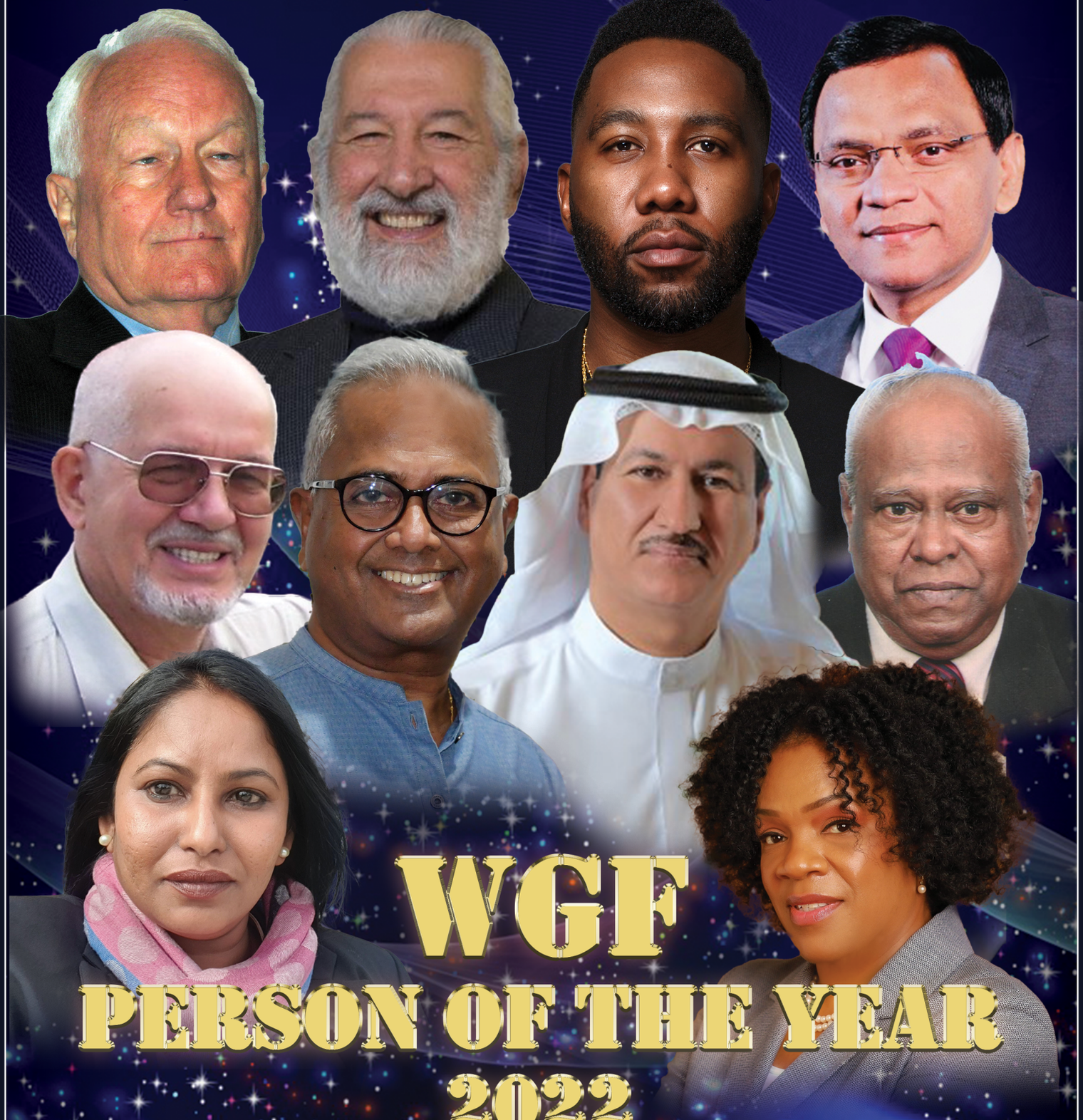
Committed to Positive Growth of World ™

WORLD GROWTH FORUMS

January 2023 / Vol. 18 / Issue 1
www.worldgrowthforums.com



WGF PERSON OF THE YEAR 2022

US $3 | Netherlands DKK 20 | Switzerland CHF 3 | Kenya KES 303 | Sri Lanka LKR 544 | UK Euro 3 | UAE AED 11 | Singapore S$ 4 | India INR 200

FABRIMETAL

YOUR **PARTNER** IN **STEEL**

FAB 500

0249 896 103 / 0552 698 192

fabrimetalghana | fabrimetalghana

ghana@fabrimetal.net

Tsopoli, New Ningo Bueko, Tema-Aflao Road

Committed to Positive Growth of World ™

WORLD GROWTH FORUMS

January 2023 / Vol. 18 / Issue 1 www.worldgrowthforums.com

Deidra Moore-Janvier

WGF PERSON OF THE YEAR 2022

US $3 | Netherlands DKK 20 | Switzerland CHF 3 | Kenya KES 303 | Sri Lanka LKR 544 | UK Euro 3 | UAE AED 11 | Singapore S$ 4 | India INR 200

THREE WAYS OF WORKING TOGETHER

01 INTERNET BOOKING ENGINE

Online booking with a fast, dynamic and intuitive platform. Immediate product availability and booking in 3 easy steps. No installation or maintenance costs. You can search for flights, hotels, sightseeing tours and filter the results by price range, category, meal plan, location, services to find a wide selection of products at the best value for money.

02 OFF LINE

We are prepared to work closely with our clients offering the convenience and flexibility of a human touch. Our staff is attentive, knowledgeable and always available to meet any request. Our goal is to keep a high standard of service in terms of response time and solutions offered.

03 XML TECHNOLOGY

Wings World Loyalty Card Services XML API allows access our products. With the support of our information to all Technology department, it will be easier to interface our services into your website or in your reservation system.

CONTACT U

SAHEEL 1 Building, Ne
Al Nahda 1 Dubai, PO

+971 4 5693434

info@wingsworldlcs.c

WINGS
LOYALTY CA

US

ear Al Mulla Plaza, Ittihad Road,
Box - 26933

om

WORLD
RD SERVICES

WINGS WORLD
LOYALTY CARD SERVICES

YOUR DREAM COMES TRUE HERE

WINGS WORLD
LOYALTY CARD SERVICES

www.wingsworldlcs.com

AND, THE WORLD TURNED VIRTUAL!

Reality is increasingly becoming virtual in today's innovative yet competitive times; and virtuality is increasingly becoming real and important. The balance between reality and virtuality would depend on several positive factors, including human and technological advancement, progression and ambitiousness.

The power of virtual radiates like the Sun, with a speed of light in all directions simultaneously, dazzling, brightening and spotlighting each creating his/her own personal yet global sphere.

It's time for all of us to rise and reach in search of newer horizons, step-by-step. Next step would be to firmly hold hands virtually, and then physically.

Each hand held firmly together offers a hope and confidence that impossible would evaporate into thin air, while innumerable possibles would start materializing from all directions as a result of every sincere effort.

World Growth Forums has continued in its long and firm strides of growth and expansion, consistently crossing more national borders and holding hands with great personalities from around the world, while deeply focused on its vision of creating positivities and possibilities for all to grow together.

When world leaders started joining World Growth Forums' Platform of Excellence, and began to expand the existing network by creating a chain of holding hands together, it was evident that history was in the making. It's time now for the world leaders to meet in person and radiate their ideas, visions and dreams in all directions, while passing on the batons to other young and old leaders to carry on the beacons to create better societies, communities, countries and consequently a better world.

World Growth Forums is a platform of excellence for anyone and everyone who believes in a positive growth of world through untiring and ingenious contribution in their professional and personal lives. Alone each one of us have moved mountains and won professional & personal battles, together we can transform and empower the entire globe into a sphere of excellence, ease and efficacy, where only growth, success, camaraderie and joy exist sans any form of negativity and unnecessary struggles.

We firmly believe that together, we can create a better future for the world!

In our current issue of World Growth Forums Magazine, we discuss how United Nations is committed to deliver education systems that can support equal societies, dynamic economies and the limitless dreams of every learner in the world.

World Bank Group is facilitating innovations worldwide for revolutionizing global trade.

International Monetary Fund has suggested that global economy may slow further amid signs of resilience.

The World Economic Forum Chief Economists Outlook, January 2023 finds that growth prospects remain anaemic and the risk of a global recession is high.

World Health Organization's Director-General, Tedros Adhanom Ghebreyesus has transmitted the Report of the fourteenth meeting of the International Health Regulations (2005) (IHR) Emergency Committee regarding the coronavirus 2019 disease (COVID-19) pandemic.

We have also declared our list of **WGF Person of the Year 2022** from various countries. In addition, under our other series on **WGF World's Most Promising Brands of 2023** and **WGF World's Best of Brands 2022**, we bring to you positive stories of triumph and good & decisive actions and developments around the world.

Sir Roger Douglas is a former Labour Party politician and a Cabinet Minister. He was Minister of Finance of New Zealand from 1984 to 1988. He was knighted in 1991. The economic policy he introduced was popularly referred to as 'Rogernomics'. He returned to Parliament as an ACT backbencher in 2008, before retiring in 2011.

Dr. Alfredo Sfeir-Younis is a world-renowned Chilean economist, spiritual leader and healer. He was the candidate for President of the Republic of Chile in 2013. He is also a former Director of the World Bank, and Special Representative to the United Nations and the World Trade Organization.

Her Excellency Ms. Fathimath Niuma regularly represents Maldives in the conferences of United Nations and its agencies such as United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP).

Ambassador Omar Lebbe Ameer Ajwad is a career diplomat and Sri Lanka's former Ambassador to the Sultanate of Oman and non-Resident Ambassador to the Republic of Yemen (2019–2022). He is currently the Director General for Performance Review and Implementation of the Ministry of Foreign Affairs of Sri Lanka.

Ndaba Mandela not only brings with himself a past of an extremely inspiring legacy of Mr. Nelson Mandela, but also several contemporary highly impactful initiatives of youth empowerment, worldwide equality of rights, all types of freedom, life of dignity & purpose, independence, social inclusion and democratic principles.

Deidra Moore-Janvier is globally renowned for several reasons. Having written the amazing book that has rapidly become a sensation in several countries is one of them. Her book *From Me, To You: The Power of Storytelling and its Inherent Generational Wealth – An African American Story* is not only being read and applauded all over the world, but people are reacting to the stark realities and simple truths boldly told and explained in the book.

Hussain Sajwani is a UAE national, and the Founder of the global property development company, DAMAC Properties. A self-made billionaire, Sajwani has been recognised as one of the most powerful Arabs, among many other accolades.

Dr. Leo Semashko is a philosopher, sociologist, cyberneticist and a peacemaker. He has dedicated his entire life towards global peace and global harmony.

Batholomew Norman Nathan is the Secretary General of Malaysian Global Business Council (MGBC), and is the Former Honorary Consul of Malaysia to Kingdom of Bahrain.

Kushil Gunasekera is a world-renowned philanthropist and a results-driven visionary who has impacted rural development in Sri Lanka through pioneering initiatives that have produced empowerment opportunities for over 800,000 beneficiaries.

World Growth Forums understands that there are exclusive and extraordinary nation builders who possess peerless excellence, through which they have been consistently pioneering ingenious pathways of growth in the country of their primary profession, and then in the world as a chain reaction.

Honoring such rare excellence at an exclusive Platform of Excellence, World Growth Forums is committed to positive growth of the world. In partnership with the exclusive and extraordinary nation builders, World Growth Forums desires all willing and deserving heads & hands to converge to create a better world.

Hasina Parvin
CEO & Editor-in-Chief, World Growth Forums, India
@WGForums

World Growth Forums, India

https://www.worldgrowthforums.com

Managing Director:
Anam Kumar
md@wgf.worldgrowthforums.com

CEO & Editor-in-Chief:
Hasina Parvin
hasina@worldgrowthforums.com

Senior Associate Editors:
Manish Singh,
Nabanita Borpujari

Senior Assistant Editors:
Ramesh Pandey,
Vikram Kumar

Designer:
Prantika Poddar
designer@wgf.worldgrowthforums.com

Managing Consultant:
Aashish Bakshi

Vice President Marketing:
Abhishek Gupta
india@worldgrowthforums.com

International Advertisement:
Adrian Wilson

Executive Editor:
Upasana Kumar

Chief Strategy Officer:
Olivia Michelle

Senior Editor:
Pankaj Sharma
editorial@wgf.worldgrowthforums.com

Editor:
Anuradha

News:
Sam Peters

Senior Manager (International Affairs):
Mary Samson

Senior Manager Marketing:
Jennifer Yesmin

Rajasthan, India Advisor:
Manoj Jindal

Canada Advisor:
Tushar Jethanandani

Germany & Switzerland Advisor:
Shankar Vairavel

Netherlands Advisor:
Abhinav Kumar

Sri Lanka & Kenya Advisor:
Nalaka Hettiarachchi

New Zealand Advisor:
Adam Greenwell

Russia Advisor:
Lev Semashko

Tanzania Advisor:
Ludovick Philemon Chahally

Malaysia & ASEAN Advisor:
B Norman Nathan

US Advisor:
Tanmay Jethanandani

South Africa and Republic of Congo Advisor:
Mataka Mangbongase

Views and opinions expressed in this magazine are not necessarily those of World Growth Forums, India, its publishers or editors. We (at World Growth Forums, India) do our best to verify the information published, but do not take any responsibility for the absolute accuracy of the information. World Growth Forums, India does not accept responsibility for any investment or other decision taken by readers on the basis of information provided herein.

World Growth Forums, India is a monthly business and news magazine, and is published by Licorne International.

World Growth Forums is a trademark used under license.

US Office: 800 E. 101st Terrace, Suite 350, Kansas City, Missouri, 64131, United States of America.

India Office: Jaipur Centre, 6th Floor, Tonk Road & B2 Bypass Junction, Sector B-4, Jaipur, Rajasthan – 302018, India.

Copyright: ©2020–2022 World Growth Forums, as to material published in all editions and platforms of World Growth Forums, India. All Rights Reserved.

Website: https://www.worldgrowthforums.com;
Facebook: https://www.facebook.com/WGForums (@WGForums);
LinkedIn: https://www.linkedin.com/company/world-growth-forums;
Twitter: https://www.twitter.com/WGForums (@WGForums);
Instagram: https://www.instagram.com/wgforums
YouTube: https://www.youtube.com/c/worldgrowthforumswgf

*Phones: **+91-9650547050 (WhatsApp); + 91-8527087765;***
Email: india@worldgrowthforums.com

Find your V.I.P. Status
• Voice
• Identity
• Purpose

with

Deidra R. Moore-Janvier, Esq.

Speaker & Author

As an African American mother, wife, and advocate for change, Deidra set out on a journey in 2020 to teach young minds ***"the value in investing in themselves and in learning about their history."***

FEATURED BY

NEW YORK STATE BAR ASSOCIATION NYSBA

NEW YORK WIRE

CREATING UNITY IN THE COMMUNITY

iWomanTV

TODAY'S VERDICT

SPEAKERS

BLACK WOMEN EMPOWERED

ncnw commitment | unity | self reliance

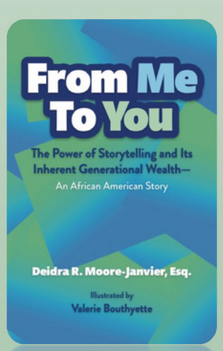
Black Birthright

ABOUT DEIDRA

Deidra is no stranger to self-investment. As a single mother in 1996, she quit her job to attend law school. In 1999, upon graduating from the City University of New York School of Law (aka: CUNY School of Law), Deidra worked as a public defender with The Legal Aid Society in Bronx, New York. In 2004, she established the Law Offices of Deidra R. Moore, P.C. Having practiced law, in New York, for more than 20 years, her work is deeply informed by her personal and professional experiences.

In June 2022, Deidra authored, ***From Me, To You***: ***The Power of Storytelling and its Inherent Generational Wealth – An African American Story***.

Through stories about family, faith and the power of multigenerational unity, ***From Me, To You*** explores the legacy of slavery in America from the viewpoint of enslaved Africans and their descendants. Deidra proves that African American history is American history, and that these two concepts rely on each other for posterity.



In September 2022 ***From Me, To You***, made its debut as a resource in independent schools, in NY State. Moreover, in October 2022, after an extensive vetting and selection process, ***From Me, To You***, is now on bookshelves throughout the New York Public Library(ies)

DEIDRA SPEAKS ON

- **Matrimonial Law**
- **Trusts & Estates Law**
- **Mental Hygiene Law** ***(Guardianships)***
- **Wrongful Death matters**

AVAILABLE TO SPEAK WITH

- **Organizations: Public, Private and Not-for-Profits**
- **Schools: public & private**

TO BOOK DEIDRA

Visit:
www.deidramoore.com

Email:
dmoore2253@gmail.com

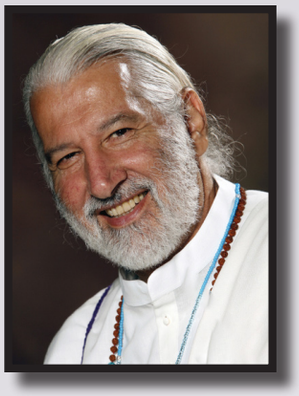
For Bookings Email:
Staff@pamperrypr.com

JOIN DEIDRA

CONTENTS

WGF Person OF THE YEAR 2022

Sir Roger Douglas
PAGE 36



Dr. Alfredo Sfeir-Younis
PAGE 42

Her Excellency
Ms. Fathimath Niuma
PAGE 50

Ambassador Omar
Lebbe Ameer Ajwad
PAGE 56

Ndaba Mandela
PAGE 62

Deidra Moore-Janvier
PAGE 68

Hussain Sajwani
PAGE 74

Dr. Leo Semashko
PAGE 80

B. Norman Nathan
PAGE 90

Kushil Gunasekera
PAGE 96

Elegance is an attitude
Aishwarya Rai
LONGINES®
LONGINES
AUTOMATIC

CONTENTS

World's Most Promising Brands 2023

UNITED NATIONS INTERNATIONAL DAY OF EDUCATION
PAGE 20

HOW INNOVATION IS REVOLUTIONIZING GLOBAL TRADE
PAGE 22

Global Economy to Slow Further Amid Signs of Resilience
PAGE 24

Preparing for Economic Turbulence in 2023
PAGE 26

WHO Statement Regarding COVID-19
PAGE 28

Stratio
PAGE 106

MongoDB
PAGE 107

Retently
PAGE 108

Oxipit
PAGE 109

AUCKLAND WALKING SERIES
PAGE 110

WORLD'S BEST OF BRANDS 2022

Algramo
PAGE 120

Lacthosa
PAGE 122

ChromaWay
PAGE 121

TANISHQ

About the author

Omar Lebbe Ameer Ajwad is a career diplomat and Sri Lanka's Ambassador to the Sultanate of Oman and non-Resident Ambassador to the Republic of Yemen (2019 - 2022). He joined the Sri Lanka Foreign Service in 1998 and last served as the Head of Political Division of the East Asia and Pacific Affairs from 2015 – 2017 at the Ministry of Foreign Affairs of Sri Lanka. His diplomatic assignments entailed in Singapore as Sri Lanka's High Commissioner to Singapore and Brunei Darussalam (Actg.), Deputy High Commission of Sri Lanka in Chennai, the Permanent Mission of Sri Lanka to the United Nations in Geneva and the Embassy of Sri Lanka in Riyadh. Ambassador Ameer Ajwad had served as the Coordinator/ Spokesperson for the Asian Group Experts of the United Nations Human Rights Council (UNHRC) during the Institution Building (IB) process of the UNHRC from 2007 to 2008 in Geneva. He also chaired a formal meeting of the UNHRC Preparatory Committee, to negotiate a part of the Outcome Document of the UN Review Conference on the Durban Declaration and Programme of Action (DDPA) on Racism during his stint in Geneva in 2008. Ambassador Ameer Ajwad was selected as 'Person of the Year 2021' by World Growth Forum Magazine (WGF) for creating "milestones in diplomacy and bilateral relations." He holds Master's Degree in Laws (LL.M) from the University of Colombo and Bachelor's Degrees in Arts (BA) and Laws (LLB). He was admitted to the Bar as an Attorney-at-Law of the Supreme Court of Sri Lanka in 1997.

"Sri Lanka and Oman maintain an all-weather friendship underpinned by mutual understanding, vibrant tradition of people-to-people contacts and strong diplomatic ties. The commemoration of the 40th anniversary of diplomatic relations, is an occasion to be celebrated and to further consolidate our warm and friendly ties. I am pleased to convey a message on the publication of a book on 'Sri Lanka – Oman Relations: Past, Present, and Future' authored by Ambassador Ameer Ajwad, coinciding with the commemoration of the 40th Anniversary of Diplomatic Relations between Sri Lanka and the Sultanate of Oman."

Prof. G.L. Peiris, M.P., Former Minister of Foreign Affairs of Sri Lanka

"The book titled 'Sri Lanka – Oman Relations: Past, Present, and Future' penned by none other than the Ambassador of Sri Lanka to the Sultanate of Oman, Ameer Ajwad, who played an extraordinary role during his tenure in the Sultanate to make bridges between the business communities of Oman and Sri Lanka despite pandemic challenges, will no doubt, serve as a 'blueprint' for the future economic cooperation between the two countries."

