
Economic Electronic Magazine



Editor's Notes



Borderless Commerce

Editor's Notes



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Editor in Chief

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It is a very cold winter in the Alps



The Davos Annual Meeting in 2024 hosts the world economy, while the game of water and fire is going on in the Red Sea. Transit pathways for energy and basic goods are faced with geopolitical challenges. High inflation in Europe disrupts economic growth. The continued war in Ukraine and the possible expansion of the Gaza war to the Lebanon borders add to this challenge and crisis.

Besides sea transit pathways becoming longer, which increases shipping costs and commodity prices in Europe, the current inflation in Europe causes another problem and highlights the economic pressures. A combination of these two factors (inflation and transport costs) imposes political pressure on those who created the situation and on the economic leaders in Europe, paving the way for radical and COP28 right-wing factions, as well as anti-migration oppositions, especially in central and western Europe, to take power. Meanwhile, on the other side, goals fade away. China, using this chance in the contest over fossil energies, utilized the Russian situation to buy its oil. On the other hand, India, another power in Asia, became a customer in the energy market, signing contracts worth millions of dollars.

Another challenge to the power of the dollar is the new members of the BRICS (United Arab Emirates, Saudi Arabia, and Egypt). Investments entering the United Arab Emirates and gaining the AAA position and Saudi Arabia's investment funds in other countries make this more obvious.

Meanwhile, the Federal Reserve's policies, alongside managing the interest rate, gave the green light to cryptocurrency and investment funds. Despite optimism, the future of this investment is not clear.

Despite this, Iran, with an economic growth of 4.2 percent in 2023, broke the record of oil production using the chance of free trade with Eurasia and fluctuations due to the geopolitical crisis in the Persian Gulf, denies the role of Turkey and, with a dominant role among its old competitors, joins Saudi Arabia and moves towards economic cooperation and increased trade with Saudi Arabia.

Artificial intelligence remains a shadow government, showing its power in developed and developing countries. This requires new management for the human resources of the government because this is a confrontation between humans and machines in big companies.

It is worth mentioning that winter snows that dominate the Euro won't melt down soon. Implementing this year's World Economic Forum theme, "Rebuilding the Trust," requires a will more powerful than the Alps mountains and cliffs.



INTERVIEW

Marwa Kaabour



ABOUT THE AUTHOR

Marwa Kaabour has over 25 years of experience leading marketing and communications for global brands. She has established marcomms departments for conglomerates and government entities from scratch several times in multiple fields.

She was named Marketing Changemaker of 2021 by Campaign ME, and one of LinkedIn's Most Engaged Marketers. She was selected as the UAE's Highly Commended Female Marketing Leaders by the Women in Marketing Institution in London. She also received Best CMO and Best Leader awards from elite companies in the UAE.

If you are interested in learning practical guides on Marketing and Comms on the job and how to establish a Marcomms function from scratch, this book is for you. Buy your copy today on Amazon

<https://lnkd.in/di5W5yE5> 

1. Could you provide some insights into Marwa Kaabour and your new book? What inspired the idea behind its creation?

There are numerous books on marketing in every library and bookstore in the world, and they all have one thing in common: they are filled with theories that sound good on paper but cannot be implemented by everyone. Many of these books are authored by university professors or chief marketing officers of the world's largest and most prestigious brands. This book is not a work of literature; rather, it is a practical guide with tried-and-true frameworks and checklists that can assist any business in conducting marketing on a holistic scale.

2. Apart from your responsibilities at the esteemed Al-Masood Company, what current initiatives are you pursuing?

I am working on generating more marketing and business content to my audiences, I like to talk about Artificial Intelligence, the latest in social media and creative methods as well as CSR and sustainability matters.



3. As a highly esteemed woman in international business, with your executive management background in prominent companies, to what extent does this book reflect your experiences? Does it carry a fresh message as well?

This book is an accumulation of my 25 years of work on global and regional brand. Books have helped me a lot in my career especially those written by working executives in the industry. In my book, I attempted to demystify marketing and corporate communication, offering simple to follow frameworks for working executives or those who want to join the field. The book also offered masterclasses on many disciplines in corporate communication such as CSR, Media Relations and Financial statement analysis.

4. In your book on marketing communications, to what extent does it convey globally applicable ideas? Is it focused solely on a specific geography?

This book is written for a global audience and is currently selling very well in North America and Europe. The book follows the teachings of renowned global thought leaders and references examples from global brands.

5. What is the overall message of your book, and how does it impact readers and the economy?

The book contains over 400 pages that provide step-by-step guides to not only build a function, but also lead a team, build the right technologies, budgets & calendars, as well as a chapter for each discipline in the Marcomms field. The reader will find tried-and-true frameworks, effective checklists, and tangible skills for decoding the marketing and communications disciplines. Discover tools for leading effective marketing departments, establishing and growing brands, and ensuring your team's profitability.

Any marketing executive will face off against AI, ChatGPT, and data scientists. Today's marketer must be extremely swift in scanning the external environment and ensuring that their brands are aligned with the prevailing environmental crisis and the times.

In this context, CMOs are no longer brand stewards and technology adopters; rather, they must contribute to the entire business strategy in order for their brands to thrive in the new era. In addition, they must demonstrate that transformation is no longer a luxury but a necessity for brands to avoid obsolescence.

www.marwakaabour.com 

Business
Strategy



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Ladies and gentlemen!...

Ladies and gentlemen!...

