reached a youthful level, which is an important indicator of skin youthfulness. Experiments where a wound was simulated in a petri dish also confirmed the rejuvenation: the reprogrammed skin cells led to a faster healing process.

Additionally, the method had favorable effects on genes associated with age-related diseases such as Alzheimer's and cataracts.



Epigenetics refers to changes in gene activity that are not caused by alterations in the DNA sequence itself

Next Steps in Research:

## Safety And Wider Applications

Although the recent breakthrough from the Babraham Institute in regenerative medicine is exciting, a long road remains before clinical application. One of the main reasons for this is the increased cancer risk associated with reprogramming using the Yamanaka factors. The process of turning back the biological clock could cause cells to grow uncontrollably and transform into malignant tumors.

Wolf Reik, the epigenetics specialist, is optimistic that this hurdle can be overcome since the first step – proving that the method fundamentally works – has already been achieved. The next steps involve increasing the safety of the method and testing if it can be applied to other cell types such as muscle, liver, and blood cells.

Long-term, the goal is not necessarily to increase lifespan but to enable healthier aging. This could mean that people can live longer active and healthy lives before age-related diseases and ailments occur.

Applications in the cosmetics industry or anti-aging pills are a possible path, but Reik emphasizes that the main motivation is to improve the quality of life in old age and prevent diseases.

While clinical application of this type of technology is still far off, research like this could lay the foundation for future breakthroughs in regenerative medicine. The prospect of an anti-aging pill that delays or reverses aging could one day become a reality, but it must be carefully researched and tested to ensure that it is safe and effective.

**Combining intelligent MyCLINIC treatment concepts will be of significant benefit to individual patients.**

## The Proven Platelet-Rich Plasma (PRP) Therapy

**The PRP therapy**, also known as "vampire facelift," is a method that uses the body's own blood to improve skin appearance or promote hair growth. The process involves drawing blood, which is then centrifuged to extract the platelet-rich plasma (PRP), a concentrate of blood platelets. This plasma is rich in growth factors and is injected into the skin to stimulate cell renewal and collagen synthesis. This can help reduce wrinkles and give the skin a fresher appearance. Moreover, PRP can also be used to slow hair loss and stimulate hair growth.

**The PRF treatment** (Platelet-Rich Fibrin) is an evolution of the PRP therapy. The main difference is that PRF retains the fibrin from the

blood, resulting in a thicker substance that can be used as a natural filler. This allows for a broader application, both for injecting wrinkles and promoting skin regeneration.

Both procedures use the body's own blood, reducing the risk of side effects or allergic reactions. Therefore, PRP and PRF are considered safe treatment options that can be used by people of different ages and genders.



Genomic analyses showed that they had the properties of 20-year-old skin cells.



Laser therapy has gained a significant place in aesthetic medicine and anti-aging treatments.

Although these therapies are widespread in aesthetic medicine, it's important to have them performed by a qualified professional. Careful consultation and thorough examination should occur before applying the therapy to ensure that it is safe, effective, and tailored to individual patient needs.

## Laser Therapy In Anti-aging And Aesthetic Medicine

Laser therapy has gained a significant place in aesthetic medicine and anti-aging treatments. It offers a non-invasive or minimally invasive method to treat various skin problems, rejuvenate the skin, and build collagen, resulting in a younger and healthier-looking skin. Here are some of the common applications and benefits of laser therapy in this field:

### Benefits Of Laser Therapy In Aesthetic Medicine And Anti-aging

#### - **Non-invasive or minimally invasive:**

Unlike surgical procedures, laser treatments are less invasive, leading to shorter recovery times and lower risks.

#### - **Collagen stimulation:**

Laser therapy can stimulate collagen production in the skin, leading to improved skin elasticity and reduced wrinkles.

#### - **Precision:**

Laser devices allow for precise treatment that targets specific areas without damaging surrounding tissue.

#### - **Versatility:**

Different types of lasers can be used for a variety of skin issues, from wrinkles and pigmentation spots to acne and spider veins.

### Applications Of Laser Therapy In Aesthetic Medicine:

#### - **Wrinkle reduction:**

By stimulating collagen and tightening the skin, laser treatments can reduce the appearance of wrinkles and fine lines.

#### - **Skin tightening:**

Laser therapy can help tighten sagging skin, especially in areas like the jawline, neck, and décolletage.

#### - **Skin resurfacing:**

Fractional lasers can renew and smoothen the skin surface by removing old, damaged skin layers.

#### - **Pigmentation correction:**

Lasers can treat dark spots, age spots, and other pigmentation changes, resulting in a more even skin tone.

#### - **Acne and scar treatment:**

Certain lasers are effective in treating acne scars and active acne by cleansing the skin and promoting collagen production.

#### - **Vascular treatments:**

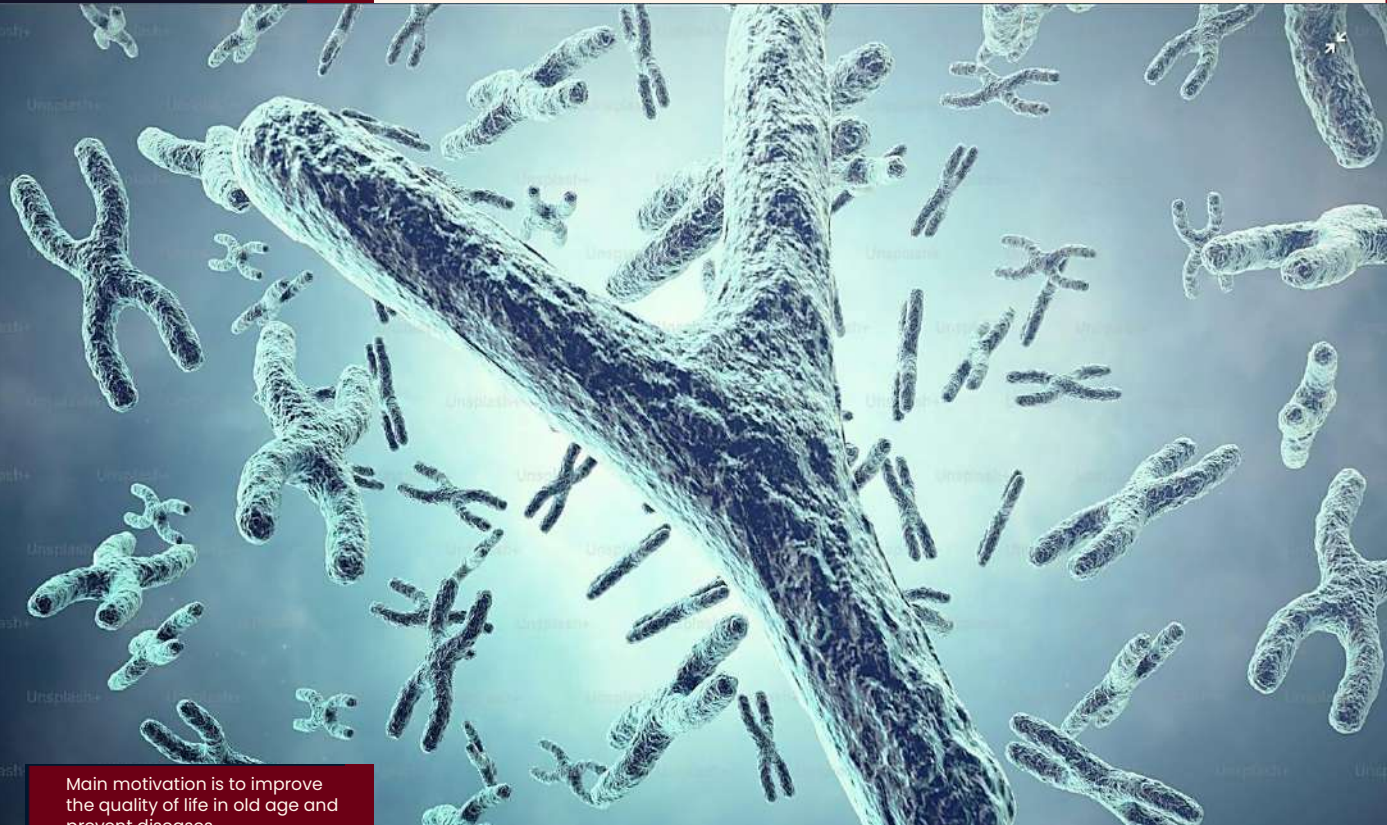
Lasers like Nd:YAG can be used to treat spider veins, telangiectasias, and other vascular lesions.

## Popular Laser Types In Anti-Aging Medicine

- **Fraxel laser:** These fractional lasers are popular for their ability to renew the skin and improve the appearance of wrinkles, scars, and pigmentation spots.
- **Nd:YAG laser:** These lasers are suitable for vascular treatments and are also effective on darker skin tones.
- **CO2 laser:** These lasers can penetrate deeper into the skin and are ideal for more intensive skin resurfacing treatments.

### Conclusion

Laser therapy in anti-aging and aesthetic medicine offers an effective and versatile method for skin rejuvenation and the treatment of various skin problems. By utilizing state-of-the-art technology and carefully customizing treatments to individual needs, patients can achieve impressive results with minimal risk and downtime. However, it's crucial to seek guidance from qualified professionals to ensure that the chosen treatment is safe and effective.