Eng. Ridha Bin Jumaa Al Saleh, Chairman of Oman Chamber of Commerce and Industry (OCCI)

"This book is a testimony of the historic relationship between Oman and Sri Lanka and it also provides a roadmap for the potential future cooperation in many areas of mutual interest. The ideas proposed in the book through the self-experience gained by a diplomat who served as Sri Lanka's envoy to the Sultanate of Oman, add value to this book. A long-awaited necessity has been accomplished by Ambassador Ameer Ajwad."

Sheikh Juma bin Hamdan Al Shehhi, Former Ambassador of the Sultanate of Oman to Sri Lanka

"As the longest serving Sri Lankan in Oman for more than 47 years, I witnessed that the period 2020 to 2021 was one of the most challenging and demanding times. Despite the unprecedented critical state of affairs posed by the COVID pandemic, the Embassy of Sri Lanka in Oman was able to organise a variety of activities to enhance bilateral ties. This book is an 'icing on the cake' of the long-standing relations between the two countries."

Anslem Perera, Chief Executive Officer, BPOS Global

Publishers:
www.blackandwhiteoman.com
BLACK & WHITE beyond & within

SRI LANKA – OMAN RELATIONS

PAST, PRESENT, AND FUTURE

O. L. AMEER AJWAD

NOMINATI

WORLD'S TOP FIN

WORLD GROV

REGISTER ON OUR WEBSITE HTT

MAIL US ON INDIA@WOR

WHATSAPP ON +91-9650

IONS OPEN

NANCIAL LEADERS

WTH FORUMS

PS://WORLDGROWTHFORUMS.COM

LDGROWTHFORUMS.COM

547050; +91-8527087765

REGIST

NOMINAT

WORLD GROW

GLOBAL BRAND O

MAIL US ON INDIA@WORL

HTTPS://WORLDGROWTHFORUMS.COM WHA

ER NOW
IONS OPEN
WTH FORUMS
F THE YEAR 2022

LDGROWTHFORUMS.COM

ATSAPP ON +91-9650547050; +91-8527087765

NATION BUILDERS
WORLD GROWTH FORUMS
Committed to Positive Growth of World

UNITED NATIONS

UNITED NATIONS INTERNATIONAL DAY OF EDUCATION

United Nations Secretary-General António Guterres has urged, "Let's deliver education systems that can support equal societies, dynamic economies and the limitless dreams of every learner in the world."

2030 Agenda for People, Planet and Prosperity

The year 2023 marks the mid-point since the UN adopted the 2030 Agenda for people, planet and prosperity, with a set of 17 interlocked goals that will come up for review at the SDG Summit in September on the theme of investing in people.

Building on the global momentum generated by the UN Transforming Education Summit (TES) in September 2022, this year's United Nations International Day of Education calls for maintaining strong political mobilization around education and charting the way to translate commitments and global initiatives into action. Education must be prioritized to accelerate progress towards all the Sustainable Development Goals against the backdrop of a global recession, growing inequalities and the climate crisis.

This year's International Day of Education, falling on 24 January 2023, is dedicated to Afghan women and girls.

Building Global Momentum on Education

Education must be prioritized to accelerate progress towards all the SDGs against the backdrop of a global recession, growing inequalities and the climate crisis. It is only by equipping youth for the future that future can be transformed. Building on the momentum of the Transforming Education Summit, and advancing towards the Summit of the Future in 2024, this year United Nations would strive for society-wide engagement to meet education goals and drum up awareness on the six global initiatives to transform education.

The Summit was the largest convening of education in recent decades, resulting in national commitments from 133 countries to recover learning losses from the pandemic and transform their education to make them fit for the future – more inclusive, relevant and resilient to future shocks. The international community rallied around six calls to action that each carry the potential to accelerate change. Led by coalitions of partners, these global initiatives span critical areas: foundational learning; the green and digital transitions; gender equality; education in crisis and financing.

Youth can Bring a Global Change

These national commitments and calls to action are buttressed by a youth movement that cocreated the Summit. The Summit's Youth Declaration affirms that "If we are to survive and thrive in planetary peace and righteous equality, then education is our primary source of hope and resolution." Their Declaration captures all the links between education, climate justice, gender equality, inclusion, jobs and sustainable development.

Three World Conferences, organized by UNESCO in 2022 on early childhood care and education, adult learning and higher education, further set out a common vision and commitments for driving progress in the next decade. Only lifelong education starting in the earliest years in life can break the cycle of poverty, improve health outcomes, prepare people for decent jobs with opportunities to reskill and upskill, and mitigate the climate crisis. Now all governments and partners must be held accountable for their commitments. A solidarity pact is needed going forward to translate commitments into action and strengthen the capacities of policy makers, teachers and educators to make education transformative.

Investment in Education will Increase Our Chances

The cost of under-investment in education imperils our common future. Education remains in a situation of crisis. Fulfilling the right to education requires bold action in the areas outlined in the Secretary General's vision statement to ensure inclusive, safe and healthy learning environments; empower teachers, harness the digital revolution for the benefit of public education and invest more equitably and efficiently.

With this purpose, this year's United Nations International Day of Education focuses on one of the most challenging crises of our times: in Afghanistan where girls and women are deprived of their fundamental right to education. Since the political shift in Kabul in August 2021, access to education beyond primary level is indefinitely suspended for all Afghan girls above the age of 12. Currently, 2.5 million (80%) of school-aged Afghan girls and young women are out of school, 1.2 million of whom were denied access to secondary schools and universities following the decision of the de facto authorities.

On 20 December 2022, this unacceptable situation was brought to another level following the announcement of the suspension, until further notice, of women's access to universities, affecting over 100,000 female students attending government and private higher education institutions. The achievements made in the countries during the last 20 years are at stake. During this period, the number of women in higher education increased by almost 20 times and before the recent suspension one out of three young women were enrolled in universities. The international community must explore how best to support Afghan girls and women through innovative and impactful solutions. Follow-up action must be taken both at technical and political levels within the framework of the Transformative Education Summit and in line with the Call to Actions.

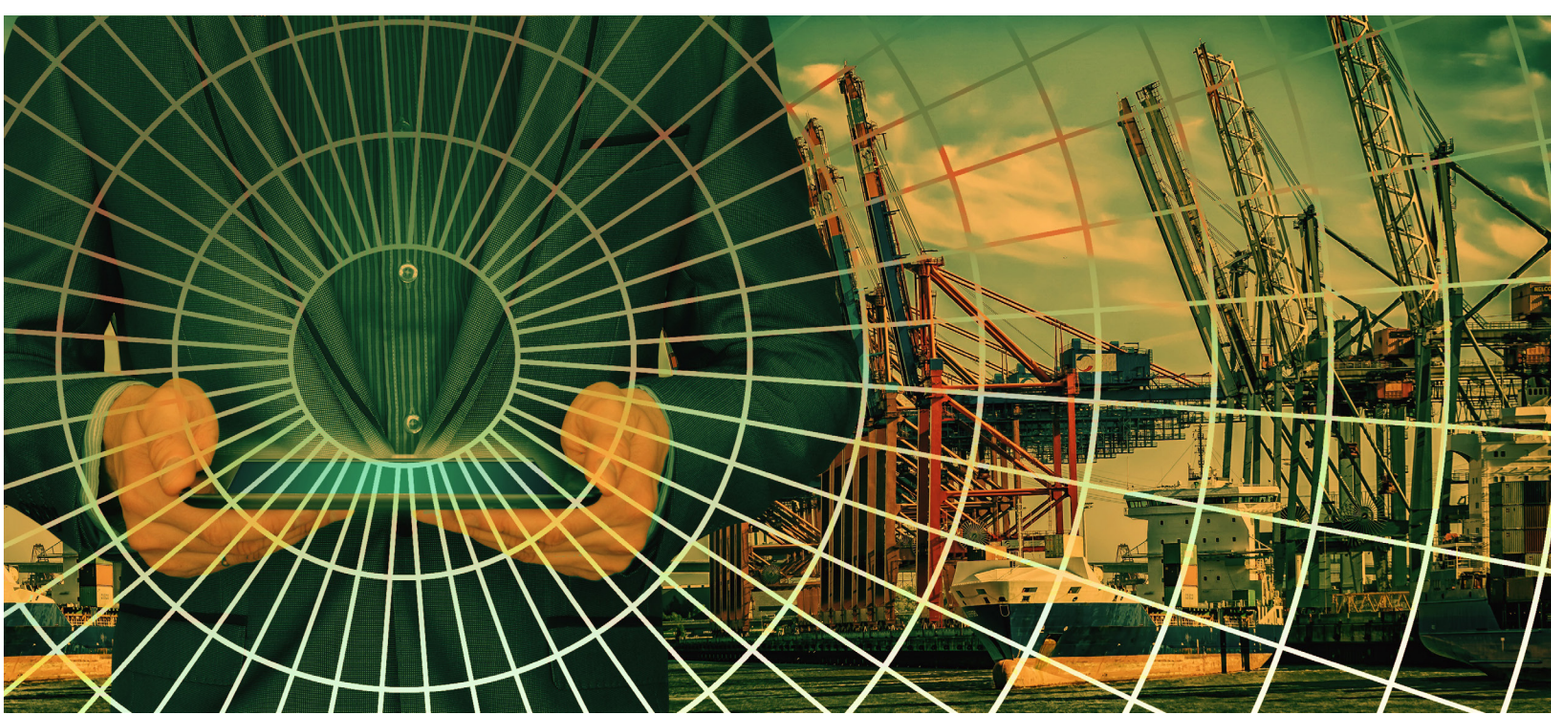
International Day of Education

The United Nations General Assembly proclaimed 24 January as International Day of Education, in celebration of the role of education for peace and development. Education is a human right, a public good and a public responsibility.

NATION BUILDERS
WORLD GROWTH FORUMS
Committed to Positive Growth of World

THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

HOW INNOVATION IS REVOLUTIONIZING GLOBAL TRADE



World Bank Group's Global Director for Trade, Investment and Competitiveness, Mona Haddad, has shared, "Trade is an engine of growth that creates better jobs, reduces poverty and increases economic opportunity. Trade liberalization increases GDP, and it has, lifted more than one billion out of poverty since 1990." However, for these benefits to be shared more equally, trade needs to be efficient, and this is not always the case.

Global Trade and Interests are Interconnected

The complexity and interconnected nature of global trade was laid bare during supply chain disruptions due to the COVID-19 pandemic. Shipping delays and shortages meant unprecedented issues for many exporters, importers, businesses and consumers.

However, the interconnection of services, vision and interests may be turned and transformed for betterment too. According to Miishe Addy, the Co-founder and CEO of Jetstream Africa, COVID-19 also led to an opportunity for rethinking the system itself. She shared, "The Ghanaian port of Tema is one of the largest container ports in West Africa. Despite technology that could have been applied, when we started the business, there was almost no technology. It was mostly cash and mostly manual."

So, Miishe saw the moment to create her business. She shared further, "Covid accelerated digitization in Africa. It was difficult to move around, including at the port. The old-fashioned manual methods of clearing and moving cargo were really inefficient." So, Jetstream created a technology platform which effectively takes on a supply chain for a customer's cross-border trade. According to Miishe this is important because slower trade means more expensive goods for consumers. So, "Even though incomes are generally lower here and profits are lower, supply chains are the slowest in the world. Every day African families are effectively paying a tax on the goods they consume."

Technology Advancement and Digitization are Great Innovations

Alina Antoci is a Senior Trade Facilitation Specialist at the World Bank Group. She has worked with dozens of countries looking to introduce digital systems for trade, such as Electronic Single Windows and Trade Information Portals.

She shared, "Technology and digitization make trade faster, cheaper, easier and more predictable. Automation makes things more efficient at borders and ports."

According to her, taking the human out of some of these processes also reduces corruption, and makes access to information equitable and reliable.

Advancements in technology are not the only ways trade is being revolutionized. Global Trade has a huge carbon footprint, and this is something that the world's largest container shipping firm, Maersk, is planning to not shy away from addressing.

Morten Bo Christiansen, Head of Decarbonization at A.P. Moller–Maersk explains that the industry needs to rethink the way goods are transported.

"Moving goods around the world emits between 3 and 4 billion tons of Carbon dioxide a year. We have a commitment to become net zero by 2040."

One of the big issues is of course, the burning of fossil fuels to power ships which traverse the world's oceans making trade possible. But this, according to Morten, needs to be entirely rethought.

According to Morten, it's currently a kind of 'chicken and egg' issue for the industry. He shared, "There are green fuels available, but you have the situation where there are no green ships. So, nobody's building the green ships because there are no green fuels; but there are no green fuels because there are no green ships."

His company has developed a new fuel, based on methanol, which they see as the future. But of course, this will also depend on global infrastructure for refuelling and supply.

Trade is Interconnected to Climate Too

According to Vicky Chemutai, an Economist at World Bank Group, climate and trade are interconnected in many ways, particularly for developing countries. She shared, "In an increasingly climate-change-affected world, trade will gain even more importance. Food insecurity is very high and the effects of climate change are very high in these countries… so the sustainable trade of food will be crucial to maintaining food security. Other issues such as increasing heat can have impacts on trade. Heat impacts worker productivity… and that impacts export sectors – in countries like Bangladesh. So, improving the way trade is done is the key. Addressing trade facilitation concerns at border points could in turn reduce food waste for example. There is a raft of ways that trade facilitation can improve the relationship between trade and climate. The trade policy solutions exist, and most of them are a quick win…. All of the solutions need to be done at scale, but they exist, they really do."

Thus, the world of trade is not a simple one, and there are pressing issues to address, but innovation in so many areas is proving revolutionary for so many.

Trade Facilitation Support Program

Support for the initiative was provided by the World Bank Group with funding from the Trade Facilitation Support Program (TFSP). The TFSP is funded by nine donor partners: Australia, Canada, the European Commission, the Netherlands, Norway, Sweden, Switzerland, the United States and the United Kingdom. The program provides assistance to countries seeking to align their trade practices with the World Trade Organization Trade Facilitation Agreement (WTO TFA).

Global Economy to Slow Further Amid Signs of Resilience

According to Pierre-Olivier Gourinchas, Economic Counsellor and the Director of Research of the International Monetary Fund, the fight against inflation is starting to pay off, but central banks must continue their efforts.

The global economy is poised to slow in 2023, before rebounding in 2024. Growth will remain weak by historical standards, as the fight against inflation and Russia's war in Ukraine weigh on activity.

Despite these headwinds, the outlook is less gloomy than October forecast of International Monetary Fund, and could represent a turning point, with growth bottoming out and inflation declining.

Slowdown will be More Pronounced for Some

Economic growth proved surprisingly resilient in the third quarter of last year, with strong labor markets, robust household consumption and business investment, and better-than-expected adaptation to the energy crisis in Europe. Inflation, too, showed improvement, with overall measures now decreasing in most countries – even if core inflation, which excludes more volatile energy and food prices, has yet to peak in many countries.

Elsewhere, China's sudden re-opening paves the way for a rapid rebound in activity. And global financial conditions have improved as inflation pressures started to abate. This, and a weakening of the US dollar from its November high, provided some modest relief to emerging and developing countries.

Accordingly, International Monetary Fund has slightly increased its 2022 and 2023 growth forecasts. Global growth will now slow down from 3.4 percent in 2022 to 2.9 percent in 2023 then rebound to 3.1 percent in 2024.

For advanced economies, the slowdown will be more pronounced, with a decline from 2.7 percent last year to 1.2 percent and 1.4 percent this year and next. Nine out of 10 advanced economies will likely decelerate.

US growth will slow to 1.4 percent in 2023 as Federal Reserve interest-rate hikes work their way through the economy. Euro area conditions are more challenging despite signs of resilience to the energy crisis, a mild winter and generous fiscal support. With the European Central Bank tightening monetary policy, and a negative terms-of-trade shock – due to the increase in the price of its imported energy – growth is expected to bottom out at 0.7 percent this year.

Emerging market and developing economies have already bottomed out as a group, with growth expected to rise modestly to 4 percent and 4.2 percent this year and next.

The restrictions and COVID-19 outbreaks in China dampened activity last year. With the economy now re-opened, International Monetary Fund sees growth rebounding to 5.2 percent this year as activity and mobility recover.

India remains a bright spot. Together with China, it will account for half of global growth this year, versus just a tenth for the US and euro area combined. Global inflation is expected to decline this year but even by 2024, projected average annual headline and core inflation will still be above pre-pandemic levels in more than 80 percent of countries.

The risks to the outlook remain tilted to the downside, even if adverse risks have moderated since October and some positive factors gained in relevance.

Battle is Far From Won

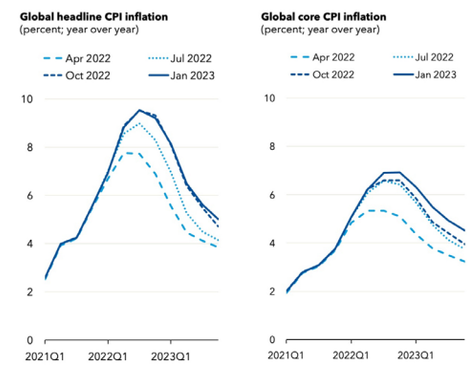
The inflation news is encouraging, but the battle is far from won. Monetary policy has started to bite, with a slowdown in new home construction in many countries. Yet, inflation-adjusted interest rates remain low or even negative in the euro area and other economies, and there is significant uncertainty about both the speed and effectiveness of monetary tightening in many countries.

Where inflation pressures remain too elevated, central banks need to raise real policy rates above the neutral rate, and keep them there until underlying inflation is on a decisive declining path; easing too early risks, undoing all the gains achieved so far.

This time around, the global economic outlook hasn't worsened. That's good news, but not enough. The road back to a full recovery, with sustainable growth, stable prices, and progress for all, is only starting.

Inflation

Headline inflation is falling in many countries, but core inflation has been revised upwards.

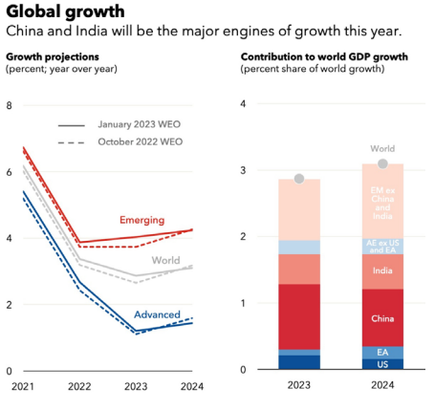


Sources: IMF, *World Economic Outlook*; and IMF staff calculations.

IMF

Global growth

China and India will be the major engines of growth this year.

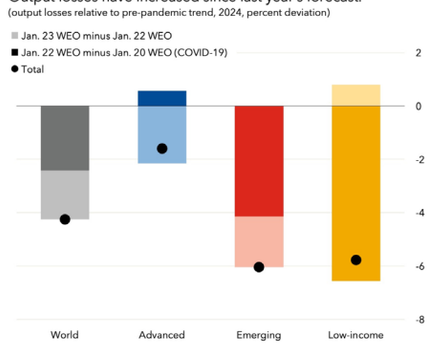


Sources: IMF, WEO January 2023 Update; and IMF staff calculations.
Note: AE = Advanced economies. EM = Emerging economies. EA = Euro area.

IMF

Scarring since the pandemic

Output losses have increased since last year's forecast.
(output losses relative to pre-pandemic trend, 2024, percent deviation)

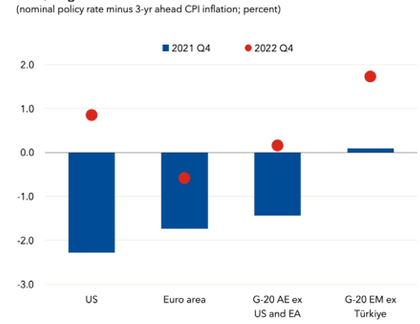


Sources: IMF, World Economic Outlook January 2023 Update; and IMF staff calculations.
Note: Bars show the difference in real output in 2024 since 2019 and anticipated output for the same period prior to the pandemic for the indicated regional group.

IMF

Real rates

Real policy rates remain low in some countries and, in the euro area, negative.
(nominal policy rate minus 3-yr ahead CPI inflation; percent)



Sources: Consensus Forecast; Haver Analytics; IMF, World Economic Outlook January 2023 Update; and IMF staff calculations. Note: Aggregates are 2022 PPP GDP weighted averages. AE = Advanced economies. EA = Euro area.

IMF

WORLD ECONOMIC FORUM

Preparing for Economic Turbulence in 2023

The World Economic Forum Chief Economists Outlook, January 2023 finds that growth prospects remain anaemic and the risk of a global recession is high. International Monetary Fund also expects around a third of the global economy to enter a recession in 2023. Three Chief Economists of the WEF have explained how business leaders can best prepare their organizations to weather the economic storms ahead.

Looming Recession

Almost two-thirds of economists surveyed by the World Economic Forum expect there will be a recession in 2023. So what does that mean for businesses?

In a world of 'polycrisis', how can companies pivot to resilience, while staying profitable and sustainable?

These are some of the questions that are going to be discussed during WEF's Annual Meeting in Davos – and in the months ahead.

A survey of leading economists for the WEF's latest Chief Economists Outlook gauged views about some of the likely headwinds that businesses are going to face in 2023 – as well as the most effective responses to these headwinds and sources of optimism.

The survey found that the outlook for the global economy is gloomy, with almost one in five respondents now considering a global recession to be extremely likely in 2023, more than twice as many as in the previous survey in September 2022.

