

GLOBAL

Where trends are born, not followed

GTM

# TRENDS

MAGAZINE

25<sup>th</sup>



## SHEIKH DR. MOHAMED JABOR AL-THANI

Leading With Wisdom,  
Building For The Future

## ENZO FERRARI

The Man Who Married A  
Scandal And Built An Empire

## GLOBAL POWER SHIFT

Who Will Lead The World In 2025

## POWER STRUGGLE

Artificial Intelligence  
And Geopolitics

# JADRAN LAZIC

## A Photographer Who Made History

GLOBAL  
**TRENDS** MAGAZINE

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GLOBAL CHAMBER OF BUSINESS LEADERS

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*The word "trend" is not just a direction of development or a pattern of change—it is the driving force of the future, a power that shapes the world. And that is exactly why you are now in the magazine where trends are born, not followed!*



## About The Global Trends Magazine

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President's Insight:

# THE WORLD On The Brink

Dejan Štancer,  
GCBL President & GTM Chairman

**H**ere we are—exactly where no-one with a shred of intelligence ever wanted to be—caught in trade wars. As if a record number of armed conflicts across the world weren't enough, with nearly two-thirds of the planet engulfed in war, we've now opened a new front—an economic one. History teaches us that trade wars are often just the prelude to real, armed conflicts.

The whole situation reminds me of a person in a park who keeps throwing a boomerang, only to get hit in the head every time. And yet, they persist. They don't grasp the fundamental principle: a boomerang always comes back. The same applies to geopolitics—inevitable consequences always return as a retaliatory blow.

While some still refuse to learn from history, the world is bracing for a major turning point—the possible end of the war in Ukraine. At first glance, that sounds like great news! But only if we blindfold one eye and shut the other. Are we truly ready to naively believe in the illusion of peace?

We all talk about peace, cooperation, solidarity, and respect. But does that justify complete blindness? Or, to put it bluntly—does it make us fools?

When discussing the war between Russia and Ukraine, along with the external actors pulling the strings behind the scenes, the first question we must ask is: where do we even begin? February 2022? 2014, when Russia annexed Crimea? 2013, with the events of Maidan? What about 2008, when George W. Bush proposed Ukraine and Georgia's NATO membership? Perhaps the 1995 Budapest Memorandum? Or even further back—the collapse of the Soviet Union? The Holodomor? The rise of Nazism in Europe? Or earlier still, when imperial powers began reshaping Eastern Europe's fate?

Some might say history doesn't matter. Oh, but it does—far more than we realize. If you don't understand the history of a conflict, you don't understand its essence. And if you don't understand its essence, you'll never find a path to lasting peace.

But is it possible that this war has also triggered a conflict within the United States itself? On one side are those clinging to the unipolar world order, where the U.S. acts as the global enforcer—even as this model crumbles. On the other side are those who seek to erase the legacy of their predecessors, dismantle American global hegemony, and retreat into a multipolar world.

Can this experiment benefit America and its people? Time will tell. But one thing is already clear—the world, and the U.S. along with it, cannot afford experiments. We are living in an era of extreme tensions, where a single misstep could be catastrophic. Whether we admit it or not, the world stands on the edge of something unprecedented. And though no-one dares to say it out loud, we can no longer rule out the possibility of a third world war.

So, are we finally ready to start talking?



President's INSIGHT



Editor's Note:

# WOMEN CAN BE Unapologetically Feminine

Nicole S. Farrell, GTM Chief-Editor

**M**eghan Markle once quoted: "Women don't need to find a voice. They have a voice and they just need to feel empowered to use it. People need to be encouraged to listen."

It has become customary for the month of March to be marked with continued celebration centred around the observance of International Women's Day (IWD). While I acknowledge - and support - the usual widespread debates, sentiments, claims and calls to action surrounding woman empowerment and the ideology of gender equality, I have my own perspectives although I unequivocally embrace 'all things women empowerment'.

I am not naive when it comes to the pervading archaic practices, attitudes and policies demonstrated and created by and of men that cause women to bump their heads on glass ceilings. Having said that though, I encourage women to refrain from the temptation to pronounce themselves as victims. It is not a 'them versus us' battle. It is not a competition. We can work hand in hand. We can collaborate. We can listen to one another. We are not in a fight. This is somewhat reminiscent of Mary Wollstonecraft's quote, "I do not wish women to have power over men but (to have power) over themselves."

The still trending topic of feminine energy may be relevant for a long time to come. As a woman in business, the corporate world, retail space or wherever else, we can be heard and seen. We should not be inclined to think that we need to always shed our feminine grace and essence. As women, we can bring unique viewpoints to the fore, strategise from a deeper perspective, etc. Our empathy is not a weakness. Our consideration and compassion do not exempt us from being powerful or effective leaders. Of course, a key ingredient in the recipe for success working alongside men is support from the men themselves - those who will seek our interest, expose us to mind-blowing opportunities, promote us fairly and show us respect.

I maintain that us women can be unapologetic about our finesse, unique abilities and core attributes as the world continues to make strides towards significantly evolved mindsets and purposeful decisions for women.

The quote from famous designer, Coco Chanel, "A girl should be two things: who and what she wants.", should always be oxygenated so that it courses through the veins of future generations.

Editor's NOTE



JADRAN   
**LAZIC**

A Photographer Who Ma



de History

Photo: Branimir Kralj



# JADRAN LAZIC

The Photographer Who Made History

If you had to envision and liken some of his experiences, escapades and adventures as movies when you hear stories of Jadran Lazic's earlier years, depending on the day or moment he's referring to, it could well be a hilarious comedy, tear-jerking inspirational drama or international spy flick.

His stories turned the most mundane experiences into colorfully captured scenarios but they also exposed a gripping, cohesive tale of perseverance, adaptability, self-belief and focus. One who has built photography into artful exposure, he has secured himself among the 'Who's Who' of the international photographic creative industry.

From movie stars to celebrity artistes, his name is synonymous with luxury, charisma, flair, boldness and loyalty. Elizabeth Taylor, Jamie Foxx, Johnny Depp, Chuck Norris, Cher, Marlon Brando, Shannen Doherty, Grace Jones, Jodie Foster, Robert De Niro and Clint Eastwood are only some of the heavyweight celebrities who have lent to his high-end status as a sought-after photojournalist.

Lazic was born in Split, Croatia in 1952. At a very young age, photography mesmerized him and as it turns out, it was his father's hobby. During his high school years, he started working as a city desk photojournalist and later on as a photographer of national pop music, film, television and sports celebrities. While it was multi-faceted, he began experiencing 'career claustrophobia' - he felt trapped in a sense and wanted more. Betting on himself, he relocated to Paris, intent on achieving success in that uncertain gamble.

According to him, the fact that only months upon arriving to Paris he was hired by the renowned Sipa Press photo agency "can be attributed primarily to



JADRAN  
LAZIC

A Photographer Who Made History

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***I have photographed war zones, world leaders, Hollywood’s biggest icons, and everyday people with extraordinary stories.”***

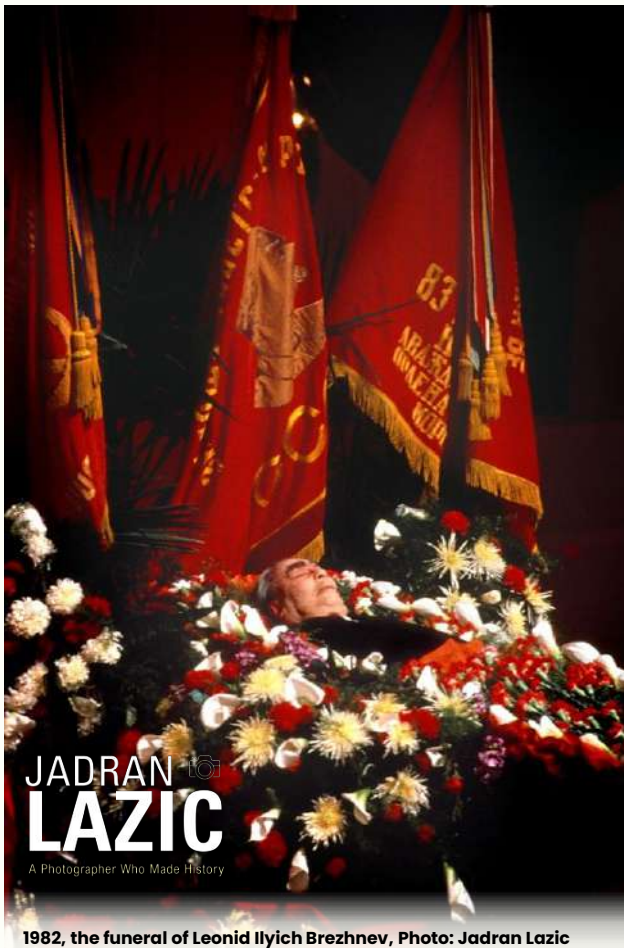
*the self-confidence, creative nerve and improvisation skills typical of the people of his native Split and its competitive mentality. All the rest was talent, plus experience accumulated over time.”*

What was so engaging about photography? What does he love most about being a photographer? Said Lazic, “Photography has been my passport to the world. It’s not just about capturing images; it’s about telling stories, preserving history and revealing unseen moments.

*Throughout my career, I have photographed war zones, world leaders, Hollywood’s biggest icons, and everyday people with extraordinary stories. Each subject, no matter how famous or unknown, has a story to tell and I see it as my job to bring that story to life. Beyond that, photography is a universal language. Unlike words, which can be misunderstood or lost in translation, a powerful image is understood across cultures. A single photograph can capture love, loss, triumph or despair in a way that words never could.*

*I also love the unpredictability of photography. No two shoots are ever the same. The lighting changes, the energy shifts, and sometimes, the best moments happen unexpectedly. Whether I’m in a war zone capturing raw reality or in a Beverly Hills studio photographing a Hollywood legend, I never know exactly what I’ll get but that’s what makes it thrilling.*

*Ultimately, photography has given me the privilege of seeing the world from perspectives that many*



JADRAN LAZIC

A Photographer Who Made History

1982, the funeral of Leonid Ilyich Brezhnev, Photo: Jadran Lazic



*never get to experience. It has allowed me to witness history, meet extraordinary people and create a body of work that will outlive me."*

The respect, adoration and support that he gets now were not handed to him on a gold platter and he has not reached at this pinnacle with vague efforts. It was through hard work, street smarts, people's kindness and more. Quick-witted, resourceful, spontaneous he was in order to survive the mean starting days of his baptism into professional photography in a new country. It was truly survival of the fittest.

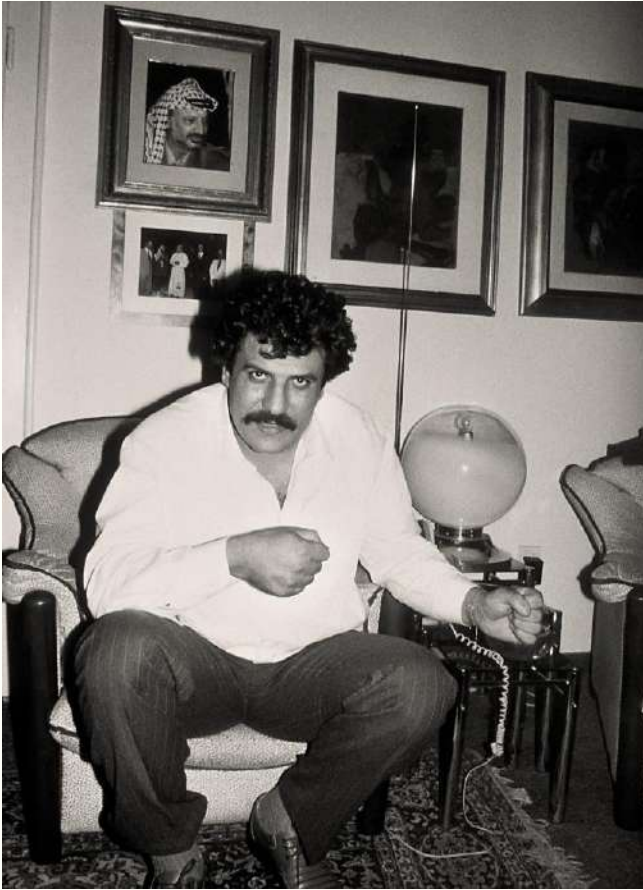
Upon arriving in Paris, he contacted one Stanko Mandalinić, whose phone number he had obtained in Split, and asked him for help. Mandalinić obliged and provided shelter at his factory, something for which Lazić is still immensely grateful. He stayed there for several months, however, after that, he resorted to sleeping at the homes of models and actresses whom he knew. When he could finally afford his own place, it was a small room in an attic that lacked complete bathroom facilities, only offering

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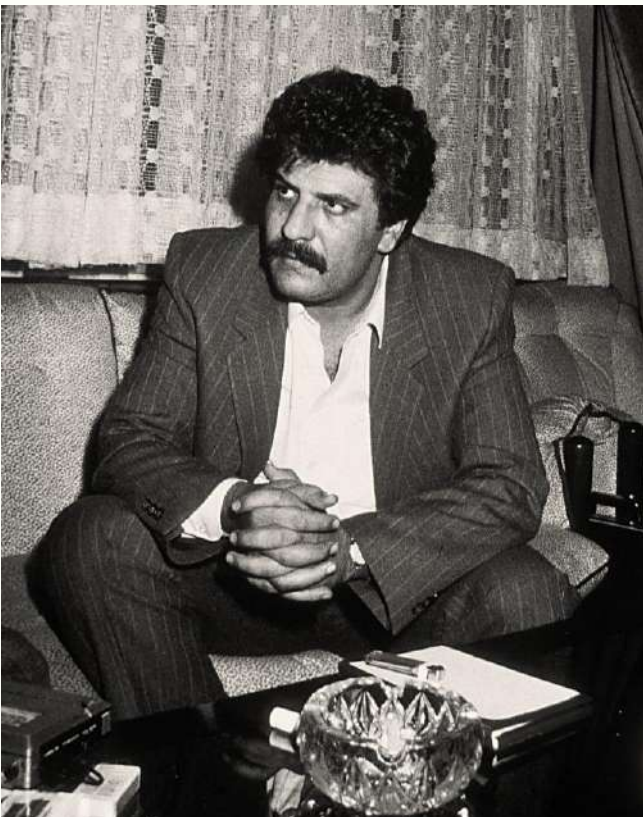
***Whether I'm in a war zone capturing raw reality or in a Beverly Hills studio photographing a Hollywood legend, I never know exactly what I'll get but that's what makes it thrilling."***

a mere sink. Unable to fulfil rent obligations, after three months, he ran away, where he had no choice but to 'sofa surf' at friends' homes.

After decades, his living legacy has already been established as he can boast of many notable career highlights. He spoke of just two instances that still fill him with boundless pride.



1985, Abu Abbas, Belgrade. Photo: Jadran Lazic



1985, Abu Abbas, Belgrade. Photo: Jadran Lazic

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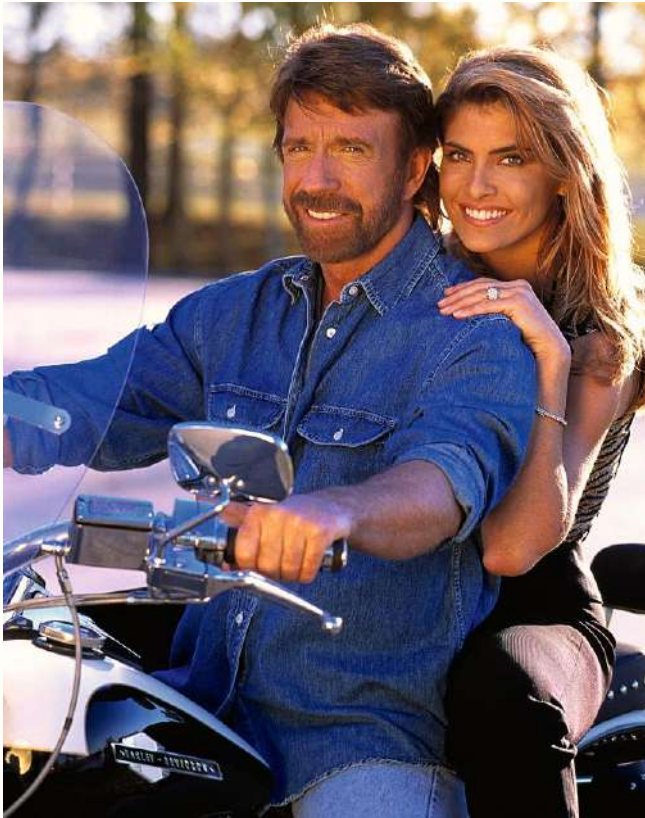
***Integrity in journalism is paramount and I honored that principle despite the extraordinary circumstances.***”

*“For a photographer, the greatest achievement, the ultimate dream, is to capture an exclusive photo. A moment no-one else has, yet the entire world is eager to publish. I achieved this rare distinction twice.*

*The first was in 1982, when I managed to enter the Soviet Union – sealed behind the Iron Curtain – using my Yugoslav passport. I was the only photographer to capture exclusive images of the funeral of Leonid Ilyich Brezhnev. I was the only photographer to take exclusive pictures of Leonid Ilyich Brezhnev’s funeral. One of my photos, Body of Leonid Brezhnev, lying in state at the Pillar (Column) Hall of the House of the Unions, was named ‘Photo of the Year’ by Newsweek in 1982.*

*The second was in 1985 in Belgrade, when I secured the only exclusive photos of Abu Abbas – the man the Americans labeled a terrorist. At that time, the U.S. government was offering \$2.5 million for any information leading to his whereabouts. Yet, I was there with him, capturing images that no-one else had. As a journalist, I have always upheld one fundamental rule: never reveal a source or disclose the location where a photograph was taken. Integrity in journalism is paramount and I honored that principle despite the extraordinary circumstances.*

*Both of these world exclusives were sold in 52 countries. The Brezhnev photos alone earned \$300,000.00, while the Abu Abbas series generated*



1996, Chuck Norris, Dallas, Photo: Jadran Lazic



1988, Jean Claude Van Damme, Los Angeles, Photo: Jadran Lazic

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***I had no safety net, no guaranteed income and no certainty that my efforts would pay off.”***

*nearly \$100,000.00, with Time magazine paying an unprecedented \$50,000.00 for a single photo.*

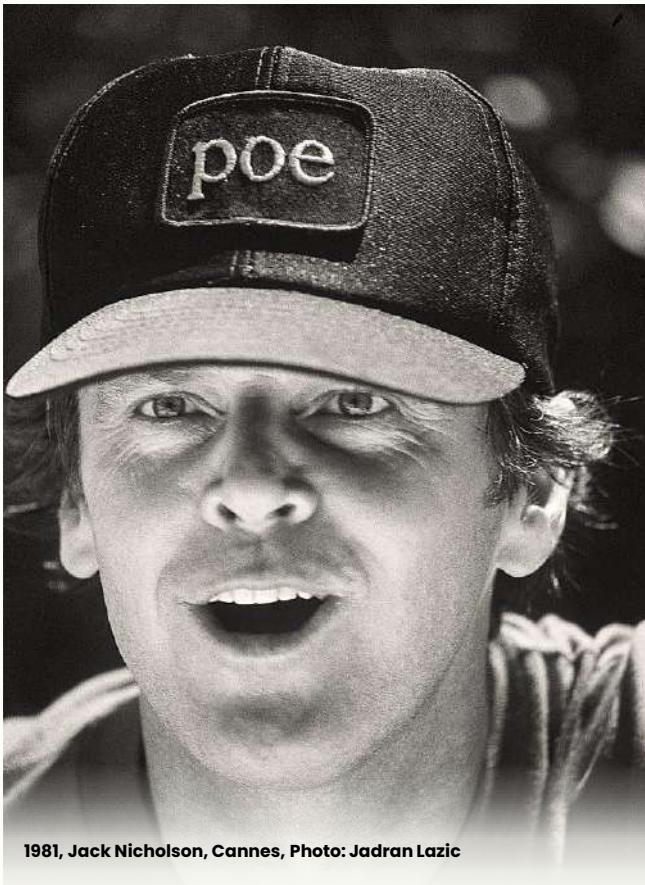
*Moments like these define a photographer's legacy, proving that sometimes, the right place, the right time and the right eye can capture history in a way no-one else can.”*

When he left Paris and went to Los Angeles, it was mere years before he became “one of the leading portrait photographers of the jet-setters in the global show business”. Lazic no longer had to seek clients; he was then in high demand. His photographs were printed on the covers and inner pages of the world's leading magazines - Time, Newsweek, Paris Match, Hello!, Stern, People and Gala.