Imagine you are going to travel abroad. As always the first cities that come to your mind are Dubai, Istanbul, and then Thailand and San Petersburg to add diversity. Armani and Georgia are good if you think economically. If you think about a city in the middle of the desert with a hotel and 2700 rooms in the height and clouds and with the electronic visa, I have to say this hotel would have two million visitors in one year and you can be one of them. Then you change your mind. You will also visit the Red Sea project: circle circle-shaped hotel on pillars, coral hotels, and or moments in the biggest urban park in the world that has one million trees and is irrigated with 100 percent recycled water. You may also visit the largest smart city in the world that changes your mind about cars and driving (if you have enough scientific information such as the difference between quantum and mechanics in linear physics). You might go shopping in the cube-shaped skyscrapers that are 400 meters tall and have 2 million square meters of shops and a development center in an area of 18 square kilometers, the hotel alone has 9000 rooms. Add to this a city in the middle of the sand cliffs, a city made of clay with 100 villas. Think about the 400 thousand houses and the creation of tens of thousands of jobs and investments in housing. If you are interested in the sea, I have to say a hotel with 800 rooms and an amusement park on the connected platforms in an area of 150000 square meters is waiting for you. Besides the mentioned places, services at the world level and buying and investing in the real state market attract your attention. Finally:

Ladies and gentlemen!

Welcome to the Kingdom of Saudi Arabia



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Qatar, A caftan as high as the globe!

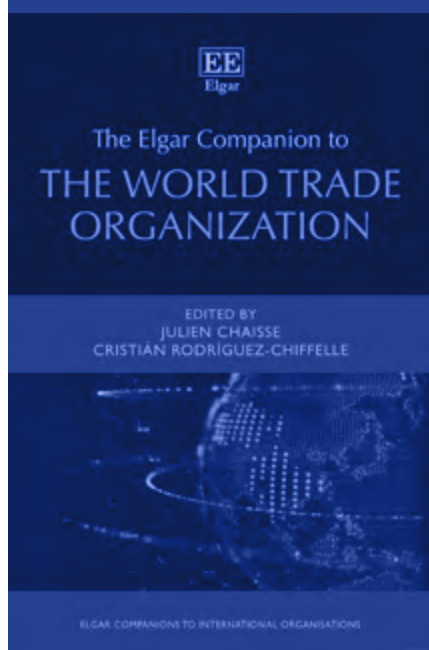
It is a small point on the geographic sphere amidst warm southern waters, connected only by a strip of land, encompassing a mere 11,500 square kilometers with a population of just three million. It boasts the highest per capita production, income, and human development index, adopting an open-door policy in politics. Qatar stands for the world's largest exporter of LNG (liquefied natural gas), with a GDP of \$85,000 per capita and nearly \$30 billion in foreign direct investment. Qatar Airways, with 170 flight destinations on five continents, offers the highest business class services, repeatedly acclaimed by Skytrax as the best business class in the world, the best airport globally, and seven times as the best airline in the world, and nine times as the best airport in the Middle East. Fitch Ratings announces AA rate for its investment risk rating with 16 companies ranking among the top 100 in the Middle East on Forbes' list. Qatar National Bank (QNB) holds the third position with a value of \$38.8 billion. Despite facing anger and sanctions from neighboring countries for a while, Qatar managed to control the consequences through increased ties with Iran and Turkey and based on open-doors policy. Beyond managing the COVID-19 pandemic and vaccination efforts, Qatar hosted a successful FIFA World Cup, showcasing its achievements to the world. However, Qatar's economic and political development and human growth and development have made the countries of the world ignore the fact that, apart from the rich profits from oil and gas resources and the open-doors policy that it announces to the world with the platform of Al Jazeera Channel, Qatar is the largest producer of carbon dioxide in the world. The sometimes-small adventures in sports, particularly football, are just a glimpse of Qatar's ambitious pursuits in advancing high-level development goals in the future global arena. In the latest World Trade Organization seminar, this country was introduced as the center of the Fourth Industrial Revolution, marking the beginning of a new chapter.

**Julien Chaisse**

President and Chair of the Asia Pacific FDI Network

professor at the City University of Hong Kong (CityU)

award-winning and world renowned expert on international economic law (trade, investment, and tax), cyberlaw, vitivinicultural law, and international dispute resolution



Author's note

Dear Chief-in-Editor,

I am delighted to receive your request and honored by your interest in featuring "The Elgar Companion to the World Trade Organization" in Sowdâ E-magazine. It is a pleasure to contribute to your publication and share insights from our comprehensive work with your readership.

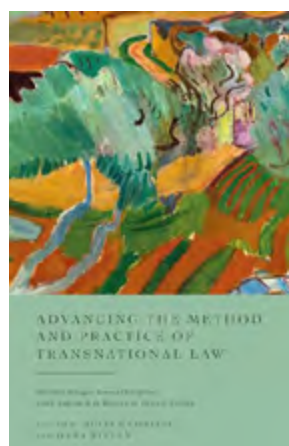
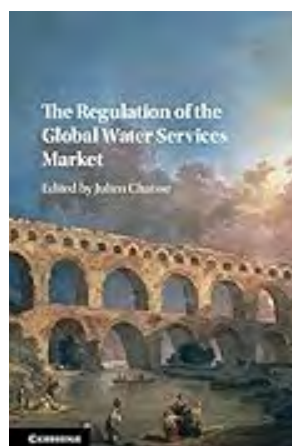
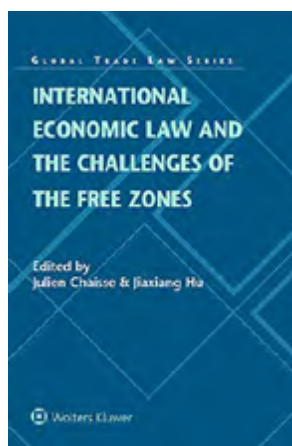
"The Elgar Companion to the World Trade Organization, edited by Julien Chaisse and Cristián Rodríguez-Chiffelle, serves as a fundamental guide for those having to deal with the complexities of global trade governance, with a focus on the pivotal role of the WTO. This authoritative volume draws on the expertise of leading scholars and practitioners to examine the WTO's core functions and the challenges it encounters amid the evolving global economic environment.