Bright Light of Optimism

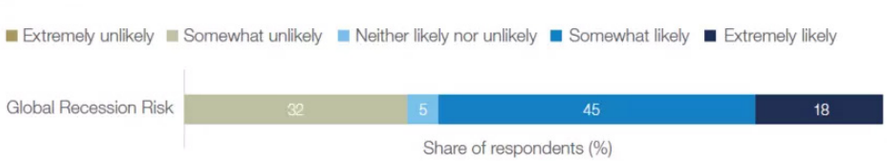
In the pervading gloom, there is still some room for optimism. The chief economists surveyed as part of the briefing expected the outcomes of the latest shocks to have been worse, the impending downturn to be relatively short-lived, and the current resilience to form a cornerstone of future recovery.

According to the survey, businesses face a 'triple challenge' at the start of 2023 with continued high prices of key inputs, alongside tightening monetary policy and weakening demand.

Almost all of the economists surveyed (nine out of 10) expect weak demand to exert a significant drag on business activity this year, while 87% expect the same of elevated borrowing costs, and more than 60% expect the same of higher input costs.

Figure 1. Global recession outlook

How likely is a global recession in 2023?



Note: The numbers in the graphs may not add up to 100% because figures have been rounded up/down.

Source: Chief Economists Survey, December 2022

Look Where There is Light

According to Erik R Peterson, Partner and Managing Director of Global Business Policy Council, Kearney, business leaders have been focused on prospects for growth (or lack thereof), inflation, labour markets and the uncertain global economic outlook for quite a while. While remaining vigilant to unexpected short-term changes, they should already be looking beyond 2023 (as turbulent as it is likely to be) and positioning themselves for the time when governments and central banks turn to stimulating their economies.

True leaders will be called into action like no other time in the past.

According to Fernando Honorato Barbosa, Chief Economist, Banco Bradesco, businesses will face a completely different economic environment from now on. We have not seen such a combination in decades: high rates; geopolitical uncertainties; energy insecurity; and, the need to rethink the global supply chains. Amid that, there is a need to innovate, protect the environment, become more inclusive, and reskill the labour force.

According to Ira Kalish, Chief Global Economist, Deloitte Touche Tohmatsu, a recession might last nine months, but a recovery could last nine years. Many companies have strong balance sheets and can withstand a recession. Yet, when the recovery ultimately comes, they will need sufficient labour and technology to be competitive in a new post-pandemic environment. Indeed, the fact that hiring and investment continue to be relatively strong in some countries reflects corporate longer-term thinking and preparation for the new normal.

WHO Statement Regarding COVID-19

World Health Organization's Director-General, Tedros Adhanom Ghebreyesus, transmitted the Report of the fourteenth meeting of the International Health Regulations (2005) (IHR) Emergency Committee regarding the coronavirus 2019 disease (COVID-19) pandemic, on 27th January 2023.

The WHO Director-General concurred with the advice offered by the Committee regarding the ongoing COVID-19 pandemic, and determined that the event continues to constitute a public health emergency of international concern (PHEIC). The Director-General acknowledged the Committee's views that the COVID-19 pandemic is probably at a transition point, and appreciates the advice of the Committee to navigate this transition carefully and mitigate the potential negative consequences.

World is in a Better Position

In January 2023, the world marked the three-year anniversary of the determination of the COVID-19 PHEIC in January 2020. While the world is in a better position than it was during the peak of the Omicron transmission one year ago, more than 170,000 COVID-19-related deaths were reported globally within the last eight weeks of 2022. In addition, surveillance and genetic sequencing have declined globally, making it more difficult to track known variants and detect new ones. Health systems are currently struggling with COVID-19 and caring for patients with influenza and respiratory syncytial virus (RSV), health workforce shortages, and fatigued health workers. Vaccines, therapeutics and diagnostics have been and remain critical in preventing severe disease, saving lives and taking the pressure off health systems and health workers globally. Yet, the COVID-19 response remains hobbled in too many countries unable to provide these tools to the populations most in need, older people and health workers. WHO continues to work closely with countries on all aspects of the COVID-19 response, including for strengthening the management of COVID-19 within longer-term disease control programs.

Global Overview on COVID-19

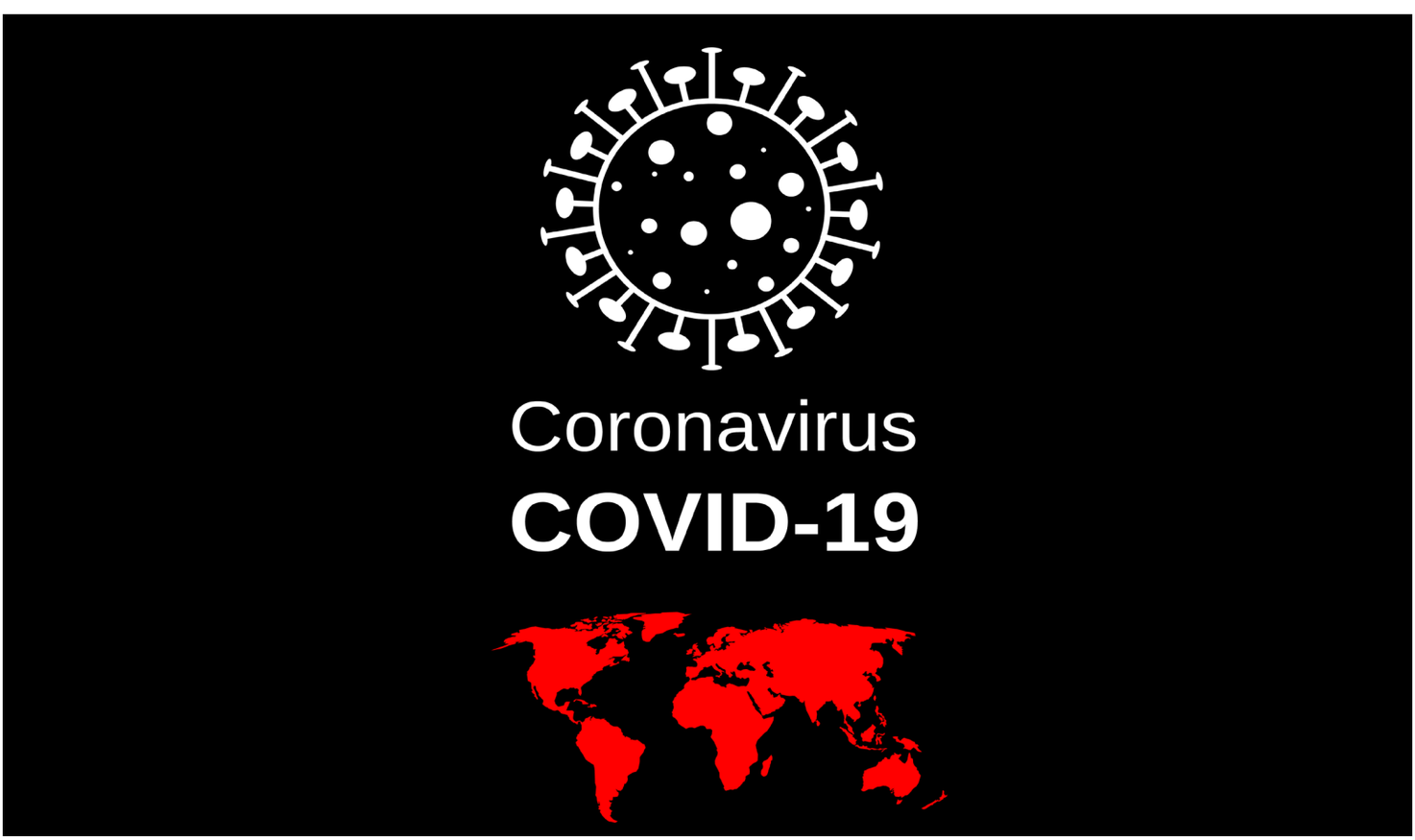
The WHO Secretariat presented a global overview of the current status of the COVID-19 pandemic. The recent rapid risk assessment continues to characterize the global risk of COVID-19 to human health and its ongoing transmission as high. The WHO Secretariat presented on the following: global COVID-19 epidemiological situation; currently circulating SARS-CoV-2 variants of concern, including descendent lineages of these variants; unexpectedly early seasonal return of influenza and RSV in some regions, which is burdening some already overstressed health systems; status of global vaccination and hybrid immunity; and new travel-related health measures, including testing and vaccination requirements, implemented in response to the recent wave of COVID-19 cases after policy changes.

The WHO Secretariat expressed concern about the continued virus evolution in the context of unchecked circulation of SARS-CoV-2 and the substantial decrease in Member States' reporting of data related to COVID-19 morbidity, mortality, hospitalization and sequencing, and reiterated the importance of timely data sharing to guide the ongoing pandemic response.

Temporary Recommendations to all States Parties

WHO Director-General, Tedros Adhanom Ghebreyesus, issued the following temporary recommendations to all states parties:

- Maintain momentum for COVID-19 vaccination to achieve 100% coverage of high-priority groups guided by the evolving SAGE recommendations on the use of booster doses.
- Improve reporting of SARS-CoV-2 surveillance data to WHO.
- Increase uptake and ensure long-term availability of medical countermeasures.
- Maintain strong national response capacity and prepare for future events to avoid the occurrence of a panic-neglect cycle.
- Continue working with communities and their leaders to address the infodemic, and to effectively implement risk-based public health and social measures (PHSM).
- Continue to adjust any remaining international travel-related measures, based on risk assessment, and to not require proof of vaccination against COVID-19 as a prerequisite for international travel.
- Continue to support research for improved vaccines that reduce transmission and have broad applicability, as well as research to understand the full spectrum, incidence and impact of post COVID-19 condition, and to develop relevant integrated care pathways.



World Growth Forums

World Growth Forums is committed to positive growth of world in all aspects, sections, societies, economies, regions, countries and continents.

It is neutral in all issues and facilitates discussions at all levels to make an everlasting impact towards its cause of making the world better. It works through a multitude of Forums, each independent yet intricately inter-linked to all other Forums, so together all of them endeavour concertedly to minimize or eliminate all negativities in any form around the world. It believes firmly that each negativity minimized or eliminated leads to enhanced positivity in the world.

For a better and greater future for everyone, each one, it is highly significant that maximum positivity must be disseminated, absorbed and created, for making the world better, for good!

World Growth Forums Magazine

We do national and international promotions and branding through a Magazine, Global Business and Investment Forums, video promotions, and WGF iTalks – video interviews of global personalities.

If you wish to participate with World Growth Forums in any of the above-mentioned ways, please write to us on **india@worldgrowthforums.com**. Or, connect with us on **+91-9650547050**; **+91-8527087765**.

To read previous issues, please visit https://www.worldgrowthforums.com/world-growth-forums-magazines/monthly-issues/. To Register for any Award, please visit https://worldgrowthforums.com/home/register-now/

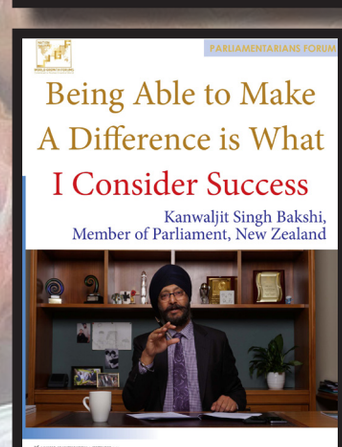
Virtual World Growth Forums 2022–23: Our Upcoming Global Business and Investment Forum

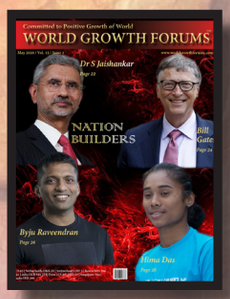
It would bring stakeholders from different walks of life to one Platform of Excellence (PoE) to discuss various issues relevant to positive growth of world, and what steps need to be taken currently and in future for the sustainability of a positive world outlook – committed to growth of everyone, each one.

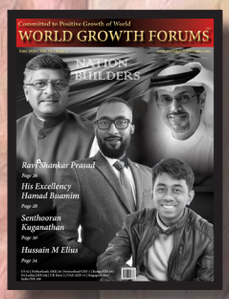
It would comprise experts speaking on issues directly relevant to their major field of working, India, and the world in general.

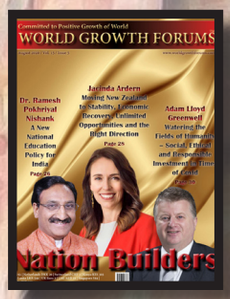
You may participate through Keynote Speech/Panel Discussion/TV Promotion/Newspaper Promotion/Radio Promotion/Award in our Forum. Panel discussions would brainstorm and discuss multiple perceptions of common issues.

You may nominate yourself or someone else for the World's **Top Nation Builders of 2022 Award, WGF Women of Extraordinary Excellence 2022 Award, Young Global Entrepreneur 2022 Award, or World's Most Promising Brand 2023 Award** by writing to us on india@worldgrowthforums.com.

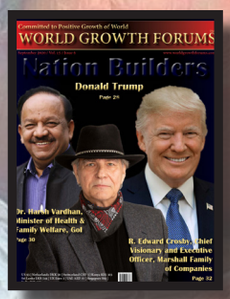


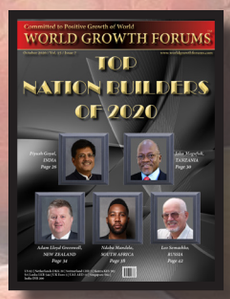


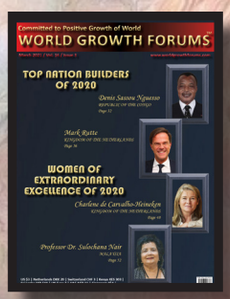


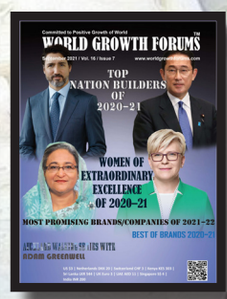


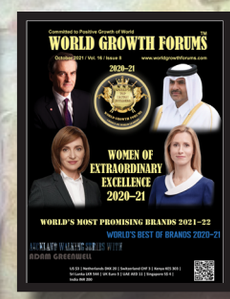
NATION BUILDERS
WORLD GROWTH FORUMS
Committed to Positive Growth of World

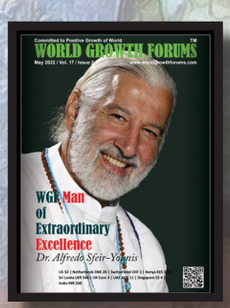


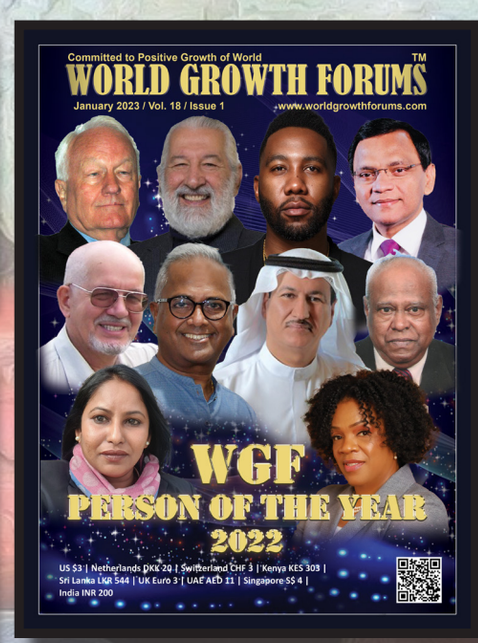


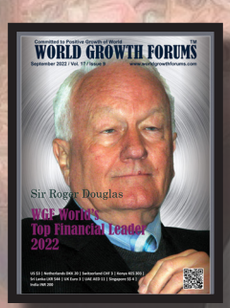


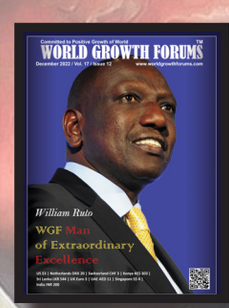












Are You A Top Nation Builder of 2022?

In sync with the 17 Sustainable Development Goals of United Nations, World Growth Forums – in collaboration with Nation Builders from all countries – is committed towards a holistic approach to achieving sustainable development for all. Recognizing the untiring efforts of a few special Nation Builders in each issue of World Growth Forums Magazine, we have initiated World's Top Nation Builders of 2022 Series, in which we would bring to you immensely inspiring stories of some extraordinary persons or organizations.

The various categories of Top Nation Builders of 2022 include GO-GETTERS (personal stories of triumph), WOMEN, STARTUPS, TECHNOLOGY, EDUCATION, HEALTHCARE, TOURISM, REAL ESTATE, INFRASTRUCTURE, SPACE TECHNOLOGY, INTERNET OF THINGS, ARTIFICIAL INTELLIGENCE, LIFESTYLE, MEDIA, TELECOM, MANUFACTURING, RETAIL, SERVICES, AUTOMOTIVE, ENERGY & POWER, FINANCE, FOOD & BEVERAGES, ENTERTAINMENT, PERSONAL CARE, AND MANY MORE.

NATION BUILDERS
WORLD GROWTH FORUMS
Committed to Positive Growth of World

Committed to Positive Growth of World
WORLD GROWTH FORUMS™

TOP NATION BUILDERS OF 2020
GO-GETTERS
https://www.worldgrowthfourns.com

Chief Executive Officer,
Microsoft

Go-Getters have a determined focus on the goals, and easily wave off distractions. They stop not till the goal is achieved, and believe in leading by example.
In sync with the 17 Sustainable Development Goals of United Nations, World Growth Forums – in collaboration with Go-Getters from all countries – is committed towards a holistic approach to achieving sustainable development for all. Recognizing the untiring efforts of a few special Go-Getters in each issue of World Growth Forums Magazine, in our Nation Builders Series, we would bring to you immensely inspiring stories of Top Nation Builders of 2020 – Go-Getters.

We are seeking stories of Go-Getters Nation Builders NOW for our World Growth Forums Magazine.
Please write to us on india@worldgrowthforums.com for details.

Committed to Positive Growth of World
WORLD GROWTH FORUMS™

bloomscape

TOP NATION BUILDERS OF 2020
STARTUPS
https://www.worldgrowthfourns.com

Bloomscape,
Home Ready Plants Delivered to Your Door

Startups hold the potential to become the new backbone of economies worldwide, with their ingenious vision, indomitable will power and out-of-the-box ideas.
In sync with the 17 Sustainable Development Goals of United Nations, World Growth Forums – in collaboration with startups from all countries – is committed towards a holistic approach to achieving sustainable development for all. Recognizing the untiring efforts of a few special startups in each issue of World Growth Forums Magazine, in our Nation Builders Series, we would bring to you immensely inspiring stories of Top Nation Builders of 2020 – Startups.

We are seeking stories of Startups Nation Builders NOW for our World Growth Forums Magazine.
Please write to us on india@worldgrowthforums.com for details.

Committed to Positive Growth of World
WORLD GROWTH FORUMS™

Adobe®

TOP NATION BUILDERS OF 2020
TECHNOLOGY
https://www.worldgrowthfourns.com

Adobe, Inc.,
Changing the world through digital experiences.

Tech Companies pave the path, wide open windows, and drive our dreams towards fresh horizons and unlimited success.
In sync with the 17 Sustainable Development Goals of United Nations, World Growth Forums – in collaboration with tech companies from all countries – is committed towards a holistic approach to achieving sustainable development for all. Recognizing the untiring efforts of a few special tech companies in each issue of World Growth Forums Magazine, in our Nation Builders Series, we would bring to you immensely inspiring stories of Top Nation Builders of 2020 – Technology.

We are seeking stories of Technology Nation Builders NOW for our World Growth Forums Magazine.
Please write to us on india@worldgrowthforums.com for details.

Committed to Positive Growth of World
WORLD GROWTH FORUMS™

TOP NATION BUILDERS OF 2020
WOMEN
https://www.worldgrowthfourns.com

Chief Financial Officer,
Alphabet Inc.

Power of Women, their self-belief and resolute efforts have led to unprecedented Empowerment of Women all around the world in the recent years.
In sync with the goals of UN Women, World Growth Forums is committed towards achieving gender equality and empowerment of women, also helping them fuel economies and improve productivity & growth.
Recognizing the untiring endeavours of a few special women in each issue of World Growth Forums Magazine, in our Nation Builders Series, we would bring to you immensely inspiring stories of Top Nation Builders of 2020 – Women.

We are seeking stories of Women Nation Builders NOW for our World Growth Forums Magazine.
Please write to us on india@worldgrowthforums.com for details.