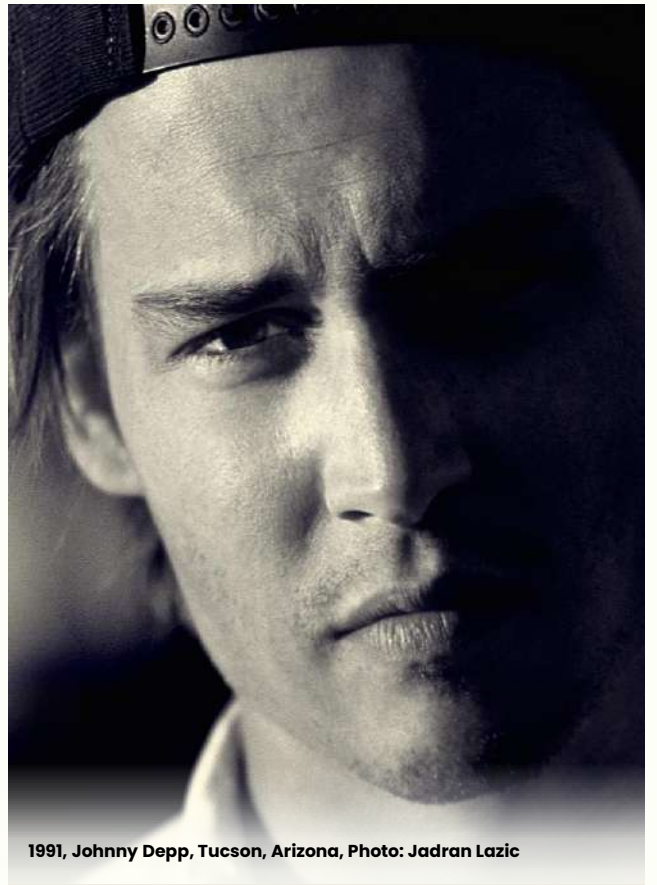
These amazing feats were a testament to many things, including his grit, and as mentioned before, reaching to this level was a fight at first. Having to get creative in order to survive taught him lifelong lessons. What are three fundamental life lessons that he learned during those challenging periods? He shared the following:

***“1. Resilience is the foundation of success.***

*Starting out in photography, especially in a foreign country, was not easy. I had no safety net, no guaranteed income and no certainty that my efforts would pay off. There were days when I didn't know where my next meal would come from. But I refused to give up. I knocked on doors, introduced*



1981, Jack Nicholson, Cannes, Photo: Jadran Lazic



1991, Johnny Depp, Tucson, Arizona, Photo: Jadran Lazic

myself to editors and took every opportunity, no matter how small. That experience taught me that setbacks and hardships are not signs to quit - they are tests of how much you really want something. I learned that success is not about talent alone but about persistence and the ability to keep moving forward even when things seem impossible.

## **2. Relationships matter more than money.**

In my early days in Paris, I relied on the kindness of friends and strangers - people who gave me a place to sleep, shared a meal or introduced me to someone who could help my career. Those relationships became the foundation of my success. In business and in life, who you know matters as much as what you know. I never took those connections for granted. I nurtured them, and in return, I built a network of people who believed in me and helped me along the way.

## **3. Confidence can open doors that talent alone cannot.**

I wasn't afraid to approach people - whether it was a celebrity I wanted to photograph or an editor I wanted to work with. I believed in my work and I made sure others saw that belief. I've seen

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***I built a network of people who believed in me and helped me along the way.”***

many talented people fail simply because they were afraid to put themselves out there. You have to be bold. If you don't believe in yourself, no-one else will.”

Having boldly approached countless celebrities to be prospective clients, what gave him the confidence to be so bold with his pursuits?



Jamie Foxx, Photo: Jadran Lazic

He shared, *“Confidence comes from two things: knowing your worth and not fearing rejection. When I started, I wasn’t a household name. I was just another photographer trying to break into the business. But I understood that celebrities need photographers just as much as we need them. They need someone who can capture their best angles, tell their story and help shape their public image. I wasn’t just offering them a photograph - I was offering them a way to be remembered.”*

*The other factor was persistence. If I believed I could take the best portrait of a particular celebrity, I didn’t wait for someone to introduce us. I found a way to get to them. I had a knack for being in the right place at the right time but that wasn’t luck; it was strategy. I knew where they’d be, what events they’d attend and how to approach them in a way that felt natural and not intrusive.”*

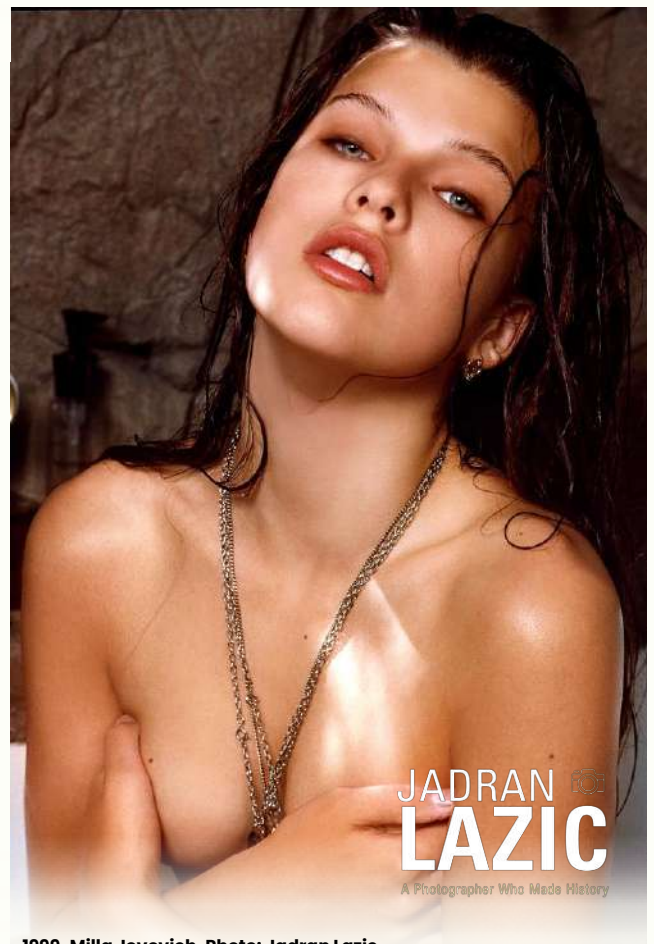
It is that same type of confidence that he saw in a young man he encountered. In a pensive moment, he realized that that young man somewhat reminded him of himself. Wanting to give him an opportunity just like others had given him in his younger years, Lazic agreed to be in front of the camera this time to be photographed. That photographer was Branimir Kralj, and it so

happens that it was Kralj who shot Lazic’s photo which was used for this Edition’s Global Trends Magazine cover.

It is no secret that part of the Hollywood hustle was and still is selling secrets and controversial images of celebrities and public figures. Lazic was very much in positions and situations in his career where he could have easily made a fortune (by that time’s standards) by selling unflattering or wholly salacious or controversial photos to media houses. However, he didn’t give in to the temptation. How important are integrity and reputation to him, personally and business-wise?

He answered, *“Integrity is everything. I built relationships with people who trusted me and that trust was worth far more than any quick cash grab. A scandalous photo might make money in the short term but it destroys credibility in the long term. I was in this business for the long run and my reputation opened far more doors than any tabloid deal ever could.”*

Like his reputation, he is bent on ensuring that his work speaks volumes and reaches the masses.

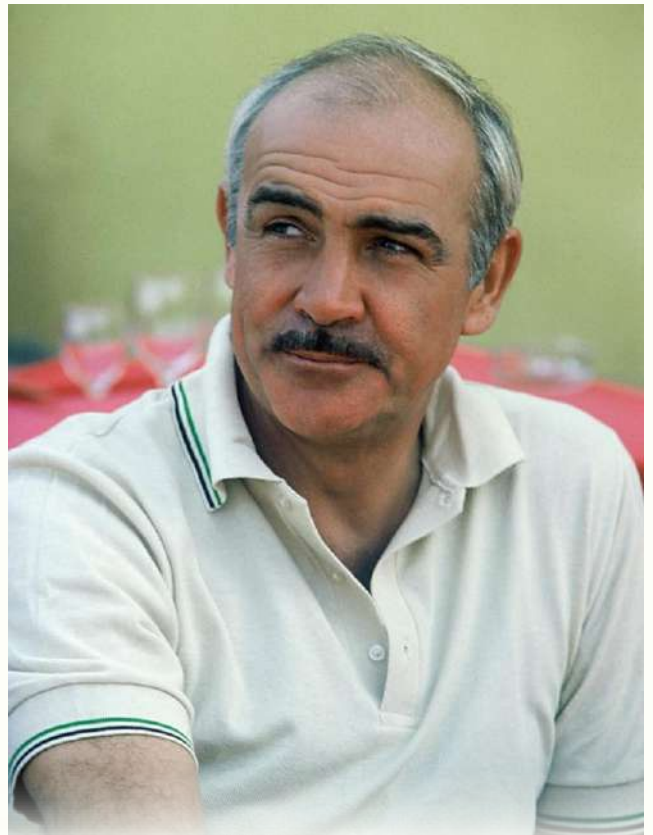


1999, Milla Jovovich, Photo: Jadran Lazic

JADRAN  
LAZIC  
A Photographer Who Made History



1987, Elizabeth Taylor, Cannes. Photo: Jadran Lazic



1981, Sean Connery, Deauville, France. Photo: Jadran Lazic

*This idea spawned a book filled with his photos. What inspired him to do the book?*

Explained Lazic, "My book is a way to capture my life's work and leave a lasting legacy. After five decades of photographing some of the most famous people and pivotal moments, I realized that my collection wasn't just a portfolio; it was a time capsule. The inspiration came from two things:

1. The desire to tell the stories behind the images. Every photo I've taken has a backstory - sometimes exciting, sometimes dangerous and sometimes deeply personal. I wanted to share those moments in a way that went beyond just the photographs themselves.

2. A need to preserve the legacy of true photography. We live in an era of disposable images. Billions of photos are uploaded every day but very few are timeless. My book is a reminder of a time when access, trust and artistry were required to get the perfect shot.

*I hope the book will serve as both an inspiration and a reminder that the right image took more than just pressing a button on a phone. It's not just a personal project; it's something that I hope my*

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***My book is a way to capture my life's work and leave a lasting legacy.***”

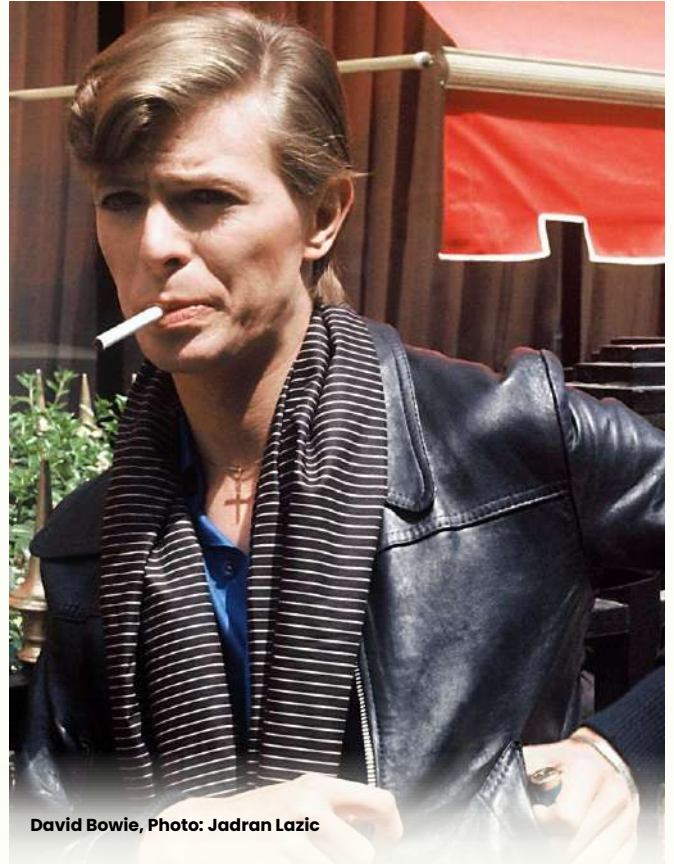
*family can look back on with pride.”*

Speaking of 'just pressing a button on a phone', what has it been like for him observing the shift from exclusive photojournalism to self-promotion via social media?

He shared his point of view saying, "It's been fascinating. When I started, getting a photo published in Time, Newsweek or Paris Match was a



Cher, Photo: Jadran Lazic



David Bowie, Photo: Jadran Lazic

major achievement. Those publications dictated what the world saw. Now, celebrities and influencers control their own narrative through Instagram, TikTok and YouTube.

While this shift gives public figures more control, it also means that the art of photojournalism has changed. It's no longer just about capturing a rare moment - it's about creating images that stand out in a sea of endless content. A great photo still matters but now it has to compete with thousands of selfies and staged moments uploaded every second."

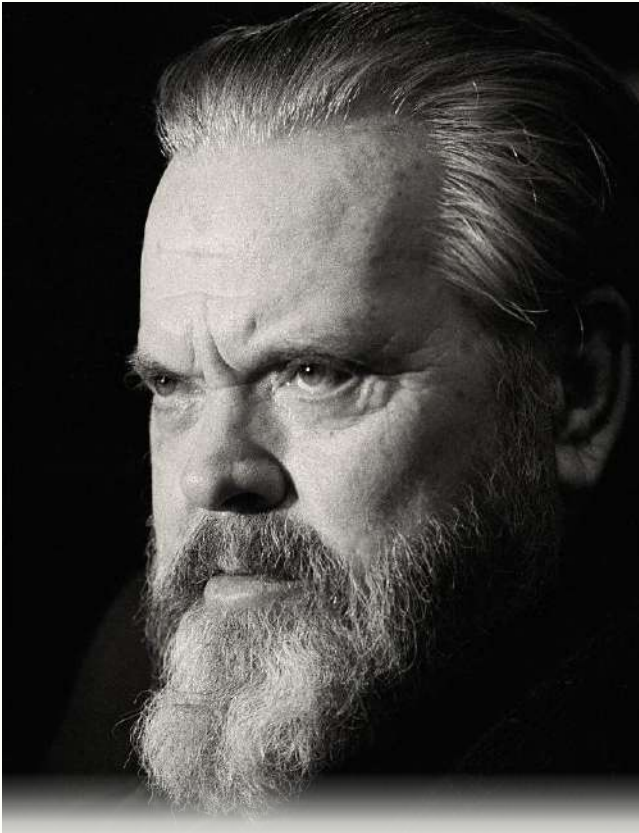
Fearmongers constantly chant that artificial intelligence (AI) will render many jobs obsolete. There is also the growing practice of AI replacing traditional photography for ad campaigns such as with AI-generated individuals. Companies and agencies claim that this offers massive savings on time, money and resources - logistics, venue rentals, glam squad fees, schedule clashes, talent sourcing, etc. Is Lazic concerned that AI could negatively impact his life as a photographer?

"AI is an incredible tool but it can never replace the human element of photography. While AI-generated models and spokespersons may offer convenience and cost savings, they lack

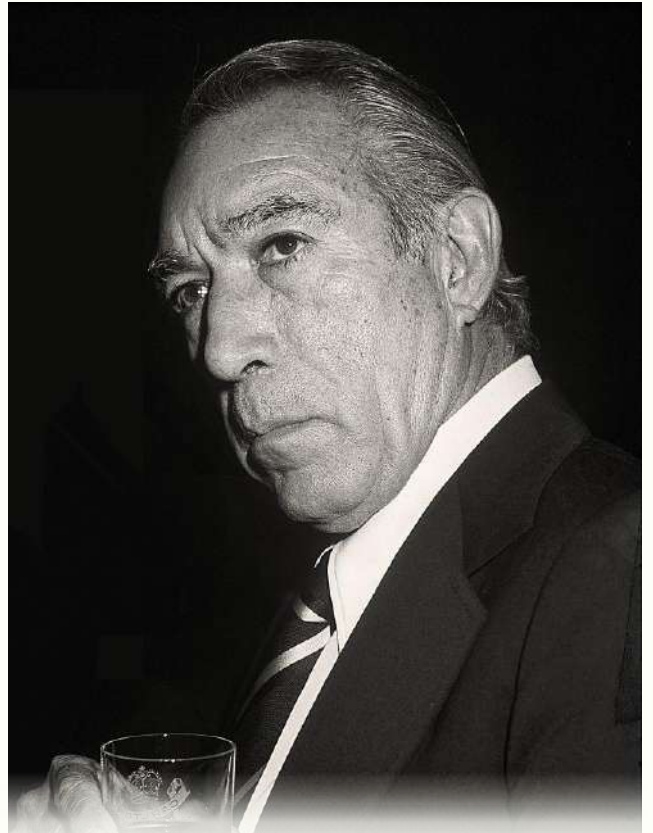
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**Great photography isn't just about aesthetics - it's about emotion, connection and storytelling."**

authenticity. Great photography isn't just about aesthetics - it's about emotion, connection and storytelling. AI can create a perfect-looking image but it cannot capture the real essence of a person, the depth in their eyes or the emotion in a candid moment.