The book thoughtfully addresses significant issues facing the WTO and the broader international trade system, including digitalization, trade facilitation, environmental and social governance (ESG), and dispute resolution. It explores the WTO's capacity to adapt to modern challenges such as digital commerce, climate change, and geopolitical tensions, underlining the urgent need for the organization to enhance its transparency, flexibility, and adaptability.

Targeted at academics, practitioners, and policymakers, the volume aims to provide advanced knowledge and tools for engaging with the evolution of global trade. Through expert and detailed analysis on the transformation of trade by digital technology, and the connections between trade and environmental and social issues, the book highlights the WTO's crucial role in promoting an inclusive and sustainable global trading system.

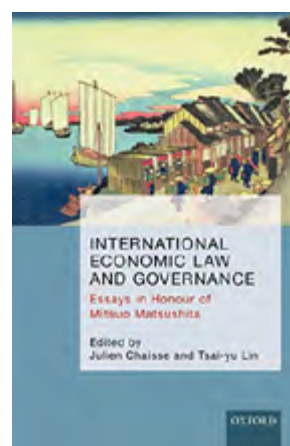
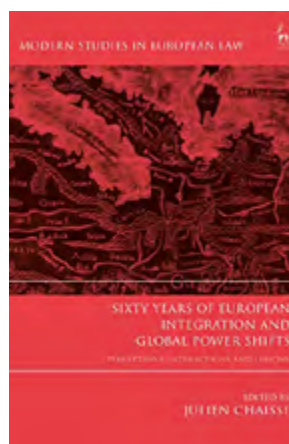
Envisioned as a key resource for those seeking to deepen their understanding of international trade law and policy, "The Elgar Companion to the World Trade Organization" reflects Chaisse and Rodríguez-Chiffelle's commitment to fostering a new generation equipped to contribute positively to discussions on global economic governance. This work critically assesses the WTO's current and future challenges, offering insights into potential reforms to ensure its continued relevance in a rapidly changing world. The discussions on the impact of technological advancements on trade and the exploration of how the WTO can address and contribute to solving pressing global issues like climate change exemplify the book's holistic approach to understanding and influencing the future of international trade."

Thank you once again for the opportunity to introduce our work to the readers of Sowdâ E-magazine. We look forward to the potential impacts our collective insights may have on your audience and beyond.



About Author

Julien Chaisse currently serves as professor at the City University of Hong Kong (CityU), School of Law. He is an award-winning and world-renowned expert on international economic law (trade, investment, and tax), cyberlaw, vitivinicultural law, and international dispute resolution. His work has garnered wide recognition and has been cited by international courts/tribunals as well as the U.S. and European Courts. He writes a regular column ("The Global Lawyer") for the Financial Times's fDI Intelligence Magazine, where he discusses current events in foreign investment law and politics. Dr. Chaisse is the recipient of the Smit-Lowenfeld Prize from the International Arbitration Club of New York (2020) and the awardee of the Humanities and Social Sciences Prestigious Fellowship (2022). Dr. Chaisse has extensive experience working as a corporate board member and serving on the board of directors/ advisory board for a number of international organizations. He is currently President and Chair of the Asia Pacific FDI Network, a leading organization that focuses on researching foreign direct investment and facilitating cooperation among over 100 scholars and 50 institutions. Dr. Chaisse is an accomplished senior arbitrator who is listed on the panel of the major arbitration institutions. He was recently selected for appointment of arbitrators in bilateral disputes under the EU's trade agreements. A number of his adjudications have been reported on by local and international press. He is frequently called upon as an expert witness in international trade/investment litigation and arbitration to advise international organizations, governments, law firms, and private investors on private/public international law issues (e.g., concessions contracts, special economic zones, investment structuring, state and international organization immunities, and WTO accession), and he has assisted over 20 jurisdictions in drafting trade/ investment treaties and legislation. Prior to joining CityU Law School, Dr. Chaisse taught at the Chinese University of Hong Kong, Faculty of Law (2009-2019) where he served as Director of one of the Faculty's research centres as well as Director of the Faculty's PhD & MPhil Programme. Before moving to Hong Kong, he worked as deputy head of the



working group on the rules and regulations for multilateral trade and investment agreements at the World Trade Institute in Bern, Switzerland (2006-2009), as a lecturer at Elite School Sciences Po Aix in France (2004-2006), and as a diplomat for the Ministry of Foreign Affairs of France at the French Embassy in New Delhi, India (2001-2004).



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Digital Governments!



Not a moment has passed since the return of Emirati astronaut Sultan Al Neyadi from the space station that flying taxis are getting ready for takeoff in the streets of Dubai in 2026. With this description, I draw your attention to the words of a key speaker at the World Government Summit: "Just wish! This is the land of impossibilities!" which undoubtedly means the fulfillment of wishes, otherwise, these impossibilities encompass a vast geography! WGS24 summit is not over yet, and Dubai has announced its readiness to host in 2025. Truly, this land is unstoppable! On the other hand, it has to be acknowledged that the digital world has significantly influenced the most significant speakers and speeches. In this global summit, governments well realized that with the advancements in artificial intelligence (AI), their political power will undergo a transformation, to the extent that Sam Altman, CEO of Open AI, proposed a \$7 trillion investment message to the United Arab Emirates, sending a clear message to governments that the future of their capital, sustainability, and political power depends on how they provide digital services to societies that take technology seriously. Actually, all of us are inevitably falling into this binary dilemma of zero and one. Environmental and climate changes, security, provision

and preservation of food, water, and energy resources, global health priorities, changing the meaning of development and education, population, and children in future governments were among the key topics discussed in this summit.