WGF PERSON OF THE YEAR 2022

PERSON
OF
THE
YEAR
WORLD GROWTH FORUMS
CHOSEN BY WORLD LEADERS

PERSON
OF
THE
YEAR
WORLD GROWTH FORUMS
CHOSEN BY WORLD LEADERS

Architect of the Fundamental Economic Reforms of New Zealand

Sir Roger Douglas,
Former Finance Minister,
New Zealand

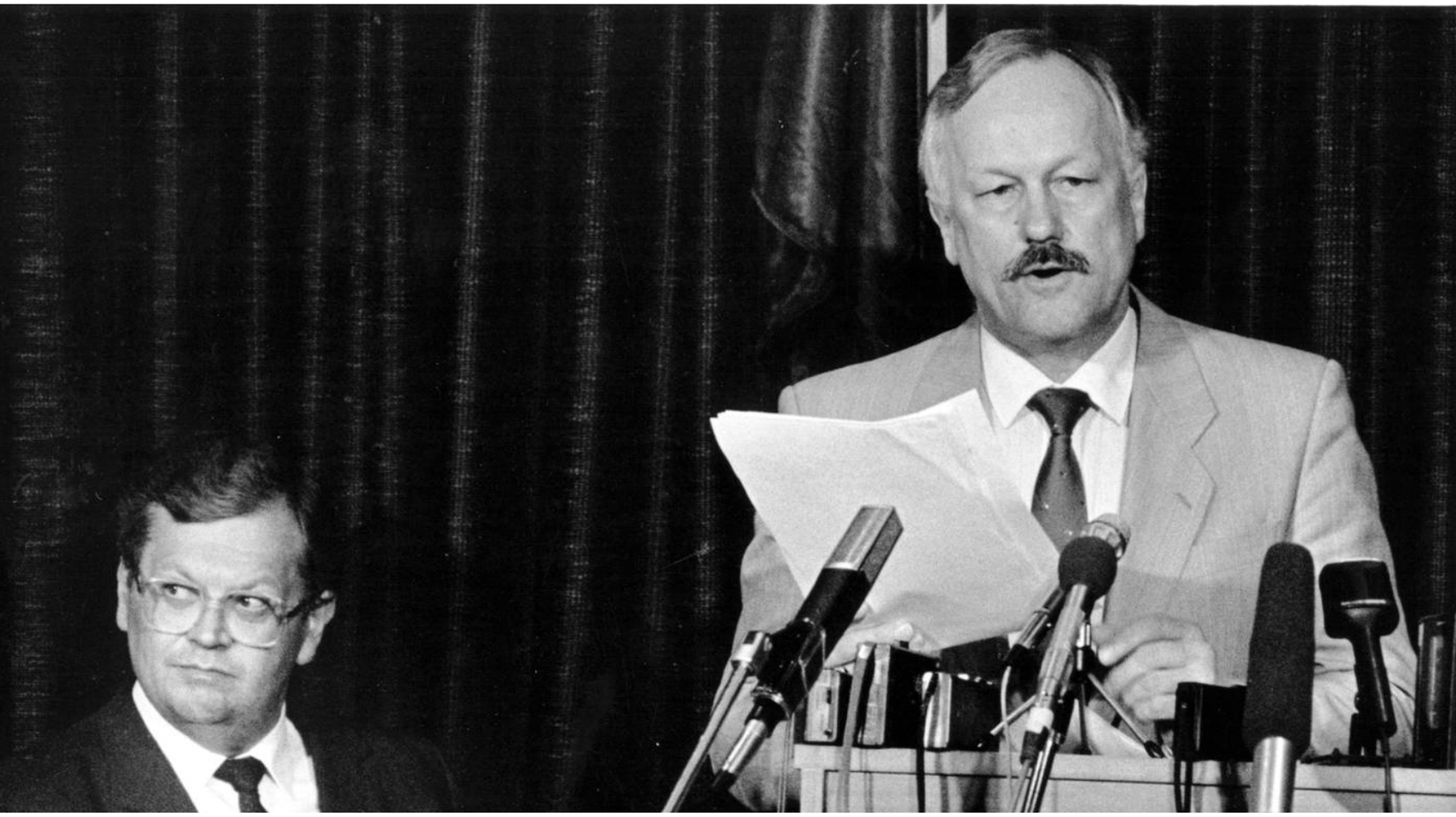
Sir Roger Douglas is a former Labour Party politician and a Cabinet Minister. He was a Member of Parliament for Manukau constituency from 1969 to 1978 and Manurewa constituency from 1978 to 1990. He served as the Minister of Broadcasting and Housing, and Post-Master General from 1972 to 1975, and as Minister of Finance from 1984 to 1988. The economic policy he introduced was popularly referred to as 'Rogernomics'. In 1990, he set up his own consultancy company, and was a Member of the Board of Brierley Investments from 1990 to 1999, and served as its Chairman in 1998. He returned to Parliament as an ACT backbencher in 2008, before retiring in 2011.

In the Old Days

Sir Roger Douglas was born in 1937 in Auckland, New Zealand. His family had strong ties with the trade-union movement, and actively engaged in politics. His maternal grandfather Bill Anderton, who was Labour Member of Parliament for Eden from 1935 to 1946 and for Auckland Central from 1946 to 1960, was a Cabinet Minister in the Second Labour Government. His father Norman Douglas, a union secretary, was MP for Auckland Central from 1960 to 1975. His brother Malcolm Douglas was briefly Labour MP for Hunua from 1978 to 79.

Sir Roger Douglas received his secondary education at Auckland Grammar School, and gained a degree in Accountancy from the University of Auckland.

In 1984, he became Finance Minister. Reform of the tax system, removal of subsidies and controls, conversion of many government departments into corporations, removal of import barriers, and introduction of other open market concepts were some of the changes introduced by Sir Roger Douglas. The policies were so closely identified with him that they spawned a new term in finance jargon: 'Rogernomics'. Rogernomics essentially brought about a significant increase in economic growth, lowered the rate of inflation and unemployment, and contributed to the internal and external economic equilibrium of New Zealand. He was knighted in 1991.



In and Out of Politics

During his absence from national politics, Sir Roger Douglas held senior positions at a number of prominent companies such as Brierley Investments, in which he briefly served as Executive Chairman. He also currently serves as the Managing Director of his own Group, Roger Douglas Associates.

Sir Roger Douglas changed the face of the New Zealand economy as the Finance Minister under David Lange's Labour Government in the 1980s. His brand of economic management became known as Rogernomics, and opponents blame him for increasing the gap between rich and poor. Sir Roger Douglas was responsible for deregulating New Zealand's economy, floating the dollar and introducing GST.

His second term in office was marked by conflict with Prime Minister Lange, and he was dramatically sacked/resigned in 1988.

In 1990, Sir Roger Douglas left politics, but his liberal economic policies continued under the subsequent National Government.

Sir Roger Douglas co-founded the Act Party in 1993, and came back as a backbencher Member of Parliament in 2008.

Good Economics with Political Challenges

In February 1985, journalists at the New Zealand Listener coined the term Rogernomics, a portmanteau of 'Roger' and 'economics' (by analogy with 'Reaganomics') to describe what they considered as the neoliberal economic policies of Sir Roger Douglas. Rogernomics featured market-led restructuring and deregulation and the control of inflation through tight monetary policy, accompanied by a floating exchange rate and reductions in the fiscal deficit.

However, World Growth Forums, together with our New Zealand Advisor Adam Greenwell, have conferred extensively with Sir Roger Douglas. One thing has become crystal clear throughout those discussions that run counter to nearly forty years of media commentary: Sir Roger Douglas, and his policies, are not neoliberal.

Since his sacking/resignation as New Zealand Minister of Finance in 1988, Sir Roger Douglas has lamented the fact that he has not yet been able to fully address welfare reform and superannuation/retirement income. These are areas that he would have wished to visit as a Labour Party MP and Labour Cabinet Minister.

Sir Roger Douglas' highly acclaimed position in global affairs comes back to his efforts for prosperity for all through structural reform. If Rogernomics and neoliberalism were the same, Sir Roger's earliest work for New Zealand's poorest communities would not continue to drive and inform his lifelong economic mission. Neoliberalism promotes self-interest. Sir Roger Douglas holds the interests of the whole country, and all of its citizens, at heart.

Sir Roger Douglas came from a background of Labour Party politics. His adoption of policies more usually associated with the political right (or New Right), and their implementation by the Fourth Labour Government, became the subject of lasting controversy.

New Zealand's economy is primarily based on the market, but until 1984 the degree of government involvement was greater than in many other Western economies. The 1984 Labour government encouraged vigorous market liberalisation. Evidently, the major architect was Minister of Finance Roger Douglas.

The State-owned Enterprises (SoEs) Act 1986 – the key provisions of which took effect on 1 April 1987 – heralded a major overhaul of New Zealand's state sector. A number of government departments became commercially oriented organisations with an emphasis on efficiency and profitability.

The SOEs were a cornerstone of 'Rogernomics', the dramatic liberalisation of the New Zealand economy which followed the election of the David Lange-led Labour government in 1984. Minister of Finance Roger Douglas was the main driving force behind the controversial initiatives.

For decades, governments had used the state sector to minimise unemployment. But the new SOEs were to be run along private-sector lines, which in many cases meant drastic cuts in staff numbers. These were painful times and things got worse following the October 1987 sharemarket crash. By then, Lange and Douglas were at odds over the pace of change in economic policy.

When Lange famously recommended 'pausing for a cuppa', Douglas insisted that the crisis was an opportunity to move even faster. Eventually Lange sacked Douglas and his key ally Richard Prebble. When caucus invited both men back into the fold in August 1989, Lange resigned as Prime Minister. Just over a year later, Labour suffered its worst election defeat since 1931 as the National Party swept back into power.

Rogernomics essentially brought about a significant increase in economic growth, lowered the rate of inflation and unemployment, and contributed to the internal and external economic equilibrium of New Zealand. He was knighted in 1991.

Reforming and Reinventing New Zealand

Sir Roger Douglas was made Minister of Finance with two Associate Ministers of Finance, David Caygill and Richard Prebble. They became known as the 'Treasury Troika' or the 'Troika', and became the most powerful group in the Cabinet. Many considered Douglas was the strategist, Prebble the tactician, while Caygill mastered the details in the Troika. Later Trevor de Cleene was made undersecretary to Douglas, with special responsibility for Inland Revenue.

The key element of Douglas's economic thinking was implemented after Labour won the 1984 election but before it was formally sworn into office. This was the 20 per cent devaluation of the New Zealand dollar. The announcement of the snap election immediately provoked selling of the dollar by dealers who anticipated that a change of government would lead to a substantial devaluation. The result was a currency crisis that became a matter of public knowledge two days after the general election. Although devaluation was a contentious issue in the Labour Party and was not part of Labour's election policy, the decisiveness with which the incoming government acted won it popular acclaim and enhanced Douglas's standing in the new cabinet.

The reformers argued that the speed with which the reforms were made was due to the fact that New Zealand had not adjusted to Britain's abandonment of the empire, and had to move quickly to 'catch up with the rest of the world. However, Douglas claimed in his 1993 book '*Unfinished Business'* that speed was a key strategy for achieving radical economic change: "*Define your objectives clearly, and move towards them in quantum leaps, otherwise the interest groups will have time to mobilise and drag you down*".

Sir Roger Douglas implemented his 'new right' reforms after the landslide victory of the Labour Party. However, the new government had inherited an alarmingly high budget deficit and overseas debt, an over-valued dollar, and rocketing inflation. So, evidently, Rogernomics was a ready-made solution. Sir Roger Douglas ingeniously and courageously implemented it, and New Zealand was quickly reinvented as one of the freest market economies in the industrialised world. Radical change came thick and fast: deregulation, privatisation, the sale of state assets, and the removal of subsidies, tariffs and price controls. GST was added to the mix in 1986.

The fact remains that Sir Roger Douglas is the author of the most successful economic reforms of the 20th century. He is the architect of the fundamental economic reform that diverted New Zealand from its successful road to serfdom (socialism) to a flourishing economy. As a result, the economy of New Zealand relies on private ownership and is one of the freest economies of the world.

Political and Economic Background

As the snap elections took place, the National Government of Sir Robert Muldoon was swept from power to be replaced by the third of New Zealand's great reforming governments.

The Labour Government of the 1980s aimed to reduce rather than increase the role of the state.

It was led by the larger-than-life figure of David Lange, but the real driving force of the reforms was Finance Minister Roger Douglas whose name became synonymous with the controversial changes: Rogernomics.

Sir Roger Douglas' agenda was to tackle New Zealand's economic woes – high inflation, big budget deficit, overseas debt and an overvalued currency – with the strategies devised by the neo-classical school of economics.

In practice, this meant de-regulation, an end to tariffs, subsidies and tax breaks as well as the privatisation and sale of state assets. It also meant the introduction of GST, the biggest tax reform since PAYE was introduced in 1957.

Though there were innumerable benefits of Rogernomics, not all approved the addition of GST. Rogernomics has been credited with a number of positive impacts on the New Zealand economy. To date, Sir Roger Douglas' economic reforms are considered paramount in transforming the economy of New Zealand. Undoubtedly, the profound influence of Rogernomics has forever shaped the economic and social landscape of New Zealand.

Why was Rogernomics Controversial?

The question of social fairness remains at the heart of the controversy about Rogernomics.

Although the economy is in much better shape than when Labour took over in 1984, critics argue there has been no trickle-down and the gap between rich and poor is growing.

Specific arguments for reversing Rogernomics in the 21st century have included that GST should be removed from food, that the Reserve Bank should be used to raise employment and reduce the dollar's value as well as control inflation and that asset sales should be stopped.

Yet the essential pillars of Rogernomics remain firmly in place: the Reserve Bank Act, free trade, the floating dollar.

And, the fact remains that Sir Roger Douglas is the author of the most successful economic reforms of the 20th century. He is the architect of the fundamental economic reform that diverted New Zealand from its successful road to serfdom (socialism) to a flourishing economy. As a result, the economy of New Zealand relies on private ownership and is one of the freest economies of the world.

Let Us Do It Now; Tomorrow Will Be Too Late

Dr. Alfredo Sfeir-Younis,
Environmental Economist and Former Director of the World Bank

WGF brings to its readers an exclusive interview with Dr. Alfredo Sfeir-Younis. Dr. Younis is a world-renowned Chilean economist, spiritual leader and healer. He was the candidate for President of the Republic of Chile in 2013. He is also a former Director of the World Bank, and Special Representative to the United Nations and the World Trade Organization. Please read on to understand his philosophies, insights, thoughts and initiatives.

WGF: You are the President and Founder of the Zambuling Institute for Human Transformation (ZIHT). What is the vision of ZIHT? What kind of human transformation are you looking for?

Dr. Younis: Humanity, sentient beings and nature are in constant transformation.

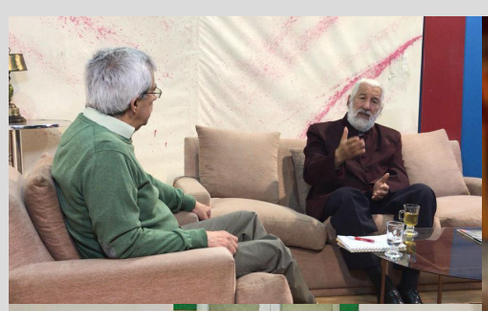
Today, the most fundamental issue is to decide whether all those beings are satisfied with the pace, quality and direction of change. For the moment, we not only experience a clash of civilizations (among human beings), but a dramatic collapse between human transformation and the other forms of transformation (between humans and nature).

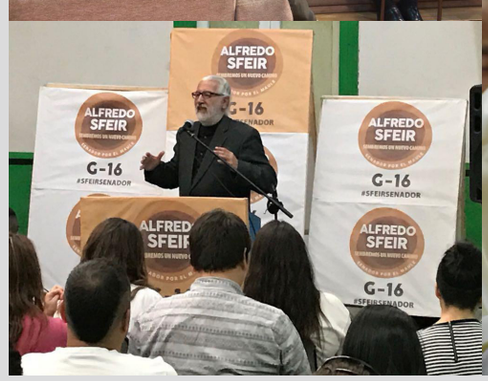
It is vital to realize that these are inseparable processes of transformation. They are completely interdependent.

There are 'human laws' and 'natural laws' guiding these processes. We have forgotten the importance of 'spiritual laws' in the transformation of all forms of life. Within this context, the perfect manifestation of Divinity guides natural law, and human 'free-will' guides human laws. However, free-will is determined and manifested by the existing state of human consciousness; individual and collective consciousness. It is this free-will that is responsible for global warming, biodiversity depletion, violation of human rights, destruction of creation, etc. We witness a process of human transformation that is destructive, exclusionary, competitive, materialistic, individualistic, insensitive, short-term oriented, money seeker…

ZIHT's vision about transformation embraces the welfare and the enlightenment of all forms of life; not just human life. This is simple: there cannot be a healthy human being on a Planet that is ill. Therefore, ZIHT is dedicated to heal not only human beings but, simultaneously, heal nature. For ZIHT, human transformation is not only 'outer transformation' (the management of materiality), but also 'inner transformation' (the management of our spirituality). In the process of human transformation, ZIHT's vision is to find harmony and equilibrium between our outer ecology and our inner ecology. This harmony will surge out of a dance between human consciousness and nature's consciousness. It is vital to increase the level of human consciousness – individual and collective – if humanity will have a shared future. Thus, the need to bring to the fore important spiritual laws; e.g., The Law of Karma (the full responsibility of all our actions and their impacts); The Law of Interdependence (everyone and everything is interdependent and interconnected: "I am because You are, and You are because I am", in which transformation is an act of mutuality); The Law of Correspondence (where the inner is like the outer and the outer is like the inner – our inner reality with low levels of consciousness is pushing a frontier of growth and development leading to disaster).

ZIHT is looking for the creation of a Planetary Being, able of 'becoming the other' without losing its own identity. This is the first time in human history when we are living in a planetary society. ZIHT is ready to add a grain of salt in the formation of that planetary being.





WGF: Are you satisfied with the pace and direction of the progress of the world? How, how fast and in which direction would you like an ideal world to progress?
Dr. Younis: No, I am not satisfied.

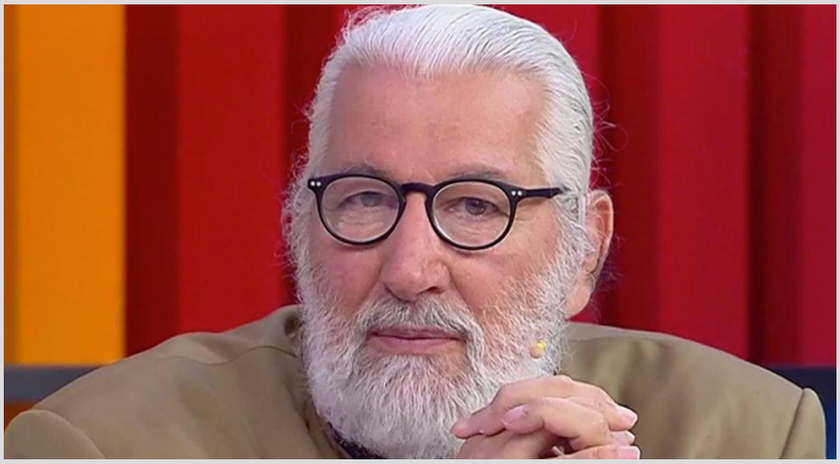
Pace is not a problem when one is going in the 'right' direction. If you are going in the wrong direction, even a very slow pace will bring us closer to a disaster. If we all are going in the direction of a form of progress which enables every form of life to get closer to its enlightenment, to me, any pace is ok. What often bothers me is a situation in which the ends justify the means and, as a consequence, we adopt forms of progress where only a few people benefit from them. One cannot benefit some at the expense of others. Here, and in relationship to 'pace', it is my conviction that we cannot leave 'the small boats' behind. We cannot make out of the word 'pace' a forceful competition, energized by different forms of exclusion (to exclude human beings, sentient beings and nature).

Since I believe we are going in the wrong direction, pace matters a great deal.

I would like progress in the direction of (transitioning to) an Ecological Civilization; embedded in the collective spiritual values of love, compassion, mutuality, cooperation, justice, rights, conservation, respect, etc. In this context, it makes me uncomfortable to talk about the search of an 'ideal world' because of the connotations that such term has these days: as if it were just wishful thinking, or simply as if we were talking about an unattainable proposition. The proposal I am suggesting here is indeed fully attainable.

To me, the debate on transitioning to an Ecological Civilization is all about human consciousness. For an Ecological Civilization to surge, there must be a specific form of collective planetary consciousness that paves the road. Why planetary? Because, it is the first time in human history that we are living in a planetary society. It is this consciousness that will bring, to their maximum expression, a coherent and balanced well-being among human beings, sentient beings and nature. This requires first, that we find a right form of livelihood, and that we embrace at least two important spiritual laws: The Law on Interdependence and the Law of Correspondence; and second, that this civilization must be the one that cares about the betterment of all manifestations of life. This means that the transition towards an Ecological Civilization requires much deeper inner-transformations than most people realize. This is a civilization that is to be constructed not simply by ecologically enhancing programs; but, more importantly, by an essential set of spiritual, ecological, human, social values and laws. It is a great mistake to think that civilizations are only organized around money, economics and material prosperity. We already know that, when they have done so, such civilizations have been very short lived. A solid and lasting civilization must be organized around shared values and beliefs, and around experience, consciousness and heritage.

The Earth is not a physical thing. She is a living being. The destruction we witness today is unacceptable. Nobody owns the planet. Nobody has the right to destroy the planet. Let us establish the right of nature, everywhere; otherwise, we will witness the rapid self-destruction of humanity.



WGF: What according to you is the difference between growth and development of a country and/or a society? Which is better: growth or development? What is the role of human rights or social justice in growth or development of a country and/or society?

Dr. Younis: It is interesting and very important that you ask me that question. I will answer it with a very basic language so that everyone understands the key differences. 'Growth' is concerned with how much and how fast a country accumulates capital in its several forms; i.e., how the country's cake expands. Development deals with questions of equity and access to wealth; i.e., with who eats the country's cake. Thus, no one concept is better than the other. They are simply different lenses needed to address very specific realities in our societies.

