

# GLOBAL TIMES MAGAZINE



GLOBAL CHAMBER OF BUSINESS LEADERS

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*Seventh Edition*

**GEOPOLITICS:  
WHAT WILL THE NEW  
WORLD ORDER BE LIKE,  
IS IT REALLY CHANGING?**

**MILOUD HASSENE:  
BRILLIANCE OF  
TRANSFORMING THE LANDSCAPE  
OF ECOLOGICAL RESILIENCE**

**BIG INTERVIEW**

## TARJA WIKLUND

DELEGATE FOR FINLAND OF THE GLOBAL CHAMBER OF BUSINESS LEADERS

**SHE IS INTENDING TO FINISH  
STRONG WITH HER LIFE'S WORK**

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Sixth Edition | 6-2023 | MMXXIII



*Sixth Edition*

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**JUSTINA MUTALE  
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Editor in Chief:

**NICOLE S. FARRELL**

GTM Chairman:

**DEJAN ŠTANCER**

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## MESSAGE OF THE PRESIDENT:

# ONLY WHEN ALIENS COME TO EARTH WILL EVERYTHING BE REALLY DIFFERENT

Dejan Štancer, President of the Global Chamber of Business Leaders

Dear readers,

Not only for the opportunities after the end of the pandemic, the year 2023 will also be remembered for the unexpected weather disasters that affected the whole world, from earthquakes, and hurricane winds, all the way to floods, and tragic wildfires. If we can say that the human factor is to blame for wildfires in at least 80% of cases, it is difficult to say with certainty what is to blame for all other weather disasters.

In any case, it is clear that after the outbreak of the pandemic, nothing will ever be the same again. We are in the midst of the completely unpredictable behaviour of nature, and at the same time, humanity is polarized around the new world order. It's true when you start looking for the culprits, you never know how far back in history you have to go to be able to deal with the dilemma of which was the chicken or the egg first and be able to stand on the side of justice. We condemn some for violating international law today, but they reply that others have done so before; we blame others for hunger and poverty, but they tell us that the greatest misery and poverty in the past was caused by others, who were never responsible for it in any way.

I am of the opinion that the world needs a new order for a long time. We have all the possibilities to make the world fairer. If there was no competition, it would be possible to create a powerful paradigm of cooperation in which everyone would develop, so to speak, equivalently. This would require cooperation and a broad consensus of nations; it would be necessary to put aside what we often call the national interest, but in reality, it is just ordinary nationalism, and the voice of those who have always been overheard should be heard. In this case, it would be possible to manage resources and raw materials more fairly, unlike now, when wars are mostly based on greed and material dominance. It would probably then be possible to find ways to prevent manipulation and propaganda, which today misleads people and often causes them suffering.

I know, an illusion. The majority of the 1% that controls the remaining 99% of the world's population never wanted this, do not want it, and will never want it. And these people will always have war ready for every cause; once for raw materials, another time for water, then for food. But maybe we really need aliens so that people can unite for once.

Yours sincerely,

*Dejan Štancer*





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## EDITOR'S NOTE:

# A SOUND PROFESSIONAL NEVER TURNS A BLIND EYE TO GLOBAL VISIBILITY

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

Dear Valued GCBL Executives, Members, Sponsors & Partners,

As a corporate professional, creativepreneur, government leader or entrepreneur, you would be aware that visibility, especially on a global scale, is highly regarded within various quarters. It is no secret that online branding and marketing are important in today's world as they can present valuable and long-lasting results, if done right, that is.

Personal branding is also a major player nowadays in connecting with audiences and evoking interest. Therefore, business as one might have known it before the 2000s has evolved and it is no longer about strict achievement announcements, statistics, business rhetoric and the like.

Visibility can be the key to attracting opportunities for enviable work projects, collaborations, networking and sales, etc. However, it must be curated strategically as well. Consider it as being in the right place at the right time...with the right people. An astute professional would acknowledge these factors to bear truth.

The Global Times Magazine (GTM) has quickly become widely recognised within elite and international business circles, garnering much interest from corporate entities and individuals alike. We have remained focused on finding ways to assist our fellow men in different ways and with excellence. This magazine is an instrument, among others, for those goals

As we continually do our due diligence by providing opportunities for exposure for those associated with us, we are excited to now introduce a new feature in our monthly publication. You will now have the chance to be featured in our new "15 In 2023" initiative. This initiative consists of a standard format of questions by which you can not only share your professional experiences and highlight your business/es or organisation but also your insights on topics of business interest, current affairs and personal and/or career development.

So, we invite you to invest in this once-in-a-lifetime opportunity to showcase yourself but to the right audience! Being featured in the Global Times Magazine in such a targeted way puts you in the direct seat to be recognised and it will have you in alignment with the best of the best.

For more information, you may send a request to [nicole.farrell@gc-bl.org](mailto:nicole.farrell@gc-bl.org). I look forward to partnering with many of you to share your prowess with the world!

After all, TOGETHER WE ARE SHAPING THE FUTURE!

*Nicole S. Farrell*

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AFTER RUSSIA'S WAR AGAINST UKRAINE:

# WHAT WILL THE NEW WORLD ORDER BE LIKE, IS IT REALLY CHANGING?

Stefan Lehne, The Global Times Magazine editorial team



There is a growing perception that the liberal world order is coming to an end. While the current multilateral system may be weakened by the return of geopolitics, economic interdependence and transnational ties will prevent a complete lapse into anarchy.

The Russian war against Ukraine and the growing U.S.-China rivalry will have a profound effect on the future of the world's political organization. The West's hope for an international system based on democracy, rule of law, and multilateral cooperation, which had already lost plausibility in recent years, now looks wholly unrealistic.

Current trends and recent strategic documents point toward a further ramping up of geopolitical competition, increasing economic protectionism and fragmentation, and a loosening of the structures of the international order. However, economic interdependence and transnational ties will likely remain strong enough to prevent a complete lapse into anarchy and unrestrained competition. Even so, there is a great risk that the capacity for meeting global challenges, such as climate change, world poverty, and global health threats, will be badly damaged

## THE END OF AN ERA

In an [October 2022 speech](#) to students, the European Union's foreign affairs chief, Josep Borrell, compared Europe to a garden, calling the region "the best combination of political freedom, economic prosperity and social cohesion that humankind has been able to build." He contrasted Europe with the rest of the world, saying, "Most of the world is a jungle and the jungle could invade the garden." The remarks [triggered protests](#), particularly from officials and pundits in the Global South who accused Borrell of racism and "neocolonialist" arrogance. Borrell [later apologized](#) and said that his comments were not intended to have racial, cultural, or geographic connotations. He had merely wished to juxtapose an international order based on principles accepted by all with an international order based on the will of the strongest, or "the law of the jungle."

Borrell also pointed out that the term "jungle" had been used by other authors, including U.S. neoconservatives. This was likely a reference to



Robert Kagan's 2018 book, [The Jungle Grows Back: America and Our Imperiled World](#). Kagan's book, which was written during the Donald Trump administration, amounts to a stark warning about the consequences of a U.S. retreat from its global responsibilities. Kagan writes that without determined American leadership, nations would revert to traditional patterns of behavior and the world would relapse into disorder, darkness, and chaos.

Both Borrell's speech and Kagan's book are examples of a spreading perception that the end of the post-Cold War order is approaching and that the achievements of a relatively peaceful and orderly historical period are at grave risk.

### CHALLENGES TO THE LIBERAL AND RULES-BASED ORDER

Up until around 2008, the mantra of Western discourse about international politics was a liberal and rules-based world order grounded in market economics, democracy, and multilateral diplomacy. The United States and the EU saw themselves as the main promoters of such an order, which they hoped would eventually include most of the world. Since then, faith in this vision has diminished dramatically.

The U.S. appetite for global leadership waned, partly for domestic political reasons and partly in response to the wars in Afghanistan and Iraq. Meanwhile, China continued its economic and political rise and

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The war in Ukraine changed Europe, but it also changed some of the habits of Europeans. With the rising food prices, it is also new that Europe has managed to quickly and almost completely replace Russian energy products, which are now even subject to sanctions.



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became a leading technological and commercial power. Expectations that China's increased prosperity would result in political liberalization proved mistaken. On the contrary, the Chinese leadership became more authoritarian, intolerant of dissent, and obsessed with the absolute dominance of the Communist Party. An assertive foreign policy, fueled by nationalist propaganda and sustained military buildup, now underlines China's ambition to become the dominant power in Asia.

At the same time, Russia turned into an aggressive revisionist power. As demonstrated by Russia's war in Georgia in 2008, its annexation of Crimea and intervention in the Donbas in 2014, and its invasion of Ukraine in 2022, the leadership in Moscow is determined to reverse some of the losses of the 1990s, increase Russia's territory, and establish robust zones of influence.

The drawing down of Washington's international engagement expanded the maneuvering space of stronger states in the Global South, among them Egypt, India, Iran, Pakistan, Saudi Arabia, and Turkey, which became increasingly assertive players in international politics. They forged new coalitions, enhanced their political and economic influence, and built up their military clout. Sometimes this resulted in regional struggles for hegemony, forcing weaker countries to do what they have always done: seek security either by allying with bigger powers or balancing between them.

Geopolitics, however, is not the only challenge to an orderly world.

Continue



Russia and China. They appear to be closer than they indeed are. These are two significant countries that will continue to shape the world's future. Either in a coalition or individually, only time will tell.