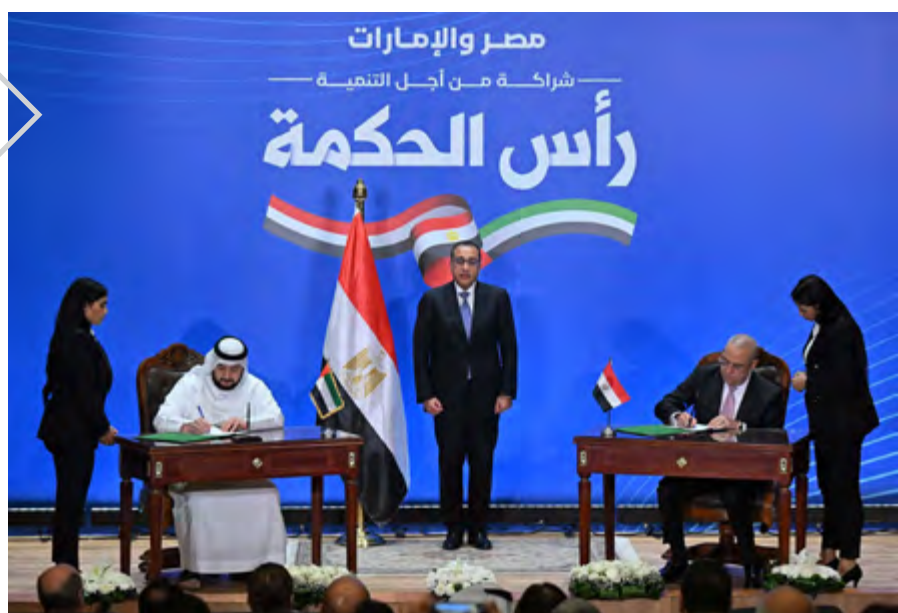
The paradox of definition of development and contraction of governments can be well observed in this kind of summit. Countries are going through the elimination of cumbersome process of crossing each other's borders. More unions are being formed. The world of cryptocurrencies has revealed its power to the Federal Reserve. Parallel worlds are being identified. The hidden war of signals has been developed and demonic forces created by humans are in progress against themselves. Now, with these interpretations, there is no option left for governments but convergence and communication, even with hypothetical enemies. The global economy has realized no demand for every type of supply, and tastes are changing not every day, but every moment, leading to continued recession. For example, fossil fuels will no longer have such political power. The rulers of Saudi Arabia and the UAE have understood this well, and the navigator has changed its political course!



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The shadow of the bird of happiness falls on the Horn of Africa.



Egypt and the United Arab Emirates have signed the largest direct investment agreement worth \$ 35 billion. After the crisis in the Red Sea and the reduction of Egypt's foreign income due to the decrease and high risk of ship transit in the Suez Canal, Egypt faced a currency crisis, resulting in a sharp depreciation of the Egyptian pound against other major world currencies. Naturally, the Egyptian crisis could have affected Europe as well. As of now, the crossing cost of each container passing through the Suez Canal has risen from 750 dollars to 6800 dollars. I.e. the European Union, heavily dependent on this canal, sees no solution other than supporting Egypt. Hence, initially, approval was granted for a \$ 10 billion loan request from the International Monetary Fund. However, the more impactful development was Abu Dhabi's investment proposal to Cairo. The United Arab Emirates, having been recently removed from the FATF gray list, has taken control of investment in Ras Al-Hekma (area: 11.5 million square meters) and embarked on its new adventure. With a contract largely remaining confidential, aiming at attracting \$ 150 billion dollars in capital for the construction of hotels, international airport recreational projects, and adding 8 million tourists annually, the contract was

concluded. However, the more interesting point was Egypt's ownership of 35% was the profits from the UAE's investment!

On the other hand, there is an unconfirmed news that Saudi Arabia has offered a \$ 15 billion bid to take control of another piece of land in southern Sinai, covering an area of 400 thousand square meters, expected to attract 30 million tourists by 2027.

Now that the UAE and Saudi Arabia have become The Princes of Egypt (dear to Egypt), and China is deprived of this short story, it has brought even greater satisfaction to the West; since the proximity of these two almost emerging powers for investment around the Rafah border, in addition to providing more financial resources, can increase bargaining for security and the costs of Europe that is facing a conflict of interest among its members in providing resources for the continuation of the war in Ukraine.