But, this is not sufficient to encircle a real debate on what is actually happening in our countries, and in the planet, as a whole. Beyond the 'speed', 'scale' and 'who benefits', we must also be concerned with 'how long will the cake last'; this is a question of ecology and sustainability. But, even this latter lens is not enough to understand a number of issues we are facing today. We must be concerned also with 'what are the ingredients of that cake'; e.g., if our food contains herbicides, pesticides, hormones, colorants, addictive substances, additives, etc. or if they are really organic (i.e., a profound question of health and quality of life). I am deeply involved in this last lens as it essentially depends on human consciousness.

We have to focus on our institutions too, in order to adequately address the question of human rights, nature's rights, and social justice. Today, our societies are moving from market-based economies, to societies governed by rights. Not only Civil and Political Rights, which are fundamental, but also Economic, Social and Cultural Rights (e.g., the right to equal justice, to gender justice, to intergenerational justice, to ecological justice, to the rights of water, housing, clean air, land and many more). All these rights are not implemented as they should be; both, at the country level and at the planetary level.

Given all the above, we cannot disregard 'The Right to Development', an area most people do not know much about. These are not direct rights to people; but, they are rights to countries and communities. No country can limit another country from its transformations and development. This right is very much violated at the moment.

Let me close by saying that the transition to a Right-Based-Society, will change and redefine many traditional definitions within the realms of economics, politics and social. The 'economic calculus' is being put into question, including the traditional notions of efficiency and competitiveness. This is a major topic we all must be aware of.

WGF: Are local solutions to global challenges possible? Or, finding global solutions to global challenges is the only sustainable solution? What is more important for you: finding and executing local solutions, and changing the world gradually, OR finding and executing global solutions, and changing the world quickly?

Dr. Younis: Local solutions to global challenges are not only possible, but they are crucially indispensable. Without local actions, it will be impossible to address the challenges of global warming, water scarcity, desertification, biodiversity depletion, etc. More than that, the solution to global challenges must use instruments that create and develop communities; not the contrary, when the global solutions destroy local communities. This is more prominent than ever before, as we witness the progressive deterioration of globalization – economy, politics and institutions. The tendency today is more towards self-governance than to wait for the trickle-down effects from global governance. This is why for so many years we talked about '**Glocalization**', paying attention to the symbiosis that exists between local and global. However, because we are all living in a planetary society, we must agree on global solutions too.

Any debate on local and global solutions must also include aspects that are unique and specific to each of them. I will not address the local, because it must always respond to unique countries' local conditions. Thus, I would like to say a few words about the global.

Global solutions demand Planetary Institutions and the creation of a Planetary Democracy; otherwise, countries will continue to defend their own interests within the realm of international organizations (e.g., United Nations, World Bank, World Trade Organization, International Monetary Fund). To date, there are no Planetary Institutions with a solid citizens' foundation. This is a must. This is particularly so, if we are to transition to an Ecological Civilization. The direct participation of citizens will enable the creation of a powerful and efficient bridge between global and local actions.

Everybody requires to address in detail the term 'sustainable solutions'. For example, are we talking about sustainable growth or sustainable development? I imagine that we are referring to sustainable development. But, what is sustainable development in this case? To me it is a collection of values, a bundle of rights, a power structure, and a state of consciousness, to ensure inter-generational justice. Nothing of which is esoteric. It is very concrete and essential to the potential success of any form of **Glocalization**.

Transitioning to a new civilization demands to act on both fronts: local and global. Let us not worry about the speed of change but about the content and direction of change.

WGF: You have worked in (and with) several underdeveloped and developing countries of Asia and Africa. According to you, what socio-economic problems do these countries are rife with? Are these countries capable of solving their problems on their own, or without the intervention of global agencies it's impossible?

Dr. Younis: All these countries are indeed infinitely capable of solving all their problems on their own, taking advantage of the benefits from globalization. And, when I say 'all', I really mean all. Be it poverty, food and nutrition, community development, education and health, industrial development, etc. This path demands a strong and resilient form of Self-Governance. Something lacking in many of our countries.

When I think about the word 'solving', my mind goes into a serious reflection about a right vision (the foundations of a development paradigm), the right way of thinking (the understandings and mutual consensus on who is to benefit from that development), the right language and social grammar (the expressions and narratives that will accelerate traction to economic and social change) and, only then, the right solutions (the actions on the investment and policy making fronts). I use the word 'right' only to express the need for indigenous solutions, and with indigenous knowledge, where both respond to their own heritage and traditions.

All societies possess their own soul; which comes with their own alphabet of life.

Many times, and due to financial resources constraints, most developing countries are forced to adopt 'solutions' or 'actions' which are born from a very different paradigm; e.g., a western vision, a western view of life, a western set of values, a western form of livelihood, a western definition of human welfare, a western understanding of nature, and, even, a western narrative. To me, that is the beginning of the end: the creation of deep roots of dependency. The capacity of developing countries is based on their own roots and origins. They are told to be 'underdeveloped' because of the use of a western definition of what development is all about – i.e., for them the important is the having, the accumulating, the materialism, the quantity, the physical scale…

The above demands a return to origin. The above demands to embrace their own vision and value system. Transitioning to origin is not about negating their present reality. It is about a change of those lenses that we are using to see our reality.

Many Asian values are guiding my spiritual life. African values are carving my understanding of indigeneity and it benefits in my daily life. I loved my work in Asia and Africa. Very developed societies. They were a school regarding all aspects of my life. Sleeping in the largest desert of the world was not an adventure; it was a self-realization process of all aspects of my life. When, for many decades, I have embraced in my daily spiritual practices and mantras in Pali or Sanskrit languages, I experience how deep inner happiness flourishes instantaneously.

The interventions of international agencies have not always been in accordance with what I have shared here. This must change. It is the country's decision makers who ought to set the rules of engagement, not those agencies. These agencies may have more knowledge, but the people in those countries have more wisdom.

We have to focus on our institutions too, in order to adequately address the question of human rights, nature's rights and social justice. Today, our societies are moving from market-based economies, to societies governed by rights. Not only Civil and Political Rights, which are fundamental, but also Economic, Social and Cultural Rights (e.g., the right to equal justice, to gender justice, to intergenerational justice, to ecological justice, to the rights of water, housing, clean air, land and many more). All these rights are not implemented as they should be; both, at the country level and at the planetary level.

WGF: You have been consistently working hard for decades for peace and healing of the world. What would work better towards human efforts of a better world: spirituality or economics?

Dr. Younis: Peace and healing the world are two sides of the same reality. Both are fundamental, and have become 'preconditions' for a viable human destiny.

Peace is not just another 'thing'. Peace is 'a state of being' and, as such, it must be self-realized at the individual and collective levels. The traditional approaches to peace have totally failed, as we can witness what is happening in Ukraine–Russia and all over the world. It is much easy to find billions of dollars to start a war than to find just one dollar to construct world peace.

As my teacher Lama Gangchen Rinpoche used to say: "inner peace is the most solid foundation for world peace". However, to attain inner peace demands our self-healing and the healing of nature, with 'inner silence' or 'emptiness' as a unique and powerful instrument to get there. The present state of the world mirrors our inner world, because the inner is like the outer and the outer is like the inner.

The inability to attain long-lasting peace is the most important failure of humanity and its leadership everywhere.

The Grand Law of Healing states that in order to heal ourselves we have to heal nature, and in order to heal nature we have to heal ourselves, simultaneously. It is all about the health of human beings, sentient beings and nature. It is not only about material health but spiritual health too. It is not only about individual health but also our collective health.

Peace, health and healing are all acts of mutuality. It is about you and me and about all expressions of life.

The first thing we have to do together is to find a right form of planetary livelihood; today, housing more than eight thousand million inhabitants on this planet. At this very moment, there are countries which consume 3–6 Planet Earth to sustain their form of livelihood and the level of their material welfare. This is a giant theft, as many countries are robbed of their green savings. This is why Green Growth is important. We are not facing technological constraints. We are facing ecological, biological, natural resources constraints. Thus, it is mandatory to find an appropriate form of planetary governance of our Common Goods (e.g., climate, oceans, biodiversity, security, peace…).

We cannot continue separating spirituality from economics, politics, social and institutions. I have spent all my lifetime teaching Spiritual Economics; that Economics of Care – care of the creation. Economics is no more and no less than "the art of predicting human behavior under conditions of material scarcity". This behavior is mainly defined by values, culture and traditions which, in turn, determine what is a 'need' or what constitutes a 'necessity'. Today, economics is governed by materialistic and individualistic values! The situation demands a major revolution in values; particularly, collective values such as love, compassion, care, share, cooperation, justice, truth, equality and many more. Higher levels of human collective consciousness and the self-realization of these values will move us to The Economics of Abundance. It is that higher level of consciousness that will make possible a state of infinite abundance.

Thus, it is not about economics or spirituality; it is about spiritual economics. A form of economics that will establish a new **Eco-Morality**, whose main purpose is to care for all forms of life. This is why our commitment is not just to self-realize, for example, inner compassion but, simultaneously, commit ourselves to the creation of a compassionate society.

WGF: You are the Plenipotentiary Ambassador of the Lama Gangchen World Peace Foundation. Please share the objectives and activities of the Foundation.

Dr. Younis: The Lama Gangchen World Peace Foundation (LGWPF) is actively committed to the development of a culture of peace and better living for world peace by cooperating in the humanitarian fields of health, education, the environment, spirituality and preservation of indigenous cultures, engaged in voluntary service in support of the United Nations programmes devoted to helping developing countries towards self-sustainability. It is a non-governmental organization accredited at the United Nations.

Examples of the Foundation's projects are as follows:

- International medical cooperation for the promotion of health projects in Tibet, India and Nepal (including the DOT program and the family program); participation in the congress in Beijing, China, for the protection and dissemination of traditional medicines; support of WHO programs and 'Health for All'.
- Water project in Tibet, China to support UNEP's fresh water campaign
- Tree planting in Tibet, China, in support of Agenda 21 and UNEP's 'One billion trees for life'.
- Educational programs for children in Nepal in support of the decade of a culture of peace and non-violence for the children of the world.
- Healing trips to the Amazon Rainforest, Brazil, in support of the World's Indigenous Decade, to help preserve indigenous environmental, cultural and spiritual traditions.
- Support to schools in Nepal for carpet factory workers, in support of the ILO convention on child labor.
- Revitalization of rural and alpine cultures such as the mountain village of Albagnano di Bee, in Piedmont, Italy.
- Cultural education programs to promote and sponsor historical sites such as Lumbini in Nepal and Borobudur in Indonesia, in support of the UNESCO's campaign of culture conservation.

• Co-sponsorship of the bronze elephant statue placed in the gardens of the United Nations headquarters in New York. The gift was presented by the nations: Kenya, Namibia and Nepal, as a "Tribute to the environment and commitment to the preservation of the natural world: an expression of the hope that human beings and all animals can live in harmony and peace with the nature".

• Formulation and support for the project of establishing a Permanent Spiritual Forum under the aegis of the UN, understood as a neutral and democratic space where religious institutions and spiritual movements can meet and jointly develop useful forms of cooperation, joining forces with the United Nations, in the task of building and consolidating peace.

• Contributed to the foundation of the interim steering committee and the coalition for the launch of an international decade of the United Nations, dedicated to interreligious dialogue and cooperation for peace.

Every year, the LGWPF organizes international congresses and conferences in Spain, Nepal, Italy and Indonesia, compatible with the international agendas of the United Nations such as: World Environment Day, AIDS Day, World Week for Interreligious Harmony. LGWPF conferences provide a forum for discussion between scientists, physicians, therapists and philosophers. One of the main purposes of the Foundation is to provide documented scientific evidence on the benefits of ancient Himalayan healing methods, some natural healing methods and the energetic qualities of spiritual healing.

Since 1995, the LGWPF has actively promoted and supported the creation of a permanent Spiritual Forum for World Peace, under the auspices of the United Nations. The Forum was launched by TYS Lama Gangchen in June of that year in Chile. It is A Third Millennium Solution in support of the United Nations Millennium Development Goals, Sustainable Development Goals and the UN Education Decade for Sustainable Development.

The world needs and deserves enlightened leaders, who not only seek knowledge but also wisdom. We need conscious leaders who do not work for the benefits of themselves but for the benefits of others.

WGF: Please share your message generally for the youth, and specifically for the world leaders on how to create a world of peace, growth and equality.

Dr. Younis: To create a new world is the responsibility of all generations. To create a new world, we must embrace the material and spiritual dimensions of life. To create a new world, is an act of mutuality among human beings, and between human beings and all sentient beings and nature. To create a new world, demands a new collective consciousness with all the attributes of that new world; i.e., not only the attributes of 'having' and 'doing' but the attributes of 'being' and 'becoming'. To create a new world, in peace, we must attain inner peace, through the healing of nature and ourselves. To create a new world of equality and justice, we must take care of all manifestations of life, not just human life. To create a new world, we must respect and protect creation for our benefit and the benefit of all future generations.

The world needs and deserves enlightened leaders, who not only seek knowledge but also wisdom. We need conscious leaders who do not work for the benefits of themselves but for the benefits of others.

For the first time in human history, we live as a planetary civilization. This civilization needs a 'planetary being'. To become a planetary being we must enhance the ability to become the other without losing your own identity. We are mandated to create a new collective identity. To address the issues that are mounting in depth and complexity, you will face a reality that will demand a different form of wisdom. To construct a vision and a planetary strategy, without a powerful path of spiritual inner development, is a suicidal path for humanity. Similarly, spiritual inner development without being immersed in a planetary reality, all becomes an abstract proposition. You must engage in a revolution of values, and move away from individual materialism.

The Earth is not a physical thing. She is a living being. The destruction we witness today is unacceptable. Nobody owns the planet. Nobody has the right to destroy the planet. Let us establish the right of nature, everywhere; otherwise, we will witness the rapid self-destruction of humanity.

I am convinced that a new form of planetary livelihood is possible; which will benefit all forms and manifestations of life. Let us do it together. Let us do it now. Tomorrow will be too late.

The path to our collective spiritual awakening is just in front of us. Embrace it!

Local solutions to global challenges are not only possible, but they are crucially indispensable.

Without local actions, it will be impossible to address the challenges of global warming, water scarcity, desertification, biodiversity depletion, etc.

Take Each Opportunity As A Lesson

Her Excellency Ms. Fathimath Niuma,

Deputy Minister, Ministry of National Planning, Housing and Infrastructure, Maldives

WGF brings to its readers an exclusive interview with Her Excellency Ms. Fathimath Niuma. H.E. Niuma regularly represents Maldives in the conferences of United Nations and its agencies such as United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). Appointed by President Ibrahim Mohamed Solih, she brings with her a rich experience of administration and public policy in the Government of Maldives. Committed to betterment of Maldives, she has been consistently enriching and enhancing the development efforts run from her ministry while ensuring that national and international goals are achieved.

WGF: How did you join the Ministry of National Planning, Housing and Infrastructure, Maldives? What is your role in the Ministry?

H.E. Niuma: In January 2019, I was appointed as the Deputy Minister for Ministry of National Planning, Housing and Infrastructure (MNPHI). Currently, I oversee the National Planning Department, the Maldives Bureau of Statistics, and Special initiatives led by the Ministry.

WGF: Please share a few good decisions and/or actions by the Ministry of National Planning, Housing and Infrastructure.

H.E. Niuma: When the new government was sworn in, one of the first things MNPHI initiated was a long-term National Spatial Plan. This was a crucial exercise, as it mapped out the Nation in terms of Infrastructure and Services. We were then able to identify gaps in physical infrastructure as well as those regions that lack access to basic and higher-level services. All Public sector projects and planning exercises are now aligned with the National Spatial Plan. Another highlight would be the affordable, integrated national ferry system that was planned, and is now in operation. Maldives being an archipelago, seamless connectivity is vital for our survival and growth. With the RTL (Raajje Transport Link) ferry system island communities are thriving.

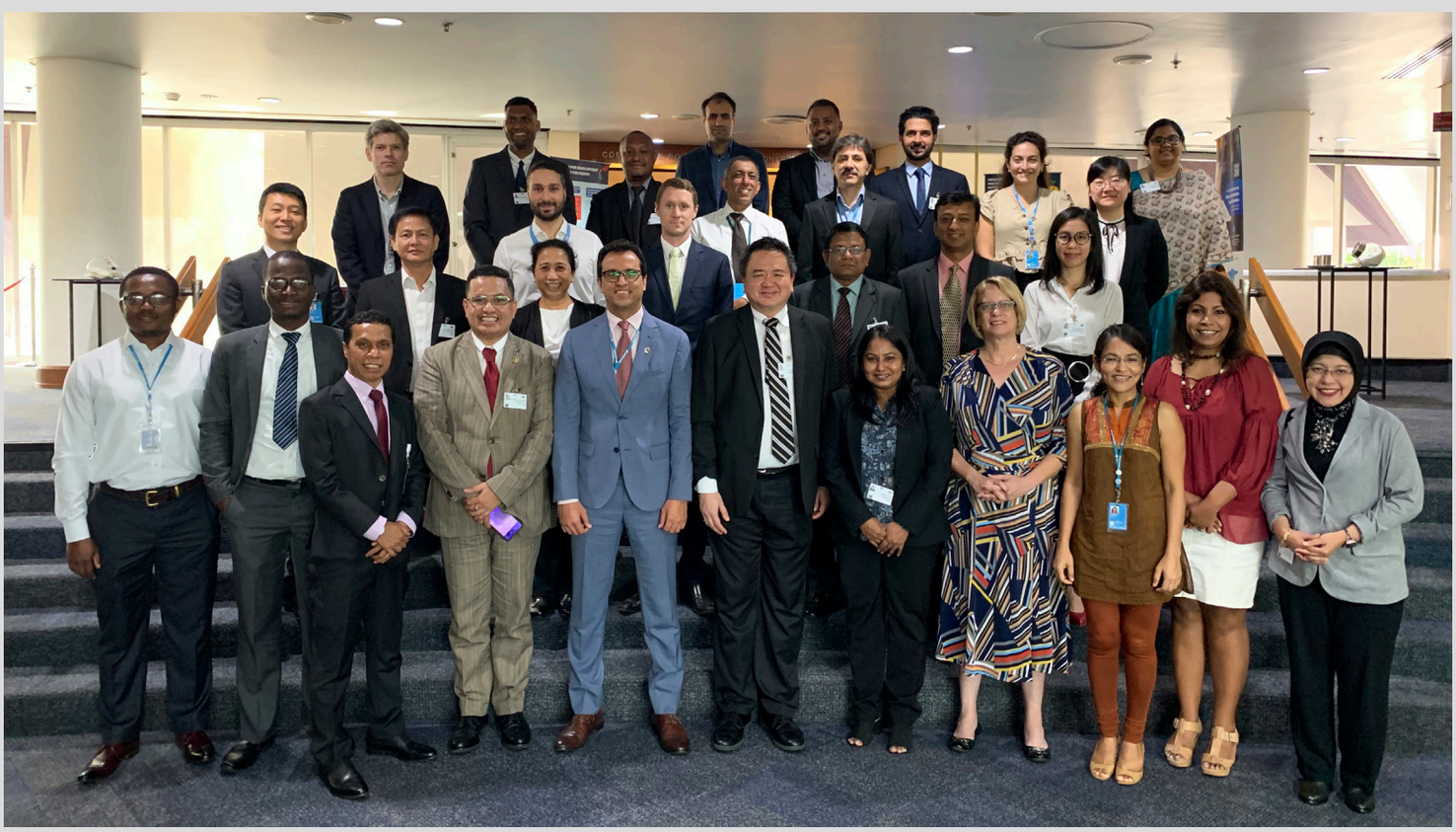
WGF: How easy or difficult do you feel is Maldives for tourists? What can be changed to make things better?

H.E. Niuma: Tourism is our bread and butter. We have always been marketed as a luxury destination. But with the introduction of local tourism, more and more budget travellers are visiting our beautiful country. While costs of domestic travel may not be an issue for the luxury traveller, the fares for non-residents still remain very high. This affects the mid-market tourism. In terms of making the small businesses more viable, a reconsideration of domestic air-fare is one crucial aspect that needs addressing.

WGF: You have represented Maldives multiple times at the international level, including a few United Nations conferences. How has your experience been?
H.E. Niuma: It is a privilege to represent the Maldives at these high-level forums and conferences. Getting an opportunity to share our success and learn from regional and global partners on how to better our programs and projects for nation building keeps my focus constantly refreshed and re-centered. Through exchanges at these conferences and sessions, we also learn, how many small nations have similar hardships and how our learnings can be replicated for the betterment of our people.

WGF: You are quite attached to your family. You have made several sacrifices in your own life, so your family members may be able to do their best in life. You are a great soul! What is your philosophy of good and bad, rights and duties?
H.E. Niuma: I'd like to believe that no one is inherently bad or evil. Each and every one of us is shaped by our experiences, interactions and knowledge. I try not to judge. When a judgement is made, I feel it restricts our mental faculties to possibilities. You know the saying, "*walk a mile in their shoes*". Yes, we never truly know the path of the person next to us, so let's not judge their actions based on our definitions of right or wrong. Of course, there are evil and good deeds, I am not denying that. Compassion and generosity are my cornerstones. I don't feel it is a waste of my time or energy to listen to someone in need, or to dedicate to a worthy cause.