International nongovernmental organizations have documented more than fifteen years of [democratic decline](#). According to Freedom House, about [38 percent](#) of the global population currently lives in “not free” countries and only 20 per cent live in “free” countries. Globalization is running out of steam, as reshoring and decoupling are the slogans of the day and protectionism rises in many parts of the world. The internet massively expands opportunities to disseminate propaganda, disinformation, and fake news. Information is increasingly weaponized in the service of geopolitics, undermining democratic processes and manipulating public opinion. Storms, fires, floods, droughts, and other manifestations of the climate crisis, which is worsening from year to year, disrupt the lives of millions and threaten stability in many regions.

In the face of these challenges, the multilateral system is under severe strain and risks losing legitimacy and effectiveness in tackling transnational challenges. The latest [UN development report](#) notes that cascading and intersecting crises and growing inequalities are putting the Sustainable Development Goals in jeopardy.

### WHAT THE STRATEGIC DOCUMENTS SAY

Recent strategic documents present the return of geopolitics as the decisive factor in the fading of the vision for a liberal and rules-based world order.

### THE EU’S STRATEGIC COMPASS FOR SECURITY AND DEFENSE

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The [EU's Strategic Compass](#), finalized in March 2022 amid the Russian invasion of Ukraine, paints the darkest picture: "We live in a world shaped by raw power politics, where everything is weaponized and where we face a fierce battle of narratives." The document enumerates several symptoms of a disintegrating order, including "the instrumentalization of migrants, the privatization of armies, the politicization of the control of sensitive technologies . . . the dynamics of state failure, the retreat of democratic freedoms as well as attacks on the 'global commons' of cyber space, the high seas and outer space." The document notes a severe deterioration of the security environment, calling for a "quantum leap" in the EU's capacity as a security provider. The contrast with the [EU's first security strategy](#) of 2003 is stark: that document began, "Europe has never been so prosperous, so secure nor so free. The violence of the first half of the 20th Century has given way to a period of peace and stability unprecedented in European history."

### THE U.S. NATIONAL SECURITY STRATEGY

**"Although the National Security Strategy sharply condemns Russian aggression, it unsurprisingly focuses more on China."**

In introducing the [U.S. National Security Strategy](#), adopted in October 2022, U.S. President, Joe Biden, also speaks of a "significant inflection point in world history," but the document is less pessimistic than its European counterpart. It not only highlights similar concerns about the heating up of geopolitical competition, but it also expresses confidence in the enduring strength of the United States as the world's most powerful nation. Although the National Security Strategy sharply condemns Russian aggression, it unsurprisingly focuses more on China, calling the country the United States' "only competitor with both the intent to reshape the international order and, increasingly, the economic, military, and technological power to advance that objective."

### THE CHINA-RUSSIA JOINT STATEMENT

In February 2022, days before Russia invaded Ukraine, China and Russia adopted a [lengthy statement](#) that amounts to a comprehensive reckoning with the Western approach to the world order. The statement condemns "some actors representing but a minority on the international scales" for advocating for unilateral approaches, resorting to force, interfering in the internal affairs of others, and generally hampering the development and progress of mankind. Committing themselves to a "friendship without limits," the two countries contrast their own good intentions with the nefarious practices of "certain states" in areas including trade policy and outer space.

The document notes an ongoing transformation of the world order and a trend toward a redistribution of power. Yet, despite their mistrust and hostility toward the West, China and Russia do not question the multilateral system that evolved under U.S. leadership since World War II. They position themselves not as revolutionary founders of an alternative system but rather as committed members of an established order, which still is strongly influenced by malign forces. Their pronouncements on the future of global governance are deeply conservative. They emphasize the centrality of the United Nations, the principles of the UN Charter, and international law in general. They

pledge to “advance multipolarity and promote the democratization of the international system,” but creating an alternative system does not seem to be on their agenda.

China and Russia have, of course, engaged in some international institution building. This includes the Shanghai Cooperation Organization, the Eurasian Economic Union, the Collective Security Treaty Organization, the Asian Infrastructure Investment Bank, and the New Development Bank (formerly known as the BRICS Development Bank). But these initiatives have limited scope and ambition. Through these institutions, Russia mainly aims to cement a sphere of influence in the post-Soviet space, while China aims to project economic power.

Globally, Beijing’s and Moscow’s priorities are to reduce Western influence and strengthen their own positions within the existing multilateral system. However, their declared commitments to the existing order are increasingly at odds with their aggressive power politics. Russia’s invasion of Ukraine and China’s threatening behavior toward Taiwan and in the South China Sea challenge fundamental principles of that very order.

### ORDER OR ANARCHY?

Although the current order is clearly weakening, it seems unlikely that there will be a fundamental restructuring of the international system. It would likely take another global disaster for there to be a fresh start

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Although it seemed that it would be only a short-lived military conflict, Ukraine has been in the bloodiest war since the end of World War II for more than 18 months. Opinions are divided as to whether it is only a matter of consolidating the position of Russian President Putin or an attempt to change the world order.



similar to when the United Nations was created after World War II. At the same time, a complete relapse into a Hobbesian world of unrestrained and selfish competition is also quite unlikely; Borrell's "jungle" metaphor seems wildly overblown.

Modernization and decades of liberal economics have brought about a dense network of ties and multiple interdependencies among states, ties that can only be abandoned at huge cost (as demonstrated by North Korea). The vast majority of governments understand that international cooperation remains vital for the future well-being of their countries and that this cooperation requires an institutional and legal framework.

Some kind of political order will therefore survive. UN Secretary-General, António Guterres, recently submitted his report, "[Our Common Agenda](#)," which includes proposals for a "stronger, more networked and inclusive

**"Current economic and political trends seem to point in the direction of a looser international system."**

multilateral system, anchored within the United Nations." He will also host a Summit for the Future in September 2024 that aims to forge a new global consensus on the future world order. Unfortunately, in light of current geopolitical rivalries, chances for agreement on major institutional innovations are limited.

The future multilateral system will therefore look similar to the existing one, at least on the surface. But it is likely to be undermined by a growing emphasis on national sovereignty and identity politics in many parts of the world and by the fragmentation of the global economy and the rise of protectionism.

Current economic and political trends seem to point in the direction of a looser international system, leaving more room for power politics and transactional arrangements between states that insist on preserving their national sovereignty. Whether such an order will be capable of dealing effectively with great transnational challenges is doubtful. In particular, these dynamics will make it harder to confront the climate crisis, which is the most urgent and consequential challenge of the coming years.

### MULTIPOLAR OR BIPOLAR?

The future international system could have several power centers. But one current division could shape international politics for several years: the coming together of the "non-geographic" West on the one hand and the deepening partnership between China and Russia on the other.

China and Russia see themselves as the vanguard in the struggle against Western global predominance, and they are eager to bring others on board. At the last Summit meeting of the BRICS countries (Brazil, Russia, India, China, and South Africa) in June 2022, both Chinese President, Xi Jinping, and Russian President, Vladimir Putin, argued in favor of [expanding the group](#) into BRICS+. Beijing seemed





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particularly interested in developing the forum into a counterweight to the Group of Seven (G7). Argentina, Iran, and Saudi Arabia have already applied for membership to BRICS+, and several other countries appear interested. However, it has been difficult to establish a consensus on expansion among the current BRICS members.

The story of BRICS enlargement shows that as much as China and Russia preach multipolarity, they are actually working toward a bipolar constellation of forces in which they would lead a broad alliance of countries in countering the preponderance of the West. The war in Ukraine has reinforced these tendencies. Weakened by military setbacks and Western sanctions, Russia will likely become increasingly dependent on China and, to some extent, will be forced to align with the strategic interests of its partner. And facing a worsening rivalry with the United States, China will have every incentive to keep Russia on its side, even if that entails further deepening its estrangement from the West.

**“The Russian narrative that the United States and NATO bear major responsibility for the conflict found open ears in many developing countries.”**

The war has also significantly strengthened Western unity, revived the North Atlantic Treaty Organization (NATO), and turned the G7 into an effective mechanism for coordinating the West’s response to Russian aggression. The Strategic Compass calls the United States Europe’s “staunchest and most important partner and a global power contributing to peace, security, stability and democracy on our continent.” The U.S. leadership role in the current crisis could also help Washington persuade European countries to support its policies toward China.

A closer partnership between China and Russia and a more effective Western grouping pose a difficult dilemma for countries from the Global South. Votes in the UN General Assembly on the Russian invasion illustrate this. A majority of UN members (141) supported the [initial resolution](#) condemning the invasion. Only 5 countries voted against the resolution, 35 abstained, and 12 did not participate. In 2023, on the anniversary of the invasion, a similar [resolution](#) obtained an almost identical result. This broad support was not surprising because Russia had violated two of the core principles of the UN Charter: nonuse of force and territorial integrity of states. But an [initiative](#) to suspend Russia from the UN Human Rights Council passed much more narrowly in April 2022, as many developing countries did not vote in favor of it.

The fact that only about fifty countries have [implemented sanctions against Russia](#) also shows the unwillingness of the Global South to confront Russia. Apart from a few small states traditionally aligned with Western countries, the great majority of developing nations do not wish to sanction Russia. The Russian narrative that the United States and NATO bear major responsibility for the conflict found open ears in many developing countries. Anti-Western sentiments, partly fueled by the legacy of colonialism and resentment against Western double standards, played a role. A strong wish to stay outside a conflict between big powers was also an important factor.