1981, Orson Welles, New York. Photo: Jadran Lazic



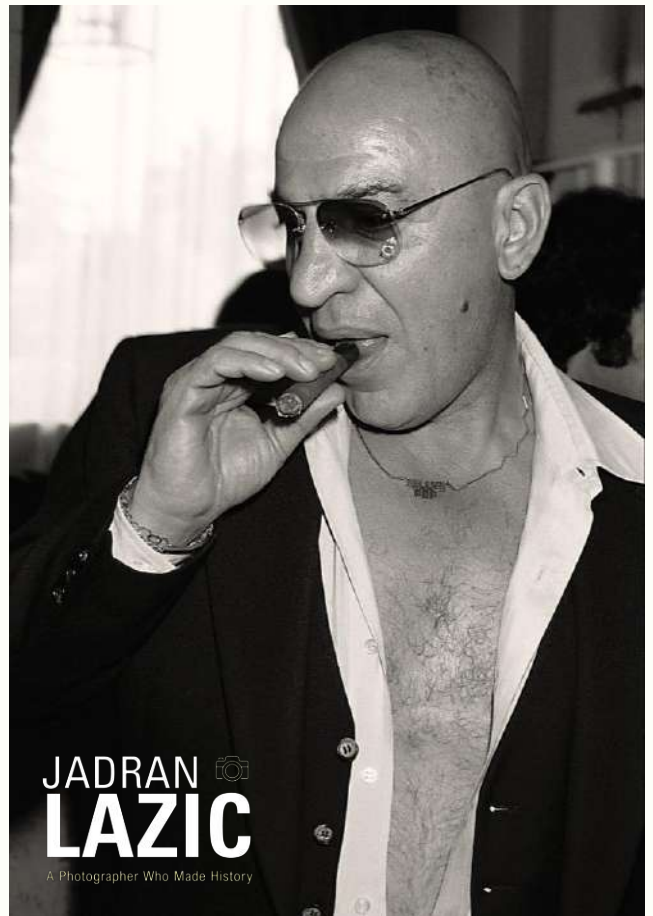
1977, Anthony Queen, Cannes. Photo: Jadran Lazic

*That being said, I believe that photographers must adapt. AI will continue to evolve and those who embrace it as a tool rather than a threat will thrive. The key is to find ways to integrate new technology while preserving the artistry of photography."*

He doesn't see traditional photography being a dying craft. "Photography will evolve but it won't die. Technology changes but the need for storytelling remains. The world will always need photographers who can capture history, emotion and humanity in ways that a smartphone or AI program can't replicate."

One traditional edge he has maintained is exhibitions to showcase his work. He spoke of the most recent one. "My most recent exhibition was held in Varaždin, Central European Baroque town and ancient Croatian capital, and it was open to both the general public and industry insiders."

*The exhibition showcased some of my most iconic images - portraits of Hollywood legends, rare behind-the-scenes moments and powerful documentary photography from my time covering world events. The goal was to take visitors on a journey through time, showing them how photography has captured history, shaped culture and influenced storytelling.*



1977, Telly Savalas, Cannes. Photo: Jadran Lazic

JADRAN  
LAZIC

A Photographer Who Made History



1994, Shannen Doherty. Photo: Jadran Lazic

*One of the most rewarding aspects of the exhibition was seeing how people reacted to the images. Some were drawn to the glamour of Hollywood, while others were deeply moved by the rawness of war photography. That's the beauty of photography. It speaks to people in different ways.*

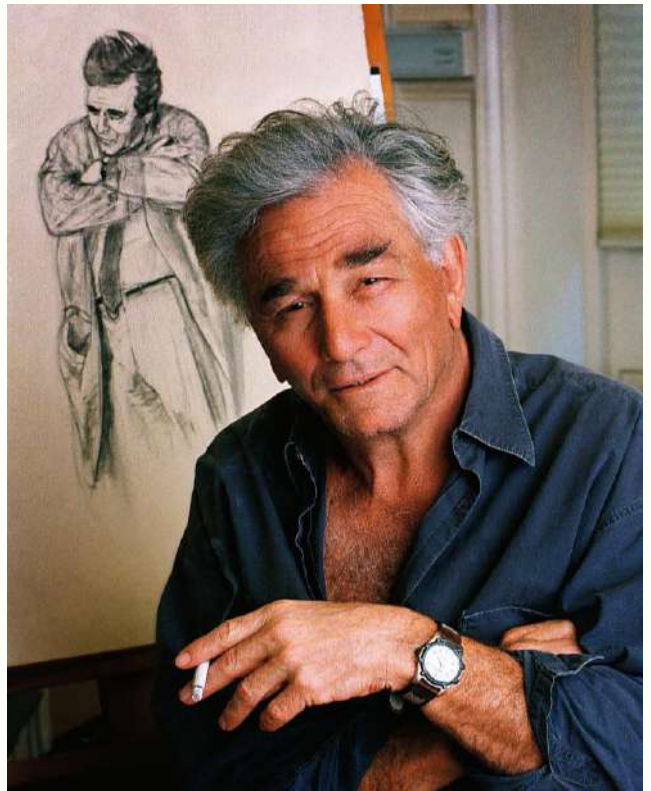
*The exhibition also included a special section on the evolution of photography, comparing old-school film techniques with modern digital methods. It sparked great conversations about where the industry is headed and what the future of photography looks like. It was a rewarding experience to have my family there as well, supporting me as always. Having them by my side makes such moments even more meaningful."*

Two episodes in his life series nudged him into deeper gratitude. The most recent was Los Angeles' devastating period with wildfires, which brought about unimaginable sorrow and widespread loss of residential and commercial properties. Being based there at the time, what was it like for him having a 'front row seat', so to speak, to it playing out in real time?

He first summed it up in one word. "Heartbreaking." Continuing, he said, "As a photographer, I have covered many tragedies but seeing



1978, Jodie Foster, Hvar, Croatia. Photo: Jadran Lazic



2000, Peter Falk, Los Angeles. Photo: Jadran Lazic



**Jadran Lazic with Family**

wildfires destroy lives and communities in real time was a different kind of devastation. There's something surreal about watching fire consume everything in its path. One minute, a home is standing, filled with memories, and the next, it's reduced to ashes. The scale of destruction is unimaginable until you witness it firsthand. Families lost everything - photographs, heirlooms, places where generations had lived.

What struck me most was the resilience of the people. Despite the loss, there was an incredible sense of unity. Strangers helped each other, volunteers risked their safety and communities came together to rebuild. Watching this disaster unfold, I couldn't help but think of my family and the safety of my loved ones. It reinforced how precious every moment is and how important it is to protect and cherish what we have."

The second experience that made him have a greater appreciation for life and his ambitions was when he had to enter the Army after he'd already begun life as a photographer. What was that experience like?

"Serving in the Army was a drastic shift from my life as a photographer but it was one of the most formative experiences of my life. The most

challenging part was the loss of personal freedom. In photography, I was used to making my own decisions, following my instincts and being in creative control. The Army was the opposite. Everything was structured and I had to follow orders without question. However, that discipline taught me resilience and adaptability. It showed me that I was capable of pushing myself beyond my limits, both physically and mentally.

Another lesson was perspective. Seeing the sacrifices that soldiers make every day gave me a deeper appreciation for life and for the freedom that I enjoyed as a photographer. When I returned to photography, I approached it with a new mindset. I had seen the world through a different lens - one that made me appreciate not only the glamorous side of my job but also the responsibility that comes with capturing history."

When he thinks about the amazing opportunities he's had and the life he's created, what thoughts are foremost in his mind?

"Gratitude. I came from a small town, with nothing but a camera and a dream, and somehow, I ended up photographing the world's most influential people. It's been a wild, unpredictable and beautiful journey.



Jadran Lazic with Aleksander Čeferin, UEFA President

*I also think about the power of taking risks. Every major turning point in my life happened because I was willing to step outside of my comfort zone - whether it was moving to Paris, approaching Hollywood celebrities or covering dangerous war zones. Had I played it safe, my life would have been completely different. They document moments that future generations will look back on. But more than that, I'm grateful for the family I have now who remind me of what really matters. They are the heart of everything I do."*

Lazic has always been inclined to 'give back', sharing his expertise and knowledge with younger generations. Told that the Global Chamber of Business Leaders (GCBL) - the founding entity of the Global Trends Magazine - has an arm called the Youth Business Leaders Program (YBLP), he was asked about his choice of mentorship. If he had the opportunity to partner with the YBLP to do a Master Class, what subject would be a top priority for him to teach and why?

*"If I were to do a Master Class, I would focus on the art of resilience and personal branding in the creative industry. My Master Class would cover:*

*1. How to build a lasting reputation: Integrity and trust are the foundation of any long-term career.*

“

***Every major turning point in my life happened because I was willing to step outside of my comfort zone."***

*2. How to approach opportunities fearlessly. Confidence is often the deciding factor between success and failure.*

*3. The business side of creativity. Many talented people fail simply because they don't understand marketing, networking and branding.*

*I would (do storytelling about) my real life experiences*



1996, Gillian Anderson, Tahiti. Photo: Jadran Lazic



Jadran Lazic with Dejan Štancer, GCBL President

“

**Life now is a mix of  
creativity, business and  
personal enjoyment.”**

- lessons that young professionals can apply immediately to build a meaningful career.”

Although Lazic still finds time for professional pursuits, his life is somewhat more balanced now. What is life like now for him? What keeps him busy?

*“Life now is a mix of creativity, business and personal enjoyment. I split my time between Los Angeles and Hvar, Croatia, which gives me the best of both worlds - Hollywood’s energy and the serenity of the Adriatic coast.*

*Photography is still a huge part of my life but I’ve also expanded into other areas. I spend time curating my archives, working on new exhibitions and mentoring younger photographers. My book has been a significant project and it’s been rewarding to reflect on my career and share my experiences with a broader audience.*

*Beyond photography, I find peace in nature. I cultivate olives, lavender and figs on my property in Hvar, which is a completely different kind of creativity. There’s something incredibly grounding about working with the land. It’s a reminder that the best things in life take time, patience and care.*

*I also enjoy traveling, discovering new places, and, of course, capturing moments with my camera. Even after decades in the industry, my passion for photography hasn’t faded. It has simply evolved. In addition to my professional endeavors, being with my wife, children and grandchildren brings me immense joy and balance. Their presence in my life keeps me grounded and inspires me to continue working hard to leave a lasting legacy.”*

Article **END**

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**THE NEW GLOBAL POWER SHIFT:**

# WHO WILL THE WORLD IN 2025

New World Order, Global Trends Magazine, 25<sup>th</sup> Edition 2025

ALL LEAD  
WORLD



## The New Global Power Shift:

# WHO WILL LEAD THE WORLD IN 2025

**T**he world is on the brink of a historic power shift. As economic alliances fracture, new geopolitical blocs emerge, and military tensions escalate, the global balance of power is rapidly evolving. Will the United States maintain its dominance, or will China cement its position as the world's new superpower? Could unexpected players—such as India, the EU, or a coalition of emerging markets—rise to challenge the status quo? In this high-stakes race, the next 12 months will determine not just political leadership but the future of global order itself.

### The End of Western Dominance?

For decades, the world order was dictated by the economic and military supremacy of the United States and its Western allies. But as we step into 2025, it is becoming increasingly clear that the unipolar world is dead. We are witnessing a dramatic shift toward a multipolar reality, where new power blocs, shifting alliances, and economic strategies are redefining global influence.

BRICS+ vs. The West:

### The Battle for Economic Supremacy

With the expansion of BRICS (Brazil, Russia, India, China, South Africa) to include countries such as Saudi Arabia, Iran, and Egypt, the economic center of gravity is tilting away from the West. In 2024, BRICS+ surpassed the G7 in GDP based on purchasing power parity (PPP), and its push for

de-dollarization is gaining traction. Over 40 countries have expressed interest in joining BRICS+, seeing it as an alternative to Western-dominated financial institutions.

The petrodollar, once the backbone of US economic power, is under direct threat as Saudi Arabia and other OPEC members explore selling oil in Chinese yuan. If this trend continues, the US dollar's dominance could erode faster than anticipated, leading to a seismic shift in global financial markets.

### China's Silent Takeover

China is no longer merely an economic superpower; it is an orchestrator of global influence. The Belt and Road Initiative (BRI) has locked dozens of nations into economic dependency on Beijing. Through strategic investments, infrastructure projects, and debt



diplomacy, China is positioning itself as the new global hegemon.

But China's rise isn't just economic. The country is rapidly advancing its military capabilities, aiming for dominance in the South China Sea and beyond. By 2025, the Chinese navy is projected to have over 450 battle-ready ships, surpassing the US Navy in sheer numbers. The question is no longer if, but when, China will challenge the United States directly.

The United States of America:

## Struggling to Hold the Throne

The United States, once the uncontested leader of the world, is now on the defensive. Internally, it is grappling with political polarization, economic uncertainty, and a debt crisis that has ballooned past \$34 trillion. Externally, its influence is waning as nations question the reliability of US commitments.

Washington is scrambling to counter China's rise with initiatives like the Indo-Pacific Economic Framework (IPEF) and renewed military alliances, but the damage has already been done. Its European allies, once unwavering in their loyalty, are now pursuing strategic autonomy, with France and Germany pushing for greater independence from Washington's policies.

The European Gamble:

## Can the EU Become a Global Power?

Europe is at a crossroads. With the UK's exit from the European Union, internal divisions, and an overreliance on US security guarantees, the bloc has struggled to establish itself as a geopolitical powerhouse. However, 2025 might be the year when the EU finally asserts its independence.

A European army, once dismissed as fantasy, is now a serious discussion point. With growing tensions in Ukraine and an unpredictable US foreign policy, European leaders realize that depending on NATO may no longer be a viable long-term strategy. If the EU successfully strengthens its defense and economic policies, it could emerge as a stabilizing force in an increasingly volatile world.

Russia:

## A Resurgent Power or a Fading Force?

Despite heavy Western sanctions, Russia remains a formidable force on the global stage. The war in Ukraine has not crippled its economy as many predicted. Instead, Russia has pivoted towards China, India, and the Global South, bypassing Western restrictions through alternative financial systems and trade routes.

With its vast energy reserves, military might, and strategic alliances, Russia continues to play a decisive role in global geopolitics. However, whether it can sustain its influence long-term will depend on its ability to navigate internal political pressures and economic constraints.

## What Comes Next?

2025 is not just another year—it is a turning point. The world is no longer driven by a single superpower but by an intricate web of alliances, economic shifts, and geopolitical strategies.

As BRICS+ gains momentum, China strengthens its grip, the US fights to maintain its dominance, and Europe seeks its own path, one thing is certain: the global balance of power is changing, and the world as we knew it will never be the same.

Article **END**



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**Integrative Medicine:**

# MISTLETOE: Healing Plant Of Cancer Therapy

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

**I**n a previous Edition, we described mistletoe (Isorel) as an example of a complementary remedy in integrative oncology. But what exactly is so particular about the mistletoe and its effect on individuals with Cancer?

## Since When Has Mistletoe Been Used In Oncology?

Traditional natural medicine uses mistletoe as a tea to treat heavy menstrual bleeding and as a blood pressure-lowering agent. Mistletoe has been included in the homeopathic pharmacopeia since 1850. Starting in 1917, mistletoe was introduced as an injectable Cancer remedy by Dr. Ita Wegman, a gynecologist practicing in Zurich. It was the guidance of Rudolf Steiner, who identified the connection between mistletoe and Cancer with his empirical spiritual science, that led her to the use of this medicine.

## The Botany And Biology Of Mistletoe

“Nothing about this plant is normal” – this is how renowned botanist Carl von Tubeuf summarized his encounter with mistletoe. Unlike typical plants that root in soil, mistletoe anchors itself to a host tree through an extraordinary evergreen structure known as a sinker, thereby connecting with the tree's flow of minerals and fluids. Especially in Spring, before the tree lets out its leaves, mistletoe absorbs a great deal from its host tree. As it is evergreen, mistletoe clearly conducts its own photosynthesis. This distinguishes it as semi-parasitic as the tree also benefits from its presence.

What is of the most striking significance, however, is the mistletoe's freedom from the normal cycle of plant development throughout the year. Almost all of its developmental rhythms run counter to those of other plants. For example, mistletoe blooms and fruits in Winter, and its most vigorous growth occurs when the vegetative growth of other plants is dormant or invisible.

It grows at a remarkably slow rate, while in its structural development, remaining simple and primitive, even youthful. Each year, this plant develops a stem, a pair of leaves and three buds for the following growth cycle and flowering. The first flowers appear after five to seven years in the Winter, accompanied by white berries. These berries also have a unique feature. Without a dense outer shell, the embryo inside remains constantly exposed to light. If this relationship to light is lost, the seedling loses its vitality and dies. The seeds of most other plants are completely different, often spending months hidden within a thick, opaque shell in the soil.

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

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

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

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

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Integrative Medicine:

## **MISTLETOE:** Healing Plant Of Cancer Therapy

The berries are spread by the mistle thrush and the blackcap in Spring and Summer. This makes mistletoe dependent not only on trees but also on animals. Mistletoe is also a dioecious plant, with male pollen being transferred by insects to the female mistletoe in the Spring.

### **All Plants Expand Between Heaven And Earth**

Almost all plant development unfolds spatially from earth towards heaven but mistletoe only does so in its initial growth cycles. From the third to fifth year onward, it develops instead, a unique, round shape. The sinker in the branch then becomes a center, out of which grows a sphere. Every detail expresses the special formative powers at work within the plant.

We find here "the profile of an eccentric". Mistletoe does not grow on the earth nor does it orient itself to the centers of the earth or sun. It remains always in a primitive form, while independent from seasonal rhythms, blooming and bearing its fruit in Winter. It accelerates or delays developmental stages and the embryo in the berry must remain continually exposed to light. All these phenomena paint the picture of an extraordinary plant character. Even the ordinary person may receive an impression of the unique substances and forces contained in the mistletoe, that may then support the patient through the Cancer illness.

#### Pharmacological Effects

Numerous preclinical and clinical studies have demonstrated a wide range of effects. Components of mistletoe selectively inhibit and destroy tumor cell growth (cytotoxic, cytolytic effects). The natural cell death process, which seems to be disrupted in malignant tumor cells, can be restored through mistletoe lectins - a special substance found in mistletoe.

When used during chemotherapy, mistletoe exhibits protective effects on the DNA of specific white blood cells that are crucial for defense against tumors. It is well documented that both specific and nonspecific immune systems are stimulated by it. Mistletoe also possesses significant antioxidant capacity.

### **The Effects Of Mistletoe On Individuals With Cancer**

Both in diagnosing and evaluating the efficacy of therapies, integrative oncology focuses on the whole person. In practice, it proves useful to look through four levels of understanding.

Level One:

#### **Material Findings**

This level encompasses measurable facts and observable phenomena such as body weight, blood counts, X-rays, MRI scans, microbiological diagnostics, genetic tests and more. Conventional medicine has made very impressive advances in this area, using various study designs to define and evaluate even complex phenomena.

On this level, mistletoe demonstrates changes in blood counts, revealing its immune-stimulating and immunomodulatory properties. Its strong efficacy can also be observed in improved quality of life and relief from tumor fatigue. These effects are scientifically well-documented and evident at all stages of Cancer, especially when combined with chemotherapy to reduce side effects.

Recent data suggests a potential for prolonged survival when mistletoe is combined with standard therapies, including modern biologics. All evidence indicates there are no negative interactions with standard therapies. In fact, there may even be synergies with conventional treatments. Safety data describes mistletoe therapy as very safe with minimal side effects.

Level Two:

#### **Vitality And Well-Being**

The second level pertains to the patient's sense of

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Integrative Medicine:

## **MISTLETOE:** Healing Plant Of Cancer Therapy

vitality and well-being, which are crucial to health and recovery. This includes the subjective experience of physical strength, endurance, resilience in social interactions and cognitive abilities like memory and concentration. Cancer and conventional treatments place significant strain on this vitality, with tumor fatigue being particularly burdensome.

Mistletoe profoundly stimulates powers of life. This leads to increased overall vitality, physical strength, emotional fortitude, a greater appetite (often accompanied by weight gain), reduced fatigue, improvements in sleep patterns, as well as depth and a healthy warming of the body. It is common for Cancer patients to report feeling physically cold as a result of the tumor or conventional therapies. Mistletoe therapy raises core body temperature and restores the circadian rhythm of body temperature, significantly improving well-being. These effects can often be felt shortly after beginning mistletoe therapy.

Level Three:

### **Emotional And Psychological Experience**

The third level concerns the patient's emotional and psychological state - moods and feelings. Patients are burdened by more or less conscious fears, often existential in nature. Resignation, depression, helplessness and guilt are the psychological realities accompanying Cancer.