Have patience. It is not an ideal world. Learn to appreciate differences in work ethics, personalities and approaches. Take each opportunity as a lesson. Remember, learning never stops. Be humble. Take to heart; the little tips and tricks that can help make your life and work efficient. Sometimes, these lessons come from the most unexpected of places. So always keep an eye and an ear out.



WGF: As Maldives is an island nation, what challenges related to land and housing does your Ministry face? How important is coast/shore protection in Maldives?

H.E. Niuma: People's expectations – when it comes to housing – have evolved over the last few decades. In the past, a plot of land was sufficient, and owners would develop it at their own pace and cost. However, now developed properties are in more demand as the cost of financing is such a significant portion of government funding allocated for housing development projects. Land, as we know, is very scarce in the Maldives. As the population and economy grows, the need for land increases. To address this concern, there are several land reclamation projects underway.

We are at the forefront when it comes to the battle with climate change. As a low-lying nation we are especially susceptible to the effects. Coastal and shore protection are adaptation mechanisms. And it is essential in ensuring sustainability of communities.

WGF: What is your mantra for work–life balance? How do you manage various stresses of personal and professional lives?

H.E. Niuma: This is a conscious effort. And I know I can still do better. Work may be very important, and stresses that come from it may be unavoidable. However, I believe, that to function to our fullest we need to have balance. Our bodies and minds need a re-set once in a while. My take on this is: I don't bring home stresses to the workplace, same as I don't bring work stresses home. And usually, if you take a step back, and look at what is stressing you at work or home, it is not that complicated. Sometimes, a smallest change is all that is needed to re-center yourself.

WGF: How do you wish Maldives to grow and develop in the coming years? What must change?

H.E. Niuma: We are always on a path to progress. Maldives is especially vulnerable to external shocks, as was evident from the global pandemic COVID-19. We, as a nation, did admirably in addressing the challenges of the Pandemic. However, as we progress on the path of national development, it is vital that our financial and judicial sectors also evolve progressively. Many innovative policy initiatives are necessary to bring these systems to the level that of a developed nation. Social issues, and crime (petty and serious) is on the rise, as is the case with any nation along its path to development. It is 'how' we address such challenges, which always sets us apart from the rest.

With time, I believe our political system will also evolve. Right now, the inconsistency in policies with change in each government is detrimental to sustainable long-term development. Policy makers need to think in terms of not just election cycles, but longer term. I believe we are gradually moving towards a more stable and sustainable political environment in this regard.

WGF: Where do you see yourself 10 years from now? What is your vision for the future – in terms of your profession and your family?

H.E. Niuma: Ideally, I would like to have acquired my PhD and focus on academics in 10 years' time. As well as spend more quality time with family. These past few decades, I have learned much, met remarkable personalities, and gained much knowledge and wisdom from experiences. I would like to have an avenue to impart my knowledge and experiences to the coming generations.

WGF: Please share your message for those who wish to work hard and contribute towards a better world in their own way at their own level.

H.E. Niuma: Have patience. It is not an ideal world. Learn to appreciate differences in work ethics, personalities and approaches. Take each opportunity as a lesson. Remember, learning never stops. Be humble. Take to heart; little tips and tricks that can help make your life and work efficient. Sometimes, these lessons come from the most unexpected of places. So always keep an eye and an ear out.

It is a privilege to represent the Maldives at these high-level forums and conferences. Getting an opportunity to share our success and learn from regional and global partners on how to better our programs and projects for nation building keeps my focus constantly refreshed and re-centered. Through exchanges at these conferences and sessions, we also learn, how many small nations have similar hardships and how our learnings can be replicated for the betterment of our people.

Sri Lanka – Oman Relations: Past, Present and Future

Ambassador Omar Lebbe Ameer Ajwad,
Director General for Performance Review and Implementation, Ministry of Foreign Affairs, Sri Lanka

WGF brings to its readers an exclusive interview with Ambassador Omar Lebbe Ameer Ajwad. He is a career diplomat and Sri Lanka's former Ambassador to the Sultanate of Oman and non-Resident Ambassador to the Republic of Yemen (2019–2022).

He is currently the Director General for Performance Review and Implementation of the Ministry of Foreign Affairs of Sri Lanka.

He joined the Sri Lanka Foreign Service in 1998 and last served as the Head of Political Division of the East Asia and Pacific Affairs from 2015 to 2017 at the Ministry of Foreign Affairs of Sri Lanka. His diplomatic assignments entailed in Singapore as Sri Lanka's High Commissioner to Singapore and Brunei Darussalam (Actg.), Deputy High Commission of Sri Lanka in Chennai, the Permanent Mission of Sri Lanka to the United Nations in Geneva and the Embassy of Sri Lanka in Riyadh.

WGF: You have written a remarkable book on Sri Lanka–Oman Relations. Please tell us how did you come to write this amazing book. Please also share some interesting excerpts from the book.

Ambassador Ajwad: Sri Lanka and Oman trace their links to the mist of history. Geographically located at the centre of the maritime trade route between the Persian Gulf and the Far East in the Indian Ocean, Sri Lanka had naturally attracted a number of Arab seafarers and seafaring vessels from ancient times. As such, Sri Lanka's contact with the Arab world, dates back to pre-Christian era, primarily driven by trading. Similarly, situated on the eastern coasts of the Arabian Peninsula to the Arabian Sea, and the Indian Ocean, Oman had played a major role in the ancient maritime trading and cultural exchanges. Early documented history records the passage of merchant seafarers from Oman to Sri Lanka and vice versa across the Indian Ocean as well as their service to the world as entrepôts of trade in the ancient Silk Road and Spice Route.

The establishment of diplomatic relations between Sri Lanka and the Sultanate of Oman has served as a catalyst to enhance and diversify bilateral relations to encompass a wide range of areas over the last four decades.

However, information on such long-standing relations between the two countries is not adequately found in the public domain. There are untapped areas and opportunities available for cooperation between the two countries. Unfortunately, the current bilateral cooperation between the two countries, does not reflect the true potential of the opportunities available in both countries. The key factor that I identified, as a practicing Sri Lanka's envoy to the Sultanate of Oman, was the lack of awareness of each other's potentials and opportunities available in many areas of mutual interest.

The eBook may be accessed through the link: https://blackandwhiteoman.com/book-on-sri-lanka-and-oman-relations-launched/.

The contribution by the Sri Lankan community in Oman towards general as well as certain key aspects in the Sultanate's social progress for over five decades, is well acknowledged. The appointment of late Mr. Felix de Silva, a Sri Lankan national, as the first Inspector General (IGP) of the Royal Omani Police (ROP) and Customs in the year of 1974 by the late His Majesty Sultan Qaboos bin Said, bears testimony to the high point of trust bestowed on Sri Lankan nationals by the leadership of the Sultanate.

Hence, this humble contribution of authoring a book with a view to bridging the said gap by way of providing vital information from both sides and to charting a roadmap for deeper engagement in the future while recalling the glimpses of deep-rooted history.

As the first Sri Lankan ambassador to present credentials to His Majesty Sultan Haitham bin Tarik, who leads the renewed Renaissance of the Sultanate with a clear roadmap of Oman's Vision 2040 and its Tanfeedh initiative, I thought of documenting the enormous prospects that are unfolding under this new era for the future cooperation between Sri Lanka and the Sultanate to become strategic, bilateral, regional and multilateral partners in the years ahead. Such cooperation, I believe, could pave the way for both nations to regain the historic pride that they enjoyed in the past, serving the world as lifelines of international trade.

It is fitting to reproduce here the '*Foreword*' written by H.E. Sayid Badr Albusaidi, Foreign Minister of the Sultanate of Oman to the book, which testifies the importance of the book:

"The people of the Sultanate of Oman have always been truly privileged by the ambassadors sent from Sri Lanka. As soon as I met His Excellency Omar Lebbe Ameer Ajwad, I knew he was no exception. I first got to know him in my capacity as Secretary General of Oman's Foreign Ministry, and have since been grateful for the opportunity to work with him more closely in my current role as Foreign Minister. During his time in Oman, he has played an unequivocally positive role in progressing relations between our two countries, and this book is a testament not only to the strength of our countries' friendship, but also to Ambassador Ameer Ajwad's strength of character, and the enthusiasm and diligence with which he undertakes each and every one of life's pursuits.

"Sri Lanka and Oman's diplomatic journey spans just over four decades. However, the tales in this book show that our bonds go back centuries, if not millennia, into the mists of time. Ambassador Ameer Ajwad presents a comprehensive review of collaborations between our countries, from hockey to fruit, International Tea Day to cricket tournaments, fisheries to technology. His book demonstrates that every step of our countries' journey together has been underpinned by a deep-rooted connection between our peoples. It is, and has always been, the cornerstone of the relations between Sri Lanka and Oman.

"This book is full of historical references, expert opinions, and commercial endeavours. It brought a smile to my face to revisit the story of the Jewel of Muscat, and to hear that Omani Halwa is known as 'Halwa Muscat' in Sri Lankan households. Ambassador Ameer Ajwad is a great authority on the Sri Lanka–Oman relationship, and this overview of successful bilateral initiatives ensures that every reader will find it informative, accessible and engaging.

"Since early 2020, both Sri Lanka and Oman have faced immense challenges posed by COVID-19. The resilience and resourcefulness with which we have responded, in the spirit of teamwork and social unity, give us great confidence in the future. Over centuries, we have built an unbreakable partnership which enables us to advance the cause of peace, and we look forward to furthering this vision in the years to come. It gives me great pleasure to convey, on behalf of the Government and people of the Sultanate of Oman, our heartfelt greetings to His Excellency Ambassador Ameer Ajwad and our thanks for his unabating determination to strengthen relations between our two countries during his tenure in Oman.

"Last but not least, I wish to take this opportunity to convey my personal and best greetings and good wishes to the friendly people of Sri Lanka."

I had a very successful assignment in Oman, and my experience and success stories have been duly recorded in the book. The success stories that are discussed in the book indicate the viability of such promotional initiatives to yield productive outcomes for mutual benefits between the two countries. I could share the e-book exclusively for the interested readers of World Growth Forums magazine.

WGF: Could you please elaborate on the contents of the book?

Ambassador Ajwad: The objective behind this book is to reinvigorate the past, highlight the present, and to chart pathways for the future by providing relevant information with a view to fostering deeper economic engagement between the two countries.

The book sketches Sri Lanka and Oman relationship in five chapters that bring out its past, illustrates its presence and forecast its future.

Chapter one highlights the Arab–Sri Lanka interactions from the early history and the main factors that attracted Arabs to visit Sri Lanka. It highlights historical linkages between Sri Lanka and Oman providing details of the ancient trade links between the two countries.

Chapter two deals with the establishment of diplomatic relations between Sri Lanka and the Sultanate of Oman, and highlights the commemoration of the 40th Anniversary of the establishment of diplomatic relations with a variety of activities which were organised by the Embassy of Sri Lanka in Oman jointly with the Ministries of Foreign Affairs of the Sultanate of Oman.

Chapter three outlines the bilateral relations that happily exist between the two countries through exchanges of bilateral visits, signing of bilateral agreements and Memoranda of Understanding (MoUs), and provides details of the present status of the bilateral cooperation in multifaceted areas, including trade, investment, labour, defence and multilateral arena.

Chapter four highlights the long-standing people-to-people ties between the two countries and provides details, which are available with me as the author, of a few early Sri Lankans in Oman, key Sri Lankan enterprises, key Sri Lankan business establishments, key Sri Lankan community organizations in Oman, as well as important sectors to which contributions were made by the members of the Sri Lankan community in Oman.

Chapter five focuses on the future outlook of the bilateral cooperation between the two countries, which is the primary objective of this book, and identifies highly potential areas for bilateral cooperation such as trade and investment, agriculture and fisheries, tourism, education, maritime and energy sectors that could synergise bilateral cooperation. This chapter also endeavours to provide vital information and/or suggestions by sharing expert opinions under different sectors for the mutual benefits of future cooperation and partnership between the two countries.

Useful information relevant to the identified sectors under Chapter five was extracted from the official websites of different entities in both countries and have been quoted with the indication of its sources.

Accordingly, official websites of Sri Lanka's Board of Investment (BOI), the Export Development Board (EDB), Sri Lanka Tourism Development Authority (SLDA), Ministries of Higher Education, Agriculture, Fisheries and Tourism of Sri Lanka, as well as the Sri Lanka Bureau of Foreign Employment (SLBFE), were accessed and references have been made to them. Similarly, the official websites of Oman's Ministry of Commerce, Industry and Investment Promotion (MOCIIP), Ministries of Higher Education, Agriculture, and other arms of the Government of Oman, such as Oman Investment Authority (OIA), Madayn, Special Economic Zone at Duqm (SEZAD), ASYAD Group, and OMRAN Group were also accessed and references have been made to them too.

The establishment of diplomatic relations between Sri Lanka and the Sultanate of Oman has served as a catalyst to enhance and diversify bilateral relations to encompass a wide range of areas over the last four decades.

People-to-people connectivity had been the bedrock of modern Sri Lanka and Oman relations. Sri Lankan Community in the Sultanate has been an important component in forging relations between the two countries.

While recalling strategically and historically significant role played by both nations in servicing the world as entrepôt of trade in the ancient silk and spice routes, the Chapter five of the book suggests a roadmap to regain the past glory by providing vital information of the opportunities available in both countries for cooperation/ collaboration. This chapter also brings expert opinions, which were obtained by me as the author through personal interviews, highlighting the opportunities that are unfolding under each identified sector to create much needed awareness to the benefit of the interested readers. The chapter also highlights the recent success stories that were achieved by the Embassy of Sri Lanka in Muscat amidst pandemic challenges, in order to showcase the doable projects and their viability for partnership for the mutual benefits of the two countries. These are the value additions to the book.

WGF: Your tenure as Ambassador of Sri Lanka to the Sultanate of Oman was highly successful and highly admirable. Please share your experience in Oman as the Ambassador.

Ambassador Ajwad: As Sri Lanka envoy to the Sultanate of Oman from the year 2019 to 2022, I have had the distinct honor to serve Sri Lanka in Muscat at the interface of two epochal moments in the history of the Sultanate. This involved the reigns of both their Majesties, Sultan Qaboos and his successor Sultan Haitham bin Tarik. I cherish the memories of these two legendary leaders and their great qualities of leadership. I also cherish the memories of Omani hospitality, helpfulness, and the warmth of the people of Oman.

I had a very successful assignment in Oman, and my experience and success stories have been duly recorded in the book. The success stories that are discussed in the book indicate the viability of such promotional initiatives to yield productive outcomes for mutual benefits between the two countries. I could share the e-book exclusively for the interested readers of World Growth Forums magazine.

I hope that this book will not only provide useful information, but, perhaps, succeed in bringing a further impetus to elevate the already existing time-tested relations between Sri Lanka and the Sultanate of Oman.

"The people of the Sultanate of Oman have always been truly privileged by the ambassadors sent from Sri Lanka. As soon as I met His Excellency Omar Lebbe Ameer Ajwad, I knew he was no exception. I first got to know him in my capacity as Secretary General of Oman's Foreign Ministry, and have since been grateful for the opportunity to work with him more closely in my current role as Foreign Minister. During his time in Oman, he has played an unequivocally positive role in progressing relations between our two countries and this book is a testament not only to the strength of our countries' friendship, but also to Ambassador Ameer Ajwad's strength of character, and the enthusiasm and diligence with which he undertakes each and every one of life's pursuits.

It Is Time for Africans To Rise

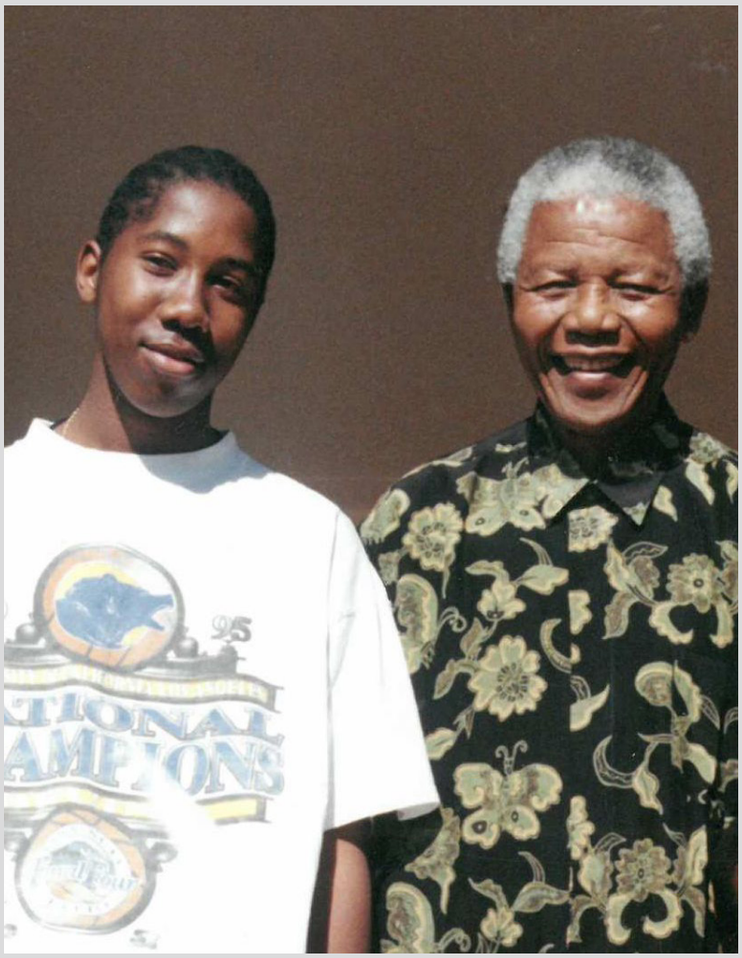
Ndaba Mandela,
Chair of Mandela Institute of Humanity (USA), and Chair of Africa Rising Foundation (South Africa)

WGF brings to its readers an exclusive interview with Ndaba Mandela. Ndaba Mandela not only brings with himself a past of an extremely inspiring legacy of Mr. Nelson Mandela, but also several contemporary highly impactful initiatives of youth empowerment, worldwide equality of rights, all types of freedom, life of dignity & purpose, independence, social inclusion, and democratic principles. Please read on to understand his philosophies, insights and thoughts; the initiatives he has taken through his various globally impactful organizations, and his dreams and future plans.

WGF: How do you relate yourself with your grandfather Mr. Nelson Mandela's legacy?
N Mandela: I relate to my grandfather firstly because he was my father figure. He raised me from the age of 11. He taught me the importance of being a good leader; to be a good man that takes care of his family; and that we cannot be free until our people are free. I carry on his legacy through the work we do with our foundation 'Africa Rising' in South Africa, and 'The Mandela Institution of Humanity' in the United States.

WGF: Please share about your childhood influences and experiences, which moulded you into a man you are today.
N Mandela: My grandfather was the man who made me a man that I am today. He taught me about the importance of taking care of your family. He said to me that I am a leader, and people will look at me as a leader because I'm his grandson. He was one of the most influential figures in my life next to Muhammed Ali, Thomas Sankara, Kwame Nkrumah, Steve Biko, Marcus Garvey, etc.

WGF: You have famously said, "We have to break down the misconceptions that exist surrounding Africa. Africa is not just a place of war, poverty, disease and dictators. Africa is the birthplace of humanity." You are the Co-Founder and Chairman of the Mandela Institute for Humanity. What all does it do? How do you wish it to grow and expand over time?
N Mandela: What we focus on is activating leadership in young people. Leadership values underpinned by Nelson Mandela's leadership. Integrity, Honesty, Resilience, Vision, Compassion, Respect, Love, Fairness, Social Entrepreneurship, and Entrepreneurship in general. Belief in oneself, Courage, Dignity, Unity & Solidarity for Africa and African people across the world. This year, we are launching a youth leadership programme in association with Malcom X's daughter, Ilyasah, and Martin Luther King's daughter Bernice. We will be taking 15 youth of African origin from America, from Africa & South Africa, and from Brazil as the country with the largest African diaspora outside Africa. Our goal is to show the youth exemplary African leadership and values, and how they can apply it in their communities and in their business, thus helping them realize the impact of our development on our environment & our people, and forging one united purpose and intention for the growth of economic power and independence.



WGF: How do you see the Africa of olden days? How do you find it doing nationally and internationally contemporarily? How do you envision it in the future?

N Mandela: I see the old Africa much more united than it is today. I see the leaders of that time much more united and in solidarity with each other, because they had a common enemy that wanted to keep them as slaves and they worked together to defeat the chains of slavery put on them by former colonial powers. Today, Africa is divided, with very few leaders who stand up for unity and solidarity with each other. Since the advancement of Western Democracy and Capitalism, we have forgotten where we come from and are not empowering women anymore, and not recognising the needs of the youth.

My only hope for the future of Africa is in the next generation of African leaders. The current crop of leaders is lost, irrelevant and don't stand for woman and youth empowerment. It is only the next generation that can unite our continent as long as we can stand on our own and not be influenced by the old dogs that are in current leadership. They have lost the meaning of what it is to be African. To be African is to know suffering and discrimination, to value family, love and respect. Nelson Mandela said, "To be free is not merely to cast off one's chains, but to live in a way that respects and enhances the freedom of others".