Main motivation is to improve the quality of life in old age and prevent diseases.

In the next issue, we will present plenty of before-and-after photos of all the treatment concepts mentioned here. We look forward to receiving your feedback on this article.

Article **END**



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# LATEST TECH *News*



## THE FIRST HYDROGEN FUEL STATION FOR COMMERCIAL TRUCKS OPENS IN CALIFORNIA

FirstElement Fuels pioneers the world's inaugural hydrogen fueling station for heavy-duty trucks near Oakland's Port, a milestone in green transportation. Strategically positioned, it addresses trucking's environmental impact, offering a cleaner alternative to fossil fuels.

Situated at a vital trade hub, the station caters to trucking needs, minimizing downtime and maximizing efficiency. Equipped with cutting-edge tech, it showcases hydrogen's potential, capable of refueling trucks in just ten minutes.

Despite challenges, FirstElement, led by Shane Stephens, remains committed to sustainable solutions, driving change in the trucking industry and beyond. As demand grows for cleaner transport, this initiative heralds a greener future for mobility.







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*Saadia Lakehal*

# MAKING MULTIFACETED MOVES ACROSS BORDERS AND DISCIPLINES

Saadia Lakehal, Delegate for Canada, GCBL

Saadia Lakehal has built and maintained a solid reputation throughout the world. An entrepreneur, advocate, liaison, mentor, she boasts a list that is much longer than what has been mentioned.

In what way would she consider herself to be multifaceted?

“(I am) An individual (who) can truly embody the concept of being multifaceted, much like a diamond with many brilliant sides. As a visionary microbiologist, I possess a deep-seated passion for innovation, constantly seeking out new ways to push the boundaries of scientific discovery.”

Lakehal is a Delegate for Canada at the Global Chamber of Business Leaders (GCBL). Passion renewed and vision keen, she has committed herself to being a beacon of innovation and action for the organisation. Since her appointment to this present time, what has been the most significant sign of progress she’s seen with the Global Chamber of Business Leaders (GCBL)?

Replied Lakehal, “The most significant sign of progress I’ve witnessed with the Global Chamber of Business Leaders (GCBL) so far has been the evolution and strengthening of our membership base, alongside the deepening commitment to our mission values. The diversity of our members globally, with individuals and organisations joining us, who not only align with our mission but also actively contribute to it. This influx of like-minded members has created a vibrant community of professionals and businesses dedicated to integrity, inclusion, innovation and sustainability.”

She continued, “Moreover, the diversity and inclusivity within our Chamber have expanded, reflecting our commitment to representing and serving a broad range of voices and perspectives. The inclusion of individuals from diverse backgrounds enriches our discussions, fosters collaboration and drives innovation. Overall, the most significant sign of progress has been the transformation of our Chamber into a dynamic and influential force for positive change. Through our collective efforts and shared values, we are shaping the future of business and society, driving towards a more sustainable, inclusive and prosperous world for all.”

From her observations, she was clear on what made the Global Chamber of Business Leaders a force to be reckoned with.

“Today, the GCBL is a strong network of professionals and businesses working towards global collaboration and economic growth.





Global Summit For Women In AgTech For Organic Agriculture

**MAKING MULTIFACETED MOVES ACROSS BORDERS AND DISCIPLINES**  
**INTERVIEW** *Saadia Lakehal*  
*With Excellence*



- **Increased Cross-Border Collaboration:** One significant sign of progress is increased collaboration and partnerships between businesses across different countries. This can lead to expanded market access, innovation exchange and economic growth.
- **Diverse and Inclusive Membership and Participation:** A growing and diverse membership base, including both established companies and start-ups, indicates that the Chamber is effectively engaging with a wide range of stakeholders and fostering an inclusive environment for global business opportunities.
- **Impactful Initiatives:** The launch and success of initiatives aimed at supporting small and medium-sized enterprises (SMEs) in accessing international markets, promoting sustainable business practices or addressing global challenges like climate change or supply chain resilience can signify significant progress.

These signs of progress contribute to the overarching goals of the GCBL, which typically include fostering economic growth, promoting international trade and investment and facilitating collaboration and networking among businesses on a global scale.”

Aware of her individual capabilities, strengths and network, she shared what she hopes to accomplish by the end of 2024 in her executive capacity at the GCBL.

“I would strive to strengthen the Chamber's role as a catalyst for international business growth, economic prosperity and sustainable development in a rapidly evolving global landscape. It is interesting to develop a diverse portfolio of events that cater to the needs and interests of Chamber members and the wider business community. This includes networking mixers, industry forums and signature events that provide valuable opportunities for learning, collaboration and business growth.”

Speaking on her offerings, she cited her own prowess that can contribute to the work at hand.

“My involvement in international business development and the organisation of international events in sustainable and digital manufacturing and agriculture underscores my managerial prowess. My (experience) in strategic planning, partnership cultivation and project execution on a global scale, driving industry innovation and collaboration. My leadership ensures the successful implementation of initiatives that advance sustainability and digitalization within manufacturing and agriculture sectors.



Sustainable Green Chemical Industry Conference, Quebec, Canada

My expertise in business culture and multilingualism enhances my ability to navigate diverse cultural landscapes and communicate effectively across borders. My proficiency in multiple languages facilitates seamless interactions with stakeholders worldwide, fostering cross-cultural understanding and enabling the cultivation of global partnerships.

On a general note, she added, "Combining these areas of expertise, I embody versatility, adaptability and leadership, positioning myself as a valuable contributor to promote the advancement of sustainable and digital manufacturing and agriculture on a global scale. My multifaceted skill set enables me to drive innovation, forge strategic alliances and promote cross-cultural collaboration, ultimately shaping the future of these industries in a rapidly evolving global landscape."

Lakehal's experience and professional development were also borne out of her entrepreneurial path. She is the CEO and Founder of Emperia Industries Connect Inc. What was her vision for the business?

Explained Lakehal, "As a facilitator agency in matchmaking for sustainable industry and agribusiness, my vision is to promote a future where industries and agricultural practices prioritise the health and well-being of people and the environment aligns closely with the principles of social entrepreneurship and consumer awareness.

Here's how my vision connects with social entrepreneurship and empowers consumers:

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**INTERVIEW** *Saadia Lakehal*  
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**Social Impact:** My agency's focus on promoting sustainable practices in industries and agriculture demonstrates a commitment to creating positive social impact. By prioritising the health and well-being of people and the environment, I try contributing to the betterment of society and addressing pressing issues such as food security, environmental degradation and public health.

**Environmental Responsibility:** As a social entrepreneur, my agency recognises the importance of environmental responsibility in business practices. By facilitating partnerships and matchmaking for sustainable industry and agribusiness, I am advocating for practices that minimise ecological footprints, conserve natural resources and mitigate climate change.

**Market Transformation:** Through matchmaking efforts, my agency contributes to the transformation of markets towards sustainability. By connecting businesses committed to sustainable practices with consumers who prioritise ethical and eco-friendly products, I create demand for sustainable goods and services, driving market forces towards more responsible and equitable outcomes.

**Innovation and Collaboration:** Social entrepreneurs often leverage innovation and collaboration to create scalable solutions to social and environmental challenges. I can





Lakehal has raised awareness among stakeholders and the public about the importance of women's leadership.

**MAKING MULTIFACETED MOVES ACROSS BORDERS AND DISCIPLINES**  
**INTERVIEW** *Saadia Lakehal*  
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facilitate collaboration between industry innovators, start-ups, researchers and policymakers to drive continuous innovation and improvement in sustainable industry and agribusiness practices.

By aligning my vision with the principles of social entrepreneurship and empowering consumers to make sustainable choices, my agency can play a role in creating a healthier, more resilient and more equitable future for people and the planet.”

Referring specifically to Canada, she was asked in what area of business tourism did she think the GCBL can position itself?

“Positioning GCBL in Canada within the tech tourism sector presents a strategic opportunity to leverage the country's diverse tech ecosystem and vibrant tourism industry. Here's how the Chamber can strategically position itself:

International Partnerships: Encourage the conclusion of partnerships and co-operative agreements between Canada and other countries in the field of technology and innovation. These partnerships could include exchanges of expertise, joint research





Global Summit For Women In Smart Sustainable Manufacturing

**MAKING MULTIFACETED MOVES ACROSS BORDERS AND DISCIPLINES**  
**INTERVIEW** *Saadia Lakehal*  
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programs and collaborative technology development initiatives.

**Technology Export Promotion:** Promote Canadian technology products and services in international markets through trade missions, trade shows and other export promotion initiatives. This could include financial support to help businesses participate in international events and access new markets.

**Collaboration With Universities and Research Centers:** Strengthen collaboration between universities, research centers and industries to promote the development of new technologies and innovation. This could involve the creation of research partnerships, technology training programs and business incubators to stimulate the creation of innovative businesses.

**Promotion of Entrepreneurship and the Start-Up Ecosystem:** Encourage entrepreneurship and support the start-up ecosystem by providing access to financing, resources and support for early-stage technology companies. This could include the creation of investment funds, business incubators and accelerator programs to help start-ups grow and prosper.”

Very involved with women-led organisations and women-inspired initiatives, she would also love to introduce an initiative that serves the call for woman empowerment. What is one initiative that she'd like to create or spearhead under the GCBL that caters to female empowerment and/or pertains to food security?