Many developing countries will likely continue to strive to stay out of the fight between China and Russia and the West. India, which is overtaking China in terms of population and will likely become the [world’s third](#)



largest economy before the end of the decade, will probably be a strong force in favor of such a multipolar world.

In practical politics, bipolar or multipolar structures are not stark alternatives. There are many shades of polarity, and the situation varies from sector to sector. Today, for instance, the West still enjoys a dominant position in the global financial system, whereas the rapidly developing high-tech sector has already assumed a bipolar configuration, with the United States and China rapidly decoupling from each other. In geopolitical terms, a bipolar constellation seems a likely but not the only conceivable scenario for the coming years. An escalation of the war in Ukraine or a catastrophic Russian defeat could lead to estrangement between China and Russia. China’s deep integration into the global economy could act as a powerful mitigating factor in its competition with the United States. Finally, domestic U.S. developments, such as the presidential elections in 2024, could disrupt

**“In geopolitical terms, a bipolar constellation seems a likely but not the only conceivable scenario for the coming years.”**

the transatlantic relationship and result in a more independent European policy.

**LIBERAL OR JUST RULES-BASED?**

References to a “liberal world order” in international relations speeches and articles have become rarer, whereas the phrase “rules-based order” has been used more frequently. With democracy in decline across the world, “rules-based” appears more realistic and inclusive.

The U.S. National Security Strategy offers an interesting hierarchy of states that share some of the American vision: the hierarchy “includes our democratic allies in Europe and the Indo-Pacific, as well as key democratic partners around the world that share much of our vision for regional and international order, even if they do not agree with us on all issues, and countries that do not embrace democratic institutions but nevertheless depend upon and support a rules-based international system.” Commitment to a rules-based order is presented as the key criteria of constructive state behavior, whereas a lack of democracy can be excused.

Despite this apparent de-emphasis of democracy, the Biden administration still assigns considerable importance to the promotion of democracy and human rights. In December 2021, fulfilling a campaign promise, Biden convened a Summit for Democracy. More than one hundred countries participated, and numerous pledges and proposals for developing democratic governance were made. A follow-up summit cohosted by the United States, Costa Rica, the Netherlands, South Korea, and Zambia is planned for March 2023.

The Biden administration has made the case for democracy not in terms of a shared aspiration for a future world order but rather as a competition between democracies and autocracies. The rationale for this framing becomes clear when the National Security Strategy states that the most pressing challenge to the U.S. vision is “from powers that



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layer authoritarian governance with a revisionist foreign policy.” It goes on to state that these powers’ behaviors threaten international peace, particularly their “waging or preparing for wars of aggression, actively undermining the democratic political processes of other countries, leveraging technology and supply chains for coercion and repression, and exporting an illiberal model of international order. Many non-democracies join the world’s democracies in forswearing these behaviors. Unfortunately, Russia and [China] do not.”

However, the United States has placed itself in an awkward position by conflating its promotion of democratic governance with its geopolitical rivalry with China and Russia. The invitation list for the Summit for Democracy left out Hungary and Türkiye, but it included India, the Philippines, and Poland, which have problematic records on democracy but are important potential partners in meeting the China-Russia challenge. U.S. efforts to promote democracy would have better chances of success if they remained separate from geopolitical competition.

Looking more broadly, it is evident that one of the fundamental assumptions underlying the vision of the liberal and rules-based world order has proved overoptimistic. It was held that liberal economic policies would speed up economic development across the world and that greater prosperity would in turn create an irrepressible demand for political freedom. In fact, globalization lifted many millions of people out of poverty, but it also severely disrupted the economic prospects for many regions of the world. And, as China’s recent history shows,

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rising prosperity can go together with a strengthening of central control.

Unfortunately, the converse assumption, that economic setbacks can weaken democratic governance, is closer to the truth. Democratic backsliding in recent years can partly be attributed to the societal stress resulting from multiple crises, including economic downturns, war, the pandemic, and climate change. And this situation is unlikely to change soon.

However, these dark clouds have a silver lining. It is encouraging that the validity of the normative commitments of the UN Charter, the Declaration of Human Rights, and the many conventions on human rights elaborated within the UN system or on the regional level are not challenged by any relevant government. This will not provide much comfort to individuals and groups suffering from discrimination or repression, but it offers state and civil society actors a good basis for



It seems that with the arrival of Lula at the head of Brazil, a new wind has blown in this largest country on the continent of South America, which suggests cooperation rather than competition and exclusion.

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promoting democracy and human rights and for holding accountable governments that breach their commitments.

## CONCLUSION

As the post-Cold War era draws to a close, achieving a liberal and rules-based world order looks more like a dream than a realistic aspiration. However, there is great uncertainty as to what will replace it. China and Russia, the most powerful challengers of the status quo, do not propose an alternative model but rather aim at expanding their influence in the existing system.

As geopolitical rivalries intensify, the structures of the existing multilateral system are weakening. Geopolitical rivalries, stronger emphasis on national sovereignty, and increased economic protectionism are undermining cooperative regimes that have been

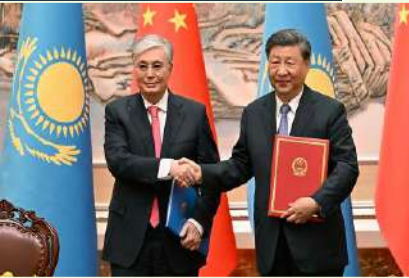
painstakingly put together over decades. Hopes for a global proliferation of democracy and the rule of law have been dashed. But a lapse into international anarchy remains wholly unlikely. Globalization has slowed but will not be completely reversed. Economic interdependence and international communication will continue to require a considerable amount of institutionalized cooperation.

The current multilateral system inherited from the post-war period will therefore survive. But the commitment to its rules will continue to diminish, and power politics and transactional dealmaking will often prevail.

Even if the current centrifugal tendencies remain limited, they will still severely impede efforts to address urgent transnational problems, such as climate change, biodiversity decline, state failure, food insecurity, poverty, and global health threats. And if the world cannot pull together to effectively respond to these threats, further disruption and fragmentation will certainly follow.

There is thus an urgent need to reverse the current disintegrative dynamics and to re-energize and strengthen global governance. There is no time to lose.

Article End



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# TARJA WIKLUND IS INTENDING TO FINISH STRONG WITH HER LIFE'S WORK

Tarja Wiklund, Delegate for Finland, Global Chamber of Business Leaders

Being a serial entrepreneur is nothing new to Tarja Wiklund. She has been in the entrepreneurial realm for three decades, holding positions such as Leadership Coach, Investor, Financial Advisor, Psychotherapist, among others. She is currently on a path to evolving her business as she has recently rebranded her company.

Based in Finland, Wiklund has built her career around not just gaining profit but with a view to serving mankind as best as she could.

The so-called gurus would always maintain that an entrepreneur needs to know their 'Why'. So, what was her personal 'Why' for being a businesswoman?

"My 'Why' for being an entrepreneur is to follow my passion and my values of compassion and connection. I think that for me being an entrepreneur gives me the best opportunity to do so."

Touching on her company, she explained, "In (my company), PrivatCap, we have custom-tailored corporate solutions globally for companies, from lower middle-market to large cap, ranging from strategic and tactical advice to on-the-ground support for international marketing and distribution, assistance to top management on growth and cash-flow issues, including access to institutional funding and trade finance instruments."

One of her main portfolios is also Psychotherapy. This field of work involves the treatment of mental conditions by "using verbal communication and interactions", according to an online source. By definition via Google, a Psychotherapist "uses talk therapy to treat people for emotional problems and mental illnesses".

What exactly is her focus and what are her objectives when it comes to her work?

"In psychotherapy, I do work with many different types of clients with various backgrounds. I do combine in my work several different approaches, and the most important value for me is to help the clients to understand themselves, their patterns of thinking and their emotions. I believe in the power of compassion, creating connection to people with empathy, honesty and helping them to reflect (on) their lives in a different light."





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Passion meets purpose. That's usually the case for certain professions. What prompted her to go into the field of Psychotherapy? Also, what would she say she's enjoyed the most thus far about her profession?

Said the cheerful Wiklund, "I have always been fascinated by human behaviour in its various forms. I wanted to understand the human mind, and ultimately, I wanted to help people to reach their full potential. The best moments are when I see that the client starts to feel better and is able to express his emotions and thoughts in ways that help them to reach their life goals and create meaningful connections with others."

Speaking of creating connections, she is mindful about building strong alliances and personal partnerships. The Delegate representing Finland within the Global Chamber of Business Leaders (GCBL), what significance does this have for her?

**"My 'Why' for being an entrepreneur is to follow my passion and my values of compassion and connection. I think that for me being an entrepreneur gives me the best opportunity to do so."**

"Being the representative of the Global Chamber of Business Leaders in Finland has a great significance for me in terms of creating more opportunities for Finnish businesses to grow and extend abroad also. The talent and knowledge of the people is incredible and the global connections in the platform are extremely valuable for the members and creating a wonderful opportunity to learn and do business together."

It is not a stretch for any seasoned professional to incorporate their skills, talents and capabilities in new ways or for new opportunities. Asked how she proposed to marry psychotherapy in any aspect with the mandates and goals of the Global Chamber of Business Leaders in her capacity as Delegate for Finland, she replied,

"I think that having a background as a therapist and also as a long-term entrepreneur gives me a good insight to connect different approaches in business and understand also the human challenges we face in life. I think that in general, all types of understanding of human life is needed. When it comes to business and co-operation, I think that more and more, we need approaches that can combine many different skills and wisdom."