I dream of an Africa where the leaders come together to deliberate on the issues that face our continent. I dream of an Africa without visa system where borders are a mere formality. I dream of an Africa where trade is promoted and protected for Africans first in Africa by Africans. Africa is not in shortage of skills or resources. It is the Western powers that bring this about. If we bring our Africans back from Europe, America, China and other parts of the world, our continent will be able to build a strong and independent economy based on African principles not Western Democrazy. "Democrazy" is a word coined by Fela Kuti from Nigeria.

One of the best leaders that ever lived in Africa is Thomas Sankara. This is the example of what great leadership is.

It is only the next generation that can unite our continent as long as we can stand on our own and not be influenced by the old dogs that are in current leadership. They have lost the meaning of what it is to be African. To be African is to know suffering and discrimination, to value family, love and respect. Nelson Mandela said, "To be free is not merely to cast off one's chains, but to live in a way that respects and enhances the freedom of others".

WGF: You are a youth icon in Africa and all over the world. You are listened to, admired and followed. According to you, what is it that the younger generation is missing or misunderstanding, and what should be its focus for a better world?

N Mandela: What we are missing is access to resources and the tools that will allow us to break the cycle of poverty. What we are missing is to understand that when we work together, there is nothing that we can't achieve. What we need is a continental conference for youth and only youth. A space in which we can have robust discussion about our challenges, solutions and the way forward to allow us to break the physical and mental impediments that exist: borders, visa system, government not supporting youth are huge impediments. The youth need to realise that we cannot run away from politics but need to tackle it head on, so we can occupy the very same positions that make decisions about our development and disposition. With unity, we can conquer all.

WGF: You are the Co-Founder and Chairman of Africa Rising Foundation. According to International Monetary Fund, most of Africa as a continent is living on the edge, and must do a lot to fight inflation. It must also find solutions to overcome difficult socio-political and security situations. Policymakers must be resilient and inclusive to turn things around. How do you feel about the current economic, social and political conditions in Africa as a continent? Can a few larger African countries lead to create a better holistic Africa?

N Mandela: The few big African countries can begin the process, but its gonna take every nation to be united and draft a solid framework from which we can believe in and implement in our respective nations. Hence, I say only the next generation can shape the new policies that are needed to forge the way to create an environment of which we come together and decide in unison on the way forward. Together we stand, divided we fall.

WGF: You are also the Founder of the Mandela Project. Please share what is it about? How do you feel the Mandela legacy can inspire the world?

N Mandela: The Mandela Project was simply about celebrating Nelson Mandela International Day, and showcasing what youth influencers are doing to give back to their community in order to inspire others to do the same in their communities. From your favourite actor to your favourite musician to your favourite sports person. When you get off your couches, turn off the TV, get off the PlayStation and go and see your community, and have discussions with your communities. Often the people that face challenges also have ideas of what the solution looks like. It is in our hands to work together to make a better world.

WGF: You are also the Vice President of the Pan-African Youth Council, which is now called the Pan-African Youth Parliament. It works closely with the African Union. What is your role in PAP? How do you think it can impact the youth of the world?

N Mandela: Unfortunately, I don't work with this organisation anymore, because I discovered the leadership (President) was not serious about empowering the youth but only to use this organisation to access heads of state for him to make money. I was the Vice President representing Southern Africa, but I resigned last year when I saw the true intentions of the so-called leadership. That is what is hindering us as the next generation, when you have puppet leaders who are put in place by current leaders only to marginalise and falsify youth development because they are in the pockets of others, and are not actually passionate about youth empowerment, they only care about enriching themselves. The current leader is a puppet of the west.

WGF: The world is increasingly becoming intolerant in many ways. What do you feel is the way ahead? How should people and governments behave for a more tolerant world?

N Mandela: It may be in some ways but in others it is not. If we look at the incident that took place in America with George Floyd, 19 other countries around the world stood up in solidarity with the social justice movement of America. Injustice anywhere is injustice everywhere. But we have to continuously fight, march and even burn when the system is apathetic. But let us not burn our resources that we gonna need when it is all said and done. We need to be strategic as a youth and understand how we are polarised by social media. As much as it's a tool to get information it's also a tool to spread fake news. You can pay AI to promote whatever you want. AI doesn't know the fact. As long as you pay for the campaign, it will spread that information far and wide and this was exposed in the documentary '*The greatest Hack*'. There are evil companies like Cambridge Analytics that exist to mislead people and keep us lost. Everyone needs to watch the documentary on Netflix. Social media is both good and evil depending on who's using it for what agenda. Facebook owner is not a good person. People are only concerned with making more money at the detriment of our humanity.

WGF: Are you working on writing more books? What are your future plans?

N Mandela: My goal is to launch the Mandela Leadership Programme '*100 Mandelas*'. Wouldn't the world be a better place if we had 100 Mandela-type leaders? I believe so. I want to raise the next generation of Mandelas, so we can understand that our humanity is under attack and we cannot allow AI to dictate to us what is what in this world. People always come first, and we are that generation to remind the world of our common shared humanity and our common shared destiny. That is why Africa is so important. **Africa, it is our time to rise.**

WGF: Please share your message generally for the youth, and specifically for the world leaders on how to create a world of peace, growth and equality.

N Mandela: The first thing we need to know as young people is that our health is the most important thing we have. Without health, we can't be good activists. We are not virtual activists; we are real activists that care for world issues and the challenges that are facing us. We can't do it using our PlayStation remote control; we need to be out there in the world. Discussing, sharing, forging with our fellow men from different backgrounds. Black, White, Rich, Poor, everyone who feels 'enough is enough' needs to get up and start engaging with our communities about the things we care about the most. We need to stand up and be counted. Our vote matters a lot, and that's why in America they always try to scare people and intimidate people from not voting. We need to tackle our governments and politics, the people that make decisions about our environment and how we operate. More youth are needed to represent the youth; otherwise, our voices will never be heard. Complaining isn't gonna help us.

I'm ready to stand up with anyone who feels 'enough is enough'. Let's come together, let's discuss and let's forge a way forward for the democratisation of resources and the skilling of our people in order for us to take up leadership positions. Let us weed out the puppets and imposters who are only concerned about riches.

I would quote my friend, T.I., the rapper, "**The time is Now, The Power is ours!!!!**"

I dream of an Africa where the leaders come together to deliberate on the issues that face our continent. I dream of an Africa without visa system where borders are a mere formality. I dream of an Africa where trade is promoted and protected for Africans first in Africa by Africans. Africa is not in shortage of skills or resources. It is the Western powers that bring this about. If we bring our Africans back from Europe, America, China and other parts of the world, our continent will be able to build a strong and independent economy based on African principles not Western Democrazy.

Always Treat Yourself As A First-Class Citizen

Deidra Moore-Janvier,
Attorney and
Chief Executive Officer,
Deidra R. Moore, P.C.

Deidra Moore-Janvier is globally renowned for several reasons. Having written the amazing book that has rapidly become a sensation in several countries is one of them. Her book *From Me, To You: The Power of Storytelling and its Inherent Generational Wealth – An African American Story* is not only being read and applauded all over the world, but people are reacting to the stark realities and simple truths boldly told and explained in the book.

Deidra is also a highly successful Attorney in the United States, and the Chief Executive Office of her law firm, Deidra R. Moore, P.C.

She is also a mother of two, including a highly curious, intelligent and socially aware young boy, who happens to be the electrifying spark for the birth of Deidra's amazing book.

Meeting Challenges Head-on

Though life tried to test her mettle on every step, Deidra proved that she is made of steel and would pass every test with flying colors.

She is highly successful as an Attorney and an author today; however, at one time even studying in a law school and then writing books were distant dreams.

Before she made her dream to become an Attorney come true, she worked hard for 9 years at TIAA in New York, while taking every possible care of her daughter as a single mother.

After 9 years of hard work, she quit her full-time job to attend law school full-time. However, in order to make ends meet, she was forced to secure and maintain three part-time jobs, simultaneously with attending law school full-time.

Every day, she struggled not only with her own studies and part-time jobs, but also with travelling from the East side of New York to the West side for her three part-time jobs, then traveling to Queens County to attend Law School, and then travelling back to Bronx County to pick up her daughter.

Those who have travelled a similar path would readily understand the hardships she went through, evolving into a great soul, a benevolent individual and an extraordinary professional and expert in the field of legal services.

Dedicating Her Life to Serve People Legally
After graduating from the Law School, Deidra began her legal career as a public defender in the area of Criminal Law, serving indigent population, those who could not afford legal representation for some reason or the other.

After serving for about 5 years as a public defender, Deidra left her job again; this time to enter private practice, first as a sole proprietor, then in 2006 she launched her own law firm, Deidra R. Moore, P.C.

Through her law firm, she focuses primarily on Matrimonial Law, handling people's divorces; Trust and Estate Matters, handling people's wills and trusts, and helping them figure out what they would like to do with their items and assets at the time of their death; and Mental Hygiene Law, helping people secure guardianships for vulnerable population who can't manage their personal needs and financial affairs.

Today, after 20 years of practicing law, she feels blessed and grateful for all the opportunities to serve people in all possible ways.

Her firm offers several legal services, including pro bono services to single mothers, college students and generally to people in need who can't afford expensive legal services. In addition, her firm offers opportunities as interns to high school students, college graduates, single mothers, and anyone who wishes to learn or improve skills. Deidra is ever ready to go the extra mile to help people with their social or financial situations so they are able to move on in their life.

Helping People Understand Their Ancestral Roots
As Deidra moved up the echelons of life, socially, professionally and financially, she realized more and more that the existing unnecessary challenges for everyone in life are not only related with the current social, economic and judicial systems of her country or the world, but they also exist because of the underlying exploitative and traumatic experiences of the past for some people.

As she values the unlimited power of leadership, friendship and youth in her country, she was inspired to write a book related to the hard work, dedication and invaluable contribution of black people in the building of the great United States as we see it today.

However, the immediate thrust to write the book came unexpectedly from an innocent question from her son, Justin, who was just 8 years old at that time. Justin happened to participate in a program in his school, which made him ask his mom, Deidra, **"So, Mom, what was slavery really about?"**

As it was destined, Deidra was shook from the core by the question, and the fact that her 8-year-old son was having an organic conversation on holocaust and slavery with one of his 8-year-old peers in his school. She realized that if 8-year-olds could talk and discuss complex topics such as holocaust and slavery, which even adult people are afraid of, she must write a book for kids and adults, and focus on it.

She researched and found that nothing existed in a packaged format, which would relate the story of slavery the way she wanted to approach it.

Thus, from an innocent but absolutely valid question of an 8-year-old, a magnificent book emerged: ***From Me, To You: The Power of Storytelling and its Inherent Generational Wealth – An African American Story***.

Deidra Moore-Janvier, a highly successful Attorney in the United States, has also become a published author of a book that has begun positively impacting the lives of those who read it. It is titled,* From Me, To You: The Power of Storytelling and Its Inherent Generational Wealth—An African American Story*! Though it is an African–American story, it is rife with multicultural benefits!

An independent school (K-12), as of September 2022, has changed the Grade-5 curriculum to include a social studies program surrounding my book: From Me, To You!

Appealing Layout of the Book

The book is divided into four Parts:

(a) Chapters 1 to 3 focus on diversity of people, with country spotlights. Various countries are celebrated with information about their cuisine, traditions, culture, arts and books.

(b) Chapters 4 to 13 focus on historical moments ranging from the evolution, to colonization, to the revolution, through the period of reconstruction down through to the civil rights movement. Deidra touches on (or explores) the who, what, when, where, how and why of the complex topic of slavery. The highlight of the Second Part is Chapter 13. This Chapter offers Illustrations of some prominent 19th and 20th century Civil Rights Activists, and quotes and affirmations from their life and experiences. These include legends such as Ida B Wells from 1890 to the contemporary US President Barack Obama.

(c) The next Part comprising Chapter 14 focuses on urging people **Be Not the Slave of Your Own Past**. In this Part, Deidra urges people worldwide to go out and find themselves through the inspiration of phenomenal leaders of their history, who paved the way by making innumerable sacrifices so the people of today may live free and dignified lives. People in general, and kids in particular must understand and accept that slavery is not their burden to carry, and how to create and live a meaningful life.

(d) The last Part comprising Chapter 15 focuses on positive affirmations bringing positivities in life, while repelling negativities of life that they may be exposed to. These will help them understand who they are and how worthy their life is, while deriving inspiration from their ancestors.

Thus, the layout of the book is very interesting. The book is not only for Africans or Americans or African–Americans. It is for the entire world. It focuses on multiple aspects of African–American history, and features illustrations and short biographies of the most prominent nineteenth and twentieth-century civil rights activists, centering their voices with quotes and affirmations anchored in the time in which they lived.

The book is multi-generational – well-suited for young readers, adults and people of varying ages. It has multi-cultural benefits as every reader would create his/her own multi-generational wealth of knowledge.

The book is available on Amazon, as a Hardcover at a very attractive price: **https://www.amazon.com/Me-You-Storytelling-Generational-Wealth_An/dp/1645436233**.

KIRKUS Review for her book is available here: https://www.kirkusreviews.com/book-reviews/deidra-r-moore-janvier/from-me-to-you-1/.

The educated, aware and conscious people who are determinedly dedicating our lives to a better world must ensure that our younger generations are knowledgeable about the accurate information surrounding their histories.

What Can or Must Be Done?
Deidra feels that the world is full of good people who either wish that someone must create a better world or wish to create a better world themselves. However, at the same time, there are numerous people who are unwilling to allow themselves to learn or even consider a different viewpoint from their own – even with the facts squarely in their faces. Good people must pray for those who close their eyes and refuse to accept stark reality of past or current injustices of the world.

In addition, education is highly crucial. Education helps in eradicating questionable behavior of some people towards others; prejudices on the basis of race; gaps and disparities created due to the race-based caste system.

Education further helps people who are simply trying to survive the wealth gaps, the income gaps, the housing gaps, the welfare gaps, and even the education gaps.

Children must learn and adults must teach them about the concepts of identity and self-worth.

People must learn about their history and their past. Everyone or every race has done something or other that is considered great. In his/her own right, every one of us is great. It's just that some people who have been in authority or control for centuries, deliberately make some other people feel bad and low about their past and history, so they may continue to hold on to their undue and undeserving authority and control.

So, the educated, aware and conscious people who are determinedly dedicating their lives to a better world must ensure that our younger generations are knowledgeable about the accurate information surrounding their histories.

Deidra quotes her grandmother: **In order to know where you are going, you must know where you come from**.

If the history is rife with instances of slavery, then they must know accurately about that. If the history is rife with greatness of their ancestors, then they must also know accurately about that.

Deidra clarifies that her book is not only about the curse of slavery in her own country, but wherever it may have happened in the world.

More and more people must know and understand about the injustices of slavery, and how their ancestors were abused and used to create a false notion of white privilege. How black people were denied opportunities after being exploited so ruthlessly, for centuries affecting multiple generations.

And, of course, children from other races must also know what happened to their fellow brothers and sisters of the human race, so inclusive and amicable solutions may be found and implemented together.

The layout of the book is very interesting. The book is not only for Africans or Americans or African–Americans. It is for the entire world. It focuses on multiple aspects of African–American history, and features illustrations and short biographies of the most prominent nineteenth and twentieth-century civil rights activists, centering their voices with quotes and affirmations anchored in the time in which they lived.

Catalyzing UAE's Growth and Progress

Hussain Sajwani, Chief Executive Officer, DAMAC Properties

Hussain Sajwani is a UAE national, and the Founder of the global property development company, DAMAC Properties.

A self-made billionaire, Sajwani has been recognised as one of the most powerful Arabs, among many other accolades.

Sajwani is a pioneer of the property market expansion in Dubai. In the mid-90s, he built several hotels to accommodate the growing influx of people coming to the emirate to do business and trade. In 2002, he identified a growing market opportunity and established DAMAC Properties, which has grown to become one of the largest property development companies in the Middle East.

Creating Blazing Trails in All Directions

As an astute businessman and investor, Sajwani also has a proven track record of successful forays into the global equity and capital markets.

Under his strategic investment arm, The DICO Group, he currently holds investment portfolios of securities in a number of regional and global markets. DICO focuses on investments in new concepts, private equities, mergers and acquisitions, and holds majority and minority holdings in publicly traded companies and industries such as luxury fashion, real estate, hospitality, manufacturing and more.

The DICO Group acquired the Italian fashion group Roberto Cavalli SPA in December 2019, and went on to acquire Swiss jeweller de GRISOGONO the following year.

Some of the DICO Group's most notable investments include DAMAC Towers Nine Elms in London, a luxury resort in the Maldives and shopping malls in Iraq.

Today, the DICO Group's global footprint extends across North America, Europe, Asia, Middle East and Africa.

A graduate from the University of Washington, Hussain Sajwani started his career as a Contracts Manager in GASCO, a subsidiary of ADNOC (Abu Dhabi National Oil Company). After a short period, he established his own catering business in 1982.

Sajwani resides in Dubai with his wife and four children, Ali, Amira, Abbas and Mehdi Sajwani.

Alongside his family, Sajwani advocates for access to quality education under the Hussain Sajwani – DAMAC Foundation, including the popular One Million Arab Coders an initiative that aims to empower one million Arabs with the language of the future, computer coding.

Giving Back to the Community through DAMAC Foundation

The Hussain Sajwani – DAMAC Foundation (HSDF) is a joint philanthropic initiative between the DAMAC Group and its Founder, Hussain Sajwani. As a home-grown Company, the Foundation feels that it is important to give back to the community in which they operate, one that has given them so much. The Foundation is keen to unlock the full potential of the region's skills through education and hard work. This is the path Sajwani followed and the path he has put his children on. Contributing to a sustainable future for generations to come, he aims to empower the wider community within the Arab region.

The Hussain Sajwani – DAMAC Foundation aims to improve the livelihoods of others, through foundational learning and skills development initiatives that address the unmet needs of the communities that DAMAC operates in.

The Hussain Sajwani – DAMAC Foundation was born from a deeply rooted commitment to give back to the community that has given the organisation so much. While their focus is on education and youth empowerment, they also engage in charitable initiatives that provide a wide range of assistance that benefit the underserved and marginalised sectors of society. HSDF has pledged AED 5 million to the '1 Billion Meals' campaign launched at the start of Ramadan 2022, aimed at providing food parcels for disadvantaged individuals and families across 50 countries. In a bid to allow those who digressed in conduct a second chance at life, the Foundation has collaborated with Dubai Police under an initiative called 'Fresh Slate' to aid detainees at the Dubai's Punitive and Correctional Institutions charged with petty offences. The Foundation also contributed to the Dubai Schools Project, allocating AED 20 million to go towards tuition for Emirati youth in need.

Additionally, in partnership with the Dubai Future Foundation, HSDF supports the 'One Million Arab Coders' Initiative' that was launched by Sheikh Mohammed bin Rashid Al Maktoum, to provide software development training to one million people across the Arab world. Other humanitarian causes that the Foundation supports include support for the Al Hadaf Centre for People of Determination, Dubai Autism Centre, and Al-Tariq Rehabilitation Centre as well as the Arab Hope Makers initiative. The Foundation has also announced a scholarship programme that will provide assistance to Emirati students facing financial difficulties as well as a programme to support young entrepreneurs with support from a trusted finance institution.

HSDF is committed to advancing education and learning as its primary objective. It assesses gaps in learning, and unmet vocational skill needs within communities. It supports these gaps with initiatives that can improve economic circumstances, promote employment and create uplift.

HSDF has also pledged AED 3 million to the Arab Hope Makers initiative 2020, this contribution will go to the initiative's Humanitarian Cause of the Year – the construction of the Magdi Yacoub Global Heart Centre in Egypt, which will help thousands of Arab children and adults suffering from heart diseases free-of-charge.

Emirates Red Crescent has donated AED 1 Million to the UAE Suqia (Water Aid) Campaign, as part of the Ramadan charitable giving programme, providing access to fresh drinking water for five million people around the world who suffer from a shortage of potable water.

Emirates Red Crescent has also donated AED 1 million to 'Yemen We Care' Campaign, launched under the orders of President HH Sheikh Khalifa bin Zayed Al Nahyan, HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces.

DAMAC provides dream homes and unique living concepts to customers from all over the world, and strives to challenge the market by transforming living experiences in Dubai and beyond. As a leading luxury real estate developer, DAMAC believes in developing and nourishing superior residential communities that deliver outstanding return on investment, while offering residents differentiated real estate environments and services.

Creating A World-class Education Ecosystem
The Hussain Sajwani – DAMAC Foundation has joined a network of grassroots organisations, NGOs and government bodies collaborating across the Arab world to facilitate computer and internet access for interested students.

The Foundation has collaborated with the Knowledge Fund Establishment to support the Dubai Schools project. According to the agreement, DAMAC Group is to provide scholarships worth AED 20 million to go towards Emirati students' tuition fees starting with the 2022–23 academic year.

The scholarship funding supports Dubai Schools' objectives, which include providing state-of-the-art education to help the next generation of students keep pace with the evolving requirements of the job market. Further, it will support Dubai's efforts to harness advanced science and technological breakthroughs to create a world-class education ecosystem.

The Foundation has also launched the 'Fresh Slate' Initiative in collaboration with the Dubai Police General Headquarters aimed at aiding detainees in Dubai's Punitive and Correctional Institutions who have been charged with petty offences. The initiative will cover the financial obligations of the detainees to ensure their release and safe return to their families with a new opportunity to become productive members of society.