She has served as a liaison between government agencies, industry leaders and non-profit organisations.

## MAKING MULTIFACETED MOVES ACROSS BORDERS AND DISCIPLINES

INTERVIEW *Saadia Lakehal*

With Excellence



Lakehal shared, "An initiative that I'd be excited to spearhead would be a program called "EmpowerHer." This initiative would focus on empowering women entrepreneurs by providing them with access to trade opportunities, education networks and financing specifically within the realm of food security. Here's how it could work:

**Access To Trade Opportunities:** Many women in rural or marginalized areas lack access to markets where they can sell their produce or products. EmpowerHer would work to establish partnerships with local and global marketplaces, ensuring these women have a platform to showcase and sell their goods. This could involve setting up online platforms, organising farmers' markets or connecting them with fair trade organisations.

**Education Network:** Knowledge is key to empowerment. EmpowerHer would establish a network of educational resources tailored to women in the agriculture and food production sectors. This could include training programs on sustainable farming practices, food processing and preservation techniques and business management skills. By equipping women with valuable knowledge, they can enhance the quality and quantity of their produce, as well as improve their business acumen.

**Financing Support:** Lack of access to financing is a significant barrier for women looking to start or expand their agricultural ventures. EmpowerHer would collaborate with financial institutions, NGOs and Government agencies to provide microloans, grants and other forms of financial support to women entrepreneurs in the food sector. Additionally, the initiative would offer guidance on financial management and help women navigate the complexities of securing funding.



Saadia Lakehal has established strategic alliances with international stakeholders and manufacturing firms.

By combining these elements, EmpowerHer would not only empower women to take control of their economic destinies but also contribute to greater food security and sustainability in their communities. This initiative would recognise the vital role that women play in food production and seek to support and amplify their efforts for a more equitable and resilient food system.”

**MAKING MULTIFACETED MOVES ACROSS BORDERS AND DISCIPLINES**  
**INTERVIEW** *Saadia Lakehal*  
*With Excellence*

What motivated her to support women, especially in Manufacturing and Agribusiness?

“Supporting women in manufacturing and agribusiness is important:


**Gender Equality:** Women have historically been under-represented in industries such as manufacturing and agribusiness, facing barriers such as limited access to education, training and opportunities for advancement. Supporting women in these sectors is essential for promoting gender equality and ensuring that all individuals have equal opportunities to succeed.

**Economic Empowerment:** Empowering women in manufacturing and agribusiness can have significant economic benefits. Women make up a significant portion of the global workforce and their participation and leadership in these industries can drive innovation, productivity and economic growth.

**Community Development:** Women play crucial roles in rural economies and agricultural communities around the world. By supporting women in agribusiness, we can enhance







Lakehal has a passion for solving critical social and environmental problems.

food security, reduce poverty and promote sustainable development in rural areas. **Environmental Sustainability:** Women often have unique perspectives and knowledge about environmental conservation and sustainable agricultural practices. By empowering women in agribusiness, we can promote more sustainable and environmentally friendly approaches to food production and natural resource management.

**Resilience and Adaptation:** Women in manufacturing and agribusiness are often at the forefront of responding to challenges such as climate change, market fluctuations and technological advancements. Supporting women in these sectors can help build resilience and foster innovation in the face of changing circumstances.

Overall, supporting women in manufacturing and agribusiness is not only a matter of fairness and equality but also a strategic imperative for driving economic development, promoting sustainability and building more resilient and inclusive communities. My advocacy efforts contribute to building a stronger, more diverse and more resilient industry that benefits everyone.”

Her professional network is expansive, spanning four continents, ranging from the Middle East to Africa. She was asked how she could or would capitalise on her network to contribute towards the work and goals of the GCBL?

“By leveraging my global network across four continents, I can play a crucial role in facilitating international projects, fostering a culture of business openness and opening new markets for Chamber members, ultimately contributing to the Chamber’s global growth and success. It presents a valuable opportunity to contribute to the work and goals of the global Chamber in several ways.

Staying on the matter of membership within the Global Chamber of Business Leaders, it has been very apparent that membership has been steadily increasing at the GCBL, and individuals, companies and organisations alike, have seen major achievements and results from their affiliation.

**MAKING MULTIFACETED  
MOVES ACROSS BORDERS  
AND DISCIPLINES**  
**INTERVIEW** *Saadia Lakehal*  
*With Excellence*





Lakehal is a leader in intercultural, international and inter-industrial connections.

**MAKING MULTIFACETED MOVES ACROSS BORDERS AND DISCIPLINES**  
**INTERVIEW** *Saadia Lakehal*

If she had to encourage colleagues and associates to attain membership status, what would be her three (3) selling points to them?

“GCBL has become a hub for thought leadership and forward-thinking initiatives aimed at shaping the future of business and society. We are at the forefront of promoting sustainable practices, advocating for responsible business conduct and embracing innovation to address emerging challenges and opportunities. If I were encouraging colleagues and associates to attain Chamber membership status, I would highlight the following three selling points:

**Networking Opportunities:** Chamber membership provides access to a diverse network of professionals, businesses and industry leaders. By joining the Chamber, colleagues and associates can expand their professional connections, forge new partnerships and access valuable networking events, seminars and workshops. This network can open doors to new business opportunities, collaborations and resources that can help them grow and succeed in their respective fields.





**10** GLOBAL CHAMBER OF BUSINESS LEADERS ANNIVERSARY

**Business Visibility and Promotion:** Chamber membership offers a platform for colleagues and associates to showcase their businesses and enhance their visibility within the community. Through Chamber-sponsored events, marketing opportunities and online directories, they can raise awareness of their products or services, attract potential customers or clients and position themselves as trusted experts in their industry. The Chamber's promotional channels can amplify their brand reach and help them stand out in a crowded marketplace.

**Advocacy and Support:** The Chamber serves as a strong advocate for businesses and professionals, representing their interests at the international level. Chamber members benefit from advocacy efforts aimed at creating a favourable business climate, influencing policy decisions and addressing regulatory challenges that impact their industries.

Additionally, Chamber membership provides access to valuable resources, educational programs and support services that can help colleagues and associates navigate business challenges, stay informed about industry trends and adapt to changing market conditions.

By emphasising these key selling points, colleagues and associates can see the tangible benefits of Chamber membership and understand how it can contribute to their professional growth, business success and overall impact in the community."

As Lakehal continues her steadfast efforts, she is determined to highlight, promote and support the unlimited possibilities of serial leadership.

**MAKING MULTIFACETED MOVES ACROSS BORDERS AND DISCIPLINES**  
 INTERVIEW *Saadia Lakehal*  
 With Excellence





Highlighting Escalating Climate Crisis:

# LAST SUMMER BREAKS 2,000 YEAR TEMPERATURE RECORD

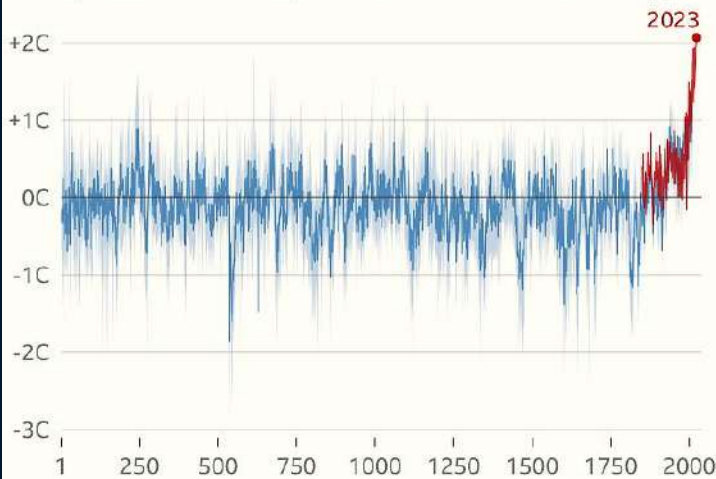
CLIMATE CHANGE  
— Challenges —

Global Times Magazine Editorial Team

Last last summer, as indicated by a recent study published in the journal *Nature*, marked a significant milestone in climate history. Researchers revealed it was the hottest Northern Hemisphere summer experienced in over 2,000 years, surpassing previous records.

## Summer 2023 was the warmest in 2,000 years

Difference between **reconstructed** and **observed** northern hemisphere summer temperatures and 1850-1900 average



Northern hemisphere land only, outside the tropics. 95% uncertainty range shown in light blue. Reconstructions from tree rings; observations from Berkeley Earth.

Source: Esper, Torbenson and Büntgen (2024), *Nature*

This revelation underscores the alarming pace at which human-induced climate change is escalating. Lead author of the study, Jan Esper, a climatology professor at Germany's Johannes Gutenberg University, emphasized the inevitability of this trend, attributing it to the ongoing release of greenhouse gases.

To determine historical temperatures, scientists analyzed tree-ring data spanning from the first century AD to 1850. This period predates the availability of modern temperature recording instruments.

Their findings revealed that the summer of 2023 was at least 0.5 degrees Celsius warmer than the hottest summer documented during this timeframe, dating back to 246 AD. In some instances, the deviation exceeded 1.19 degrees Celsius.