Mistletoe has a mild antidepressant effect. It is capable of restoring courage and fortitude, empowering patients to look ahead. It fosters inner emotional resilience to confront the disease, to not give up and to continue fighting. At higher doses, mistletoe has a pain-relieving effect, which can effectively support palliative care.

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Level Four:

### **The Sense Of Self And Autonomy**

The fourth level relates to the experience and activity of the self, the 'I' - the very center of the individuality that only the person can transform. No external influence can reach this sacred sanctum, although it may be supported from outside. Mistletoe serves as a valuable companion in this regard, leading patients to rediscover the path and missing melody of their life.

This therapy can enhance autonomy and self-determination. It opens new perspectives and allows patients to explore existential questions, including the meaning of their illness. Vaclav Havel, the former President of the Czech Republic who suffered from Cancer, once said: "Hope is not the conviction that something will turn out well but the certainty that something makes sense, no matter how it turns out."

### **Conclusion**

Integrative oncology benefits greatly from tools like mistletoe therapy. While mistletoe is not a 'miracle cure' - nor does it claim to be - it is a powerful and significant companion throughout the Cancer journey.

Every Cancer patient could benefit from mistletoe therapy, which provides invaluable support in a disease that fundamentally threatens physical, emotional and spiritual well-being like no other.

Article **END**





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A nighttime photograph of a city skyline, likely Dubai, featuring several illuminated skyscrapers. The Burj Khalifa is prominent on the right, lit in a warm orange-red glow. Other buildings are lit in various colors like blue, yellow, and white. The lights reflect on the dark water in the foreground.

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Exclusive Interview

# SHEIKH DR. MOI JABOR AL

## Leading With Wisdom,

Exclusive Interview, Global Trends Magazine, 25<sup>th</sup> Edition 2025



**M  
HAMED  
-THANI**

**Building For The Future**



## SHEIKH DR. MOHAMED JABOR AL-THANI

Leading With Wisdom, Building For The Future

Q

atari Sheikh Dr. Mohamed Jabor Al Thani might be one of the most respected business figures in many quarters, however, his integrity, humility and drive to impact humanity positively may very well be just three of his prominent traits.

Recently appointed as the Delegate for Qatar at the Global Chamber of Business Leaders (GCBL) - the managing entity of the GTM Media Group, which runs the Global Trends Magazine - what is he looking forward to the most in this new role?

Said Sheikh Dr. Mohamed, "Being appointed as the Delegate for Qatar at the Global Chamber of Business Leaders (GCBL) is both an honor and a tremendous opportunity. In this role, I am eagerly looking forward to fostering stronger international business relationships that will benefit not only Qatar but also our global partners. The GCBL is a platform where innovation meets collaboration and it is my goal to leverage this environment to drive economic growth and sustainability.

*One of the most exciting aspects of this position is the chance to advocate for Qatari businesses on a global stage. By highlighting our nation's unique strengths, such as our strategic location, robust infrastructure and commitment to sustainable development, we can attract new investments and partnerships that will further enhance our economic landscape.*

*Moreover, I am enthusiastic about engaging with fellow leaders from diverse industries around the world. This exchange of ideas will undoubtedly lead to groundbreaking initiatives that can address some of today's most pressing challenges. Whether it's through promoting green technologies or supporting digital transformation in traditional sectors,*



SHEIKH DR. **MOHAMED  
JABOR AL-THANI**

there are countless opportunities for impactful collaboration. Ultimately, my aim as a Delegate is to ensure that Qatar plays a pivotal role in shaping the future of global business practices

“

**Recreational visitors should definitely experience a desert safari with dune bashing, sandboarding and a traditional Bedouin camp experience.”**

- practices that are inclusive, innovative and geared towards long-term prosperity for all stakeholders involved.”

Of course, his native land has instilled in him much pride. Whether recreational or business-wise, what is something that he would recommend for when visiting Qatar?

“Recreational visitors should definitely experience a desert safari with dune bashing, sandboarding and a traditional Bedouin camp experience. It's a unique and exhilarating way to experience the natural beauty of Qatar. For business travelers, I recommend visiting the Museum of Islamic Art. It's a stunning architectural masterpiece with a world-class collection of Islamic art. It's a great place to learn about the rich history and culture of the region and it's also a perfect setting for networking and informal meetings.”

Sheikh Dr. Mohamed is the General Manager of Aljabor Group Holding and is a certified Facilitator for Everything DiSC and Five Behaviors programs. One with vast experience in strategic planning, project coordination and leadership roles within the Ministry of Municipal Affairs and Agriculture, he is quite skilled at steering organizations towards sustainable growth and has chaired numerous Boards.

With a wealth of leadership experience, how does he view the now trending inclination towards Creative Leadership?

He stated, *“Creative leadership encourages innovation and fosters an environment where team members feel empowered to think outside the box. It moves away from traditional hierarchical structures and embraces a more collaborative approach, where ideas can flow freely and solutions are co-created. This shift is crucial in responding to complex challenges that require agility and adaptability.*

*Moreover, creative leaders inspire their teams by setting a vision that aligns with both personal and organizational goals. They cultivate an atmosphere of trust and openness, enabling employees to experiment without fear of failure. This not only boosts morale but also*

*objectives - a balance that ultimately leads to sustainable success in today's dynamic market environment.”*

The trajectory of organizational leadership has evolved significantly and is continuing its rhythm. Talent acquisition practices and criteria, day-to-day management and work cultures are being newly defined. To the leaders who are reluctant to ‘move with the times’, what advice would he give to them?

“In today's rapidly changing business landscape, the trajectory of organizational leadership has undergone a profound transformation. (The aforementioned) are being



*drives productivity as team members feel valued for their contributions. Incorporating creative leadership into your management style can lead to significant competitive advantages. It allows organizations to stay ahead of industry trends by fostering continuous learning and development. This ensures that companies are not just reacting to change but actively shaping it. Overall, embracing creative leadership is about nurturing potential at every level within the organization. It's about creating pathways for innovation while maintaining focus on strategic*

*redefined to meet the demands of a dynamic workforce and an increasingly globalized market. For leaders who find themselves hesitant to embrace these changes, it's crucial to recognize that adaptability is no longer optional - it's essential for survival and success.*

*Consider the evolving criteria for talent acquisition. The traditional focus on resumès and credentials is giving way to a more holistic approach that values diverse skill sets, cultural fit and potential for growth. Leaders should prioritize agility in their hiring processes by*



Sheikh Dr. Mohamed Jabor Al.Thani, Leaders Summit, Doha

SHEIKH DR. MOHAMED  
JABOR AL-THANI

*embracing technology-driven tools that streamline recruitment and identify candidates who bring fresh perspectives. Leaders should encourage open communication channels where ideas can flow freely across all levels of the organization.*

*By cultivating a culture of trust and empowerment, leaders can inspire their teams to take initiative and drive results. Embracing remote work options or hybrid models can enhance productivity while also attracting top talent who value autonomy."*

He has learned many lessons over time and shared three pivotal lessons from his experience in Municipal Affairs that he still carries with him today.

*"During my journey in Municipal Affairs, I encountered numerous experiences that shaped both my career and personal life. Three pivotal lessons stand out, each contributing significantly to my growth. Firstly, the importance of effective communication cannot*

“

**Leaders should prioritize agility in their hiring processes by embracing technology-driven tools that streamline recruitment and identify candidates who bring fresh perspectives."**

*be overstated. Clear and open channels of communication are essential for fostering collaboration and ensuring that projects move forward smoothly. The ability to convey information transparently ensures alignment and builds trust.*

*Secondly, adaptability emerged as a crucial skill.*



Sheikh Dr. Mohamed Jabor Al.Thani, Leaders Summit, Doha

SHEIKH DR. **MOHAMED  
JABOR AL-THANI**

*Embracing change rather than resisting it allowed me to thrive in an environment where unpredictability was the norm. Lastly, I learned the power of civic engagement and community involvement can influence decision-making (and) underlines the importance of inclusivity in governance processes.*

*This lesson has reinforced my commitment to advocating for participatory practices in all areas of life."*

Reiterating his desire for togetherness regardless of creed or race, Sheikh Dr. Mohamed said, "Imagine a world where every individual commits to understanding before judging, where compassion overrides prejudice."

Article **END**

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**The ability to convey information transparently ensures alignment and builds trust."**



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THE FUTURE OF THE GLOBAL ECO

# COLLA TRANSFOR

Global Economic Future, Global Trends Magazine, 25<sup>th</sup> Edition 2025

A post-apocalyptic cityscape with a glowing red path leading through rubble towards a sign that says "HOTEL". The sky is a hazy, yellowish-green, and the ground is covered in debris and twisted metal. The overall atmosphere is one of desolation and mystery.

NOMY:

# APSE OR RMATION?



## The Future of The Global Economy

# COLLAPSE OR TRANSFORMATION?

**T**he global economy stands at a crossroads, facing unprecedented challenges that could lead to either its collapse or a radical transformation. From inflation and supply chain disruptions to technological revolutions and shifting power dynamics, the world's economic future is anything but certain. Will we witness the decline of traditional economic models, or are we on the brink of a new era of prosperity driven by innovation and adaptability?

### The Looming Threats to Economic Stability

Despite optimistic projections by some financial institutions, several major risks threaten the stability of the global economy.

#### 1. Inflation and the Cost-of-Living Crisis

- Global inflation remains a persistent issue, driven by rising energy costs, supply chain bottlenecks, and excessive government stimulus during the pandemic.

- Central banks have raised interest rates to combat inflation, but higher borrowing costs threaten to push economies into recession.

- Wage growth has failed to keep pace with rising prices, exacerbating inequality and leading to social unrest in many nations.

#### 2. The Energy Crisis and Resource Scarcity

- The transition to renewable energy is necessary but remains incomplete. Fossil fuels still dominate global energy consumption, creating supply and price volatility.

- Geopolitical conflicts, such as the war in Ukraine, have disrupted energy markets, further driving up costs for businesses and consumers alike.

- Rare earth metals, critical for green technologies, are controlled by a handful of nations, creating new dependencies and vulnerabilities.



### 3. Supply Chain Disruptions and De-globalization

- The COVID-19 pandemic and geopolitical tensions have exposed the fragility of global supply chains.
- Companies are increasingly reshoring production or diversifying suppliers to reduce reliance on specific regions, leading to higher costs but greater resilience.
- The rise of economic nationalism and protectionist policies is accelerating de-globalization, potentially leading to higher inflation and reduced global trade.

### The Forces Driving Economic Transformation

Despite these threats, powerful forces are reshaping the global economy, offering opportunities for adaptation and growth.

#### 1. The Digital Economy and Artificial Intelligence

- AI and automation are revolutionizing industries, from finance to healthcare, increasing efficiency but also displacing traditional jobs.
- Blockchain and decentralized finance (DeFi) are

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**Governments and corporations are investing trillions in clean energy, electric vehicles, and sustainable infrastructure.”**

challenging traditional banking models, promising greater financial inclusion and transparency.

- The metaverse and virtual economies are creating new markets and revenue streams, blurring the lines between the physical and digital worlds.

#### 2. Green Innovation and the Sustainable Economy

- Governments and corporations are investing trillions in clean energy, electric vehicles, and sustainable infrastructure.



- Carbon markets and ESG (Environmental, Social, and Governance) investing are reshaping corporate strategies and capital allocation.
- The circular economy, emphasizing recycling and reusability, is gaining traction as a means of reducing waste and resource dependency.

### 3. The Shift to a Multipolar Economic Order

- The dominance of the U.S. dollar in global trade is being challenged by alternative currencies and digital assets.
- China, India, and other emerging markets are playing an increasingly influential role in global economic governance.
- Regional trade alliances, such as the RCEP in Asia and the African Continental Free Trade Area, are redefining economic relationships and reducing dependence on Western markets.

The Road Ahead:

## Collapse or Resilience?

The global economy's trajectory will depend on how nations and businesses navigate these complex dynamics.

### • Scenario 1:

**Economic Collapse** – If inflation remains uncontrollable, supply chains fail to recover, and

geopolitical tensions escalate, we could see a prolonged global recession, widespread bankruptcies, and growing social unrest.

### • Scenario 2:

**Managed Decline** – Governments and central banks may manage economic instability through interventionist policies, but growth could stagnate, leading to a prolonged period of low innovation and high inequality.

### • Scenario 3:

**Economic Renaissance** – If technological advancements, green innovation, and new economic models succeed, we could witness a period of unprecedented prosperity, where digital and sustainable economies drive growth and resilience.

### Conclusion

The future of the global economy is uncertain, but one thing is clear: we are at a defining moment. The decisions made today—by policymakers, businesses, and consumers—will shape the world of tomorrow.

Whether we face collapse or transformation will depend on our ability to adapt, innovate, and rethink the economic models that have governed the past century. The only certainty is change, and those who embrace it will lead the way into the future.

Article **END**



Visionary White Paper:

# WOMEN AND THE ROAD After Prison

Joseph R. Cullen, GTM Columnist

**P**ost-incarceration periods, as challenging as they might be, do have stories of strength and perseverance.

Reentering society after incarceration is an uphill battle for anyone but for women, the challenges are often more complex. Housing insecurity, employment barriers, family reunification, mental health struggles and social stigma all contribute to the difficulty of reintegration (Prison Policy Initiative, 2021). Women face additional hardships related to past trauma, caregiving responsibilities and systemic discrimination. Despite these challenges, many formerly incarcerated women overcome adversity and build successful lives.

Two such women, Sara Citroni and Ameena DeRamos, have demonstrated remarkable resilience in their reentry journeys. Their stories highlight both the barriers women face and the possibilities for success when provided with the right support.

## Sara Citroni: Overcoming The Weight Of The Past

Sara Citroni spent 30 years in prison after a series of life-altering decisions led her down a dark path. As a teenager, she was a strong student and athlete. However, when she was 17, the death of her mother from Cancer sent her into a spiral of grief. She began spending time with a different crowd and got involved in a dangerous situation with an older man. Believing she was helping him, she lied about the circumstances of a crime, not grasping the consequences.

Sara accepted a plea deal that sentenced her to two juvenile life sentences. Shortly after, the State changed its laws, redefining life sentences as permanent. Despite these setbacks, she remained determined to improve herself. Access to online college courses allowed her to pursue higher education while incarcerated. She became deeply involved in the Second Chancers program, where she connected with mentors and she participated in the PREPARE for Parole and Reentry program.

Prison was not an easy place for Sara. She experienced firsthand the mistreatment of incarcerated women, including inadequate health and hygiene resources, exploitative wages for prison labor and the constant threat of intimidation. Nevertheless, she persevered. When a juvenile restoration Bill passed, giving individuals sentenced as minors a chance at parole hearings, even the original Prosecutor in her case advocated for her release.

Upon release, she was required to live in transitional housing, which she initially resisted but later found invaluable. After 30 years, even

### Joseph R. Cullen (Joe)

Author | Entrepreneur | Social Activist

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

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

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

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

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

**VISIONARY** WHITE PAPER



Visionary White Paper:

## **WOMEN AND THE ROAD**

### After Prison

basic activities like using a cellphone or driving were foreign to her. She recalled how, during her first few days in transitional housing, she only took an orange from the kitchen because it was the only item she had been allowed to keep in her cell.

Today, Sara is dedicated to helping other women navigate reentry. She works for the PREPARE organization, providing post-release support to formerly incarcerated women.

#### **Ameena DeRamous: Advocating For Change**

Ameena DeRamous, a U.S. Army veteran, was incarcerated at the age of 40. While she considers herself fortunate to have gone to prison as a mature adult, her experience was still marked by abuse, intimidation and discrimination, particularly because of her Muslim faith. She described the prison environment as highly oppressive, with guards treating their authority with near-militant control.

Unlike many inmates, Ameena was not willing to stay silent about injustices. If she witnessed mistreatment, she documented it and filed reports, advocating for herself and others. Her dedication to holding prison staff accountable made her a target for subtle and overt retaliation. One of the most egregious examples of this came on the day of her release.

Despite State regulations allowing her to wear her hijab for an identification photo, the correctional officers refused to take her picture unless she removed it. She had worn her hijab every day for 14 years, yet they attempted to strip her of her religious freedom at the final moment of her incarceration.

Fortunately, Ameena's veteran status allowed her to participate in the Maryland Center for Veteran Education and Training (MCVET) program. MCVET provided her with wraparound services, including housing and workforce training, helping her transition into society more smoothly than many others.

#### **VISIONARY** WHITE PAPER



Ameena now works as a Workforce Development Coordinator for AMVETS, where she helps other veterans rebuild their lives. Her passion for justice has not wavered; she actively supports efforts to incorporate restorative justice into communities.

In addition, she has launched a mentorship program for young women whose mothers are incarcerated, helping them find stability and support in the absence of their primary caregivers. Her long-term goal is to establish a nonprofit that offers inclusive reentry services for all women, modeled after the comprehensive support she received through MCVET.

#### **The Road To A More Just System**

Sara and Ameena's stories illustrate both the struggles and triumphs of women reentering society. They highlight systemic issues such as employment discrimination, lack of housing and the emotional toll of adjusting to freedom. Their success demonstrates the power of education, mentorship and community support in breaking the cycle of recidivism.

Programs like PREPARE and MCVET are essential to ensuring that women leaving prison have the resources to rebuild their lives. Policy reforms must eliminate barriers to employment, education and housing while holding institutions accountable for mistreating incarcerated women.

Reentry should not be a punishment, in and of itself. It should be an opportunity for redemption and contribution to society. Women like Sara and Ameena prove that, with the right support, formerly incarcerated women can reintegrate successfully and become powerful advocates for change.

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# WHAT LIES AHEAD In 2025?

Investment Trends, Global Trends Magazine, 25<sup>th</sup> Edition 2025

**F**inancial markets are undergoing one of the most volatile periods in modern history. The aftershocks of the COVID-19 pandemic, rapid interest rate hikes, geopolitical conflicts, de-dollarization efforts, and an increasingly fragmented global economy are redefining investment strategies. Investors are grappling with shifting paradigms: Is this the beginning of a global recession or the dawn of a new bull market driven by AI, green technology, and emerging economies? With inflation still a concern and central banks adjusting their policies, understanding the forces shaping financial markets in 2025 is more crucial than ever.

The Era of High Interest Rates:

## How Long Will It Last?

After a decade of near-zero interest rates, the U.S. Federal Reserve, European Central Bank, and other major institutions initiated aggressive rate hikes to combat inflation. While inflation has somewhat cooled, central banks remain cautious, balancing economic growth with price stability.

- **Federal Reserve Policy:**

Will Jerome Powell continue his hawkish stance, or will the Fed pivot toward rate cuts in 2025?

- **Global Debt Crisis:**

Higher rates have put immense pressure on emerging markets, increasing sovereign debt risks, especially in Latin America and Africa.

- **Housing Markets:**

Rising mortgage rates have slowed down real estate markets in the U.S. and Europe. Is a housing crash imminent, or will prices stabilize?

Stock Market Outlook:

## A New Bull Market or a Mirage?

Despite economic turbulence, stock markets have remained resilient, largely due to the AI boom and the rise of the "Magnificent Seven" tech giants (Apple, Microsoft, Alphabet, Amazon, Nvidia, Tesla, and Meta). However, concerns remain about overvaluation and potential corrections.

- **Tech Stocks:**

AI investments have fueled a rally, but are we in another dot-com-style bubble?

- **Energy Sector:**

Fossil fuels are still dominant despite green energy transitions. What does this mean for oil stocks?

- **Emerging Markets:**

India, Southeast Asia, and Latin America are becoming new investment hotspots. Can they sustain this momentum?