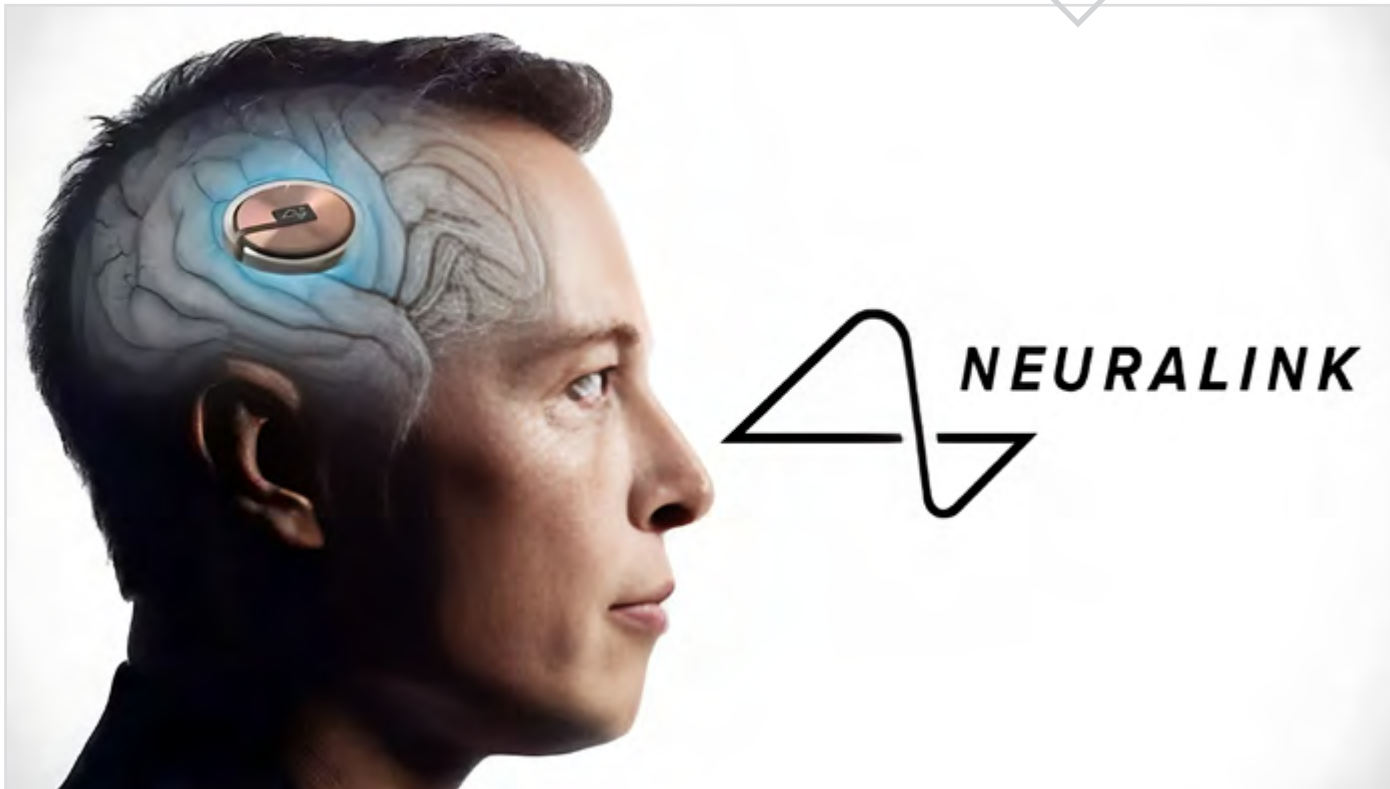
It is very clear that in the near future, Saudi Arabia and the United Arab Emirates will intensify competition beyond borders for investment and will give rise to a relentless trend of insatiable desire to invest.



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The Miracle Of Neuralink !



Even the Apple augmented reality (AR) glasses did not get a chance to show off before the introduction of Neuralink to the world by the world of chips and the century's Mr. French Wrench, Elon Musk (let's assume you do not know what ketamine is!). The pace of day-to-day technological advancement is so rapid that it even sometimes challenges policymakers, finding themselves constantly scrambling to change laws and restrict access. The world, with its news ranging from Trump's court cases and Finnish happiness to the Gaza crisis and the Red Sea, federal reserve (The Fed) decisions, and China's turbulence for American technology for independence and liberation, suddenly wakes up to see Mr. Nvidia above all leaders!

Opportunity or threat, I must say, the shadow of technological governance over the human-living sphere is growing larger and larger. In the near future, governments, or better say regimes will have no choice

but to interact with these shadow governments. For example, economic and political dependencies on hydrocarbons, once being the Achilles' heel (weakness) of civil societies to central governments, are now facing global consensus to reduce carbon emissions....

Wow! It just gets better and better. Artificial intelligence (AI), Starlink, and chips that are supposed to serve humanity (if they are not monopolized! but of course, they are!), are trying to be double-dealers. Just as the unnoticed efforts on Facebook managed to sway American tastes towards choosing Trump, these efforts are now circumventing boundaries of service and domination simultaneously, striving to maintain and expand their own empire. In this economic and survival maze, it is unclear who the boss is. However, in the very near future, Neuralink will surely determine the fate!



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The Champions League

The rich of the technology world have stolen the top of the weekly charts and Forbes statistics, overtaking the Rockefellers, Rothschild, Morgan, and the like. Their endurance and dominance are waning, and the hierarchy of weekly lords is shifting. Even the digital age billionaires differ from those of past eras. Mr. Elon Musk, for instance, asserts his control over BYD, stating that your car's driver shares increase by 12% with him. It's as if two kings rule one realm! Moreover, let's not forget Mr. Elon's robotaxis are on the horizon (Do you think driving a Tesla or BYD requires a license?) Meanwhile, Microsoft expands its free services daily, inevitably becoming even wealthier! Amidst these weekly lists, still reigning over the twenty-year-old empire is the esteemed Mr. Bernard Arnault, the undisputed owner of LVMH with a staggering net worth of \$422 billion, persisting as the purveyor of Dior fragrances and Louis Vuitton handbags, while others compete in digital services, electronics, and AI. Green hydrogen businesses, multipurpose robots, and Neuralink are also emerging. It's worth noting that

half of these AI era magnates have ties to Chinese almond-eyes.

The realm of services these elites provide, including Steve Ballmer and Bill Gates (Microsoft), Larry Page and Sergey Brin (Google), Warren Buffet (investor), Mark Zuckerberg (Meta, Facebook), Jeff Bezos (Amazon), and Larry Ellison (Oracle), is so crucial that if one of them skips a day of work, your mobile utilities become unusable, rendering many things worthless and pointless.