Co-author of the study, Max Torbenson, highlighted a concerning trend: 25 of the past 28 years surpassed the summer temperatures recorded in 246 AD, which previously stood as the warmest summer on record before modern temperature monitoring began.

As we have said many times, increasing heat is becoming the reality of our lives in the future.



Fifteenth Edition | 15-2024 | MMXXIV

TECH News

LATEST  
TECH  
News



INTRODUCING

 SenseNova 5.0



# CHINA'S LATEST AI MODEL SENSENOVA 5.0 SURPASSES OPEN AI'S GPT-4

SenseTime, a leader in Chinese AI, has unveiled SenseNova 5.0, revolutionizing natural language processing. Integrating transformer and recurrent neural network designs, it surpasses traditional limits, trained on a vast dataset of over 10 billion tokens.

Positioned as a contender against ChatGPT-4, SenseNova 5.0 aims to revolutionize AI, offering precision, efficiency, and scalability across industries. Promising innovation in healthcare, finance, education, and beyond, SenseNova 5.0 symbolizes the next frontier of AI, shaping a brighter future for society.





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Cultivating A Brighter Future:

# THE IMPERATIVE OF POSITIVE LEADERSHIP

**COLUMN**  
— Best —

Author: Joanna Gorniak, GTM Editorial Team

In a world characterized by rapid change and complexity, the role of leadership has never been more critical. From the corridors of power to the classrooms of tomorrow, the need for positive leadership resonates across every facet of society. It is not merely a call to action; it is a moral imperative, a guiding principle that holds the key to unlocking human potential and shaping a more prosperous, equitable future.

As we embark on this journey towards leadership excellence, it is essential to heed the wisdom of those who have walked the path before us. Leaders from diverse fields share insights on how embracing positive leadership can benefit both individuals and society at large.

**Nelson Mandela**, the iconic leader who guided South Africa through the tumultuous era of apartheid, understood the transformative power of leadership. He once remarked, "A good leader can engage in a debate frankly and thoroughly, knowing that at the end, he and the other side must be closer, and thus emerge stronger. You don't have that idea when you are arrogant, superficial, and uninformed."

Mandela's words underscore the essence of positive leadership - the ability to foster dialogue, embrace diversity, and harness the collective wisdom of all stakeholders. By

championing inclusivity and collaboration, leaders not only strengthen their organizations but also cultivate a culture of trust and respect that transcends boundaries.

In the realm of business, **Richard Branson**, the visionary Founder of the Virgin Group, emphasizes the symbiotic relationship between leadership excellence and organizational success. He famously stated, "Train people well enough so they can leave, treat them well enough so they don't want to."

Branson's philosophy highlights the importance of investing in the



Nelson Rolihlahla Mandela was a South African anti-apartheid activist, politician, and statesman who served as the first president of South Africa from 1994 to 1999. He was the country's first black head of state and the first elected in a fully representative democratic election.





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**COLUMN**  
Best

development of talent and nurturing a supportive work environment.

By prioritizing the well-being and professional growth of employees, leaders foster loyalty, innovation, and a sense of shared purpose, driving sustainable business performance.

Moreover, positive leadership extends beyond the confines of boardrooms and executive suites; it permeates every facet of society, including education. **Malala Yousafzai**, the Nobel laureate and advocate for girls' education, exemplifies the transformative impact of empowering young leaders. She once asserted, "One child, one teacher, one book, one pen can change the world."



Sir Richard Charles Nicholas Branson is a British business magnate. In the 1970s, he co-founded the Virgin Group, which today controls more than 400 companies.

Yousafzai's words underscore the ripple effect of education and mentorship in shaping future leaders. By equipping young minds with the tools and confidence to effect change, educators sow the seeds for a more enlightened and inclusive society, where every individual has the opportunity to thrive.

At its core, positive leadership is not just about achieving individual success; it is about serving a higher purpose and leaving a lasting legacy of impact and inspiration.

As **Bill Gates**, the co-founder of Microsoft and philanthropist, aptly puts it, "As we look ahead into the next century, leaders will be those who empower others."

Gates's vision encapsulates the essence of positive leadership - the belief that true greatness lies not in personal accolades but in empowering others to reach their full potential. By fostering a culture of mentorship, empathy, and ethical stewardship, leaders create a ripple effect of positive change that reverberates across generations.

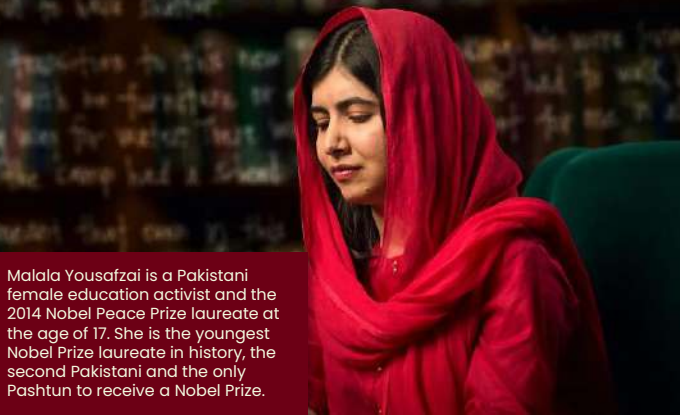
In conclusion, the imperative of positive leadership cannot be overstated. It is a beacon of hope in an uncertain world, a guiding light that illuminates the path to a brighter future for

all. As we embrace the wisdom of visionary leaders and commit ourselves to the principles of empathy, integrity, and inclusion, we pave the way for a more prosperous, equitable society where every individual has the opportunity to thrive and contribute meaningfully to the collective tapestry of humanity.

Article **END**

### About the Author

Joanna Gorniak is a distinguished figure in the world of copywriting, boasting over two decades of experience and a global reputation of excellence. Her words, honed on the vibrant shores of Los Angeles, have garnered acclaim and numerous awards for their captivating narratives that transcend borders and culture.



Malala Yousafzai is a Pakistani female education activist and the 2014 Nobel Peace Prize laureate at the age of 17. She is the youngest Nobel Prize laureate in history, the second Pakistani and the only Pashtun to receive a Nobel Prize.



William Henry Gates III is an American businessman, investor, philanthropist, and writer best known for co-founding the software giant, Microsoft, along with his childhood friend Paul Allen.





# THE ROLE OF RISK MANAGEMENT IN NAVIGATING ECONOMIC UNCERTAINTIES

Khawaza Afsar Imam, Delegate for Mauritius Global Chamber of Business Leaders

Economic uncertainties have become the norm in today's dynamic global economy, characterized by rapid technological advancements, geopolitical tensions and unprecedented events such as pandemics. Businesses across industries face unprecedented challenges requiring strategic risk management approaches to mitigate potential threats and seize growth opportunities. In this article, we delve into the importance of risk management and explore critical strategies.

## Understanding Economic Uncertainties

Economic uncertainties stem from various sources, including fluctuating market conditions, regulatory changes, geopolitical conflicts, natural disasters and global health crises. These uncertainties can significantly impact businesses, leading to financial instability, operational disruptions and reputational damage. For instance, the COVID-19 pandemic disrupted supply chains, causing production delays and revenue losses for many companies worldwide.

## The Importance of Risk Management

Effective risk management is essential for businesses to safeguard their assets, optimize performance and ensure long-term sustainability. Organizations can enhance resilience, protect shareholder value and capitalize on emerging opportunities by identifying potential risks and developing robust mitigation strategies. For example, companies that had diversified their supply chains pre-pandemic were better equipped to withstand disruptions and maintain business continuity.

## Critical Strategies for Risk Management

**Comprehensive Risk Assessment:** Conducting a thorough assessment of internal and external risks, including financial, operational, strategic and compliance risks, is crucial. For instance, a manufacturing company may assess the risk of supply chain disruptions due to geopolitical tensions and develop contingency plans.

**Scenario Planning:** Anticipating various scenarios and their potential impact on the business is essential. For example, a financial institution may develop contingency plans to address the possible effects of interest rate fluctuations on its profitability.

**Diversification of Investments:** Diversifying investment portfolios across different asset classes, industries and geographic regions helps minimize exposure to specific risks. For instance, investors may diversify their portfolios by investing in stocks, bonds, real estate and commodities.

**Strengthening Financial Controls:** Implementing robust financial controls and governance mechanisms helps monitor and manage financial risks effectively. A company may implement internal controls to prevent fraud and ensure compliance with regulatory requirements.

**Continuous Monitoring and Adaptation:** Establishing a proactive risk monitoring system helps track changes in the business environment and adjust risk management strategies accordingly.



Khawaza Afsar Imam is a global leader who seamlessly transitioned from a distinguished banking career to trailblazing social entrepreneurship. With sixteen years of expertise in National and International Banking & Finance, he has excelled in Risk Management and Strategic Planning. Beyond the confines of traditional banking, he founded the Rising Tree Foundation in 2017, dedicated to sustainable solutions for socio-economic challenges. He is currently the Managing Director of Reliance International (Mauritius) Ltd, leading a dedicated team in providing global financial support services and driving business success. Moreover, he has embraced global leadership as a United Nations Alliance for Sustainable Development Goals (UNASDG) Ambassador since June 2023.