Cryptocurrency:

## Revival or Regulation-Induced Collapse?

Bitcoin and Ethereum have rebounded from their 2022 lows, with institutional adoption increasing. However, global regulatory pressures, such as the SEC's crackdown on Binance and Coinbase, pose significant risks.

- **Bitcoin ETFs:**

Institutional investment has brought legitimacy to crypto, but will it last?

- **Central Bank Digital Currencies (CBDCs):**

Nations like China are pushing digital yuan adoption, while the EU and U.S. explore digital currencies. Will CBDCs replace crypto or coexist?

## De-Dollarization and the Rise of Alternative Currencies

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***While inflation has somewhat cooled, central banks remain cautious, balancing economic growth with price stability.”***

The U.S. dollar's dominance is being challenged like never before while Russia, BRICS nations, led by China are actively working to reduce dependency on the dollar in global trade.

- **Yuan and Euro's Role:**

China has aggressively pushed for yuan-denominated oil and commodity trade. Meanwhile, the euro remains the second-most-used reserve currency.

- **Gold Resurgence:**

Central banks, especially in Asia, are stockpiling gold. Is this a sign of declining confidence in fiat currencies?

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Our Division  
is **WAR**



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- **The Future of SWIFT:**

Russia and China are developing alternative financial messaging systems to bypass Western sanctions. Will this fragment the global financial system?

Investment Strategies for 2025:

## What Should Investors Do?

With global markets in flux, traditional investment strategies need to adapt. Key strategies for investors include:

### 1. Diversification Across Sectors:

AI, biotech, and renewable energy are high-growth sectors, but traditional commodities remain crucial.

### 2. Focus on Hard Assets:

Real estate, gold, and commodities provide stability in times of uncertainty.

### 3. Emerging Markets Exposure:

India, Indonesia, and Brazil are rapidly growing economies with massive investment potential.

### 4. Risk Management:

Hedging strategies, such as options trading and defensive stocks, will be essential as volatility persists.

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***While economic uncertainty looms, opportunities abound for those who understand the shifting landscape.”***

Conclusion

## The Future of Finance in an Uncertain World

The financial world is at a crossroads. While economic uncertainty looms, opportunities abound for those who understand the shifting landscape. Interest rates, technological innovations, global trade realignments, and geopolitical tensions will define financial markets in 2025 and beyond.

Investors who stay informed and adaptable will be the ones who thrive in this new economic era.

Article **END**

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**Act Now And Join Us - Peace Needs You!**

ONLY UNITED WE CAN STAND FOR PEACE



Presidential Column:

# A MIGRATION Policy

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

All States, exercising their sovereignty, have the right to accept or reject individuals from other countries within their territory. This right is not up for debate. However, history and tradition also teach us that many nations were grown thanks to the arrival of people from diverse regions who became part of the territory that constitutes a country.

A clear example of this is the United States of America. Following its independence and throughout its history, it has welcomed millions of people from all around the world, fostering its growth and contributing to the wealth it proudly showcases. This integration and blending of cultures have resulted in a nation often seen as the ideal space for pursuing opportunities, achieving economic prosperity, realizing dreams and building families that become part of the American identity.

With this in mind, it is worth reflecting that, in recent decades, a fundamental component of the United States has been the influx of Latin Americans, who are undeniably part of the broader definition of the Americas. This geographical and cultural connection has facilitated both migration and integration.

The crises in our countries, some of them deep and ongoing, have made emigration a daily reality for many, as they seek in the United States, the opportunities that their nations may not have provided. However, and this is the core of my argument, the United States has also benefitted from the contributions of migrants, not only through their labor force but also through their creativity, talent and purchasing power, which stimulate the economy and contribute to its prosperity.

Another important aspect of this migration is the capacity to generate economic resources, including through taxation. Latinos pay taxes, buy homes and vehicles, attend universities, are outstanding as professionals in various fields and help mitigate the effects of an aging population, given that the Latino demographic in the U.S. is predominantly young.

For these reasons, we must question the actions of the current U.S. administration, which is deporting migrants to their countries of origin without considering the economic turmoil this could create within its borders. These measures also strain relations with other countries and continents.

A genuine reflection on these issues is necessary. Those who take the time to analyze them, may find themselves surprised by the significant contributions that Latin American migrants make to the United States.

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

Presidential COLUMN



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AI And The Future Of Work

# REVOLUTION CATASTROPHIC

Future Work, Global Trends Magazine, 25<sup>th</sup> Edition 2025



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ROPHE?**



**REVOLUTION** OR  
**CATASTROPHE?**

# AI AND THE FUTURE OF WORK

Future Work, Global Trends Magazine, 25<sup>th</sup> Edition 2025

**T**he global workforce is undergoing a seismic shift as artificial intelligence and automation redefine traditional job structures. From factory floors to corporate boardrooms, AI is revolutionizing industries, raising critical questions about the future of work. While some see AI as a catalyst for economic growth and innovation, others warn of massive job displacement and widening inequalities.

The key challenge ahead is how businesses, governments, and workers can navigate this transformation to ensure a future where technology augments human potential rather than replacing it.

The impact of AI on the workforce is already visible across multiple sectors. In manufacturing, autonomous robots powered by machine learning are replacing human workers in assembly lines, reducing costs and increasing efficiency. In logistics, AI-driven supply chain optimization and warehouse automation are minimizing human involvement in inventory management and distribution.

The finance industry has seen a rise in AI-powered fraud detection, algorithmic trading, and robo-advisors, transforming traditional banking roles.

Even creative industries are not immune—AI-generated content, deep learning-powered design tools, and automated music composition are challenging the boundaries of human creativity.

The automation of repetitive tasks is leading to significant job displacement, particularly in roles that require routine cognitive or physical work. A study by McKinsey Global Institute predicts that up to 800 million jobs could be lost to automation by 2030, affecting workers in industries such as retail, transportation, and customer service. Truck drivers, cashiers, and call center agents are among the professions most at risk. However, while AI eliminates certain jobs, it also creates new opportunities.

The demand for AI specialists, data scientists, cybersecurity experts, and human-AI collaboration

roles is growing exponentially. The challenge is ensuring that workers acquire the necessary skills to transition into these new fields.

The shifting labor market demands a rethinking of education and workforce development. Traditional education systems are ill-equipped to keep pace with the rapid advancements in AI.

Governments and institutions must prioritize STEM (Science, Technology, Engineering, and Mathematics) education, coding skills, and AI literacy to prepare the next generation for the future job market. Furthermore, reskilling and upskilling programs for existing workers must become a priority, enabling professionals to transition into roles that require human judgment, creativity, and emotional intelligence—areas where AI still struggles to match human capabilities.

While AI has the potential to drive economic growth and productivity, it also exacerbates income inequality. As high-skilled workers benefit from AI augmentation, low-skilled workers face greater risks of unemployment. The concentration of AI development and deployment in the hands of a few technology giants raises concerns about wealth distribution and the monopolization of economic power. Policymakers must consider implementing regulations, such as AI taxation or universal basic income, to ensure that the benefits of automation are equitably distributed across society.



**A study by McKinsey Global Institute predicts that up to 800 million jobs could be lost to automation by 2030.”**

The ethical implications of AI in the workplace cannot be overlooked. Algorithmic bias, worker surveillance, and the erosion of privacy are growing concerns. AI-driven hiring processes, for example, have been criticized for reinforcing racial and gender biases. Additionally, the increased use of AI-powered monitoring systems in workplaces raises questions about employee autonomy and mental well-being. Striking a balance between



efficiency and ethical considerations will be crucial in shaping the future of work.

The AI revolution is here, and its impact on the workforce is irreversible. The question is not whether AI will replace jobs, but rather how society will adapt to this transformation.

Governments, businesses, and workers must embrace proactive strategies to ensure that AI serves as an enabler of progress rather than a force of disruption. The future of work will belong to those who can harness AI's capabilities while preserving the uniquely human elements of innovation, collaboration, and adaptability.

The decisions made today will determine whether AI leads to a more prosperous and inclusive future or deepens societal divides.

**Conclusion**

As we stand at the crossroads of technological transformation, the future of work depends on our ability to adapt and innovate. AI presents an unprecedented opportunity to enhance productivity, create new industries, and improve quality of life.

However, if left unchecked, it also poses significant risks to job security, economic stability, and social equity. The challenge is to harness AI's potential while mitigating its adverse effects. Governments



***The future of work will belong to those who can harness AI's capabilities while preserving the uniquely human elements of innovation, collaboration, and adaptability.***

must implement policies that foster workforce resilience, businesses must invest in employee retraining, and workers themselves must embrace continuous learning.

Only through collective action can we ensure that AI serves as a tool for progress, rather than a catalyst for disruption. The future is not predetermined—it is shaped by the choices we make today.

Article **END**

The advertisement features a dark red background. On the left, there is a large image of Warren Buffett holding a smartphone displaying the cover of Global Trends Magazine. The cover shows Buffett with the headline 'EXCELLENCE in Investment' and the tagline 'Where trends are born, not followed'. To the right of the image is a white box with the 'GTM' logo in bold black letters. Further right, the text 'Unlock Global Reach' is written in a light green, sans-serif font. At the bottom right, there is a white box containing the 'GTM' logo, the word 'ADVERTISEMENT', and the website 'GTM@gc-bl.org'. Below this are social media icons for LinkedIn, Facebook, Instagram, and Twitter.



The Currency Of Change:

# LEGACY OF TENACITY, Future Of Equality

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

**W**omen in business epitomize the building of a legacy of toughness and securing a future that is immersed in equality.

Women have, with creativity, tenacity and relentless courage, stitched the fabric of advancement throughout the annals of time. From the laboratories where Marie Curie unraveled the mysteries of radioactivity to the boardrooms where modern leaders redefine the contours of global commerce, women have shaped the world as we know it. Notwithstanding their undeniable influence, the corridors of power still carry the marks of exclusion.

Economic equality is not achieved in declarations but in the silent battles of women negotiating systems not meant for them. Women still occupy less than 40% of top positions around the world, and although the gender pay gap is reducing, it still silently steals their work. While the entrepreneurial world is sometimes lauded as a realm of limitless possibilities, female-run businesses are given just 3% of total venture funding, still depriving capital.

Furthermore, an indication of the unrealized potential of equality, these numbers are not just numbers. During this month of International Women's Day, we are asked to not just honor women's successes but to consider the undone labor.

History could change. It is formed by people who dare to envision and bring about a more equitable society. The business sector must, therefore, take responsibility for breaking down obstacles and creating an atmosphere where women not only engage but also excel.

True improvement calls for more than mere symbolic actions. Organizations need to provide areas where women can be in charge, where equal pay is not an aim but a basis, and where workplace safety and respect are indefeasible privileges.

The future of business and technology will not fully come without women's complete engagement and support. The erasure of female pioneers must end; investment in women in STEM, leadership and entrepreneurship must become a matter of principle rather than exception.

Every contribution counts, whether in the creative arts, on the sports grounds or in the sometimes neglected field of caregiving. Besides corporate power, women affect economies via the unnoticed work that supports societies. They must be generally accepted.

History takes a long path and people who will not allow reality as it is have always driven the fight for equality. In this month of International Women's Day, let's not just commemorate history. We need to design the future. When women rise, economies thrive, societies settle and humanity itself approaches its utmost potential.

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

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

An accomplished author and speaker, Dr. De Oto holds advanced Degrees in Marketing and Corporate Management. She has received numerous awards, including the Medal of Peace, for her contributions to business leadership and sustainable development.

**THE CURRENCY** OF CHANGE





# ARE WE RUNNING Out Of Time?

Green Energy, Global Trends Magazine, 25<sup>th</sup> Edition 2025

**T**he global push for green energy is accelerating, but are we truly making progress, or is it all just an illusion? While solar and wind power continue to expand, fossil fuels still dominate global consumption. Meanwhile, geopolitical tensions over rare earth metals and nuclear energy's controversial resurgence add complexity to the transition. With time running out, the next five years will determine whether we achieve a sustainable future or face irreversible climate consequences.

## A Global Energy Crossroads

As the world barrels toward a climate tipping point, the energy sector is at the center of the battle for sustainability. The transition to green energy is no longer an option—it is an urgent necessity. Despite pledges from governments and corporations, are we truly moving fast enough to avoid catastrophe?

Renewables:

### The Illusion of Progress

Solar and wind power are experiencing exponential growth, but they still account for less than 15% of global energy consumption. Fossil fuels remain dominant, with oil, coal, and gas still fueling over 80% of the world's energy demand.

Battery storage and grid infrastructure are the Achilles' heel of renewable energy. Without major breakthroughs in energy storage and transmission, the dream of a 100% renewable world remains elusive.

### The Geopolitical Energy War

The transition to green energy is as much a political struggle as it is a technological challenge. Nations rich in rare earth metals—China, the Democratic Republic of Congo, and Chile—hold the keys to the future of battery technology and electric vehicle production. Meanwhile, oil-rich nations face economic instability as demand for fossil fuels slowly declines.

The competition for energy dominance is intensifying. The US, EU, and China are racing to



secure their energy independence, while developing nations risk being left behind in the transition. Will green energy create a more equitable world, or simply shift power from oil empires to rare-earth monopolies?

Nuclear Power:

### **Savior or Threat?**

As renewables struggle with scalability, nuclear energy is making a controversial comeback. Once demonized due to disasters like Chernobyl and Fukushima, modern nuclear technology offers cleaner and more efficient solutions. Countries like France, China, and even Japan are reinvesting in nuclear as a vital part of their carbon-neutral strategies.

But public skepticism remains high, and the risk of geopolitical conflicts over nuclear resources raises significant security concerns. Will nuclear be embraced as a necessary bridge to a sustainable future, or will fear and bureaucracy stall its expansion?

### **What's Next?**

If the world hopes to achieve net-zero emissions by 2050, radical shifts must happen now.

“

***The next five years will determine whether we successfully transition to a sustainable future or condemn future generations to climate disaster.”***

Governments need to stop making empty promises and start delivering concrete actions—massive investments in green infrastructure, aggressive carbon taxation, and global cooperation on clean energy innovations.

Time is running out. The next five years will determine whether we successfully transition to a sustainable future or condemn future generations to climate disaster.

The New Power Struggle

# ARTIFICIAL I AND GEO



# INTELLIGENCE POLITICS



The New Power Struggle

# ARTIFICIAL INTELLIGENCE And Geopolitics

**A**rtificial Intelligence (AI) is no longer just a technological innovation—it has become a geopolitical weapon. As nations race to dominate AI, its influence on global power structures, economic superiority, and military strategy is becoming increasingly evident. The AI arms race is not just about who develops the best algorithms, but about who controls the future of global decision-making, cybersecurity, and economic leverage. Will AI-driven nations dictate the new world order, or will it lead to an unprecedented cyber cold war?

*The AI Arms Race:*

## A New Dimension of Global Power

The competition for AI supremacy is reminiscent of past arms races, where technological superiority dictated geopolitical influence. The United States and China are leading the charge, pouring billions into AI research and development. The U.S., leveraging its dominance in software and semiconductor design, has focused on AI-driven military applications, cybersecurity, and commercial AI solutions. Meanwhile, China, with its aggressive AI policies and vast data resources, is rapidly emerging as a global leader, integrating AI into surveillance, military strategy, and economic planning.

Other nations, such as Russia, the European Union,

and India, are also investing heavily in AI. Russia prioritizes AI-powered military applications and cyber warfare, while the EU is focused on ethical AI and data privacy regulations. India, with its booming tech industry, aims to use AI to drive economic growth and technological self-sufficiency.

The disparity in AI development and deployment strategies underscores the shifting geopolitical landscape where technology dictates power.

## AI as a Tool of Economic Warfare

Beyond military applications, AI is a critical driver of economic power. Nations that dominate AI innovation and implementation gain significant advantages in productivity, trade, and global market influence. AI is fueling a new era of



economic warfare, where technological restrictions, data control, and algorithmic supremacy dictate global trade policies.

The United States has imposed strict export controls on semiconductor technologies to curb China's AI advancements, leading to retaliatory measures and escalating tensions. China's "Made in China 2025" initiative aims for technological independence, reducing reliance on Western technologies and fostering homegrown AI innovation.

Meanwhile, global supply chains are increasingly vulnerable to AI-driven disruptions, as automated decision-making systems optimize trade flows, sanction enforcement, and economic espionage.

## Surveillance, Privacy, and the AI Dystopia

AI's impact on geopolitics extends beyond warfare and economics—it is fundamentally reshaping governance and civil liberties. Governments worldwide are leveraging AI for mass surveillance, predictive policing, and social control.

China's extensive use of AI-powered facial recognition and citizen monitoring through its Social Credit System has drawn global scrutiny, setting a precedent for digital authoritarianism.

“

***The U.S., leveraging its dominance in software and semiconductor design, has focused on AI-driven military applications, cybersecurity, and commercial AI solutions.”***

Western nations, while advocating for privacy rights, are also expanding AI-driven surveillance programs under the guise of national security.

The balance between security and civil liberties is increasingly fragile, as governments justify AI surveillance in the name of counterterrorism and crime prevention. The risk of AI-driven oppression looms large, with potential misuse by authoritarian regimes and private corporations alike.



*Regulating AI:*

## The Struggle for Ethical and Legal Frameworks

As AI technology advances, the need for international regulations becomes increasingly urgent. The lack of a global AI governance framework has created an environment where technological powerhouses dictate the rules. The European Union has taken the lead in establishing AI regulations with its Artificial Intelligence Act, focusing on transparency, accountability, and ethical AI use.

However, enforcing AI ethics on a global scale remains a challenge. Countries with authoritarian regimes prioritize control over ethics, while corporate entities seek profit-driven AI development with minimal oversight. The question remains:

Can the world agree on a unified AI governance model before the technology outpaces regulation?

### Conclusion

AI is reshaping global power dynamics, creating new alliances, conflicts, and economic dependencies. The nations that control AI will dictate the future of warfare, governance, and

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***Countries with authoritarian regimes prioritize control over ethics, while corporate entities seek profit-driven AI development with minimal oversight.”***

economic influence. However, with great power comes great responsibility. The challenge for world leaders is to strike a balance between AI innovation and ethical considerations, ensuring that technological advancements serve humanity rather than deepen divisions.

As AI continues to evolve, the global order must adapt—before the technology dictates the terms of its own governance.

Article **END**



Ayurveda Column:

# DEPRESSION: *The* SILENT EPIDEMIC

Prasanta Das,  
Internationally Renowned Ayurveda Specialist

**D**epression has emerged as a pervasive epidemic, significantly impairing global productivity. This comprehensive article delves into the statistical impact of depression on workplace efficiency, explores current challenges in addressing this mental health crisis, evaluates existing solutions, and examines the potential benefits of integrating Ayurvedic principles with modern medical practices.

By synthesizing relevant data and scholarly publications, we aim to present a holistic perspective on combating depression to enhance both individual well-being and organizational performance.

## Introduction

Depression, often termed the “silent epidemic,” has infiltrated workplaces worldwide, leading to substantial declines in productivity and economic losses. Despite advancements in mental health awareness and treatment, depression remains a formidable challenge, affecting millions globally. This article seeks to illuminate the profound impact of depression on productivity, analyze the efficacy of current interventions, and explore how integrating Ayurvedic wisdom with contemporary medicine can offer a more holistic approach to mental health management.

## The Impact of Depression on Productivity: A Statistical Overview

Depression’s toll on productivity is both profound and quantifiable. Key statistics include:

**Global Economic Burden:** The World Health Organization (WHO) estimates that depression and anxiety result in the loss of 12 billion productive workdays annually, costing the global economy nearly US\$1 trillion each year (World Health Organization, 2020).