All of this is made possible by the internet and the free flow of information. Just look at the financial circulation on platforms like Instagram and Telegram; you'll realize the world is a massive market, with one of these aforementioned friends holding the keys to its shutters.

These peaks, famed for their height and steadfastness, are just that – peaks. To truly understand the other half, you must turn to them themselves! There have been tough days and nights which we've to learn from them, too.



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AI Republic

As the world's largest technology companies relentlessly and unpredictably expand their investments in artificial intelligence (AI) and its applications, politicians are shifting their efforts from attempting to control this new marvel of humanity to increasingly collaborating with it. It seems the world is facing a new republic emerging from the soil of politics – the Republic of Artificial Intelligence. It may be hard to believe, but the confrontation between China and the United States over Taiwan, one of the largest producers of AI chips, can be considered as part of this unfolding narrative. Every day, global tech giants like Microsoft, Alphabet, and Tesla reveal new moves in an imperceptible war, with the leadership of this industry changing hands hourly. The unimaginable flow of capital and



liquidity, projected to reach a value of \$824 billion by 2030, and the insatiable thirst of developing countries to collaborate with the first world in this field are notable. It is not far-fetched to envision that in the near future, this newly independent republic will form a cabinet and make decisions for every branch of human life beyond political powers. In the near future, areas such as the environment, education, health, and even military defense forces will be influenced by the commands of AI. At that point, AI might even control the nuclear buttons of Russia, the US, India, and others. Worker robots could turn into protesting unions, and the world would find itself in utter uncertainty about how to sustain its existence.W



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Latin China

After the failure at the Bay of Pigs, the dismantling of the Soviet missile bases, and the agreements made between the world's capitalist power and the delusional Marxist-Leninists of the proletariat—which brought relative peace to Eastern Europe after the Cold War—in the late 20th century, the Maoist “slant-eyed” leaders put communism and its branches in the museum. Today, as we see, the “Yellow Dragon” has opened its mouth through belts and free trade agreements (with Chile, Costa Rica, Peru, and Ecuador), increasing the influence of the “Red Yellows” over Latin America. By 2022, the volume of investment exchanges with Latin Americans reached \$495 billion, with a projected outlook of \$700 billion by 2035.

For instance, Chinese investment in Chile to secure lithium and produce electric vehicle batteries has reached \$8 billion, leading to the establishment of a factory with a \$290 million investment. The development of the Puerto Chancay in Peru with \$3.6 billion and a \$7.2 billion currency swap with Argentina are all part of the China Belt and Road Initiative (BRI) policy. China's soft power may have caught the United States off guard with a bit delay, to the extent that the Pentagon's report indicates the presence of Chinese intelligence facilities deep within Argentina. Just as political and economic restrictions have sidelined Iran's capacities and potentials in free trade

programs with Africa (with Iran holding only 0.1% of the \$1.2 trillion in global trade with Africa), the U.S. could not have even imagined that imposing economic sanctions on Latin American countries with communist legacies would turn them into bait on China's economic hook. Beyond economic policies for solar power plants, electric grid expansion, and 5G development (such as China's cooperation agreement with Brazil), it must be acknowledged that China's economic influence has extended to political influence as well. This shift has led the U.S. to contemplate the reach of this dragon's belt and consider “what must be done” questions that remain unanswered yet. Now, it must be acknowledged that if China, like its predecessor (the former Soviet Union), attempted to export ideology to Latin American countries in this century, the “dragon” would be nothing more than a firefly. However, without firing a shot, it has drawn admirers of Castro, Ortega, and others towards a new model of capitalism, one that doesn't challenge central power structures. However, in the long run, maintaining economic development will inevitably require political concessions. To understand this, one only needs to consider that China has a multi-billion-dollar contract with Israel for the development of the Haifa port!



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Non-Oil Trade of the UAE

The United Arab Emirates' efforts to grow its non-oil trade value and its impact on the GDP reached their peak in the first half of 2024, highlighting a remarkable \$380 billion milestone. However, achieving such a record requires the implementation of infrastructures that countries with a vision for economic growth and development establish. For the UAE, the most crucial element is its trade agreements (with over 40 countries), followed by the facilitation and digitalization of trade processes, which, according to the WTO, ranks the UAE 17th globally. The development of ports and increasing the capacity of airports (with the world's busiest airport), as well as the establishment of over 40 free zones – allowing companies to operate tax-free in these areas while attracting investment – are among the key infrastructures the UAE has created.

The UAE's efforts, along with improving living standards and enhancing household income (through higher imports and quality diversification in consumer goods), have transformed the country into a major commercial hub, attracting substantial foreign direct investment.

It is worth noting that the UAE's vision of achieving a record \$820 billion may be realized sooner than expected. This is owing to its strong infrastructure for attracting investments in artificial intelligence (AI) and its participation in projects with India, Taiwan, South Korea, China, and major U.S. companies. These collaborations, especially with OpenAI projects, serve as compelling evidence of the bold ambitions of this developed emirate, which has firmly anchored its towers on the foundations of first-world capitalism.





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And Trump Again!