Her background as an Investor would have certainly required her to have a special set of skills. She shared some of her most significant experiences as an Investor, also answering what was one important thing that entrepreneurs should know about seeking investors.

"I started my entrepreneurial work very young, creating many different types of businesses and gained experience in global initiatives for

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over 20 years. I know very well the challenges in business and I am a solution finder. I believe that in every type of business it is important to use the wisdom from various perspectives and be able to understand the global perspective. It is important to find the right people to work with and to understand them as a whole, be prepared and be willing to reach solutions that are sustainable and be reasonable and sensible."

With the GCBL being open to corporate sponsorship, what would be her advice as to how this can be accomplished and what are key elements for sustainability in this area?

"I think that sponsorship can take various forms. What is already happening in the platform is a great start - creating wisdom, knowledge and meaningful networks. I think that the great asset of this platform is the variety of people with different areas of businesses and their shared wisdom. For the sponsors, I think this is an important opportunity to also expand their network and create opportunities worldwide."

Generally, when people think of financial markets and such, profit comes to mind. Being aware of the personal propensity to balance the objective of making a profit with the well-being of a community with projects, how does she usually manage to accomplish this?

"I think that successful companies are the basis of every society. Finance does not mean being greedy, it means creating success for the people in society by creating companies that provide jobs, pay taxes and participate in the well-being of the societies in this way. How we share the profits is another thing that goes back to the values and is politics. How we are able to take care of the people in the society is enabled by the fact that we have businesses that create revenues."

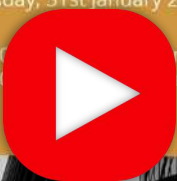
With coaching and consultancy services becoming increasingly popular during the 2020s and with mental health and well-being

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**TARJA WIKLUND**  
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becoming central to many forums and initiatives, the approach to doing business and handling human resources has evolved somewhat. Having had careers in several fields over a 30-year period, how has she seen the scope of business change over time, generally speaking, and specifically within the financial sectors? Wiklund shared,

"I still remember making my first email address and accessing the internet. It created huge change with information availability, the ability to network and connect and marketing has changed so much. New businesses have arisen around social media and marketing. Now Artificial Intelligence and its implications are changing the market rapidly. Routine work, calculations and presentations can be done fast and efficiently with AI."

She continued, "Also, the financial markets have changed a lot and become more and more international. The banking system has

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**"When it comes to business and co-operation, I think that more and more, we need approaches that can combine many different skills and wisdom."**

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It has been a joy with the words of these speakers. The most effective way to do it is to do it in a series of steps and the power of cooperation is a possibility. When the changes add to me, each of every one of us. I believe that keeping our awareness to the inequalities there still remains probably in the first step. It is important to improve women's political, social, economic and health status. Women can only contribute to a sustainable living society. Also creating the infrastructure for the future is a task for us and cooperation and responsibility will be equally as women's rights to be the society values are brought to the action and open and we need to support gender equality by supporting the legislation and actions for the cause of women's empowerment.

**Tarja Wiklund**  
USOK, Psychologist, Finland

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changed a lot and compliance has become a big issue. Banking is easier and more reliable internationally but some experience challenges in some countries to even get a bank account established."

What then did she consider to be fundamental areas of business that are ripe for tapping into in Finland currently? What was her advice for the GCBL where this potential market is concerned?

"Finland is the most digitised country in the world and we have a lot to give to other countries when creating services that are based online and high-tech development. I think that for the GCBL, there is a big chance for networking and looking to create a base for collaboration and online services that my country is really on top of."

What would be her advice for forging a sound financial company plan and sustainable community-based service?

"When it comes to a business plan, be realistic. Business environments can change rapidly and we live in a highly international business environment where also the challenges one country faces become global.

Evaluate your plan constantly and do not rely on the information that was valid a few years ago. We need to understand more and more that sustainable business growth includes the people, environment and global vision."

Her vision and personal ways were influenced by others. Who has inspired her over the years, whether directly or indirectly? Part of her reply was sentimental and filled with love.



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"I have had the privilege of meeting so many inspiring people throughout my life. My greatest inspiration was my grandmother who was left as a widow in the Second World War with three little kids and who was an inspirational, kind and strong woman. Then, later on, I was inspired by great personalities from all over the world who have reached their goals but also helped others to reach theirs by sharing their wisdom and knowledge with others and connecting them with the right people. I am grateful for all of the wonderful people in my network, including the ones from this wonderful platform (of the GCBL)."

Straightforward yet personable, Wiklund's focus and inclination to make the most of circumstances and to make a difference in the lives of others aren't only limited to clients and associates. As a mother, she has the keen sense of pride that comes with motherhood. The joy in her voice as one of her children celebrated their birthday with others

**"I think that for the GCBL, there is a big chance for networking and looking to create a base for collaboration and online services that my country is really on top of."**

recently could not be denied. Having such occasions and documenting them were dear to her heart.

Being a mother of four young children and one who has been continuing to build a newly rebranded business while occasionally travelling for work and doing everything else in-between, the age-old question was asked: can women truly have it all? What was her perspective and even advice to professional women who are uber ambitious about balancing a fulfilling yet demanding work or business life and a solid family experience?

"I am a person that is always looking for a better understanding of life and reaching out to grow as a human being. I truly believe in the power of example that I want to be for my children: go and reach your full potential. I believe that our greatest asset is time because we never get it back.

I think that time management is the key and leaving your self-limiting beliefs behind. We have enormous potential and use of time for reflection and thinking is required to make better decisions and get to use creativity. I have a strategic mind and I plan my schedule and close the distractions away when I work, and when I am with my kids, I do the same."



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## YOUNG BUSINESS LEADERS:

# TOGETHER, WE WILL HARNESS THE POTENTIAL OF YOUTH EMPOWERMENT

Nigel Scicluna, Co-Chair of the GCBL's Young Business Leaders Program

Dear Young Leaders,

In our rapidly evolving global economy, collaboration has become the cornerstone of progress.

As Co-Chair of the Young Business Leaders Program (YBLP), I am thrilled to embrace this philosophy and extend an invitation to individuals and organizations alike to embark on a journey of mutual growth and empowerment.

The world around us is in a constant state of transformation, where agility and innovation are paramount. It's no secret that collaboration yields remarkable results – organizations and individuals uniting their strengths create a synergy that propels us beyond our individual capacities.

Youth empowerment lies at the heart of our mission. The statistics speak volumes: young minds comprise a significant portion of our population, and their perspectives, energy, and fresh ideas are invaluable assets. As we empower our youth, we invest in a future of innovation, progress, and sustainable development.

Co-chairing the YBLP has been an honour and a privilege. Together, we're not just navigating change; we're actively shaping it. This platform isn't just about individual success; it's a call to foster a collective ethos where collaboration and shared knowledge lead to advancements beyond our imagination.

I encourage like-minded individuals and organizations to join us on this transformative journey. Together, we will harness the potential of youth empowerment, drive innovation through collaboration, and pave the way for a prosperous future.

Let's take strides forward, not as isolated entities, but as a dynamic collective determined to seize the opportunities of our ever-evolving world.

Warm regards,





# yblpc



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## A YEAR OF WEATHER DISASTERS:

# CLIMATE CHANGE IN 2023: WHERE IS THE WORLD CURRENTLY STANDING?

Stephainen Safdie, Greenly, The Global Times Magazine editorial team

Climate change  
GLOBAL TIMES



Weather-related disasters are on the rise this year. In all the range of fires, tornadoes, hurricanes, or catastrophic floods and landslides, we haven't seen any of them, it's better to say we haven't yet. Is this the result of climate change, or is it just the new normal?

Climate change has been a growing problem, as it has impacted the way businesses operate, how developing countries strive to obtain resources, and how we rebuild local communities after suffering the nasty effects of natural disasters due to global warming.

Needless to say, climate change has continued to change life on Earth as we know it – and will continue to do so until we stabilize or cool rapidly rising global surface temperatures.

Shifts in climate change are innate and are expected to evolve over time during the solar cycle, but according to the Intergovernmental Panel on Climate Change – increased human activity such as industrialization and urbanization have impacted the natural cycle of climate change.

In fact, the [World Health Organization](#), also known as WHO, have declared the global temperature rise and the excessive act of burning fossil fuels to be one of the greatest threats to global health. Therefore, the increase of the global average surface temperature not only has an affect on the climate system, but on human health.

Fossil fuels, carbon dioxide, and various greenhouse gas emissions have made climate change a more predominant problem in our society, and it has given climate change the power to ultimately impact the way we approach sustainable business and daily lifestyle habits – such as by paying more attention to the global average temperature and ways to reduce emissions.

Think of planet Earth like a person who is out and about in a winter storm wearing a heavy winter jacket. Now, imagine that the Earth is still wearing that jacket and isn't allowed to take it off – and the weather suddenly changes from winter to summer... a **toasty summer**, at that.

That's how the Earth feels due to global warming – suffocating in heat and unable to find any immediate relief. Global warming is due to the

burning of fossil fuels that create greenhouse gas emissions and trap the sun's heat and provoke temperatures to rise.

Changes in the Earth's climate such as sea level rise, seasonal snow cover, ocean acidification, sea ice, and ice sheets would all refer to climate change – whereas reports regarding greenhouse gas concentrations or the most potent greenhouse gas refer more to global warming.