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The New Prices:

# SPOTIFY SET TO INCREASE PRICES AND INTRODUCE NEW SUBSCRIPTION TIER

**TECHNOLOGY**  
—Century

Bloomberg, Global Times Magazine Editorial Team

In a bid to enhance revenue and keep up with industry trends, Spotify is reportedly gearing up for a price hike on its subscription plans, slated to roll out across major markets starting this month, with the United States expected to follow suit later in the year.

This move, as reported by Bloomberg, mirrors similar adjustments made by other prominent entertainment streaming services.

## Staggering Figures

Last year alone, Spotify disbursed a staggering \$9 billion to record labels, artists, and various stakeholders, demonstrating its commitment to supporting the music industry. The company has long maintained its pledge to allocate approximately 70% of its revenue back into the music ecosystem. With a reported 236 million paying customers as of the end of 2023, Spotify continues to dominate the music streaming landscape.

## Rising Trends in the Streaming Arena

The decision to revise subscription prices comes in the wake of comparable actions taken by competitors in the streaming domain.

Amazon, for instance, raised the monthly fee for its individual Music Unlimited plan from \$8.99 to \$9.99, while the family plan witnessed an increase from \$15.99 to \$16.99 per month.

Similarly, Netflix hinted at forthcoming price adjustments for its subscription tiers, following an initial hike in its basic plan from \$9.99 to \$11.99 per month in the U.S.



**10** GLOBAL CHAMBER OF BUSINESS LEADERS ANNIVERSARY



## Insight Into Spotify's Strategy

Spotify's strategic maneuvers include diversifying its offerings to cater to evolving consumer preferences. In July, the company announced price hikes for its monthly subscription tiers, notably elevating the fee for its Premium, ad-free subscription from \$8.99 to \$10.99.

Furthermore, Spotify unveiled plans to grant subscribers access to audiobooks, a move aimed at competing with Amazon's Audible service. Notably, a "supremium" subscription is reportedly in the pipeline, with Bloomberg indicating that both Amazon Music and Apple Music presently offer HiFi audio streaming as part of their standard subscription packages.

## Looking Ahead

As the digital landscape continues to evolve, Spotify's proactive measures signify its commitment to innovation and sustainability. While the impending price adjustments may spark initial reactions from subscribers, the company's dedication to supporting artists and fostering a thriving music ecosystem remains unwavering.

As Spotify navigates the shifting currents of the streaming industry, the introduction of a new subscription tier and revised pricing structure underscores its adaptability and determination to remain a frontrunner in the realm of digital entertainment

Article **END**

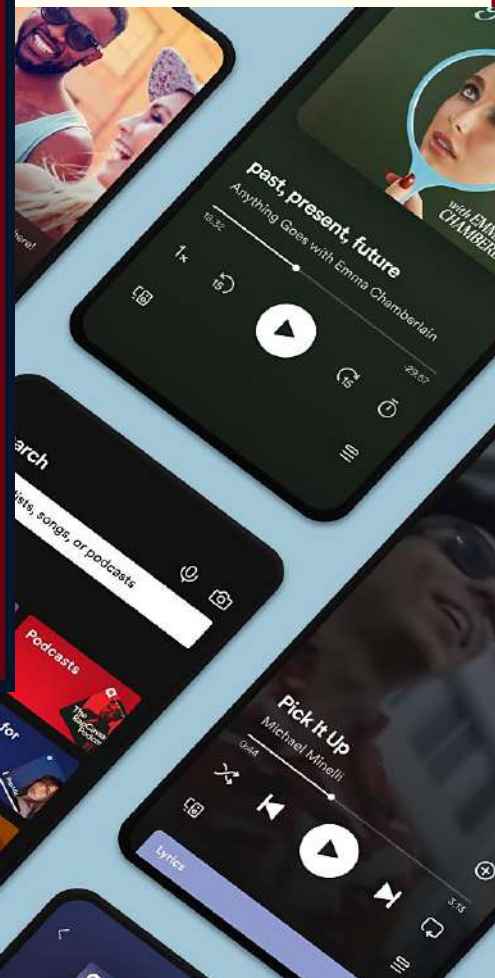
The Spotify is a Swedish audio streaming and media service provider founded on 23 April 2006 by Daniel Ek and Martin Lorentzon. It is one of the largest music streaming service providers, with over 602 million monthly active users, including 236 million paying subscribers, as of December 2023. Spotify is listed (through a Luxembourg City-domiciled holding company, Spotify Technology S.A. on the New York Stock Exchange in the form of American depositary receipts.

Spotify offers digital copyright restricted recorded audio content, including more than 100 million songs and five million podcasts, from record labels and media companies. As a freemium service, basic features are free with advertisements and limited control, while additional features, such as offline listening and commercial-free listening, are offered via paid subscriptions. Users can search for music based on artist, album, or genre, and can create, edit, and share playlists.

Spotify is available in most of Europe, as well as Africa, the Americas, Asia, and Oceania, with a total availability in 184 markets Its users and subscribers are based largely in the US and Europe, jointly accounting for around 53% of users and 67% of revenue.[10] It has no presence in mainland China where the market is dominated by QQ Music. The service is available on most devices, including Windows, macOS, and Linux computers, iOS and Android smartphones and tablets, smart home devices such as the Amazon Echo and Google Nest lines of products, and digital media players like Roku.

As of December 2023, Spotify was the 47th most-visited website in the world with 24.78% of its traffic coming from the United States followed by Brazil with 6.51% according to data provided by Semrush.

Unlike physical or download sales, which pay artists a fixed price per song or album sold, Spotify pays royalties based on the number of artist streams as a proportion of total songs streamed. It distributes approximately 70% of its total revenue to rights holders (often record labels), who then pay artists based on individual agreements. While certain musicians have voiced objections to Spotify's royalty structure and its effect on record sales, others laud the service for offering a lawful option to combat piracy and for remunerating artists each time their music is played.





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AYURVEDA EXCLUSIVE  
**COLUMN**  
*Your body is your Temple*



# A HOLISTIC APPROACH TO HEALTH AND WELL-BEING

An Exclusive Column by Ayurveda Expert Prasanto Das



The body is the foremost tool for manifesting our mind.

In a world where modern medicine often treats symptoms rather than addressing the root cause of ailments, Ayurveda is a beacon of holistic wellness, offering a comprehensive approach to health encompassing the mind, body, and spirit.

Originating from ancient India over 5,000 years ago, Ayurveda, often referred to as the “Science of Life”, continues to provide profound insights into maintaining balance and harmony within the body for optimal well-being.

## Understanding Ayurveda:

### The Science of Life

At the core of Ayurveda lies the belief that each individual is unique, with their own distinct constitution, or “dosha”. These doshas, known as Vata, Pitta, and Kapha, represent the fundamental energies that govern physiological and psychological functions within the body.

Understanding one’s dosha and maintaining its balance is essential for preventing illness and promoting longevity.

## Daily Nutrition:

### Fueling The Body and Nourishing The Soul

Ayurveda emphasizes the importance of mindful eating, viewing food not only as sustenance but also as medicine.

A balanced diet consists of fresh, seasonal fruits and vegetables, whole grains, legumes, nuts, seeds, and healthy fats. Incorporating the six tastes—sweet, sour, salty, bitter, pungent, and astringent—into each meal helps to pacify the doshas and promote optimal digestion.

### Better Energy Levels:

## Harnessing Vitality Through Ayurvedic Practices

To combat fatigue and enhance energy levels, Ayurveda advocates for daily routines, or “dinacharya” that align with the body’s natural rhythms. This includes rising with the sun, engaging in gentle exercise such as yoga or walking, and prioritizing adequate rest and relaxation.

Additionally, Ayurvedic herbs and adaptogens like ashwagandha and holy basil can help to boost stamina and resilience.

### Immunity:

## Strengthening The Body’s Natural Defenses

In Ayurveda, a robust immune system is considered essential for maintaining overall health and vitality. To bolster immunity, Ayurvedic practitioners recommend a combination of dietary modifications, herbal supplements, and lifestyle practices that support the body’s innate healing mechanisms.

Incorporating immune-boosting herbs like turmeric, ginger, and licorice root can help fortify the body’s defenses against pathogens and environmental stressors.