**Reduced Workplace Performance:** In the United States, unresolved depression accounts for a 35% reduction in productivity, leading to an annual loss of \$210.5 billion due to decreased performance, absenteeism, and medical expenses (Greenberg et al., 2015).

**Absenteeism and Presenteeism:** Employees with depression miss an average of 31.4 days per year. Additionally, 81% of lost productive time costs are attributed to reduced performance while at work, known as presenteeism (Stewart et al., 2003).

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

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**Ayurveda** COLUMN



# DEPRESSION: *The* SILENT EPIDEMIC

**Prevalence Among Workers:** A survey revealed that 84% of workers experienced at least one mental health challenge over the past year, with 71% reporting symptoms of stress (Mind Share Partners, 2021).

**Generational Impact:** Younger workers, particularly Gen Z and Millennials, are increasingly affected, with significant numbers taking more sick days due to mental health struggles such as burnout, anxiety, and depression (Deloitte, 2022).

## Current Challenges in Addressing Depression in the Workplace

Despite growing awareness, several challenges hinder effective management of depression in professional settings:

**Stigma:** Many employees hesitate to seek help due to fear of judgment or negative career implications, perpetuating a cycle of silence and untreated mental health issues (Corrigan et al., 2014).

**Insufficient Support Systems:** Limited access to mental health resources, high costs of care, and inadequate workplace support structures prevent employees from receiving necessary assistance (OECD, 2021).

**Economic Inactivity:** In regions like Middlesbrough, UK, economic inactivity due to long-term sickness, including mental health issues, has risen sharply, with over 29% of people aged 16-64 neither working nor seeking employment (Office for National Statistics, 2023).

**Burnout:** High levels of stress and burnout, especially among younger employees, lead to increased absenteeism and reduced productivity. In the financial services sector, 17% of UK staff exhibit severe burnout signs, costing



an average of £5,379 per employee annually (Deloitte, 2022).

## Evaluating Current Solutions and Their Efficacy

Various strategies have been implemented to combat workplace depression, with varying degrees of success:

**Employee Assistance Programs (EAPs):** Many organizations offer EAPs to provide confidential counseling and support services. However, utilization rates are often low due to stigma and lack of awareness (Attridge, 2019).

**Mental Health Training:** Training managers and staff to recognize and address mental health issues can foster a supportive environment, yet inconsistent implementation and varying quality limit effectiveness (LaMontagne et al., 2014).

**Flexible Work Arrangements:** Offering flexible schedules and remote work options can alleviate stress but may also blur work-life

Ayurveda Column:

# DEPRESSION: *The* SILENT EPIDEMIC

boundaries, potentially exacerbating mental health issues (Eurofound, 2020).

**Wellness Programs:** Initiatives promoting physical health, mindfulness, and stress reduction are beneficial but may not address the underlying causes of depression (Linnan et al., 2008).

“ **Depression is a critical global issue affecting productivity.**”

## Ayurveda’s Perspective on Depression

**Holistic Approach:** Ayurveda emphasizes the balance of body, mind, and spirit, considering depression as a result of imbalances in these areas (Patwardhan et al., 2010).

**Dosha Imbalance:** Depression is often linked to an imbalance in the Kapha dosha, leading to feelings of heaviness and lethargy (Sharma & Clark, 2012).

Case Studies Demonstrating the Efficacy of Ayurveda in Managing Depression.

**Ayurvedic Management of Major Depressive Disorder:** Case study demonstrating significant improvements in Hamilton Depression Rating Scale (HDRS) after Ayurvedic treatments (Telles et al., 2012).

**Ayurvedic Management of Moderate Depression:** Case study on Shirodhara therapy reducing depression symptoms (Rao et al., 2020).



## Conclusion

Depression is a critical global issue affecting productivity, economic growth, and individual well-being. While modern medical treatments provide essential solutions, integrating Ayurveda offers a holistic approach to managing depression by addressing both symptoms and underlying causes.

By combining traditional wisdom with contemporary medicine, a more comprehensive, personalized, and sustainable approach to mental health care can be achieved, ultimately benefiting individuals and organizations alike.

**Ayurveda** COLUMN



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The

# BIOTECH REVOLUTION

Biotech Revolution, Global Trends Magazine, 25<sup>th</sup> Edition 2025

**T**he 21st century is witnessing an unprecedented transformation in biotechnology. From gene editing and synthetic biology to personalized medicine and bioengineering, we are on the brink of a new era where science is no longer just about understanding life—it's about rewriting it. This revolution is not only reshaping healthcare but also redefining global power structures, ethics, and economic competitiveness. Who will control the future of biotech, and what are the consequences of tampering with the very fabric of life?

## The Rise of Gene Editing and CRISPR Technology

One of the most groundbreaking advancements in biotechnology is CRISPR-Cas9, a gene-editing tool that allows scientists to alter DNA with unprecedented precision.

This technology has already shown promise in treating genetic disorders like sickle cell anemia and cystic fibrosis. Scientists are now exploring CRISPR's potential to eradicate inherited diseases, enhance human abilities, and even reverse aging. However, the ethical implications of gene editing remain controversial.

The 2018 revelation of genetically edited babies in China sparked international outrage, highlighting the risks of unregulated genetic modifications.

The possibility of designer babies, engineered for intelligence, strength, or beauty, raises fundamental questions about the future of human evolution and societal inequality.

Biopharmaceutical Breakthroughs:

## The Next Frontier in Medicine

The COVID-19 pandemic showcased the power of biotechnology in revolutionizing medicine. mRNA vaccine technology, developed by companies like Pfizer-BioNTech and Moderna, demonstrated how rapid biotech innovation could save millions of lives. Now, researchers are applying mRNA technology to tackle diseases such as cancer, HIV, and autoimmune disorders.

Beyond vaccines, biotech-driven drug development

is enabling highly personalized medicine.

Advances in genetic sequencing allow doctors to tailor treatments to an individual's DNA, improving the effectiveness of therapies while reducing side effects. The integration of AI in biotech research is further accelerating drug discovery, reducing the time needed to bring new treatments to market.

### Synthetic Biology and the Future of Agriculture

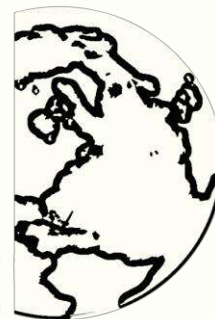
Biotechnology is not only reshaping medicine but also revolutionizing agriculture. Synthetic biology enables scientists to design organisms that produce biofuels, biodegradable plastics, and lab-grown meat. This has the potential to reduce environmental damage caused by traditional farming and industrial production.

Genetically modified crops have already increased food production and resistance to pests, but concerns over their long-term effects persist. While biotech companies argue that GMOs are essential for feeding a growing global population, critics worry about corporate control over food supplies and the potential health risks of genetically altered organisms.

### The Ethical and Regulatory Challenges of Biotech



# GLOBAL COALITION FOR COOPERATION AND PEACE



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As biotech advances, governments and regulatory bodies struggle to keep pace. Ethical debates over human genetic modification, biosecurity risks, and corporate monopolization of biotech innovations are intensifying. Who should have the power to manipulate life?

Should we allow biotech companies to patent genetic sequences? And how can we prevent bioweapons from emerging as an unintended consequence of these advancements?

The European Union has imposed strict regulations on genetic engineering, while the U.S. has taken a more business-friendly approach, encouraging biotech entrepreneurship. Meanwhile, countries like China are aggressively investing in biotech research, potentially outpacing Western nations in the race for biotech dominance.

### Conclusion

The biotech revolution presents humanity with both incredible opportunities and profound ethical dilemmas. From curing genetic diseases to feeding the world, biotechnology holds the promise of a brighter future. Yet, if left unchecked, it could also exacerbate global inequalities, create ethical nightmares, and redefine what it means to be human.

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***Genetically modified crops have already increased food production and resistance to pests, but concerns over their long-term effects persist.”***

As we step into this new era, society must navigate the fine line between innovation and responsibility, ensuring that biotech serves all of humanity rather than a select few.

# RHYTHMIXX®



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

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

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# ENZO FERRARI

THE MAN WHO MARRIED A SCULPTOR

Enzo Ferrari, Global Trends Magazine, 25<sup>th</sup> Edition 2025



# FERRARI

ANDAL, AND BUILT AN EMPIRE



# ENZO FERRARI

THE MAN WHO MARRIED A SCANDAL AND BUILT AN EMPIRE

**F**ew names in the automotive world command as much reverence—and controversy—as Enzo Ferrari. The Founder of the most iconic luxury sports car brand of all time was a man of extremes: a genius, a dictator, a romantic, and a man willing to make deals with devils to see his vision through. His life reads like a Hollywood epic, filled with speed, betrayal, scandal, and an undying obsession with victory. But behind the prancing horse emblem was a man whose choices were as ruthless as the machines he created.

## A Marriage Born in Controversy

Enzo Ferrari's marriage was as much a business decision as it was a personal one. When he wed Laura Domenica Garelo in 1923, whispers followed them wherever they went. Laura, a woman from an affluent Turin family, had a clouded past—one that some claimed included a career as a high-class prostitute.

Whether the rumors were true or not, Enzo didn't care. He once remarked that it didn't matter what Laura did or with whom, as long as she could help him achieve his dreams. His goal was clear: leverage the marriage to strengthen his business connections and propel himself to the top of the Italian racing world.

The marriage, predictably, was turbulent. Laura

clashed violently with Enzo's mother, Adalgisa, creating a household filled with tension. But for Ferrari, personal matters took a backseat to his burning ambition. He immersed himself in work, first at Alfa Romeo, where he gained invaluable experience, and later in his own ventures, where he sought to build the fastest cars the world had ever seen.

## From War Mechanic to Racing Emperor

Before becoming the face of Ferrari, Enzo had a humble start. He served in World War I as an auto mechanic and even a caretaker for military mules. After the war, he found himself unemployed and desperate. When Fiat rejected him, he vowed revenge—an oath that would fuel his relentless drive for success.



He soon entered the racing world, first as a driver and later as a team leader, creating Scuderia Ferrari under the Alfa Romeo banner. His true genius, however, was not just in driving but in leadership and business acumen. He wasn't afraid to push boundaries, manipulate allies, or sever ties when necessary.

### **The Birth of the Prancing Horse and the Mussolini Connection**

In 1929, Ferrari received a gift that would become the most recognizable symbol in automotive history: the prancing horse.

The emblem was originally painted on the aircraft of Francesco Baracca, Italy's greatest World War I flying ace. When Baracca's mother gifted it to Ferrari, he knew it would become the heart of his empire. But controversy would follow.

During World War II, Ferrari aligned himself with Mussolini's fascist regime, producing war equipment for Italy's military efforts. While many in the business world were forced to work with dictatorships, Ferrari never seemed to express remorse for these ties.

His factory was bombed twice by the Allies, yet his empire survived—and thrived—after the war.

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***During World War II, Ferrari aligned himself with Mussolini's fascist regime, producing war equipment for Italy's military efforts.”***

### **Two Women, Two Lives, and One Illegitimate Son**

Ferrari's private life was as scandalous as his business dealings. While still married to Laura, he secretly built a second family with his mistress, Lina Lardi. This affair wasn't just a fleeting romance—it was a full-fledged double life. Ferrari

fathered a son, Piero, with Lina, all while maintaining the illusion of a respectable marriage to Laura. The two women were completely unaware of each other for years.

When Laura eventually discovered the affair, it shattered whatever remained of their already crumbling marriage. Yet, despite their estrangement, Ferrari never divorced her. Only upon Laura's death in 1978 was Piero finally recognized as his legitimate heir.

## A Dictator in the Garage

While Ferrari's cars were synonymous with speed and elegance, his management style was anything but refined. He ruled Ferrari with an iron fist, demanding absolute loyalty from his engineers and drivers.

He was known for pitting his drivers against one another, fostering a toxic, ultra-competitive environment. If a driver died in one of his cars, Ferrari showed little emotion, simply replacing them with the next hungry racer willing to risk it all for glory.

Some even accused Ferrari of seeing his drivers as expendable. The 1950s and 1960s saw several deaths linked to his cars, leading to the ominous nickname, "The Death Merchant." But for Ferrari, winning was all that mattered. He believed his drivers knew the risks, and if they couldn't handle them, they didn't belong in his machines.

## The Final Lap

Despite the scandals, controversies, and personal betrayals, Enzo Ferrari's empire endured. His company became the gold standard of automotive performance, synonymous with wealth, luxury, and power. He remained the controlling force behind Ferrari until his last breath in 1988.

Ferrari was never just about cars. It was about power, dominance, and leaving a legacy that would outlive the man himself. Enzo Ferrari's story isn't just one of success—it's one of calculated ambition, ruthless determination, and an unrelenting pursuit of immortality.

Whether he was a hero or a villain depends on who you ask, but one thing is certain: he built a dynasty that the world will never forget.

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## "What's Behind Me Is of No Importance"

Modena, 2002. The room was packed with journalists, camera flashes illuminated the stage, and at the center of attention stood a red beast—the Ferrari Enzo, the ultimate tribute to the company's legendary Founder. Though Enzo Ferrari had passed away years before, his spirit was still alive in every detail of this machine.

Among the sea of reporters, a young journalist confidently raised her hand and asked a question:

**"Mr. Montezemolo, the car is absolutely stunning, but... why does it have such small rearview mirrors?"**

The room fell silent for a moment. Luca di Montezemolo, Ferrari's President at the time, smirked slightly before turning his gaze toward the reporter.

Instead of offering a technical explanation, he chose to repeat the words Enzo Ferrari himself had once famously said in a similar situation.

With a quiet but firm voice, he replied:

**"Because what's behind me is of no importance."**

For a brief moment, there was silence. Then, the room erupted in laughter, applause, and approving nods. That simple yet powerful philosophy summed up Ferrari's entire essence—never look back, always push forward. Forward towards speed, innovation, and victory.



# The **SPACE** Economy

Space Economy, Global Trends Magazine, 25<sup>th</sup> Edition 2025

**T**he race to conquer space is no longer the exclusive domain of governments. A new era of commercial space exploration has begun, driven by private companies like SpaceX, Blue Origin, and Rocket Lab. As billionaires and nation-states compete for dominance beyond Earth, the economic implications are staggering. With the space industry projected to exceed \$1 trillion by 2040, questions arise: Who will control the new space economy? What are the risks and rewards of mining asteroids, colonizing Mars, and militarizing the final frontier?

## The Rise of Private Space Companies

For decades, space exploration was dominated by government agencies such as NASA, Roscosmos, and the European Space Agency (ESA). However, the emergence of private aerospace giants like SpaceX, Blue Origin, and Rocket Lab has revolutionized the industry.

These companies have significantly reduced the cost of launching payloads into orbit, making space more accessible than ever before. Reusable rocket technology, pioneered by SpaceX, has disrupted traditional aerospace economics, enabling more frequent and affordable launches.

The democratization of space access has inspired a new generation of startups and research

institutions to develop novel technologies, from in-orbit manufacturing to deep-space mining, fostering unprecedented economic growth.

With plans for commercial space stations, lunar missions, and even Mars colonization, private enterprises are no longer just contractors for governments; they are leading the charge in the new space race. This shift raises critical questions about space governance, commercial exploitation, and international cooperation.

While national space policies continue to evolve, the rapid pace of private-sector innovation is forcing regulatory bodies to rethink long-standing treaties and ownership rights in space.

*Satellite Technology:*



## The Backbone of the Space Economy

Satellites are at the core of the space economy, facilitating everything from global communications to climate monitoring. The rapid deployment of mega-constellations, such as Starlink and OneWeb, is revolutionizing broadband internet access worldwide, particularly in remote and underserved regions.

While these advancements promise increased connectivity, they also pose challenges such as orbital congestion and space debris. More than 3,500 satellites have been launched into orbit in the past decade alone, raising concerns about sustainability and potential collisions that could disrupt vital infrastructure.

The satellite industry is also vital for national security, agriculture, and disaster management. Advanced Earth observation satellites provide real-time data for monitoring deforestation, predicting natural disasters, and improving agricultural yields.

The growing reliance on space-based data has led to heightened geopolitical tensions, as nations seek to safeguard their assets in orbit. As satellite technology becomes more sophisticated, industries across the globe will increasingly rely on space-based services for economic growth and sustainability.

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***The emergence of private aerospace giants like SpaceX, Blue Origin, and Rocket Lab has revolutionized the industry.”***

## Space Tourism and Commercialization

What was once a fantasy is now a reality: space tourism is taking off. Companies like Virgin Galactic, Blue Origin, and SpaceX have successfully launched civilians into suborbital and orbital space, marking the beginning of a new era of commercial space travel. While the cost remains prohibitively high for the average person,



ongoing advancements are expected to drive prices down over time, making space tourism a viable industry. Some industry leaders predict that in the coming decades, space hotels and lunar tourism will become commonplace, creating entirely new sectors within the global economy.

Beyond tourism, commercial ventures in space include manufacturing, pharmaceuticals, and even entertainment. Microgravity environments present unique opportunities for producing high-quality materials, such as advanced fiber optics and protein crystals for drug development. The International Space Station (ISS) has already served as a testing ground for these applications, and private space stations are expected to further expand this sector. The prospect of establishing orbital research laboratories and production facilities opens up new frontiers for scientific breakthroughs and economic expansion.

## The Race for Space Resources

The next major economic breakthrough may come from space resource extraction. The Moon,

asteroids, and even Mars contain valuable materials such as water ice, rare metals, and helium-3—resources that could revolutionize energy production and high-tech manufacturing. Companies like Planetary Resources and Deep Space Industries have laid the groundwork for asteroid mining, while NASA and international partners are developing plans for lunar resource utilization.

As Earth's resources become scarcer, the space economy could provide alternative sources of energy and raw materials that fuel technological advancements on our planet.

Space mining presents both immense opportunities and ethical dilemmas. Who owns space resources? How will nations and corporations regulate extraction to prevent conflicts?

As the legal framework for space commercialization remains underdeveloped, global powers must establish treaties and guidelines to prevent a new form of colonialism beyond Earth. The lack of international consensus on space property rights could lead to disputes that mirror historical conflicts over terrestrial resources. Addressing these concerns now will be critical in ensuring a fair and sustainable approach to space economy development.

## Challenges and Future Prospects

Despite the excitement surrounding the space economy, significant challenges remain. High launch costs, technological limitations, geopolitical tensions, and space debris all pose threats to sustainable space development.

Moreover, the militarization of space is an increasing concern, as nations seek to establish dominance in this new frontier. The U.S. Space Force, China's aggressive expansion into space-based defense, and Russia's advances in anti-satellite weaponry all contribute to an increasingly volatile environment.

International collaboration will be crucial in addressing these challenges. Space agencies, private companies, and policymakers must work together to create a regulatory framework that ensures fair access to space while preventing environmental and security risks.

Investments in space debris mitigation, space traffic management, and sustainability initiatives will determine whether space remains an opportunity for progress or a domain of unchecked exploitation. The next two decades will be decisive in determining whether space becomes a shared resource for humanity or a



battleground for competing interests.

### Conclusion

The space economy is rapidly evolving into one of the most transformative industries of the 21st century. From satellite technology to space travel and resource extraction, the commercial opportunities are boundless, paving the way for new frontiers in communication, defense, energy, and beyond.

However, as humanity ventures further into space, we must navigate the ethical, legal, and logistical challenges that accompany this expansion. With the right balance of innovation, regulation, and international cooperation, the space economy can become a sustainable and prosperous sector that benefits all of humanity.