Climate change is occurring due to our increased industrial activity, urbanization, and high-carbon emitting pleasures like travel and the rapid acceleration of consumerism for products like fast fashion. These activities deplete unnecessary resources, while also worsening pollution with the extensive use of fossil fuels that perpetuate even more greenhouse gas emissions – which all aids to maintain climate change to be the crisis that it is.

Climate does not only threaten human life, but various animal species on the planet as well.

Rising temperatures, specifically in the Arctic region, have caused ice glaciers to melt and in turn have threatened all forms of life that dwell in cold environments.

Many animals have been left with no choice but to flee their natural habitats. Also, climate change has affected plants, trees, and flowers – as they are no longer following their natural life cycles due to these

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Climate change  
GLOBAL TIMES



# Climate Record Broken

**BBC NEWS**



spontaneous shifts in weather patterns.

These challenging events are only expected to occur with increased severity at a more frequent rate as climate change continues to be a problem.

### How did climate change start?

Climate change began in correlation to the [increased industrialization habits that began back in the 1860s](#). However, the effects of climate change have been most noticeable since the 1950s, when industrialization began to occur at a newfound rapid pace.

Scientists discovered the phenomenon of climate change after measuring the surface temperature of various oceans and were able to correlate the significant increase with the growing rates of

### What is Climate Change?

**“Climate change refers to the long-term impact on temperature or weather patterns and global temperature rise due to excessive greenhouse gases.”**

urbanization, industrialization, and human consumerism.

### Is it possible to reverse climate change?

Since climate change began, several new technologies have been developed like [carbon capture and storage systems](#). These machines strive to mitigate further carbon dioxide or greenhouse gas emissions from entering the atmosphere and help to combat climate change. As revolutionary as this is, the environmental damage made to the problem isn't reversible.

Even with many companies and countries around the world striving to reach net-zero emissions, it still isn't enough to reduce global temperatures overall. It is unreasonable to expect all individuals, companies, governments, and communities on Earth to cease all industrial activities that emit excessive amounts of carbon or greenhouse gas emissions.

Mitigating climate change requires several approaches given the Earth's average temperature and further warming of the planet. The most reasonable approach is to utilize both [carbon offsetting](#) methods and preventative measures to reduce global warming to stabilize the rising temperatures of the planet.

### What does climate change in 2023 look like?

While there are many preventative measures and new technologies being made to combat further climate change, the truth is that the forecast for climate change in 2023 isn't looking much better.

Climate change in 2023 and the years to come is only expected to get worse. For example, there is a [93% chance](#) that one of the years between 2022 and 2026 will be the warmest year to date; breaking the previous record held by 2016. This has already happened in [summer 2023, with multiple record-breaking temperatures](#) around the world having been recorded. This proves the previous forecast that the

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average global temperature for the five year period between [2022 and 2026 is projected to be higher](#) than the previous five year period between 2017 and 2021.

The worst projection for climate change in 2023, is that the chance for the average global temperature to rise above 1.5°C has increased to almost 50% for the next five year period between 2022 and 2026.

2023 alone has already seen numerous new concerning effects of climate change: such as with the [Canadian wildfires](#) that [spread smoke all the way to the U.S.](#) and even across the pond to Paris.

These expected, worsening predictions for climate change in 2023 will not be the pique of global warming misery. As long as we continue to emit extreme amounts of greenhouse gas and carbon dioxide emissions into the atmosphere, climate change will continue to worsen.

**“Climate change also provokes natural disasters such as heat waves or hurricanes that make our available resources sparse and directly reduce our capability to fight against climate change.”**

### **What policies are currently in place to monitor and improve climate change?**

In 2023, there are several treaties, conferences, and initiatives taking place in order to measure, monitor, and mitigate climate change. Here are just a few of the many measures being taken and implemented to improve the state of climate change in 2023 and the years to come. COP27 with UNFCCC

The Conference of Parties, otherwise known as COP, is an annual meeting where global leaders discuss the current most imperative threats to climate change – and debate the best approaches on how to fix those specific problems that are causing climate change, as well as other climate challenge issues around the world.

The UNFCCC, otherwise known as the United Nations Framework Convention on Climate Change, is an international treaty that seeks to mitigate the detrimental effects of human activity on climate change. The UNFCCC, alongside other global leaders, attends the Conference of Parties every year to discuss climate change.

COP27 last year in Egypt helped to develop the [Loss & Damage](#) fund – which will help more vulnerable countries to be financially supported as climate change wrecks have on society. Next year's COP28 is set to take place in Dubai.

### **The Paris Climate Agreement**

[The Paris Climate Agreement](#) is an international treaty that serves as the most vital global climate agreement to date, as it requires all countries to reduce their greenhouse gas emissions – even if they have not joined The Paris Climate Agreement.

The Paris Climate Agreement replaced a previous international climate treaty called [the Kyoto Protocol](#) in attempts to provoke the world to improve their measures around reducing greenhouse gas emissions.



**C**limate change  
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This environmental treaty aimed at reducing global emissions is a crucial policy for climate change in 2023 as it recognizes that climate change is a pivotal global predicament, and therefore demands the need for all countries to set goals to reduce their carbon emissions. Net-zero emissions by 2050

Companies can contribute to global net-zero target by seeking to balance out all the carbon and greenhouse gas emissions that they are responsible for being released into the atmosphere. Most organizations achieve this goal by investing in alternative carbon offsetting projects or purchasing carbon credits to counterbalance their own residual emissions (those they really cannot avoid AFTER having reduced them as much as possible).

Countries around the world are striving to achieve net-zero emissions, and while it is a great tactic to eventually stabilize global warming and

**“Carbon offsetting projects and carbon credits, which are the most common tactics used to achieve net-zero and carbon neutrality, are great – but they don't get down to the root of the problem, which is to establish more sustainable business practices that ultimately reduce the use of fossil fuels in the first place.”**

rising temperatures – it isn't enough to actually reduce the effects of climate change.

While striving to contribute to net-zero emissions is great, balancing the amount of carbon dioxide or greenhouse gas emissions that companies emit into the atmosphere isn't enough to reduce climate change to the extent that it needs to be.

### **What actions can we take in 2023 to reduce climate change?**

Just because the outlook for climate change in 2023 is looking grave, doesn't mean attempting to improve the state of climate change around the world is a lost cause. There are still many measures that can be implemented to improve the current state of climate change.

The biggest thing that companies, countries, and individuals around the world alike can do is strive to be more [climate positive](#) instead of merely joining the movement to transition to net-zero emissions.

To be, “climate positive” is when a company or individual seeks to directly reduce their own carbon footprint rather than investing in carbon offsets to even out the amount of carbon emissions they produce.

In short, being climate positive is better than transitioning to net-zero emissions as it tackles the root of the problem that created climate change in the first place – excessive greenhouse gas and carbon dioxide emissions.

Being climate positive can also improve business endeavours – as investors, customers, and future employees alike will strive to collaborate with companies that actively seek ways to directly reduce climate change.

Businesses should seek to understand the economic benefits of shifting

to a more eco-friendly business model: such as how using renewable energy sources can help to reduce business costs and how a sustainable mindset can provoke the interest of new employees, customers, and investors.

Also, altering things in your typical daily routine to reduce climate change shouldn't be discharged in 2023 – things like greener transportation methods, plant-based diets, avoiding fast fashion or opting for sustainable clothing garments instead, shorter showers, turning off devices when not in use, and more energy efficient devices are all great habits to implement that can still help climate change in 2023.

All in all, climate change in 2023 isn't looking great– but there are still a plethora of opportunities for global leaders, company managers, and average people like you and I to change the course of climate change so that the next five year period doesn't look as bad as this one does.

Article End



Climate change  
GLOBAL TIMES

## COP27: DEAL REACHED TO PAY POORER NATIONS

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# WHAT GOES IN THE OCEAN GOES IN YOU.

*It is time to tell people and industry once and for all that we have one planet, one water, and that if we do not understand that plastic does not belong in nature, especially not in the sea, we will receive the worst possible condemnations. We will be condemned by our descendants who will because of our (in)action(s) be deprived of nature, water and food“.*

Dejan Štancer

CHAIRMAN





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# BUILDING STRONG FOUNDATIONS: THE BIRTH OF GCBL'S MEMBERSHIP COMMITTEE

Enrique Acosta Gonzalez, Co-Chair of the Membership Committee

Chuck Adams, Co-Chair of the Membership Committee



These days, Dejan Štancer, President of the Global Chamber of Business Leaders, signed two new appointments. Enrique Acosta Gonzalez, Delegate for the USA, and Chuck Adams, Senior Advisor and Expert in Finance and Aviation, were appointed Co-Chairs of the newly established Membership Committee.

The GCBL's Membership Committee forms the backbone of all committees, so not only the appointment of the two Co-Chairs but also the establishment of this committee is vital to the GCBL.

GCBL's Membership Committee is playing a crucial role in managing and overseeing an organization's membership activities. Its primary function is to ensure that the organization's membership is well-maintained, engaged, and aligned with the organization's goals and values. Here are some specific tasks and responsibilities that a membership committee can undertake:

1. **Membership Recruitment:** The committee can actively engage in recruiting new members. This involves identifying potential members,





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reaching out to them, and explaining the benefits of joining the organization.

2. **Membership Renewal:** Ensuring that existing members renew their memberships is vital for the sustainability of the organization. The committee can send renewal reminders, create incentives for renewals, and make the process as smooth as possible.