### Cardiac Health:

## Nurturing The Heart With Ayurvedic Wisdom

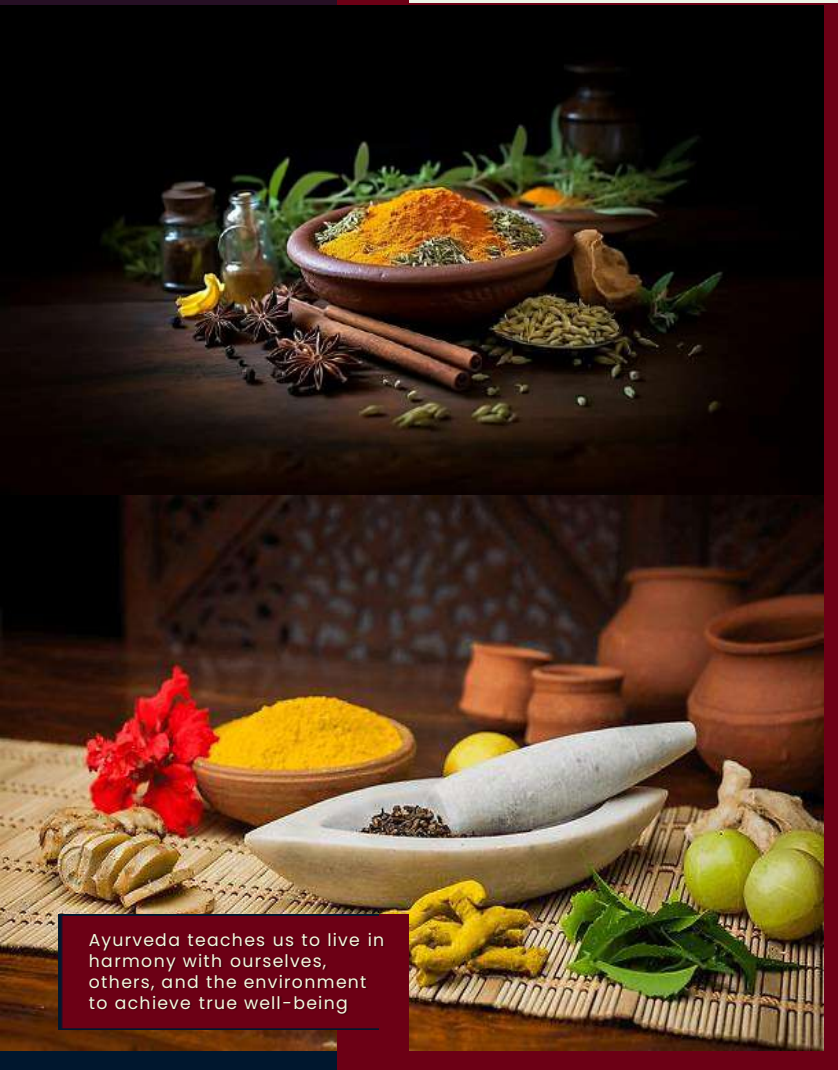
Ayurveda recognizes the interconnectedness of the heart and mind, viewing emotions as integral to cardiovascular health. Practices such as meditation, pranayama (breathwork), and stress management techniques can help to reduce hypertension, improve circulation, and promote heart health.

Furthermore, incorporating heart-healthy foods like garlic, fenugreek, and flaxseeds into the diet can help to maintain optimal cholesterol levels and support cardiovascular function.

### Mental Health:

## Cultivating Emotional Balance And Inner Harmony

In Ayurveda, mental health is considered inseparable from physical well-being, with imbalances in the mind often manifesting as physical symptoms and vice versa. To nurture mental equilibrium, Ayurvedic practices such as meditation, yoga, and aromatherapy are recommended.



Ayurveda teaches us to live in harmony with ourselves, others, and the environment to achieve true well-being

Additionally, incorporating mood-stabilizing herbs like brahmi, ashwagandha, and shankpushpi can help to calm the mind, reduce stress, and promote emotional resilience.

### Sexual Health:

## Harmonizing Body, Mind And Spirit

Ayurveda recognizes the importance of sexual health as an integral aspect of overall well-being, viewing it as a natural expression of vitality and vitality. Practices such as abstinence, moderation, and cultivating intimacy with one's partner are emphasized to maintain sexual balance and vitality.

Furthermore, Ayurvedic herbs like shatavari, safed musli, and ashwagandha are known for their aphrodisiac properties and can help to enhance libido and sexual function.

### Scientific Documentation

## Bridging Tradition With Modern Research



While Ayurveda has been practiced for millennia, modern scientific research has increasingly validated its principles. Studies have shown the efficacy of Ayurvedic interventions in promoting health and treating various ailments, ranging from chronic diseases to mental health disorders.

By integrating traditional Ayurvedic wisdom with contemporary scientific evidence, we can harness the full potential of this ancient healing system to address the complex health challenges of our time.

In conclusion, Ayurveda offers a holistic approach to health and well-being that encompasses nutrition, energy levels, immunity, cardiac health, mental health, sexual health, and more.

Your body is your temple;  
your food is your sacrifice.

By embracing the timeless wisdom of Ayurveda and integrating its principles into our daily lives, we can achieve optimal health, vitality, and longevity for ourselves and future generations.

### Integrating Ayurveda into Oncology Care:

## A LOOK AT GLOBAL INITIATIVES AND CENTERS

While Ayurveda is increasingly being integrated into oncology care, specific institutes or centers dedicated solely to Ayurvedic oncology may be less common compared to conventional oncology centers. However, there are several institutions and hospitals that offer



Embrace nourishment as your remedy, and let your treatment be found in food.

integrative oncology programs incorporating Ayurvedic treatments alongside conventional Cancer care. Here are a few examples:

### 1. All India Institute of Ayurveda (AIIA), New Delhi, India:

AIIA is an apex institute for Ayurveda education, research, and patient care established by the Ministry of AYUSH, Government of India. While it primarily focuses on Ayurvedic healthcare, it also offers integrative approaches to various health conditions, including oncology.

### 2. Cancer Treatment Centers of America (CTCA), United States:

Some CTCA hospitals, such as the one in Philadelphia, offer integrative oncology services that may include Ayurvedic therapies alongside conventional Cancer treatments. These

### 3. The Raj Ayurveda Health Spa and Treatment Center, United States:

Located in Fairfield, Iowa, The Raj is an Ayurvedic health spa and treatment center offering specialized Cancer patient programs. These programs include personalized Ayurvedic treatments, dietary guidance, meditation, and yoga to support the body's natural healing processes.

### 4. Cancer Institute (WIA), Chennai, India:

While Cancer Institute (WIA) is primarily a conventional Cancer treatment center, it has collaborated with Ayurvedic practitioners and researchers to explore integrative approaches to Cancer care. This collaboration aims to enhance patient outcomes and improve quality of life through combined therapies.

### 5. MD Anderson Cancer Center's Integrative Medicine Center, United States:

MD Anderson Cancer Center, located in Houston, Texas, offers integrative medicine services that may include Ayurvedic therapies as part of a comprehensive approach to Cancer care. These services focus on supporting patients' well-being and managing symptoms during Cancer treatment.

These are just a few examples, and integrative oncology programs incorporating Ayurveda may be available in various other institutions worldwide.

Patients interested in exploring Ayurvedic treatments as part of their cancer care should consult with their healthcare providers and seek guidance from qualified Ayurvedic practitioners to ensure safe and appropriate integration into their treatment plan.

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- **Indoor** environments are up to **5-6 times more polluted** than outdoor.
- **96%** of households have at least **one problem** related to **indoor air quality**.
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- **40,000** deaths/year from UK air.

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Source: IAQ, EPA, RCPI



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Iconic Legacy:

# VIVIENNE WESTWOOD'S WARDROBE TO GRACE CHRISTIE'S AUCTION

**SHOPPING**  
*Sustainable*

Global Times Magazine Editorial Team

In a tribute to the indelible legacy of British fashion icon, Vivienne Westwood, Christie's, the esteemed auction house, is set to host a landmark event featuring over 200 items from the late designer's personal collection.



The live auction in London on June 25 promises to be a momentous occasion

The auction promises to be a treasure trove for fashion aficionados, with a curated selection of clothing, jewelry, and accessories that encapsulate Westwood's unparalleled creativity, activism, and punk ethos.

**A Labor of Love:**

## Curating Westwood's Wardrobe

The mastermind behind the curation of this extraordinary collection is none other than Andreas Kronthaler, Westwood's longtime husband and collaborator.

In a poignant testament to their enduring partnership, Kronthaler meticulously selected each item, guided by a deep reverence for Westwood's visionary spirit. The genesis of this monumental undertaking traces back to the final weeks of Westwood's life, where discussions with Kronthaler laid the groundwork for this landmark auction.

**A Glimpse into Fashion History:**

## Timeless Pieces from The 1980s

Central to the auction are the impeccably preserved garments from Westwood's iconic 1980s era, a testament to her enduring influence on

fashion. From signature silhouettes to avant-garde creations, each garment bears the hallmark of Westwood's distinctive aesthetic. Notably, Westwood's commitment to sustainability shines through, as evidenced by her meticulous care and repair of her clothing, a practice that underscores her dedication to environmental stewardship.

### Beyond Fashion:

## Westwood's Enduring Legacy of Activism

In addition to her groundbreaking contributions to fashion, Westwood's philanthropic endeavors form an integral part of her legacy. The auction will showcase Westwood's playing card project, a creative initiative designed to raise funds for Greenpeace, underscoring her unwavering commitment to environmental causes.

Moreover, in a gesture of generosity and solidarity, all proceeds from the auction will be donated to the Vivienne Foundation, Amnesty International, and Médecins Sans Frontières, amplifying Westwood's impact far beyond the realm of fashion.

### A Celebration of Artistry:

## Two Auctions, One Legacy

The unveiling of Westwood's wardrobe will unfold in two distinct auctions, offering enthusiasts both in-person and online opportunities to acquire pieces of fashion history. The live auction in London on June 25 promises to be a momentous occasion, while the online auction from June 14-28 will provide global accessibility to Westwood's legacy.

Prior to the auctions, the items will be on display as part of a free exhibition at Christie's London, inviting the public to immerse themselves in the iconography of Westwood's storied career.

In a world captivated by ephemeral trends, Vivienne Westwood's enduring influence resonates as a beacon of creativity, activism, and defiance.