Donald Trump, with the slogan “Make America Great Again”, reclaimed the keys to the White House from his Democratic rival, positioning himself once more at the center of political and global power. In three consecutive elections, he twice defeated female opponents (as if sacrificing them in the arena of the hush-money trial!). Known for his adamant refusal to accept defeat (“Never Never Never Give Up”), Trump simultaneously managed several battles: constant court visits, a war with the media, evading assassination attempts, disregarding polls, and riding a wave of widespread public dissatisfaction with government structures due to economic crises, Democratic support for the Gaza war (resulting in the loss of Arab and Muslim votes), housing price surges since 2020, a substantial exit of buyers from the market, Biden’s and his team’s weaknesses in debates, and Biden’s delayed exit from the election campaign – all self-inflicted wounds that further debilitated the already fragile state of Democratic foreign and domestic policies. It was apparent that Democratic weaknesses in states like Pennsylvania, which secured their previous victory, now paved the way for their defeat. However, all these events were drowned in the noise of Taylor Swift’s voice, leading to the inevitable.

It must be acknowledged that Trump’s “America First” slogan had a strong track record, yielding successes during his previous term through tax cuts that bolstered entrepreneurship and increased support for domestic industries (reminiscent of the economic boom under Bill Clinton’s golden era). On the other hand, his insistence on preserving American values secured him the evangelical Christian and white voter base. The Heritage Foundation’s efforts in promoting Project 2025, or Program 47, and articulating conservative policies, were made easier amidst the Democrats’ numerous errors.

It is expected that this term will see a continuation of tough stances against China and Iran, along with strengthening alliances with Israel and Arab countries.

Ultimately, Trump’s victory stemmed from widespread

dissatisfaction among the middle class with U.S. government structures and Democratic economic policies, as well as the prioritization of the economy over ethics in American public perception. It would not be far-fetched to say that the world of cryptocurrency, Elon Musk’s \$119 million (not \$75 million) support, backing from Silicon Valley giants, and major fossil fuel trade companies influenced the pre-election poll results. The media, social networks, and the crypto world were key levers that a businessman like Donald Trump could wield to achieve his desired outcome. During his campaign, not only did his media base and his social platform Truth gain value, but his fortune also grew by \$400 million, bringing his net worth to \$6 billion.

As for Iran, it can expect increased pressure, as always.

However, under this new administration, Iran might find opportunities to reduce taxes, support small businesses, and promote entrepreneurship. Expanding tourism and decreasing dependence on oil revenues could help align vulnerable political factions and foster national unity in these challenging times. Despite the increasingly radical atmosphere, history shows that significant changes often come from the right wing, and more doors for political dialogue may open.

In conclusion, as quoted by The New York Times in its response to polling results and forecasts, echoing Mark Twain’s famous line:

“There are three kinds of lies: lies, damned lies, and statistics” — to which The New York Times (a Democrat supporter) added polls to this list!



Editor in Chief

ASHURI<https://www.linkedin.com/in/mohammadshafieashuri> **January 20, 2025**

Finally, the followers of the Heritage Foundation's projects led the 47th President of the United States to the Capital One Arena and the Oval Office. Donald Trump was as much in the spotlight during the inauguration as the First Lady's wide-brimmed hat from the Eric Javits brand, its brim stretching as far as Eastern Europe, perhaps even further to the vicinity of the Kremlin, sending a clear message to the world that they were dealing with a new version of Donald Trump. Trump, with a stunning victory in Wisconsin and Pennsylvania, securing 312 electoral votes and in the presence of Silicon Valley giants like Elon Musk, who was a top investor in his advertising and campaign efforts, cut the Boeing 747-shaped cake with a sword, marking the beginning of a new era in his policies.

On the bright morning after the inauguration, the Dow Jones, S&P500, and Nasdaq indices surged, signaling a spring in winter. He started issuing executive orders that even affected the hypothetical residents of Mars.

Among these, a mass pardon for 1,500 individuals involved in the January 6 Capitol attack after Trump's defeat in the previous election, suspending U.S. foreign aid for 90 days, declaring a national emergency, freeing up Alaska's resource capacity, establishing a government efficiency department led by Elon Musk to reduce state expenses, creating a national Bitcoin reserve fund, and imposing tariffs were just the beginning. However, this time, he was not satisfied with just tariffs; he sought the land as well.

Having previously set his sights on borders, the Mexican Gulf, and even the Panama Canal (which would serve as a strategic hub for both commercial and military traffic), Trump, upon taking office, issued 25% tariffs on most goods imported from Canada and Mexico, and 10% on China. He also sent a clear message to Denmark in that corner of Europe, urging negotiations to secure ownership of Greenland. It is predicted that if Trump successfully establishes a foothold in Greenland, aside from gaining access to resources and controlling China and Russia over a specific period, he will gain more leverage over NATO and the European Union. At the same time, he has made

it clear to the GCC and OPEC that to halt Russia's war machine, in addition to reducing production, prices must also decrease. The European Union has predicted that with Trump's election, it will initially lose 1% of its GDP. They are considering retaliatory measures. But will they succeed? It seems unlikely, at least from the statistical perspective. Europe, in addition to inflation, is also caught in the grip of right-wing movements that will gradually take hold of power, leading to political crises in the short term (Germany, the most powerful economic force in Europe, is a prime example).

It is evident that alongside these monopolistic stances, the United States, in the short term, will have no choice but to increase domestic production to offset the tariffs placed on imports, especially agricultural spare parts, and to reduce taxes in order to combat the predicted inflation.

The efforts of countries like China, Qatar, Iran, Turkey, and Saudi Arabia to reduce supply chain costs by creating corridors will fade. This is because, by previously withdrawing from restrictive, costly agreements, the U.S. will increase its reach in attracting resources and investment potential from other countries, including sworn allies. The world is concerned, as Latin America and Europe are in shock. The Middle East, particularly the Gulf Cooperation Council countries, being familiar with Trump's insatiable nature, will either be forced to invest more in the United States or be compelled to buy military weapons and lower oil prices. It seems that the dollar does not intend to hibernate, and whatever emerges from the Oval Office of Congress, if not a declaration of war, will at least be a message of annexation!