3. **Member Engagement:** Keeping members engaged is essential. The committee can organize events, workshops, or webinars to keep



# MEMBERSHIP COMMITTEE

GLOBAL CHAMBER OF BUSINESS LEADERS

members informed and involved. They can also create forums or discussion groups to facilitate member interaction.

4. **Member Benefits:** Develop and manage member benefits such as discounts, access to resources, or exclusive content. The committee can also gather feedback from members to continuously improve these benefits.

5. **Membership Database:** Maintain an up-to-date membership database. This includes managing contact information, membership status, and other relevant data.

6. **Orientation and Onboarding:** Help new members integrate into the organization by providing them with orientation materials, explaining the organization's structure and goals, and connecting them with existing members.



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**7. Membership Policies:** Develop and update membership policies and guidelines. This includes criteria for membership, membership fees, and code of conduct.

**8. Retention Strategies:** Analyze member retention rates and implement strategies to reduce attrition. This might involve conducting surveys to understand why members leave and addressing those concerns.

**9. Communication:** Keep members informed about organizational news, events, and opportunities through newsletters, emails, or social media. The committee can also create marketing materials to attract new members.

**10. Feedback Collection:** Act as a conduit for member feedback. The committee can collect suggestions, concerns, and ideas from members and relay them to the organization's leadership for consideration.

**11. Diversity and Inclusion:** Ensure that the organization's membership is diverse and inclusive. Develop strategies to attract members from different backgrounds and demographics.





**12. Conflict Resolution:** Handle member disputes and conflicts, ensuring that they are resolved fairly and in line with the organization's policies.

**13. Budget Management:** Oversee the budget related to membership activities, including membership fees, recruitment costs, and engagement initiatives.

**14. Evaluation:** Regularly evaluate the effectiveness of the membership committee's efforts in terms of recruitment, retention, and engagement. Adjust strategies as needed.

**15. Compliance:** Ensure that the organization's membership practices comply with any relevant laws and regulations.

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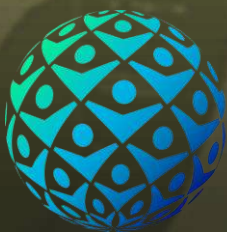
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ENRIQUE ACOSTA GONZALEZ, DELEGATE FOR THE USA, CO-CHAIR OF THE MEMBERSHIP COMMITTEE

# BRILLIANCE OF TRANSFORMING THE LANDSCAPE OF ECOLOGICAL RESILIENCE

Miloud Hassene, Delegate for Canada, Global Chamber of Business Leaders

Hailing from the nicknamed 'Land of the Maple Leaf', that being Canada, Miloud Alain Hassene probably has one of the most heavy-laden set of portfolios to be heard of.

His position as a Commercial Director at a renowned global company sees him being personally involved in over 200 projects that are in operation around the world. Said the Canadian resident with a hearty chuckle after giving an account of the types of projects he's involved in, "It's a lot of work but I really love my work."

"At present, I proudly lead the North American Commercial Contract Management team of a global leader (organisation), overseeing projects on a global scale. Our primary focus lies in delivering water treatment solutions that cater to a diverse range of beneficiaries. Whether it's enhancing the lives of indigenous communities in Canada, addressing the needs of a major US city, supporting a beverage company in South America or facilitating operations for a sizable microchip facility in Israel, our initiatives span across various sectors and geographies."

Hassene's work portfolio includes specialisation in what is referred to as Ecological Transformation. Asked to explain what exactly this means and what exactly it entails and encompasses, he stated, "Working for a global company that strongly influences multiple Sustainable Development Goals (SDGs) related to water and essential services, I am part of an impactful endeavour. This entails the application of Water Technologies and Solutions aligning with SDG 6 (Clean Water and Sanitation). It also encompasses tackling urgent climate and ecosystem issues outlined in SDG 13 (Climate Action), SDG 14 (Life Below Water) and SDG 15 (Life on Land)."

"Essentially, being involved in Ecological Transformation entails co-ordinating and orchestrating a wide range of strategies and actions aimed at mitigating environmental degradation, promoting biodiversity and ensuring the long-term health of ecosystems. By championing sustainable practices, influencing policy discussions and fostering innovative approaches, we are a catalyst for positive change that transcends company boundaries and aligns with the broader global objectives outlined in the SDGs."

In his capacity, Hassene also manages Corporate Risk and Strategy at the highest level. His expertise shines through as he takes the lead in negotiating substantial contracts for significant environmental projects.



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Earlier this year, Hassene was appointed as the Delegate for Canada within the Global Chamber of Business Leaders (GCBL). Coming into the organisation, did he immediately see how his background could contribute to the work of the Global Chamber of Business Leaders (GCBL), specifically, and global communities, generally?

"Certainly, my multi-cultural background and expertise in implementing environmental solutions uniquely position me to make meaningful contributions to the Global Chamber of Business Leaders. As the appointed Delegate for Canada, I immediately recognized how my diverse experience can enrich the GCBL's initiatives.

My ability to bridge cultural nuances and navigate global markets aligns with the Chamber's mission to foster an inter-connected business community. Moreover, my proficiency in addressing environmental considerations within business strategies allows me to



**Interview**  
GLOBAL TIMES

**"As the appointed Delegate for Canada, I immediately recognized how my diverse experience can enrich the GCBL's initiatives."**

champion sustainable development and advocate for the integration of the Sustainable Development Goals into future business models. Through collaboration, education and advocacy, I am committed to driving positive change for both the GCBL and global communities at large."

"Throughout my career, I've been dedicated to the implementation of expansive projects across the world, collaborating with international Engineering and Construction firms. With a robust background in Technology, including two Master's Degrees in Engineering, and my extensive global experience, I've had the privilege of observing how technological advancements and project endeavours can profoundly influence communities, regions and even entire countries."

It would seem that the work done with his team is complicated yet unique and well advanced. It lends to the thought that Canada has great immediate access to such a company and to such a distinctive set of services. However, what would he say are the strengths of Canada when it comes to commerce, engineering and economics?

"In commerce, engineering and economics, Canada showcases distinct strengths:

- Its rich natural resources fuel thriving industries and strong trade partnerships, while its economic foundation, marked by stability and sound financial policies, makes it an attractive destination for business investments. Active participation in Trade Agreements enhances market access and trade connections. With a multi-cultural



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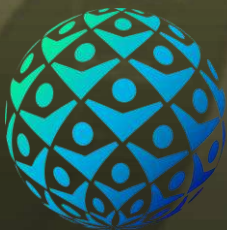
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MILOUD HASSENE, DELEGATE FOR CANADA





**Interview**  
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population, Canada gains insight into diverse markets, fostering effective engagement. Furthermore, its technological progress is evident through innovation hubs like Toronto, which stimulate collaboration among engineers, researchers and entrepreneurs. Commitment to research advances fields such as clean energy and biotechnology. Sustainability is a focus, aligning with global demands for environmentally responsible solutions.

- In terms of economics, Canada excels in resource management, bolstering global supply chains. Its stable banking system exhibits resilience during economic challenges and financial centres like Toronto attract international investment. A skilled workforce drives productivity and innovation across sectors. Political stability and robust governance cultivate an environment conducive to business growth, creating investor confidence.

"In summary, Canada stands out with its robust strengths in commerce, engineering, and economics. These qualities form a solid foundation for growth and sustainability, not only within its borders but also on the global stage."

Being practically at the forefront of technological innovations and projects, how would he claim that technology has positively and significantly impacted ecological situations, projects and initiatives within the 2000s?

"Over the past few decades, technology has brought substantial changes to ecological initiatives, resulting in noticeable impacts on the environment. I hold the view that technology's role in disseminating information across various platforms in real-time, including media and social media, is playing a pivotal role in shaping and strengthening environmental advocacy. This, in turn, has driven policy shifts and raised global awareness about ecological concerns."

"The emergence of digital and emerging technologies has signalled the initiation of what is commonly referred to as the 'fourth industrial revolution'. These technologies, often incorporating sensors, empower systems to interpret their environment and take action to carry out specific tasks. As an example, Artificial Intelligence has the capacity to understand and store input data, utilizing its accumulated insights to navigate unfamiliar scenarios. A concrete illustration of Artificial Intelligence in action is its integration into business operations in the water industry. Businesses now leverage the benefits of AI to enhance efficiency and streamline activities. This encompasses functions such as real-time monitoring and optimization of water consumption, administration of water networks, effective waste categorization and recycling, anticipation of infrastructure incidents and deviations in advance, as well as continuous remote facility management."

Having lived in Brazil for over ten years and now residing in Canada, he would have also seen major differences among many things. How did those two vastly different parts of the world influence his outlook on community-driven goals and his own work?

"Brazil and Canada differ in several aspects when it comes to potential community-driven goals, primarily due to their unique cultural, socio-economic and geographical contexts.



## Interview

GLOBAL TIMES

In Brazil, the focus often revolves around addressing pressing social issues, including poverty alleviation and indigenous rights. Given its diverse ethnic makeup and socio-economic disparities, community-driven goals commonly target improving living conditions, bridging inequalities and enhancing access to essential services. The preservation of the Amazon rainforest, combating deforestation and promoting sustainable land use take precedence due to Brazil's significant biodiversity and environmental challenges. Indigenous communities also referred as Indigenous Peoples ("Povos Indigenas") play a crucial role in advocating for their rights and sustainable land management, reflecting Brazil's deep cultural connection to the land and natural resources."