The decisions made today will shape the future of space for generations to come, determining whether it becomes a realm of peaceful exploration or a contested arena of power and control.

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***From satellite technology to space travel and resource extraction, the commercial opportunities are boundless, paving the way for new frontiers in communication, defense, energy, and beyond.”***



Leadership Innovation:

# FROM PROMISES To Progress

Ioanna Petrochilou, GTM Columnist

**E**very year on March 8th, we come together to celebrate International Women’s Day - a day to honor the strength, courage and achievements of women all around the world. But beyond the celebration lies a powerful reminder: While progress has been made, much more work remains. This day of observance calls us to move forward, not just in spirit but through action. It asks us to turn aspirations into reality, to build a world where gender equality is not just an idea but a fact.

This year marks the 30th anniversary of the Beijing Declaration and Platform for Action, a historic agreement that set the world on a path toward gender equality. Signed by 189 countries, it was a promise to lift women’s voices, their rights and their place in every area of life. Yet, three decades later, women around the world are still battling systemic barriers, violence, inequality and economic disparity that hinder their potential.

## Steps Made, Still More To Go

As we reflect on the last three decades, progress is undeniable. Women have broken into professions once deemed unreachable, raised their voices for justice and paved the way for future generations. But this progress cannot be the end of the story. The promises made in 1985 must evolve into concrete action that accelerates lasting change for every woman, everywhere.

Too many women, especially in areas still struggling with inequality, have waited long enough for equality to become reality. Whether it’s the ongoing gender pay gap, violence affecting millions or barriers in leadership, the promises of equality are far from fully realized.

## A New Era Of Empowerment

Today, we find hope in the unyielding strength of women stepping boldly into leadership, innovation and advocacy across diverse sectors. Mary Barra, the first female CEO of General Motors, is not only breaking barriers in the traditionally male-dominated automotive industry but is also leading the charge toward a future powered by innovation and sustainability with a focus on electric vehicles and self-driving technology. Melinda Gates, Co-Chair of the Bill & Melinda Gates Foundation, has advanced global health, education and gender equality, lifting millions of women and girls out of poverty. And Christine Lagarde, the first female President of

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

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

**Leadership** INNOVATION



Leadership Innovation:

## FROM PROMISES To Progress

the European Central Bank, has transformed the global finance landscape.

These women, along with others like Reshma Saujani (Founder of Girls Who Code), Leymah Gbowee (the youngest ever Nobel Laureate and peace activist) and Wangari Maathai (environmental leader), are changing industries and societies. They show us that there are no limits to what women can achieve when empowered to lead.

These inspiring stories show us that progress is happening in many different areas. At the same time, global efforts to ensure equality such as the recent legislative advancements in Iceland, where initiatives like the Equal Pay Certification Law encourage greater workplace transparency, are also driving systemic change. These actions, alongside the work of organizations like the Bill & Melinda Gates Foundation, demonstrate that we are moving closer to a world where the systems in place actively support women's success. The fight for equality continues but the work done by these women and the policies that follow show us that real change is happening.

### The Time For Change Is Now

We cannot afford to wait any longer. The time to act is now - not just in our personal lives but on a global scale. We must challenge the systems that perpetuate inequality, from advocating for equal pay and paid family leave to demanding access to education and healthcare. Each of us has a role to play in creating a world where women are truly equal.

Women are already leading the way, breaking barriers across industries and in politics. Leadership isn't confined to any gender. But to move forward, we need more women to rise, take on leadership roles and shape the future. Every woman deserves the chance to thrive, to lead and to be heard.

### Leadership INNOVATION



Gender equality is simple: A world where women and men are treated equally, where dreams have no limits and success is not hindered by barriers. Achieving this requires more than policies; it demands a shift in culture and mindset. When we speak out, we remind the world that we will not accept the status quo. United, our voices can create real change.

### The Time For Progress Is Now

Throughout history, one truth has remained undeniable: *"The two strongest forces in the world are the woman and the sword."*

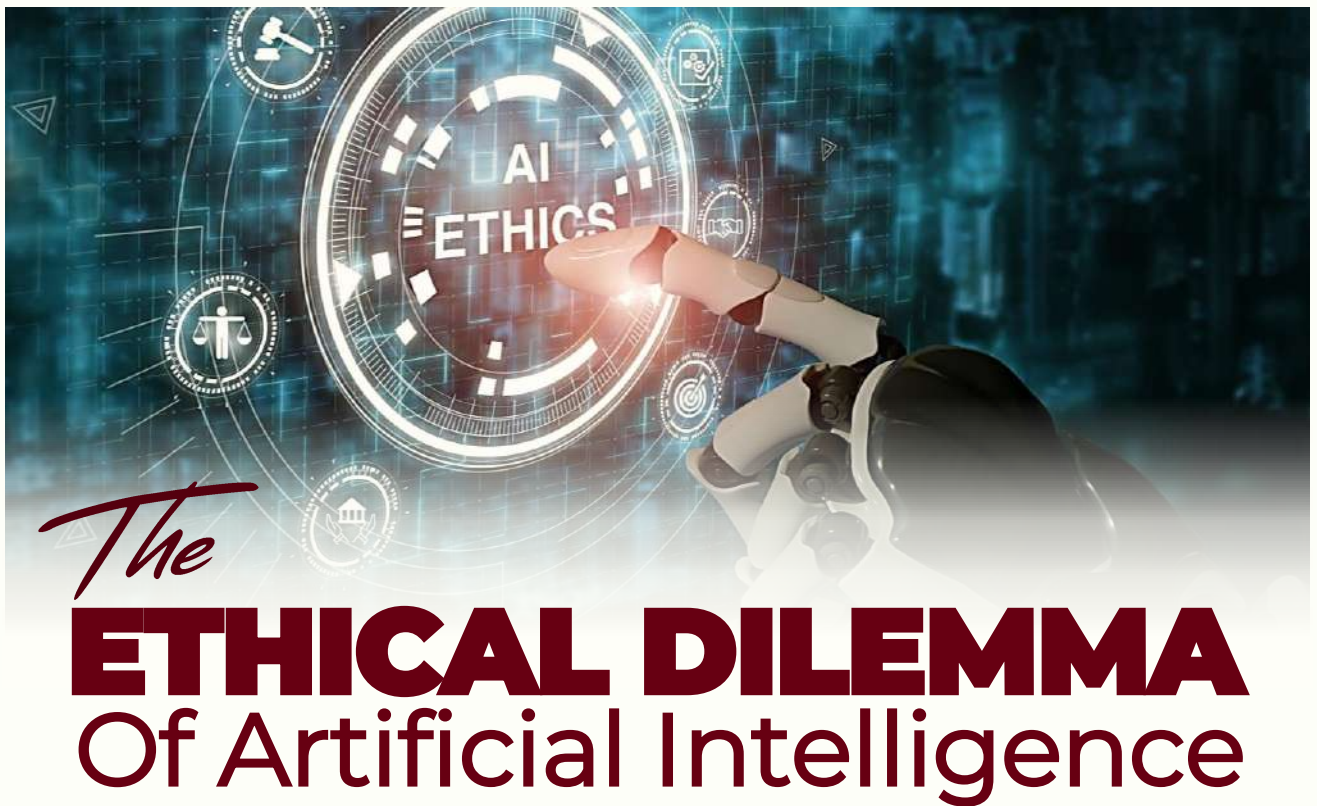
The sword represents power, strength and the ability to change the course of destiny. The woman embodies resilience, compassion and an unwavering drive to build a better future. Together, they are unstoppable. As we march forward, women wield their own 'swords', not in violence but in the fight for justice, equality and a world where every woman has the opportunity to thrive. The time for promises has passed. Now, we must turn words into action.

As we celebrate the month of International Women's Day this year, let us commit to more than just acknowledging the progress we've made. Let us take bold steps forward, to accelerate action, ensuring that the promises of gender equality become not just words but tangible actions that create real transformation for every woman and girl!

Women deserve to be celebrated every day, not just on the 8th of March. As daughters, wives, mothers, leaders, entrepreneurs and warriors of change, their strength, resilience and brilliance shape the world. From the boardroom to the home, from the streets to the highest offices, women rise, inspire and pave the way for future generations. Let's honor them daily - not just in words but in action. Every woman, everywhere, deserves recognition, respect and the opportunity to thrive.

We have come far but the journey is far from over. The time to create change is now. Together, we will make progress. Together, we will build a world where every woman can rise and thrive.

*When women rise, we all rise! We are not waiting; we are forging a future!*



AI Ethics, Global Trends Magazine, 25<sup>th</sup> Edition 2025

**A**rtificial Intelligence (AI) is no longer the stuff of science fiction—it is a transformative force reshaping industries, economies, and societies. Yet, as AI advances at an unprecedented rate, ethical concerns loom large. Who should have the power to control and regulate AI? What are the risks of unchecked AI development, and how can we ensure that it serves humanity rather than undermines it? These questions are no longer theoretical; they demand immediate answers as AI systems become increasingly autonomous and integrated into critical aspects of daily life.

## The Rise of AI and Its Global Impact

AI is already deeply embedded in sectors such as finance, healthcare, defense, and media. Machine learning algorithms drive decision-making in stock markets, diagnose diseases with greater accuracy than human doctors, and even influence elections through targeted political campaigns. While AI presents immense benefits, including efficiency, automation, and enhanced problem-solving, it also raises concerns about bias, surveillance, job displacement, and the potential for autonomous weapons.

China, the United States, and the European Union are leading the charge in AI research and development, but their approaches differ significantly. China's AI strategy emphasizes mass

surveillance and state-controlled data collection, allowing for rapid advancements but raising serious human rights concerns. The U.S. relies on private sector innovation, with companies like OpenAI, Google, and Microsoft pushing the boundaries of generative AI and deep learning.

The European Union, meanwhile, is taking a regulatory-first approach, implementing AI laws that prioritize transparency, accountability, and data protection. These competing models highlight the geopolitical struggle for AI dominance and the ideological divides shaping the future of artificial intelligence.

The Dark Side of AI:

## Bias, Manipulation, and Ethical Pitfalls



Despite its potential, AI is far from neutral. Algorithmic bias remains a significant challenge, with AI systems often reflecting and reinforcing societal inequalities. Facial recognition technology, for example, has been shown to misidentify individuals based on race and gender, leading to wrongful arrests and discrimination. AI-generated content, including deepfakes and misinformation, has become a powerful tool for deception, blurring the line between truth and falsehood in an era of information warfare.

Another growing concern is the rise of autonomous weapons and AI-driven military strategies. Countries are developing AI-powered drones and robotic soldiers capable of making lethal decisions without human oversight. The lack of global regulation around AI in warfare presents a dire risk of escalation, where machines, rather than humans, dictate the terms of conflict.

Regulation vs. Innovation:

## Finding the Balance

The rapid evolution of AI has outpaced regulatory frameworks, leaving governments scrambling to establish ethical guidelines. Some experts argue that overly strict regulations could stifle innovation and limit AI's potential to solve global challenges, such as climate change, medical breakthroughs,

and resource allocation. Others contend that without robust oversight, AI will exacerbate social inequalities, threaten privacy, and concentrate power in the hands of a few tech giants and governments.

Policymakers must strike a balance between encouraging AI innovation and ensuring ethical safeguards. Initiatives like the AI Bill of Rights proposed by the Biden administration and the European Union's AI Act are steps in the right direction, but global cooperation is essential. Without international agreements, AI risks becoming a fragmented and ungovernable force, driven by the interests of the most powerful nations and corporations.

The Future of AI:

## A Call for Responsible Development

As AI continues to evolve, the question is not whether it will shape the future, but how. The choices made today will determine whether AI becomes a tool for human progress or a force of exploitation and control.

Ethical AI development requires collaboration among

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***Policymakers must strike a balance between encouraging AI innovation and ensuring ethical safeguards.”***

governments, businesses, researchers, and civil society to ensure that AI aligns with humanity's best interests.

The responsibility of AI governance cannot be left solely to tech companies or political leaders. Public awareness and engagement are critical in shaping AI policies that prioritize fairness, security, and inclusivity. The future of AI is in our hands—but only if we act now to define its ethical boundaries and ensure that it serves all of humanity, rather than a select few.

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Luxury Scam?

# VOLVO OWNERS SHOCKED

## By Fake Bowers & Wilkins Speakers!

Fake Speakers, Global Trends Magazine, 25<sup>th</sup> Edition 2025

**W**hen you purchase a premium vehicle, you expect premium quality—especially when you're paying top dollar for the best technology and craftsmanship. But for some Volvo owners in China, that expectation has turned into a shocking revelation: their luxury cars may be hiding counterfeit components.

The controversy erupted after an unsuspecting owner of a Volvo S60 took to social media, complaining that the supposedly high-end Bowers & Wilkins sound system in his car didn't quite sound right. Upon opening up the speaker housing, he made a disturbing discovery—the speakers were not genuine. Even worse, the brand name was misspelled as "Bowers & VVlikins." The questionable speakers were part of a promotional package offered by an official Volvo dealer in China.

What started as a single complaint quickly turned into a wave of outrage. Other Volvo owners soon came forward, claiming their vehicles also featured fake parts, including the iconic crystal gear shifter. Volvo has long touted its collaboration with Swedish glassmaker Orrefors to create an elegant, illuminated gear shifter—but affected

owners reported their versions lacked proper lighting, further raising concerns over authenticity.

With the scandal growing, Volvo was forced to issue an official statement:

*"Volvo Cars takes customer complaints very seriously. We sincerely apologize for any inconvenience or distress caused by this issue. Volvo Cars stands firmly by its customers and will not tolerate any conduct that undermines their interests. We have launched an immediate investigation and are committed to full transparency in identifying the cause and taking appropriate actions."*

However, critical questions remain unanswered: How widespread is this problem? Are certain dealers knowingly supplying counterfeit parts?

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***Volvo Cars takes customer complaints very seriously. We sincerely apologize for any inconvenience or distress caused by this issue. Volvo Cars stands firmly by its customers and will not tolerate any conduct that undermines their interests. We have launched an immediate investigation and are committed to full transparency in identifying the cause and taking appropriate actions.”***



And most importantly, how did fake components make their way into luxury vehicles from a globally respected automaker?

As Volvo scrambles to contain the fallout, affected customers are demanding accountability. This scandal not only threatens the brand's reputation but also raises serious concerns about consumer

trust in an industry where premium pricing should guarantee premium authenticity.

For now, the investigation is ongoing. But one thing is clear—Volvo must act fast if it hopes to salvage its reputation in the world's largest automotive market.

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GLOBAL  
CHAMBER OF  
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# Unlocking The **EVOLUTIONARY** Secret To **BALDNESS**

Hair Growth Switch, Global Trends Magazine, 25<sup>th</sup> Edition 2025

**F**or centuries, hair has been far more than a mere aesthetic feature. It is a biological marvel, a silent witness to human evolution, and now—thanks to groundbreaking scientific research—it may hold the key to solving one of humanity’s most persistent cosmetic and psychological challenges: baldness.

A recent study published in the British Journal of Dermatology has uncovered a crucial molecular switch that controls hair growth and loss.

This discovery has the potential to revolutionize the treatment of hair loss, paving the way for therapies that could reactivate dormant hair follicles and restore hair growth with unprecedented precision.

## The Evolutionary Shield of Hair

While often perceived as a simple feature, human hair played a critical role in the survival of early humans. Unlike most mammals, whose fur provides insulation across their entire bodies, humans evolved with a unique pattern—losing most body hair while retaining long, dense hair on the scalp. This was not an accident of nature but

an evolutionary adaptation designed to protect against extreme heat in early human habitats.

Studies on the functionality of hair in mammals have demonstrated that hair acts as a natural shield against solar radiation, preventing overheating and excessive dehydration.

Long, curly hair, in particular, was a survival advantage, reducing direct sun exposure to the scalp and preserving essential bodily fluids. This suggests that the ability to grow long hair was not merely a byproduct of evolution—it was a necessity for endurance in the unforgiving climates where early humans thrived.

## The Hidden Genetic Switch

The ability to grow long hair is an unusual trait



among mammals, yet it appears sporadically in nature—seen in lions’ manes, orangutans’ coats, and, of course, in humans. The recent study suggests that the genetic blueprint for long hair has always existed in the human genome, lying dormant and waiting to be activated under the right conditions.

At the core of this revelation is a molecular pathway that acts as a switch for hair growth. This switch, when activated, extends the hair’s growth phase—allowing for the development of longer, thicker strands. However, in individuals experiencing hair loss, this switch remains off, leading to shorter growth cycles, thinner hair, and eventual follicle dormancy.

Unlike traditional treatments that merely slow hair loss, understanding this molecular switch offers an opportunity to target the root cause of baldness. If scientists can unlock the precise genetic mechanisms that regulate hair growth, they could develop groundbreaking therapies capable of reactivating hair follicles at will.

## The Future of Hair Restoration

Current treatments for hair loss, including medications like minoxidil and finasteride, offer only partial and temporary solutions. These methods do not address the fundamental issue—

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**Unlike traditional treatments that merely slow hair loss, understanding this molecular switch offers an opportunity to target the root cause of baldness.”**

why hair stops growing in the first place. The identification of the hair growth switch changes everything.

With continued research, it may become possible to develop therapies that “wake up” dormant follicles, reactivating hair growth without invasive procedures or lifelong medication. This would not only provide a permanent solution for baldness but could also redefine treatments for conditions



such as alopecia, chemotherapy-induced hair loss, and other scalp disorders.

Furthermore, if hair growth can be controlled at the molecular level, it could open new doors in regenerative medicine. Imagine a future where not only hair loss is reversible, but where individuals could enhance hair density, texture, or even change their hair growth patterns with precision therapies tailored to their genetic makeup.

### **The Genetic Gamble**

Despite the promising outlook, questions remain. If a genetic test could determine one's predisposition to baldness, when should treatment begin?

Should individuals start preventative therapy before hair loss even begins?

How do we balance genetic predisposition with environmental factors that influence hair growth?

These are challenges that future research must address, but one thing is clear—the days of hair loss being an unsolvable mystery are numbered. As science moves closer to deciphering the hidden genetic codes that control hair growth, humanity stands on the brink of an era where baldness is no longer an inevitability but a choice.

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***If hair growth can be controlled at the molecular level, it could open new doors in regenerative medicine.”***

The hair growth switch has been found. The question is no longer whether baldness can be cured—but how soon.

Article **END**



The Currency Of Change:

# MYTHS VERSUS TRUTHS About Real Estate

Harsha Fernando, GCBL Delegate for Sri Lanka

**T**he real estate industry is rapidly growing and widely preferred. However, it is full of myths and misconceptions that often confuse buyers, sellers and investors. Whether you're a first-time homebuyer or looking to invest in property, knowing the facts can help you make smarter decisions when buying your dream home or apartment.

Let's address five common myths and uncover the real truth behind them.

**Myth #1: The First Offer Is Typically The Best One**

Many buyers believe that the first offer is usually the best one but this is not always true. While some buyers may act quickly to secure a property and avoid paying more later, others may be willing to negotiate. A skilled Real Estate Agent will advocate on your behalf to make sure you receive the best possible offer rather than settling too soon.

**Myth #2: The Best Time To Buy Is In The Spring**

Spring is a popular Season for homebuyers. However, it's not necessarily the best time to buy. Real estate markets fluctuate throughout the year and good deals can be found in every Season. Winter, for example, often has less competition, meaning buyers may have more negotiating power. The best time to buy is when you're financially ready and have found the right property.