As her wardrobe finds a new home among collectors and enthusiasts, it serves as a poignant reminder of her unparalleled contributions to fashion and society.



Designer's collection.

Christie's, the esteemed auction house, is set to host a landmark event featuring over 200 items from the late designer's collection.

Through her artistry and advocacy, Westwood leaves an indelible mark on the world, inspiring generations to come to embrace individuality, creativity, and social responsibility.



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Xiaomi's Electric Car Revolution:

# THE BIRTH OF A NEW ERA IN MOBILITY

**AUTOMOTIVE**  
— Industry —

Global Times Magazine Editorial Team, Index Team

In a bold move that has sent shockwaves through the automotive industry, Chinese tech giant, Xiaomi, has stepped into the electric vehicle arena with the introduction of its highly anticipated electric sedan, the SU7. With pre-orders soaring to unprecedented heights within the first 24 hours of its announcement, Xiaomi is poised to disrupt the market and redefine the future of transportation.

The SU7 electric sedan, touted as a game-changer in the world of electric vehicles, has captured the imagination of consumers worldwide with its sleek design, cutting-edge technology, and affordable price point. Starting at just \$30,000, Xiaomi's foray into the electric car

market has sparked a frenzy among potential buyers eager to get their hands on this groundbreaking vehicle.

However, eager buyers may need to exercise patience as Xiaomi warns of potential delays in delivery due to overwhelming demand. With pre-orders already surpassing 88,898 units, prospective owners may face a wait of four to seven months before receiving their coveted SU7. This unprecedented demand underscores the strong consumer interest in Xiaomi's electric car offering and

highlights the company's meteoric rise in the automotive industry.

The SU7 comes in several variants, catering to different consumer preferences and budgets. The standard model, priced at \$29,870, offers exceptional value for money with its impressive range, advanced features, and stylish design. For those seeking a more premium driving experience, the SU7 Pro model boasts enhanced performance and luxury amenities, albeit with a slightly longer delivery window of 18 to 21 weeks.

At the top end of the spectrum lies the flagship model, priced at \$41,500, which promises unparalleled performance, state-of-the-art



The SU7 electric sedan, touted as a game-changer in the world of electric vehicles.

The SU7 comes in several variants, catering to different consumer preferences and budgets. The standard model is priced at \$29,870.

technology, and unparalleled luxury. While the extended delivery timeline of 27 to 30 weeks may test the patience of some buyers, the prospect of owning Xiaomi's flagship electric sedan is undoubtedly worth the wait.

With its sleek design reminiscent of Porsche's iconic sports car models, the SU7 is set to make a bold statement on the roads. Drawing inspiration from Xiaomi's expertise in smartphone design and innovation, the electric sedan offers a seamless blend of style, performance, and connectivity, setting a new standard for electric vehicles in the market.

Analysts have hailed Xiaomi's entry into the electric car market as a game-changer, citing the company's formidable resources and technological prowess as key advantages. With deeper pockets than many electric vehicle startups and a wealth of experience in the consumer electronics industry, Xiaomi is well-positioned to disrupt the automotive landscape and challenge established players in the market.

Moreover, Xiaomi's expertise in smartphone technology gives it a competitive edge in the development of electronic surveillance systems, a feature that Chinese consumers value highly. By leveraging its existing infrastructure and technological capabilities, Xiaomi aims to revolutionize the driving experience and usher in a new era of smart mobility.



The Chinese Xiaomi plans to launch its 2<sup>nd</sup> electric SUV with an electric range extended vehicle (EREV) option in Q4.

As Xiaomi's electric car venture gathers momentum, industry observers are closely watching its progress and anticipating the impact it will have on the automotive industry. With its bold vision, innovative approach, and unwavering commitment to excellence, Xiaomi is poised to reshape the future of transportation and lead the charge towards a more sustainable and connected world.

Article **END**



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Fifteenth Edition | 15-2024 | MMXXIV



Unraveling The Silent Intrusion:

# SCIENTISTS FOUND MICROPLASTIC IN TESTED HUMAN PLACENTA

**PLASTIC**  
*Treaty*

Global Times Magazine Editorial Team, Index News

**I**n a startling revelation, scientists have uncovered the presence of microplastics in every human placenta tested, marking a concerning milestone in our understanding of the pervasive impact of plastic pollution on the human body.

The findings are alarming, with concentrations ranging from 6.5 to 685 micrograms per gram of tissue.



The journey into this disconcerting discovery began over three years ago when researchers initially identified microplastics in four human placentas. Subsequent investigations in early 2023 delved deeper, finding these minute plastic particles in 17 placentas. Now, employing an advanced technique, experts have detected plastic particles smaller than one micron in the most extensive placenta sample to date, comprising 62 samples. The findings are alarming, with concentrations ranging from 6.5 to 685 micrograms per gram of tissue, significantly surpassing levels found in the human bloodstream.



## PLASTIC Treaty

The overarching question remains unanswered: How do microplastics impact our health, particularly the development of the fetus within the placenta? Biologist Matthew Campen from the University of New Mexico emphasizes the pivotal role of dosage, stating, "The dose makes the poison. If the dose continues to rise and we see it affecting the placenta, then microplastics could affect all mammals. And that's not good."

Polyethylene, a ubiquitous plastic used in disposable bags and bottles, dominated the plastic composition, constituting over 50% of the detected microplastics. Scientists have long grappled with the challenge of developing a reliable detection method to ascertain the mass and plastic type of these particles, a prerequisite for comprehensively assessing their health impact.

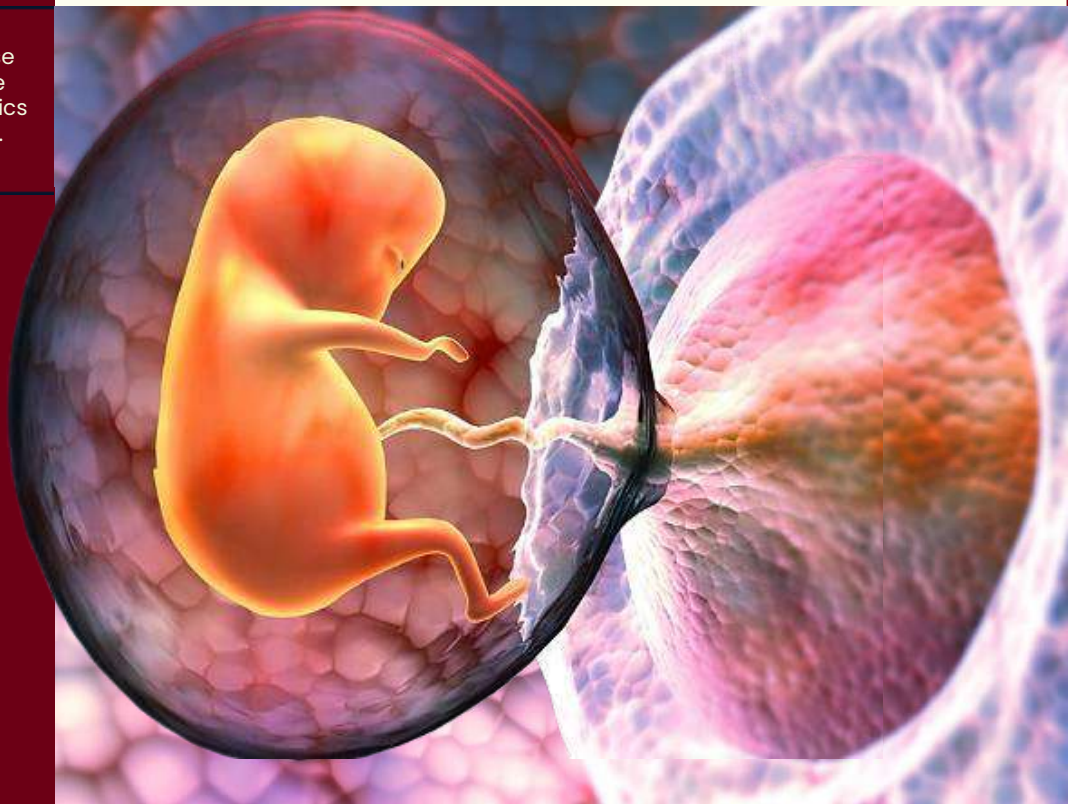
The recent study employed a high-resolution method to meticulously scan 62 samples of donated human placenta, revealing the ubiquitous presence of tiny plastic particles in each one. In addition to polyethylene, the research identified polyvinyl chloride (PVC), nylon, and polypropylene. Notably, these particles likely aged over several decades, undergoing oxidation and weathering before being inhaled or ingested by humans.

Despite the strides in understanding the prevalence of microplastics in placentas, critical unknowns persist. Factors influencing the wide-ranging concentrations of microplastics and their potential negative effects on placental and fetal development, as well as maternal health, remain elusive. The placenta, with its elevated blood flow and nutrient absorption from the mother, might render it more vulnerable to pollution.

The research, titled "Quantitation and identification of microplastics accumulation in human placental specimens using pyrolysis gas chromatography mass spectrometry," was published in the journal Toxicological Sciences. As the scientific community grapples with the implications of these findings, the urgency to address plastic pollution and its consequences on human health becomes increasingly evident.

Article **END**

If the dose continues to rise and we see it affecting the placenta, then microplastics could affect all mammals.