"Conversely, in Canada, community-driven goals often emphasize environmental sustainability and Indigenous rights. Canada's multiculturalism and stable socio-economic conditions lead to objectives

**"I've had the privilege of observing how technological advancements and project endeavours can profoundly influence communities, regions and even entire countries."**

centred around conservation, clean energy adoption and wildlife protection. The significance of Indigenous reconciliation and land stewardship is heightened due to historical injustices and the strong presence of Indigenous communities (also referred to as Aboriginal Peoples or First Nation, Inuit and Métis). Community-driven initiatives in Canada often involve collaboration with Indigenous groups to restore ecosystems, preserve cultural heritage and ensure responsible land use. The country's vast landscapes and rich natural resources contribute to its focus on safeguarding the environment."

The focus turned on the serious and negative topic of natural disasters. Canada experienced devastating natural disasters recently, including uncontrollable fires and flooding. On a short-term and long-term basis, how did Hassene think that these events can/will augur for food consumption, water management and other areas of human interest?

"Recent devastating natural disasters in Canada have brought about implications for both short-term and long-term perspectives, along with valuable lessons to be gained. In the immediate aftermath, disrupted supply chains due to transportation interruptions led to shortages and increased costs for essential goods. Concurrently, the contamination of water sources from floods highlighted immediate concerns about safe drinking water and sanitation."

Continuing, he said, "As emergency responses prioritize life-saving actions, limitations on food distribution and water management can emerge. Moving forward, sustained agricultural losses and investments in resilient infrastructure become more prominent. Strategic water

management, climate adaptation and community engagement play pivotal roles in ensuring long-term resilience."

"Collectively, this is an opportunity to re-evaluate policies related to disaster responses, land use, and conservation, influencing both food security and water resources. These events underscore the significance of addressing concurrent short-term challenges, while building a foundation for sustained community resilience."

"Communities might focus on disaster preparedness strategies, including enhanced early warning systems, evacuation plans and resilience initiatives. Concurrently, infrastructure upgrades, such as rebuilding efforts, may prioritize resilience enhancements and accounting for future disaster risks."

"To tackle the challenges arising from these events, collaborative



**Interview**

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**"Collectively, this is an opportunity to re-evaluate policies related to disaster responses, land use, and conservation, influencing both food security and water resources."**

efforts involving governmental bodies, local communities, businesses and individuals are essential to guarantee the safety, security and sustainability of these critical aspects of human existence."

Dealing with water treatment solutions via the company at which he worked and being aware of major flooding and other natural occurrences within recent years, of course, there is the knowledge that these occurrences could have negatively affected potable water. There is also the concern about impending water shortage which has been at the forefront of discussions. What can individual citizens do to contribute to maintaining a healthy supply of water?

"Individuals play a vital role in ensuring a strong water supply despite challenges like natural events and water scarcity. A range of recommended actions include:

- Practicing mindful water use at home, which is essential.
- Acknowledging the impact of plastic pollution on water sources and actively supporting efforts to reduce single-use plastics, which further contributes to protecting this vital resource for future generations. This is equally significant.
- Collecting rainwater for non-potable purposes, reducing reliance on treated water.
- Promoting responsible land use to prevent unnecessary disruption to natural water flow.



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"By collectively embracing these practices and many others, individuals shall contribute to secure a sustainable water future."

If he had to make three major recommendations regarding water safety and sustainability for countries to tap into on a national level, what would they be?

"The first step would consist of developing and implementing integrated water management frameworks that encompass the entire water cycle, from source to disposal, with measures and practices implemented to ensure that water sources, whether natural or treated, are free from contaminants, pollutants, and pathogens that could jeopardize human health and the environment. These frameworks should prioritize water quality monitoring, efficient distribution, and sustainable wastewater treatment. This holistic approach ensures the



**Interview**

GLOBAL TIMES |

**"Regulations on industrial discharge and agricultural run-off prevent pollution. Raising public awareness about responsible waste disposal fosters water quality protection."**

protection of water sources, minimizes pollution and optimizes resource utilization."

"Then, ensuring water quality and protection is vital. Robust testing programs must detect contaminants in both surface and groundwater. Buffer zones and green infrastructure prevent pollutants from entering water bodies, safeguarding habitats. Regulations on industrial discharge and agricultural run-off prevent pollution. Raising public awareness about responsible waste disposal fosters water quality protection."

"Finally, investing in infrastructure and innovation to enhance water safety and efficiency. Upgrade aging treatment plants, distribution networks and wastewater facilities for better quality and reduced energy use. Invest in decentralized systems, rainwater harvesting and recycling to ease pressure on centralized systems. Explore cutting-edge treatment techniques such as state-of-the-art membrane filtration, zero-liquid-discharge and other advanced technologies designed to address emerging contaminants. Collaborate with private sector, academia and global partners for scalable sustainable water solutions."

"By focusing on these recommendations, countries can lay a strong foundation for water safety and sustainability, addressing both immediate challenges and long-term resilience."

With such an in-depth working knowledge of these factors and having had the experience of working on countless projects, what



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## Interview

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environmental projects was he most proud of?

"In my humble opinion, while there is still much work to be done to address environmental challenges, any project showcasing humanity's ability to bring about positive change and collaboration in safeguarding the planet's health and promoting sustainability deserves acknowledgment and pride.

Taking that into account, reflecting on tragic incidents such as the floods and fires we've touched upon, the most commendable projects arise when humans courageously confront natural disasters and collaboratively devise creative solutions to ensure water services during such crises. These efforts are vital for the well-being of authorities, residents and industries alike."

In the fight against these disasters, combating the climate emergency

**"Reflecting on tragic incidents such as the floods and fires we've touched upon, the most commendable projects arise when humans courageously confront natural disasters and collaboratively devise creative solutions to ensure water services during such crises. "**

is crucial. Yet, alongside this, there's an urgent call for effective, immediate solutions to counter their growing frequency and intensity.

This emphasizes the importance of crafting resilience strategies and innovative tools to adapt swiftly to inevitable challenges."

When talking to Hassene, one gets a sense of the pride that he has for the work being done at his job and within his field. "I hold a strong conviction in the pursuit of human progress and remain firmly committed to the Sustainable Development Goals outlined by the United Nations. By embracing these goals, we aspire to forge a more promising and sustainable future for all."

Article End



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## PREDICTION OF FUTURE TECHNOLOGY:

# WHAT CAN WE EXPECT FROM THE FUTURE DEVELOPMENT OF TECHNOLOGIES?

Jupiter, The Global Times Magazine editorial team

In 2024, we can expect to see more sophisticated AI applications and algorithms that can perform complex tasks and make decisions with human-like accuracy. AI-powered tools can help diagnose diseases, develop personalized treatment plans, and analyze vast amounts of medical data to identify patterns and trends

This year has already brought some mind-blowing innovations and it looks like there are more breakthroughs to come. So, let's see what's on the horizon and how you could use it to transform your business.

### What are the tech trends for 2024?

#### #1. The rise of computing power

This year has seen the beginning of better 5G networks. With 6G also on the horizon we can expect even more powerful smartphone and mobile devices which will help improve flexibility and remote working for businesses.

Cloud infrastructure will also continue to improve, making cloud migration a popular choice for even more businesses.

#### #2. Quantum computing

The rise of quantum computing will bring computing power a trillion times greater than even today's supercomputers can achieve. Using quantum physics principles, this tech will be able to solve problems, perform calculations and process information with speed and accuracy yet to be seen.

Aside from being impressive, this 2024 tech trend could help make your business significantly more efficient and bring super-enhanced cyber security benefits to better protect your data.

#### #3. Datafication

Data is the number one asset for most businesses – whether it's your customer data, website performance data or general sales data.





Datafication in 2024 is set to help you better track, process, monitor and analyse your data to further enhance its value, and help drive [digital transformation](#).

#### #4. 3D printing

A decade ago, 3D printing belonged to sci-fi. Now, it's commonly used for initial designs and prototypes. But in 2024, 3D printing is set to transform manufacturing as it's increasingly used for final product production including custom parts for construction, tools, toys and even furniture.

#### #5. Artificial intelligence

AI capabilities seem to have rocketed this year, but its limits are far from reached. We've explored [ChatGPT](#) and some businesses have begun experimenting with AI imagery and videos in their marketing.

The real breakthrough AI could bring your business in 2024 is the low- or no-code tech trend. This AI capability will introduce simple drag-and-drop interfaces to app creation, allowing businesses to develop their own in-house applications with little-to-no coding knowledge needed.



**T**echnology  
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# TOP 7 TECHNOLOGY TRENDS IN 2024



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ON WORLD WATER WEEK:

# GLOBAL ECONOMIC THREAT: WATER SCARCITY. MOST AT RISK ARE CHINA AND INDIA

Charmaine Jacob, CNBC, Global Times Magazine Editory

Water Week  
GLOBAL TIMES



**W**orld Water Week 2023 themed, Seeds of Change: Innovative Solutions for a Water-Smart World invites a rethinking of how water is managed and calls for reflection on the ideas, innovations and management systems needed in an increasingly unstable world where water is scarce.

We have checked some facts about water scarcity, which also could lead to severe economic and political issues with dire consequences for humanity in the future.

Water scarcity is seen as the most significant and potentially most impactful component of the wider climate crisis, and researchers say that large Asian economies like India and China will be the most affected from these water shortages.

Asia is an industrialization hub that is experiencing the most rapid rates of urbanization, and this would require a copious amount of water, Arunabha Ghosh, the CEO of the Council on Energy, Environment and Water, told CNBC on the sidelines of Singapore's annual Ecosperity Week last Tuesday.