China, the Yellow Dragon, is not attempting serious retaliation (aside from its promise to invest more in the U.S. due to tariffs, it has also filed a complaint with the WTO). However, it may tolerate the situation in the short term and call for a halt on the yuan's movements. They may wait for the firestorm that scorched Los Angeles to pass; as once the fire starts, it burns both the dry and the wet!



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Canadiano



A new product that has made its way onto the menus of cafes in Ottawa marked the beginning of Prime Minister Mark Carney's tenure in this northern neighbor of the United States. While it may not be highly influential, it sends a clear message to Uncle Sam that he is not on good terms with the new sheriff in town. This seasoned banker started his career amidst Trump tariffs on products like aluminum and now finds himself at the forefront of the tariff war's impact, standing alongside China, Mexico, and, of course, displeased Europeans.

In its struggle for powerful dominance over the global economy and sidelining China while also working to repair its trade balance, the U.S. has put the numbers in Donald Trump's hands. This effort has inadvertently resulted in a higher tax burden on Americans than has been seen since 1993.

Now that Donald Trump is predictably trying to increase domestic production and create more jobs by attempting to expel immigrants and refugees under various pretexts, he aims to relieve importers and exporters of the burden of tariffs. His efforts to stop the Ukraine war and gain quicker access to its

resources are part of the same objectives.

But will Europeans unveil a different version of Canadianos? As European tariffs worth €26 billion on U.S. products are set to begin in early April.

Has Trump's attempt to move past Black Friday and transform the White House lawn into a Tesla showcase successfully encouraged American consumers to invest more, while BYD continues to keep its caution light flashing in Mexico?

What is certain is that the tariff war will slow down global economic growth in the long term, and Trump is trying to accelerate geopolitical changes as much as necessary—potentially through military power. This could occur in the Middle East, Eastern Russia, or somewhere around Taiwan! Regardless, China poses a far greater threat and competitor than other countries affected by these tariffs, even more so than the Europeans.

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April 2nd

On April 2nd, the threats Donald Trump had made during his inauguration speech on January 20th finally materialized. By imposing at least a 10 percent tariff on imports from 60 countries, he declared the day as “Liberation Day” and announced the end of free trade. These tariffs particularly targeted countries with significant trade deficits with the United States. Following the announcement, charts plummeted, and stock markets across Asia, Oceania, and Europe experienced sharp declines. Immediately after the announcement, economic experts took to Twitter to emphasize that no one wins a tariff war and that the U.S. was likely using these tariffs merely as a negotiating tactic.

Before Trump’s signature on the April 2nd order had even dried, China responded: “We will fight this unfair trade war to the end!” Aside from Japan, which remained silent due to its security reliance on the U.S., Canada, Europe, and many other countries either entered negotiations or retaliated by imposing tariffs on American goods.

Experts believe that the tariffs will ultimately lead to increased prices for American consumers, high inflation, and reduced economic growth. Meanwhile, gold reached a record high of over \$3,500 per ounce.

In a predictable reaction, the Federal Reserve did not lower interest rates and forecasted a shaky future for the U.S.

economy. This led to capital flight and a market preference for safe havens like gold (notably, the U.S. holds the largest gold reserves!).

Following this prediction, the U.S. supply chain showed increased vulnerability, with figures indicating an additional \$660 billion tax burden on American consumers due to the tariffs. If the goal of the tariffs is to boost domestic production, they do not seem capable of compensating for the revenue shortfalls.

However, the U.S. Treasury Secretary downplayed the stock market’s reaction to the tariffs, considering it a short-term impact, akin to a patient waking up from surgery, experiencing pain.



The Dirty Work



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For the current German Chancellor, if we consider the consequences of the shattered pride and humiliating guarantees imposed on Germans in the Treaty of Versailles following World War I, leading to World War II and the rebellious actions of the Weimar Republic's leaders, the Nuremberg Trials, on the other hand, with a significant difference, further evoke this broken pride. This is, of course, assuming they ignore the sexual assaults committed by Russian soldiers against German women and girls in 1945.

It must be acknowledged that what is happening in the Middle East today is a continuation and result of the same dirty work that the NATO Europeans and the current Troika have outsourced to Israel, and which they inflict on the people of this civilization under the guise of the Begin Doctrine (attack and destroy). They are doing Europe's dirty work!

What we have experienced in these twelve days has been ongoing for years. However, we have attempted to address it with a consistent, unchanging policy in our discourse, without taking confidence-building seriously, without utilizing existing potential in foreign policy, and without strengthening our defensive wall. We have wasted considerable time in diplomatic exchanges and spent each day strengthening and producing content to viralize this output of World War II (Israel). Meanwhile, Gulf countries like Qatar, the UAE, and Saudi Arabia have plundered our opportunities to utilize resources. China and Russia have followed suit, but with greater greed, adding to the suffering and wounds of this nation! Hopes and aspirations burned in flares, and every day this nation, weary from storms of calamities, carried us on its shoulders. Now, the errant ball of World War II, more borderless than ever, charges forward. It challenges ancient

civilization and, for Donald Trump, who is a continuation of those rebellious Germans, who is trying to embellish his hundred-day report card, raises a toast to the death of the commanders and demands the Nobel Peace Prize. And who didn't see that nearly sixty thousand people in Gaza were slaughtered with the operational arm of the United States? And for us, if it weren't for being Iranian and remaining Iranian, this story would have had a different outcome.

Right in the middle of the democracy arena, amidst the ebb and flow of negotiations, the International Atomic Energy Agency issues a ruling against a member state of the NPT. Less than 48 hours later, a country that is not even a member of the NPT carries out the dirty work of Europe and the United States.