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LATEST

TECH

News



## KOREA HAS DEVELOPED NEW SODIUM BATTERY THAT CAN BE CHARGED IN SECONDS

KAIST achieves a groundbreaking feat in energy storage with its hybrid sodium-ion battery, charging in seconds. Led by Professor Jeung Ku Kang, this innovation leverages sodium's abundance, surpassing lithium-ion batteries. With potential applications in electronics, EVs, and energy grids, it promises sustainable solutions for diverse sectors.

As the world seeks renewable energy, KAIST's breakthrough offers hope. Positioned as leaders in battery research, KAIST drives transformative advancements toward a cleaner future. The hybrid sodium-ion battery embodies human ingenuity, shaping a world powered by efficient energy solutions.





Renowned Swiss Watchmaker:

# MAURICE DE MAURIAC UNVEILS ELEGANTLY MINIMALIST PILLOW WATCH COLLECTION

**SHOPPING**  
*Sustainable*

Global Times Magazine Editorial Team

Maurice de Mauriac, a renowned Swiss watchmaker headquartered in Zurich, has introduced its latest masterpiece to the horological world: the Maurice de Mauriac Pillow Watch collection, designed by the talented Fabian Schwaerzler. True to its name, this exquisite timepiece draws inspiration from its pillow-shaped case, embodying simplicity and elegance in its purest form.



The Maurice de Mauriac Pillow Watch begins with a 45mm-wide case that is water resistant to 100 meters.



Some like the look of a sterile dial without any branding or text.

Crafted with meticulous attention to detail, the Maurice de Mauriac Pillow Watch is available in three distinct case styles.

The flagship model features a brushed natural titanium case, boasting dimensions of 45 mm in width and 13 mm in thickness, while offering water resistance up to 100 meters. Its ergonomically rounded design ensures maximum comfort for the wearer, epitomizing the brand's commitment to both style and functionality.

At the heart of this understated masterpiece lies a matte black dial, exuding minimalist sophistication. With subtle text and discreet hour markings, the dial maintains a clean and uncluttered aesthetic, ensuring optimal readability.

The striking contrast between the black background and the luminous blue accents enhances visibility, further accentuating the watch's timeless allure. Complementing the dial is a 24 mm wide leather strap, featuring a tactile fabric-like texture and stitching that harmonizes seamlessly with the blue accents adorning the hour markers and hands.

Powering the Maurice de Mauriac Pillow Watch is the Swiss La Joux-Perret G100 automatic movement, renowned for its precision and reliability. Operating at 4 Hz, this mechanical marvel boasts a remarkable power reserve of 68 hours, ensuring uninterrupted performance for the discerning wearer.

The launch of the Maurice de Mauriac Pillow Watch has elicited an overwhelmingly positive response from enthusiasts and connoisseurs alike.

Comments such as "Big is the new small," "This is one of the cleanest, most beautiful watches I've seen," and "Such an irresistible piece" reverberate across the brand's social media platforms, underscoring the watch's universal appeal and timeless elegance.

Priced at 3994 euros, the Maurice de Mauriac Pillow Watch is a testament to Swiss craftsmanship and precision engineering. To explore this exceptional timepiece further and acquire your own piece of horological excellence, visit the official Maurice de Mauriac website.

In a world where simplicity meets sophistication, the Maurice de Mauriac Pillow Watch stands as a beacon of timeless elegance, redefining the essence of minimalist luxury in the realm of horology.

Article **END**



At launch, the Maurice de Mauriac Pillow Watch comes in three case material styles. The basic model is brushed natural titanium. For a higher price, you can get the pictured DLC-coated titanium model and a bronze-cased edition.





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Mastering Leadership:

# 10 ESSENTIAL TIPS FOR BUSINESS LEADERS

**BUSINESS**  
Leaders

Global Times Magazine Editorial Team

In the dynamic realm of business, effective leadership isn't just desirable; it's indispensable. A proficient leader is the backbone of a successful enterprise, guiding teams towards shared objectives, fostering innovation, and nurturing a culture of excellence.

Whether you're a seasoned CEO or an aspiring entrepreneur, honing your leadership skills is paramount for driving organizational growth and prosperity.

Here are 10 indispensable tips for mastering the art of business leadership:



## 1. Cultivate A Positive Attitude

The power of positivity cannot be overstated. As a leader, your attitude sets the tone for the entire organization. Infuse your interactions with optimism, enthusiasm, and genuine belief in the company's mission.

By radiating positivity, you inspire your team to embrace challenges with resilience and creativity, fostering a vibrant and productive work environment.

Define your goals clearly, gather pertinent information, weigh your options meticulously, and trust your instincts

## 2. Foster Self-Awareness

True leadership begins with self-awareness. Take the time to understand your strengths, weaknesses, and areas for growth. Leverage your strengths to propel the company forward, while actively seeking opportunities for self-improvement. Embrace humility, acknowledging your imperfections, and be transparent about the lessons learned along your leadership journey.

## 3. Make Decisive Choices

Effective leaders possess the confidence to make tough decisions swiftly and decisively. Define your goals clearly, gather pertinent information, weigh your options meticulously, and trust your instincts.



Embrace the responsibility of leadership by embracing accountability for your decisions and continually evaluating their impact on the organization

#### 4. Champion Fairness

Fairness is the cornerstone of a healthy work environment. Treat every member of your team with equity and respect, fostering a culture of inclusivity and trust. Actively listen to diverse perspectives, uphold ethical standards consistently, and demonstrate integrity in every interaction. By championing fairness, you cultivate a loyal and engaged workforce committed to the company's success.

#### 5. Embrace Lifelong Learning

The pursuit of knowledge is a never-ending journey for effective leaders. Stay abreast of industry trends, emerging technologies, and best practices through continuous learning and professional development. Encourage a culture of curiosity and innovation within your team, fostering a dynamic environment conducive to growth and adaptation.

#### 6. Harness Creativity

Innovation is the lifeblood of business success. Cultivate a culture of creativity within your organization, empowering your team to explore novel solutions and challenge the status quo.

Embrace experimentation, encourage diverse perspectives, and celebrate bold ideas that propel the company towards new horizons.

#### 7. Communicate With Clarity

Effective communication is the cornerstone of effective leadership.

Articulate your vision clearly, set expectations transparently, and foster open dialogue within your team. Practice active listening, demonstrate empathy, and provide constructive feedback to foster a culture of collaboration and mutual respect.

#### 8. Lead By Example

Lead from the frontlines by demonstrating your commitment to the company's mission and values. Roll up your sleeves, work alongside your team, and immerse yourself in the day-to-day operations of the business. By leading by example, you inspire trust, foster camaraderie, and cultivate a shared sense of purpose within the organization.

#### 9. Empower Your Team

Invest in the growth and development of your team members, empowering them to reach their full potential. Provide mentorship, offer



By leading by example, you inspire trust, foster camaraderie, and cultivate a shared sense of purpose within the organization



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**BUSINESS**  
Leaders

*Dejan Stancer*

GCBL President & GTM Chairman

constructive guidance, and create opportunities for skill-building and advancement. Celebrate achievements, acknowledge contributions, and foster a culture of continuous learning and improvement.

## 10. Respect Time

Respect the precious resource of time by optimizing communication channels, streamlining workflows, and prioritizing efficiency.

Foster a culture of productivity by minimizing distractions, respecting individual work styles, and facilitating a healthy work-life balance. By valuing time, you empower your team to focus their energies on meaningful endeavors, driving progress and innovation.

In conclusion, effective leadership is not merely a role; it's a profound responsibility and privilege. By embodying these 10 principles of leadership excellence, you can inspire greatness, drive innovation, and steer your organization towards sustained success in today's dynamic business landscape.

Article **END**

# The Wisdom Of Goal-Setting: DETERMINATION & PERSISTANCE

"In my not-so-short journey through the realms of business, I realized that achieving success is not just a matter of chance. It is a delicate interplay of several factors, each of which requires careful consideration and concerted effort. Success is not bestowed upon us without effort; it is something we must actively pursue with unwavering determination and resilience.

One of the most important aspects of navigating the path to success is setting clear and achievable goals. These goals serve as beacons that guide our actions and decisions amid the complexity of the business environment. However, it is not enough to just set goals; we must also have the wisdom to determine which goals are truly meaningful and aligned with our vision.

Furthermore, determination is the fuel that propels us forward despite adversity. It is the unwavering determination to persevere even when the going gets tough. Success rarely comes easily or quickly; it is often the result of relentless effort and refusal to succumb to failure. As business leaders, we must cultivate a mindset of perseverance and resilience and remain steadfast in our pursuit of excellence.

Persistence is also an essential ingredient in the recipe for success. It is a dogged commitment to sticking to a set path, even when the road ahead seems daunting. In the fast-paced business world, it's easy to get discouraged by temporary setbacks or slow progress. However, it is in these challenging moments that our perseverance is truly tested. If we maintain unwavering determination and move forward with unwavering determination, we can overcome obstacles and move forward towards our goals".



# GLOBAL TIMES MAGAZINE



*Fifteenth Edition*

## 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 of the one and only Global Times Magazine.

”

**BENJAMIN  
FRANKLIN**

Life's biggest tragedy  
is that we get old too soon  
and wise too late.

**Quote** Of The Month:





2024

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