"It's not just the old industries like steel making, but newer ones like manufacturing semiconductor chips and the transition to clean energy that are going to require a lot of water," Ghosh said. "Asia is the growth engine of the world, and these industries are new drivers for its economic growth."

[Global fresh water demand is expected to outstrip supply by 40% to 50% by 2030.](#) Ghosh warned that water scarcity must not be viewed as a sectoral issue, but one that "transcends the entire economy."

Asian economies "must understand that it is a regional common good and it is in their own interest to mitigate the risks that come their way in order to prevent the economic shocks that severe water scarcity will impose," he said.

India, now the world's most populous nation, will be the hardest hit from water scarcity. Despite holding 18% of the world's population, it only has enough water resources for 4% of its people, hence making it the world's most water-stressed country, [the World Bank](#) said.

The South Asian nation relies tremendously on its monsoon season to meet its water demands, but climate change has caused more floods and droughts to hit the country, and has exacerbated its water shortage.

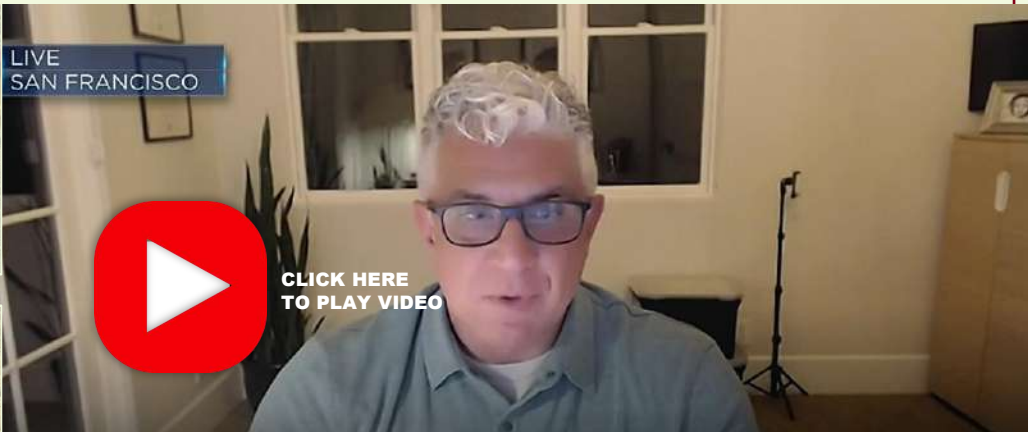
### China is in the same rocky boat

According to independent think tank the Lowy Institute, approximately 80% to 90% of China’s groundwater is unfit for consumption, while half of its aquifers are too polluted to be used for industry and farming. Fifty-percent of its river water is also unfit for drinking, and half of that is not safe for agriculture as well.

Although the world’s second-largest economy has [made progress in its transition toward clean energy](#), its power system remains largely dependent on coal. And if there is no water, there will be no coal.

“Water is an essential input for the generation of coal power plants, and if water becomes scarcer or is not available for power generation, that plant becomes ineffective,” Ghosh highlighted.

Other developing countries in the region are in similar situations, but their water crises could be harder to solve. Countries like the Philippines are not as privileged and resilient, so there’s a “huge imbalance in the water crisis that we’re facing,” Shanshan Wang, a Singapore water



## MEHDI HOSSEINI

SUSQUEHANNA INTERNATIONAL GROUP

**Water Week**  
GLOBAL TIMES

business leader at sustainability consultancy Arup, said.

India and China are close to seas and rivers, and are more threatened by rising sea levels, but they can afford technology and innovation for better water storage systems, Wang told CNBC on the sidelines of the Singapore International Water Week last Tuesday.

Meanwhile, Wayne Middleton, the Australasian water business leader for Arup said that “we need to stick our hand up and say that we have not recognized the value of our river systems and we have exploited them for industry uses and agriculture. We have only recently seen the damage that we have done,” he said.

Countries in the West won’t likely remain unscathed by the risks associated with this water crisis. [Europe’s water problem is expected to](#)

[get worse](#) as resources grow increasingly scarce due to the deepening climate emergency. The region saw temperatures go through the roof in spring, after experiencing a winter heatwave that took a toll on its rivers and ski slopes.

### Sectors most affected

Taiwan, home to Asia’s largest semiconductor industry, has once again succumbed to water shortages less than two years after [battling the worst drought it had seen in a century](#). Huge amounts of water are needed to power the plants and manufacture the semiconductor chips that go into our digital devices, and supply can be hindered if shortages occur.



**Water Week**  
GLOBAL TIMES

**“We need to stick our hand up and say that we have not recognized the value of our river systems and we have exploited them for industry uses and agriculture.”**

“Taiwan is a big user of hydropower and it always faces a dilemma on whether to store water for its semiconductor industry to utilize, or if the water should be released so they can have more hydroelectricity power,” Wang highlighted.

“Droughts and floods are both a problem for Taiwan, so the industry is unlucky and vulnerable,” she added.

However, Wang noted that although many manufacturing industries do need water to function, water is not actually being used up and could be recycled.

“Water scarcity is not particularly problematic to these industries because a lot of the water can be recycled. The process pollutes the water, and many industries might just want to dump the water directly back into the ecosystem instead of purifying and reusing it,” she said.

“Now that there is a crisis, there are opportunities for businesses to think about how to close the loop ... They cannot just take whatever is available in abundance for themselves.”

Water is also playing a huge role in the planned energy transition, and the lack of water could impede countries’ transition to net-zero. In 2022, China experienced its worst heatwave and drought in six decades. [Blistering temperatures dried up areas of the Yangtze River](#), impeding its hydroelectricity capabilities — the country’s second biggest power source.

To alleviate energy risks, the country approved the highest number of new coal-fired plants since 2015 last year. Beijing authorized 106 gigawatts of new coal power capacity in 2022, [four times higher than a year earlier](#) and the equivalent of 100 large-fired power plants.

“We need a big energy transition to renewables to power our new water supplies, and we need our water supplies to be available for energy

security,” Middleton said. “We need to start bringing those two conversations together a lot more.”

Economies that are heavily dependent on agriculture could also see output drop significantly and food security would be at further risk.

According to [Australia’s Department of Agriculture, Fisheries and Forestry](#), the value of agricultural production is expected to fall by 14% to reach \$79 billion in 2023 to 2024. This is due to drier conditions that are expected to reduce crop yields from record levels in 2022 to 2023.

“We can certainly build new water supplies and provide water to industries, customers and cities in Australia, but we’re not really able to sustain enough water in longer periods of drought,” Arup’s Middleton pointed out.

“Of course we we have to make water available for our cities and our big economies and our communities, but it leaves behind a growing risk for food production and the agricultural sector,” he said.

Article End



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|  Plastic bags - 14.1%            |  Synthetic rope - 7.9%    |  Industrial packaging - 3.4% |
|  Plastic bottles - 11.9%         |  Fishing items - 7.6%     |  Glass bottles - 3.4%        |
|  Food containers/ cutlery - 9.4% |  Plastic caps/lids - 6.1% |  Drinks cans - 3.2%          |
|  Wrappers - 9.1%                 |  |  |

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A FEW OF THE RECENT ACTIVITIES OF GCBL'S EXECUTIVES:  
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Dejan Stancer, the President of the Global Chamber of Business Leaders has announced that the Global Chamber of Business Leaders has officially joined forces with esteemed global enterprises to become an integral part of the Business Coalition for Global Plastics Treaty. This collaborative effort underscores our commitment to addressing the pressing issue of plastic pollution on a global scale, leveraging the collective strength and influence of renowned organizations in our mission to effect positive change.

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**OPPORTUNITIES WILL NEVER  
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Global Chamber of Business Leaders Malaysia Delegate Mr Alvin Soh led a meeting at World Trade Centre Kuala Lumpur to discuss cross-border strategies for positioning it as the premier M.I.C.E. destination for Vietnam. GCBL Malaysia and GCBL Vietnam have identified trade delegation programmes for cross-border market development.



**OPPORTUNITIES WILL NEVER  
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Working meeting of the GCBL Vice-President, H.E. Laila Rahhal El Attfani, and Co-Chair of the Finance and Investments Committee, Giandomenico Palermi In London, UK. The Vice-President of GCBL, H.E. Laila Rahhal El Attfani, and the Co-Chair of the Finance and Investments Committee, Giandomenico Palermi, had a working meeting in London, UK.





A FEW OF THE RECENT ACTIVITIES OF GCBL'S EXECUTIVES:

# OPPORTUNITIES WILL NEVER FIND US, WE HAVE TO CREATE THEM TOGETHER



## OPPORTUNITIES WILL NEVER FIND US, WE HAVE TO CREATE THEM TOGETHER

H. E. Laila Rahhal El Atfani, Vice President of the Global Chamber of Business Leaders was in a hurry in Malta where she met with Nigel Scicluna, Co-Chair of the GCBL's Young Business Leaders Program. Together, they also visited several start-up companies and agreed on the cooperation of the YBLP program with the GCBL's Gulf States Chapter, which is headed by Her Excellency Rahhal.



The success of the meeting was also welcomed by Dejan Štancer, President of the GCBL, who emphasized that such meetings are an opportunity for the growth of quality companies and business leaders to learn how important it is to be a member of the Global Chamber of Business Leaders. The latter brings them not only great opportunities but is also a generator of business growth, especially when it comes to small and medium-sized companies.



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