**Myth #3: Buy Only When Market Conditions Are Favourable**

The market may not always be stable. So, waiting for it to become completely stable before making a purchase decision may cause you to miss out on good opportunities. Instead of focusing solely on external market factors, prioritise your financial readiness and long-term goals. For example, if your career is stable and your bank balance is healthy, you can make a decision without waiting for the market to pick up.

**Myth #4: Real Estate Always Appreciates In Value**

While real estate generally appreciates over time, it's not guaranteed. Market conditions, economic factors and property location all play a role in determining value. Some properties may see slow growth, while others may even lose value. Doing thorough research and choosing the right location are crucial for long-term investment success.

**Myth #5: You Don't Need A Real Estate Agent To Buy Or Sell**

Although some people successfully navigate real estate transactions alone, having an experienced Agent can save time, money and stress. Agents provide market insights, negotiate on your behalf and handle paperwork, ensuring a smoother process. They also have access to listings and industry connections that the average buyer or seller may not.

When you have the right knowledge, real estate can be a rewarding journey. By separating myths from facts, you can make informed decisions that align with your financial and personal goals. Whether you're buying, selling or investing, knowledge is your best tool for success.

**Harsha Fernando** is the Founder of HF Real Estate, a boutique real estate agency in Sri Lanka established over a decade ago. The agency offers a comprehensive range of services, including sales and rentals of commercial and residential properties, property management, property valuation, legal services related to real estate, and property consultancy.

In addition to his role in real estate, he also serves as the Global Delegate of the Global Chamber of Business Leaders (GCBL) for Sri Lanka, representing the country in this influential international organization dedicated to fostering global business cooperation and leadership.

**THE CURRENCY** OF CHANGE





# The Arctic Turns Into A **CARBON SOURCE**

Climate Change, Global Trends Magazine, 25<sup>th</sup> Edition 2025

**F**or centuries, the Arctic has been a crucial sink for carbon dioxide (CO<sub>2</sub>), absorbing more of this greenhouse gas than it emitted. However, this fragile region is undergoing a dramatic transformation. The Arctic is now emitting more carbon than it absorbs, a stark shift with profound implications for global climate change and local ecosystems.

This change is primarily driven by rising temperatures, increasing wildfires, and the thawing of permafrost. These factors, combined with other environmental stressors, are altering the carbon balance, turning the Arctic into a net source of greenhouse gas emissions like CO<sub>2</sub> and methane (CH<sub>4</sub>).

## Arctic Temperatures Reach New Highs

The Arctic is warming at a rate far exceeding the global average. Recent reports show that the annual temperatures in the region are now among the highest ever recorded, marking a worrying trend. This warming triggers a feedback loop: higher temperatures cause permafrost to thaw and organic matter to decompose, releasing vast amounts of greenhouse gases into the

atmosphere. This in turn accelerates global warming.

The implications of this shift are staggering. The warming tundra, which once acted as a carbon storehouse, is now releasing more carbon than it can capture, exacerbating the effects of climate change on a global scale.

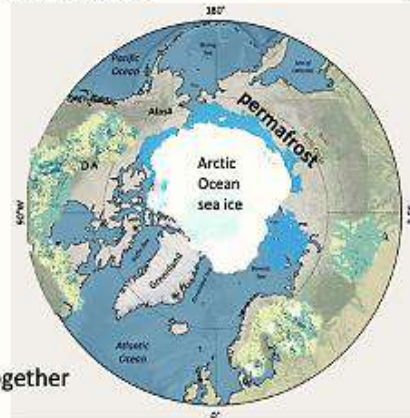
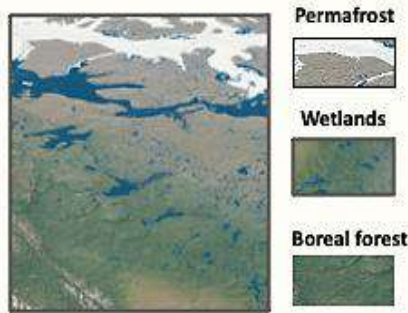
Wildfires and Permafrost Thaw:

## The Primary Drivers

The rising frequency and intensity of wildfires in the Arctic are a major contributor to its changing carbon balance. These fires, fueled by the region's warmer and drier conditions, release significant amounts of CO<sub>2</sub> and other greenhouse gases into the atmosphere.

# Enormous Arctic Carbon Sources

Emitted as methane and CO<sub>2</sub>



Shallow continental shelf  
M hydrate location



Permafrost, Boreal forest, and wetlands occur in Arctic regions together  
Wetlands occur in Boreal forest  
Permafrost can occur beneath forest and wetlands



Additionally, the thawing of permafrost—a layer of soil that has remained frozen for thousands of years—is another critical factor. As the permafrost thaws, the organic material trapped within it begins to break down, releasing CO<sub>2</sub> and CH<sub>4</sub>, both of which are potent greenhouse gases. This process not only amplifies global warming but also has long-term consequences for Arctic ecosystems and biodiversity.

## Impacts on Global Weather Patterns

The changing carbon dynamics of the Arctic have far-reaching effects on global weather patterns. As more greenhouse gases are released into the atmosphere, the Earth's climate system becomes more unstable. This can lead to more extreme weather events, such as prolonged heatwaves, intense storms, and unpredictable precipitation patterns.

The Arctic's altered carbon balance also contributes to atmospheric changes during wildfire seasons. Smoke and particulate matter from fires can travel long distances, affecting air quality and weather patterns in regions far beyond the Arctic.

## Challenges to Global Climate Goals

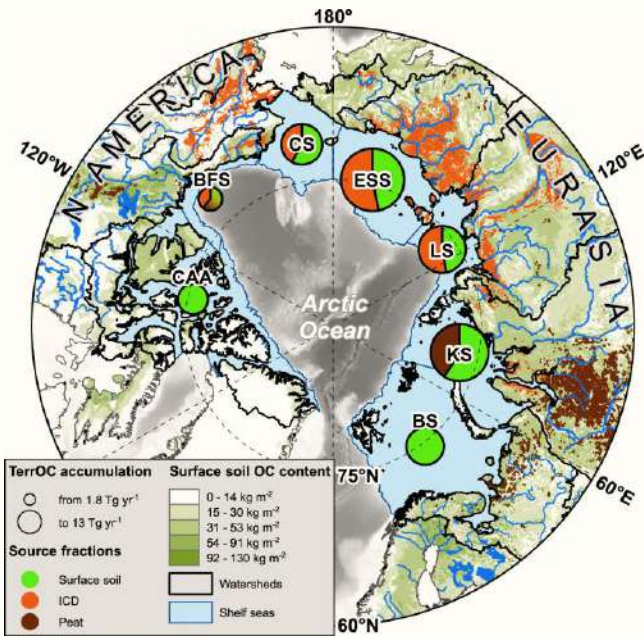
The shift in the Arctic's role from a carbon sink to a

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***As the permafrost thaws, organic material trapped within it begins to break down, releasing CO<sub>2</sub> and CH<sub>4</sub>, both of which are potent greenhouse gases.”***

carbon source presents a significant challenge to global climate goals. While its emissions are currently a relatively small portion of total global emissions, their impact could grow substantially. If the frequency of wildfires and the extent of permafrost thawing were to increase dramatically, Arctic emissions could account for a noticeable percentage of annual global greenhouse gas emissions.

Such a scenario would make it even more challenging to meet international climate targets



Long-Term Outlook:

### Can the Trend Be Reversed?

The current trajectory of the Arctic's carbon emissions is unlikely to reverse in the near future. The thawing of permafrost is expected to accelerate, as is the frequency of wildfires. Without significant reductions in global greenhouse gas emissions and extensive reforestation of tundra regions, the Arctic is likely to remain a net carbon emitter for decades to come.

Reversing this trend would require not only a drastic reduction in human-made emissions but also concerted efforts to restore and protect Arctic ecosystems.

Reforestation and other forms of land restoration could help absorb some of the emitted carbon, but these measures would need to be implemented on a massive scale to offset the current emissions.

### A Warning for the Planet

The Arctic's transformation into a source of carbon emissions serves as a stark warning about the sensitivity of Earth's systems to rising temperatures. This shift is a reminder that even seemingly stable natural systems can reach tipping points, with cascading effects on the planet's climate, weather, and ecosystems.

While the Arctic's emissions are not yet a dominant factor in global carbon budgets, they highlight the urgent need for action. Policymakers, scientists, and communities worldwide must prioritize reducing emissions, investing in renewable energy, and protecting vulnerable ecosystems.

The Arctic's story is no longer just one of melting ice and shrinking glaciers; it is now a story of a region undergoing rapid and potentially irreversible change, with consequences that will be felt across the globe. The time to act is now, before the Arctic's transformation accelerates climate change beyond our ability to manage.

Article **END**

aimed at reducing global emissions and limiting temperature increases. The Arctic's transformation serves as a reminder of the urgent need to reduce emissions and mitigate climate change.

### Effects on Local Ecosystems

The warming of the Arctic is having profound effects on its ecosystems. Rising temperatures are shortening the duration of snow cover, reducing sea ice thickness, and altering the dynamics of the region's soil and water systems.

Thinner sea ice affects the temperature of ocean water, changes the light penetration into the water column, and influences wave activity, all of which have significant impacts on marine life.

On land, the thawing permafrost alters the composition and activity of microorganisms in the soil, allowing new plant species to colonize previously frozen areas.

These changes are not limited to flora and fauna. Increased snowfall and rainfall during colder seasons can hinder the mobility of animals, affecting their migration and feeding patterns.

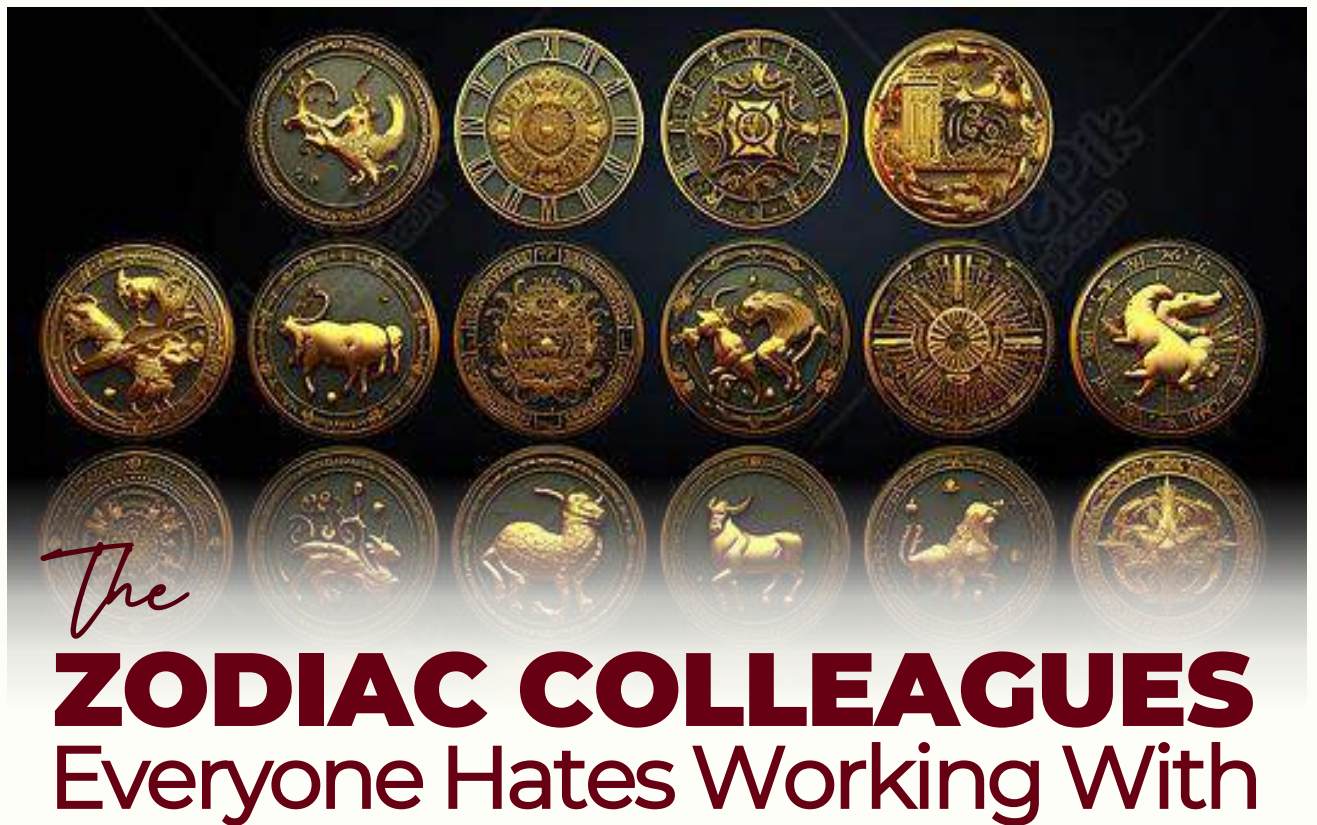
Meanwhile, drier soils during the summer months, caused by increased evaporation, heighten the risk of wildfires, which further disrupt local ecosystems.

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# ZODIAC COLLEAGUES Everyone Hates Working With

Horoscope Trends, Global Trends Magazine, 25<sup>th</sup> Edition 2025

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e've all had that one colleague who is absolutely convinced they are the smartest person in the room. The ones who radiate that insufferable "I'm always right" energy. Interestingly, astrology might have an explanation. If you find yourself constantly clashing with someone at work, check their zodiac sign—you might just be dealing with one of these workplace nightmares.

## Leo:

### The Office Superstar (Or So They Think)

Leos are natural-born leaders—or at least, they think they are. Their charisma and confidence can be contagious, but let's be honest, it's also exhausting.

A Leo in the workplace is the kind of person who loves the sound of their own voice, hijacks meetings with endless monologues about their "brilliant" ideas, and expects a round of applause after every presentation. They don't just want recognition; they *demand* it.

And whatever you do, don't criticize them—Leos have an allergic reaction to feedback and will always find a way to make *you* the problem.

## Capricorn:

### The Workaholic Perfectionist from Hell

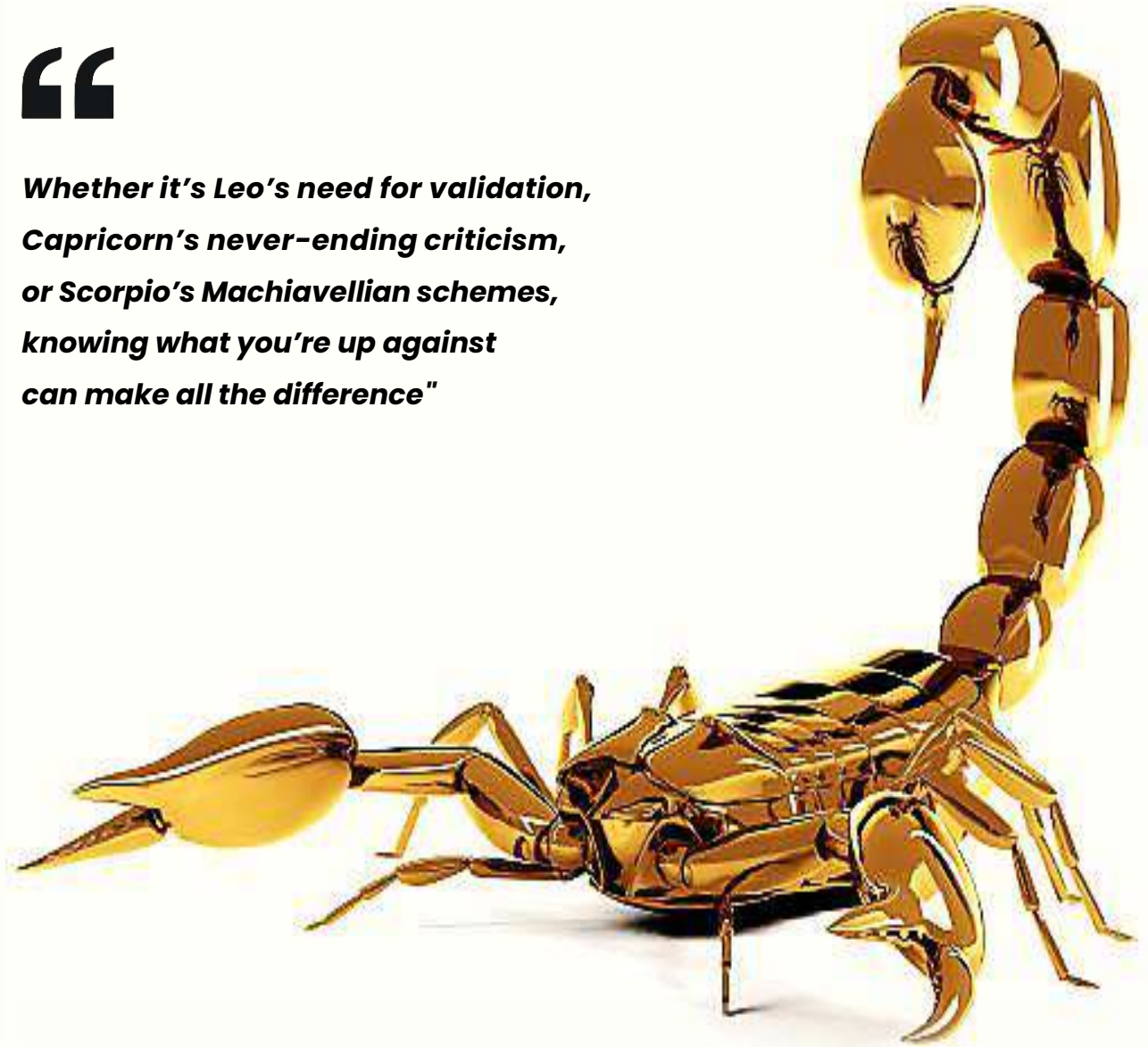
Capricorns are known for their incredible work ethic, but here's the issue—they think no-one else can do the job right.

If you work with a Capricorn, prepare yourself for relentless critiques, unrealistic expectations, and the soul-crushing realization that your best will never be *good enough*. Their arrogance comes from an unshakable belief that they are the only competent person in the room, and everyone else is just wasting time.

If you prefer a workplace where your efforts are at least *acknowledged*, steer clear of the Capricorn's icy glare.

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***Whether it's Leo's need for validation, Capricorn's never-ending criticism, or Scorpio's Machiavellian schemes, knowing what you're up against can make all the difference"***



## Scorpio:

### The Puppet Master in the Shadows

Scorpios *despise* teamwork. They don't just want control—they *need* it. Their arrogance comes from the conviction that they are always ten steps ahead of everyone else, and that no-one else is competent enough to keep up.

Working with a Scorpio means navigating power plays, manipulation, and the occasional backhanded compliment that leaves you questioning your entire existence. They rarely admit to mistakes, never ask for advice, and if you somehow manage to offend them, you should probably start drafting an exit strategy. A Scorpio never forgets.

### So, What Now?

If your boss, coworker, or even your best work friend falls into one of these signs, don't panic—just prepare.

Whether it's Leo's need for validation, Capricorn's never-ending criticism, or Scorpio's Machiavellian schemes, knowing what you're up against can make all the difference. And if all else fails?

Maybe it's time to start working remotely.

Article **END**

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# TRENDS

MAGAZINE

25<sup>th</sup>

## Last But Not Least

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

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



**TOP 28**  
**SPOTLIGHT**  
Best Quotes of the Month

*"The Best Way To Predict The Future Is To Create It."*

— Peter Drucker



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