Visionary Initiatives of the Foundation
HSDF's initiatives are part of the Foundation's ongoing corporate social responsibility to support the education and youth sectors.

Because of HSDF's efforts, Dubai has always been regarded as an inclusive society. Not only because it is home to over 200 nationalities, but also in how the city facilitates convenience for people of determination.

DAMAC Group and the Knowledge Fund Establishment have also signed an MoU of AED 20 million sponsorship agreement to support the Dubai Schools project by providing scholarship funding for Emirati students' tuition fees starting in the 2022–2023 academic year. The agreement aligns with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to enhance the role of public–private sector partnerships, and also with the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council of Dubai, to invest in high-quality education to equip future Emirati generations with the skills and knowledge to lead Dubai's future knowledge-based economy.

Under Hussain Sajwani's strategic investment arm, The DICO Group, he currently holds investment portfolios of securities in a number of regional and global markets. DICO focuses on investments in new concepts, private equities, mergers and acquisitions, and holds majority and minority holdings in publicly traded companies and industries such as luxury fashion, real estate, hospitality, manufacturing and more.

Empowering UAE in All Fields

The Hussain Sajwani – DAMAC Foundation (HSDF) has pledged AED 5 million to the UAE's 1 Billion Meals' Initiative, launched by Sheikh Mohammed at the beginning of the holy month of Ramadan in March 2022 aimed to provide meals to underprivileged people in 50 countries from around the world. The pledge is part of the DAMAC Group's plans for a trio of charitable activities for 2022.

In the spirit of Ramadan, The HSDF has also supported the Al Hadaf Centre for People of Determination. Under the Ministry of Education – Distance Learning initiative, the Centre will provide electronic devices for children to continue and enhance distance learning.

On the occasion of Zayed's Day for Humanitarian Action, The Hussain Sajwani – DAMAC Foundation has supported the Al-Tariq Rehabilitation and Autism Centre to assist and provide services for health, rehabilitation and educational care to different groups of people of determination.

Prestigious Property Projects

Today, DAMAC Properties has several prestigious projects in key global cities such as Dubai, Jeddah, Riyadh, Toronto, Maldives, Miami and London, employing nearly 2,000 professionals.

To date, DAMAC Properties has delivered more than 42,000 homes and more than 28,000 are at various stages of progress.

As a market leader, DAMAC Properties has also joined forces with some of the most recognisable lifestyle brands, to bring distinguished living concepts to the market. Projects include luxury apartments and villas with interiors by Italian fashion-houses Versace Home, Fendi Casa and Just Cavalli and the uniquely conceptualised Paramount Hotels & Resorts, which delivers serviced living at its most opulent.

DAMAC provides dream homes and unique living concepts to customers from all over the world, and strives to challenge the market by transforming living experiences in Dubai and beyond. As a leading luxury real estate developer, DAMAC believes in developing and nourishing superior residential communities that deliver outstanding return on investment, while offering residents differentiated real estate environments and services.

DAMAC has always been at the forefront of the Middle East's luxury real estate market, delivering residential, hospitality, commercial and leisure properties, redefining the region's skyline.

Peace is the Highest Value of Every Person and Humanity as a Whole, Because Peace is Their Only Life from God

Dr. Leo Semashko,
Founder and President,
Global Harmony Association,
and State Councillor of
St. Petersburg, Russia

WGF brings to its readers an exclusive interview with Dr. Leo Semashko. Dr. Semashko is a philosopher, sociologist, cyberneticist and a peacemaker. He has dedicated his entire life towards global peace and global harmony. He is a profound follower of Mahatma Gandhi, and his philosophy.

Dr. Semashko, relying on its "*Newtonian law of spherons*" has developed his own philosophy of social and global harmony through, scientific research together with hundreds of colleagues from dozens of countries of about 50 years in which he has published more than 1,500 joint papers and 20 books in many languages.

WGF: Please share what you remember from 1941 and the ensuing years, when your father Mr. Nicolay Lihanov left to fight the WWII and never returned.

Dr. Semashko: Everything that I know about my father has been preserved from the words of my beloved mother. She died in 2003 at the age of 83, leaving me her indelible existential memories of a war nightmare. May she rest in peace! Since childhood, those indelible memories have become for me the spiritual testament of my parents, compressed by the Russian people's testament '*that there is no war*' for future generations. This covenant determined the meaning and purpose of my life, becoming for me the eternal root source of motivation to my entire destiny, with all its incredible turns, achievements, blows and persecutions.

I was born on June 20, 1941 as Lev Semashko Mikhailovich in a Russian Orthodox family. I was born in the Belarusian city of Grodno, 15 km from the border with Poland, where my father, a lieutenant of the Red Army, Nicolay Lihanov, served, aged 22. Hitler's fascist troops attacked the USSR along the entire western border on June 22 at 4 am, when I was in the Grodno maternity hospital with my mother. Almost immediately, my father came running to us and told us about Hitler's aggression, about the beginning of a terrible war, about the immediate evacuation of the city's children's institutions to Leningrad on freight trains. We never saw my father again, about whose death in the first days of the war my mother received a funeral letter much later. My mother married in 1944 Mikhail Semashko, who adopted me, giving me his surname and patronymic.

My mother's stories about the death of my father and the horrors of the bloody Nazi raids, bombings and executions of civilians, women, children and the elderly during the evacuation motivated my entire conscious life to search for and create fundamental social peace science. This science should give all people a precise understanding of how it is possible and necessary to live according to the natural nature of society without wars, in order to put an end to all of them. First mentally, truly scientifically, convincingly for everyone and all, and then really, historically, practically consciously creating jointly by all people, global peace must be the highest social security for all earthlings. Here lies the deepest existential source of my life's peacemaking motivation and my scientific achievements with my colleagues, embodying it. See more details here: https://peacefromharmony.org/?cat=en_c&key=1023 and here: https://peacefromharmony.org/?cat=en_c&key=690.

WGF: Your work and life are deeply inspired by the philosophies and beliefs of Mahatma Gandhi of India. What is your best lesson from the legacy of Mahatma Gandhi?

Dr. Semashko: After leaving school, I was well aware that the parental covenant fulfilment required from me a fundamental philosophical and sociological education, to which about 10 years of my life were devoted, culminating in the defense of the PhD thesis on ancient dialectics at Moscow University in 1970. I considered it as a historical source and method of understanding global peace in various '*Treaties on Eternal Peace*'. Their authors' utopianism did not inspire confidence, but their stubborn historical striving for '*eternal, global peace*' encouraged and inspired new searches. Even then it became clear to me that the achievement of global peace is possible only on the path of social harmony and nonviolence, but not in any way within the framework of any subjective, utopian combinations of any geopolitical or legal agreements that can only become its design, but by no means the root cause and basis.

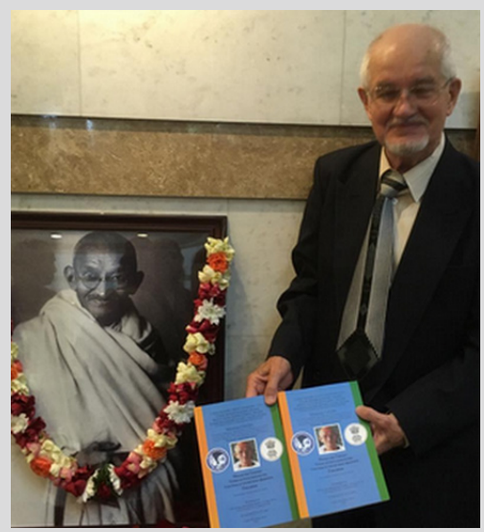
Social ideas about global peace remained (and actually still remain) at the prescientific level of utopias, conjectures and good wishes. The glimpses of scientificity were seen only in the works of great philosophers who wrote about the harmony of social nature, like Leibniz, Kant and the like, but they have not yet risen to the level of at least the scientific intuition of real historical actors of global peace.

For the first time, the fundamental scientific hypothesis of global peace actors was expressed only by Mahatma Gandhi in 1927 on the basis of a deep understanding of the millennial practical experience of harmonious, equal and nonviolent varnas of prosperous ancient India, which at that time became the world civilization leader due to them. '*Varnas*', is an Indian term. We have another scientific identical term '*spherons*', which, in terms of key attributes, not only coincides with varnas, but also expands and systematizes them structurally. Mahatma Gandhi gave in his own way a fundamental definition of varnas/spherons as "*the eternal Newtonian law of humanity*" (http://gandhisevagramashram.org/pdf-books/my-religion.pdf, pp 141–187, especially 169–172).

But this greatest scientific discovery, ahead of history by a century, was considered racist, and in different ways, tabooed in the USSR and the West (https://peacefromharmony.org/?cat=en_c&key=1017). In the USSR, during the totalitarian ideological censorship, the works and name of Mahatma Gandhi were banned; therefore, they remained unknown, and in fact remain so to this day. Hence, my acquaintance with the ideas of Mahatma Gandhi, especially with his fundamental intuition of the '*Newtonian varnas/spherons law*', took me more than many decades of doubts. It continued until we in the GGHA were convinced of their complete scientific truth by verifying their universal social structure at all levels from the individual to humanity by world statistics in the special book '*Gandhica*' 2019 (https://peacefromharmony.org/docs/gandhi-nonviolence-of-spherons-gandhica-2019.pdf). The Gandhian discovery and development of the '*Newtonian law of varnas/spherons*' since 1927 to 1948 constituted the first, launching and defining, Gandhian stage of his name the '*Spherons Global Peace MegaScience*' (SGPM), shortly Spheronics history, followed by two of its other historical stages: Russian (1975–2004) and international, GGHA (2005–2023) that require research and a chronicler.

Therefore, I will not be mistaken if I say that the Mahatma Gandhi legacy in his '*Newtonian law of varnas/spherons*' is my best life lesson. He played a decisive role in my scientific life, in the implementation of my parents' testament by building on its basis a science of peace, excluding war and ensuring a breakthrough of humanity from a ten-thousand-year militaristic violent era into an era of peacemaking and nonviolent civilization for all its future.

Understand that peace is the highest value of every person and humanity as a whole, therefore, always and everywhere, constantly and continuously support, help and promote it, even if you do not understand its deep scientific philosophy and sociology, as Mahatma Gandhi understood them.



WGF: You devoted your life to create peace from harmony and nonviolence in the world. For that, you, together with colleagues, have even developed a special fundamental science with formulas, statistics and laws to explain how global peace can be establish for all the people, and wars can be forever eliminated. Please tell us what is the essence of your scientific work during decades.

Dr. Semashko: Yes, my whole life is consciously devoted to the creation of a science of peace from harmony and nonviolence. But I almost immediately realized that such a super-large mega-task is impossible for a single person; that only a large international scientific community can approach its solution. Therefore, as the first step to start it, I created in 1975 the students Club '*Demiurge*' from different universities in order to study and discuss its key hypothesis of '*the population harmonious spheral classes*', later named '*spherons*'. I discovered them on my own in the process of teaching philosophy and sociology, developing it in various forms: spheral approach, tetrasociology, cyberspheronics, dialectics of spheres, etc. Then I created other youth and scientific associations for this purpose, which culminated in 2005 with the establishment of an international association of sociologists, philosophers and peacemakers, called the '*Global Harmony Association*' (GHA), which received the Gandhian name in honor of the 150th anniversary of Mahatma Gandhi in the year 2019: GGHA. Over 18 years, it has brought together more than 600 humanities scholars from over 50 countries, with the participation of the President of India, Abdul Kalam, 5 Nobel Peace Laureates and many prominent peace leaders from around the world.

It was only by their many years of joint efforts that the tetrasociological hypothesis of '*the population spheral classes*' was raised to the level of the fundamental macro-sociological Gandhian '*Spherons Global Peace MegaScience*' (SGPM), briefly Spheronics. For almost 50 years of its development at the Russian (1975–2004) and international (2005–2023) stages, there are more than 1,500 of its publications in 1–12 languages, including 20 books, about 300 industry projects, 84 peacemaking project, dozens of peace messages, appeals, statements and articles. See a partial lists of them here (https://peacefromharmony.org/?cat=en_c&key=472 and here: https://peacefromharmony.org/?cat=ru_c&key=873). The essence of my daily work was in the life of philosophical and sociological search for a true and holistic science of global peace.

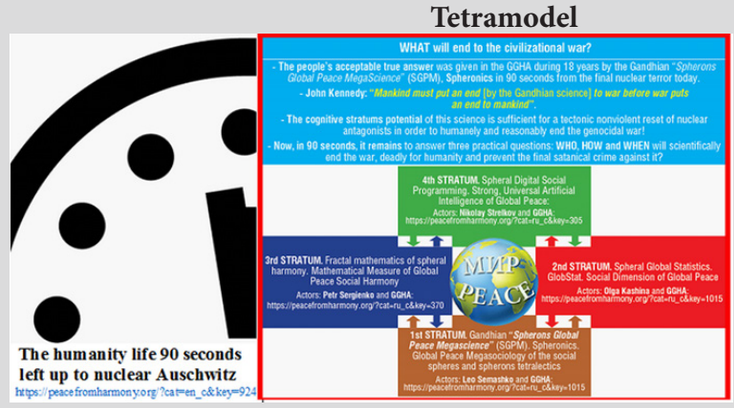
The former President of India, Dr. Abdul Kalam, was the first world leader who recognized the SGPM as the first harmonious worldview, vision of peace and prosperity for all the Earth nations, for building harmonious civilization in his appreciation of the GHA book '*The ABC of Harmony for Global Peace, Harmonious Civilization and Tetranet Thinking*', New Delhi. 2012, which he co-authored, as the SGPM early version: https://peacefromharmony.org/?cat=en_c&key=489.

WGF: How will you express the structure and initial cell of your life's main fruit: Gandhian '*Spherons Global Peace MegaScience*' (SGPM), briefly Spheronics, which at the beginning you called the '*Spheral Approach*' and '*Tetrasociology*'.

Dr. Semashko: This is the key and the most difficult theoretical question, to which the GGHA and I have been given a variety of answers over the decades. But all of them are concentrated in the deep societal ontology of the '*Newtonian varnas/spherons law*' by Mahatma Gandhi. If you try to free it from endless details and equally endless references to sources, then '*in the dry residue*' its structural frame will remain. The Spheronics Megascience (SM) theoretical core is the ontological **laws of necessary and sufficient** (LNS) fundamental spheral clusters, which have long been discovered in pre-science and are only integrated by the SM social ontology:

1. **LNS of the PIOT** resources/products of humanity at all levels: People, Information, Organization, Things (PIOT). PIOT express '*a cell of scientific social science*', a cell of the spheronics of society in statics.
2. **LNS of the PDEC** processes of the PIOT social reproduction: Production, Distribution, Exchange, Consumption (PDEC) of PIOT at all levels.
3. **LNS of the SIOT spheres** of social production (autopoiesis) of humanity as the unity of the PIOT resources and PDEC processes at all levels: Sociosphere, Infosphere, Organosphere, Technosphere (SIOT-spheres).
4. **LNS of the SIOT spherons**, which make up the sociogenetic structure of humanity at all levels and throughout history. They are employed in the relevant spheres as their only actors: Sociospheron, Infospheron, Orgspheron, Technospheron (SIOTs-spherons). **Spherons cover the entire population, each individual from birth to death and differ by the subject/product** of the PIOT production as well as the spheres in which they are employed. The SM social is more detailed in the article. Spherons determine the boundaries of social reality/nature and its ontology, since everything that is used by society, in addition to its basic natural conditions (earth, water, air and sun), was created only by their hands and mind, their creative energy.

Tetramodel



4.1. **The ontological law of the '*Spherons Global Peace*' (SGP) of social nature**. Global peace and security in the history of humanity are ensured by the spherons peacefulness, which always and everywhere exclude wars among themselves, because the destruction of any spheron is the death of humanity. The wars can and were only between the variety (territorial and sectoral) parts of spherons, **but there were never, there will never be and cannot be between them**. Therefore, spherons **are the only absolute actors of both society as a whole, all its 4 spheres of production, and its global peace/security in the humanity history**. Their full peacemaking energy on our planet is revealed at the stage of their conscious mastery and use of their Megascience, the beginning of which was laid by their discovery by Mahatma Gandhi almost a century ago.

5. The listed four clusters of 16 spheral components constitute the social genome (SOCIONOME) of humanity at all levels from an individual to the noosphere, which determines the eternal structural frame of its changeable autopoiesis, reproduction. SOCIONOM expresses a '*cell of scientific social science*', a cell of the spheronics of society in dynamics, the only actor/engine of which are spherons. To measure and calculate the deep ontological harmony of these components for more than 15 years, Peter Sergienko created in the GGHA '*Fractal Mathematics of Golden Tetrasociology Harmony Based on Trialectics*' (https://peacefromharmony.org/?cat=ru_c&key=1018).

6. The general logical verification of 16 components of 4 spheral clusters is carried out by the **mental experiment** of the impossibility of the life of any social object at least without one of them. The absence, zero, of any of them in a social object of any level is its death that proves the need for each of them and their sufficiency taken together of all 16 spheral components of 4 spheral genetic clusters of society always and everywhere in topology of social space/time. Such is the theoretical core and cell of the Gandhian Peace Megascience.

John F. Kennedy, in a similar situation in the Cuban Missile Crisis, warned that "Mankind must put an end to war before war puts an end to mankind."

As a result of the first democratic elections in the USSR in April 1990, after the abolition of the totalitarian one-party system in the USSR and the guiding role of the CPSU, I was elected to the city parliament, defeating 7 communists. I went with a program of social harmony, children priority, global peace, nonviolence and spheral (Gandhian, multi-party) democracy, which demanded an equal distribution of power between the elected representatives of the four equally necessary and sufficient spherons (spheral classes) of the city population, as well as any territory.

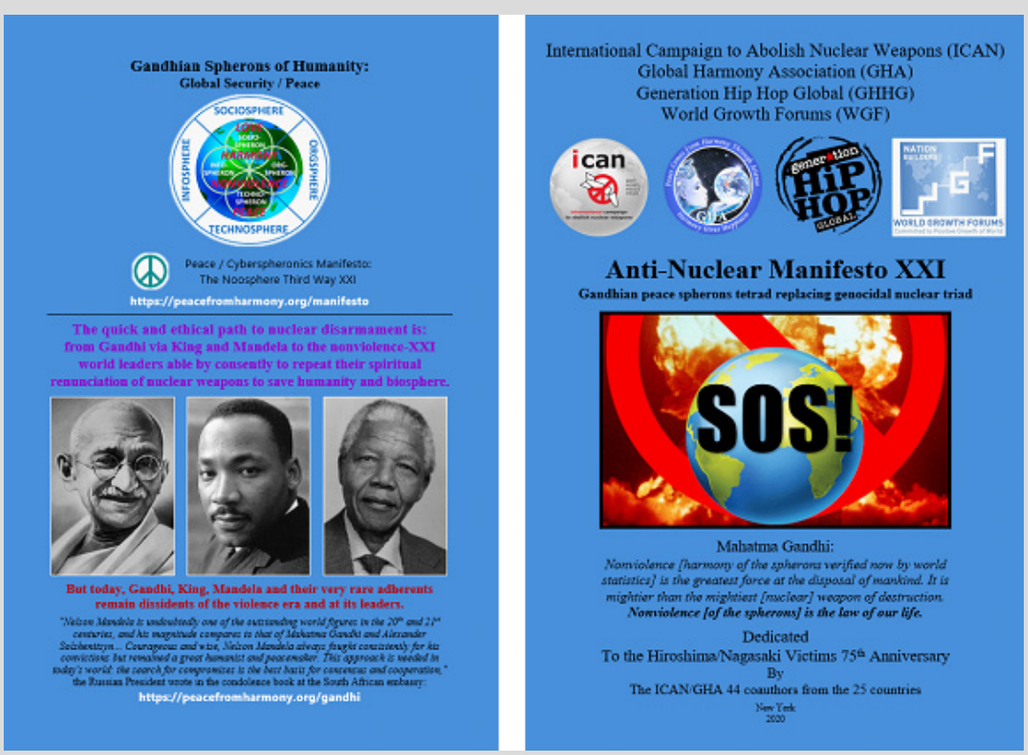
WGF: Now the central question of our time: In an extremely acute world military situation, we are 90 seconds away from a nuclear WWIII, according to the nuclear scientists' conclusion? What is your scientific answer to the question that is on the lips of the whole world: WHAT can put an end to a civilizational long-term war?

Dr. Semashko: This issue is especially actively discussed by independent Western experts (RAND, Mike Whitney and others), whose true analytics have long convinced them of the inevitability of Russian victory in Ukraine due to the incompatibility of their military potentials and resources, which provide Russia with an overwhelming advantage at all Western arms deliveries. They formulate a strategic question: Russia's victory in Ukraine is inevitable, but it will not end the civilizational war because of the West's stubbornness to break Russia 'on the battlefield', as all Western politicians insist, then WHAT can end it? The entire modern political narrative is 100% mired in war and does not go beyond the boundaries of its agenda, which, in principle, is devoid of the similar answer. The new President of Brazil Lula publicly noted this recently, offering his services to promote the peace agenda. He is the only one among world leaders who understands that only peace, only peace negotiations can end the war, but he does not know how and on what platform it is possible.

The scientific answer to this key question of the humanity survival, when the probability of its annihilation as a result of a collision of antagonist nuclear civilizations is maximized to 90 seconds according to American nuclear scientists. It is only one chance of life from a thousand, given by the Gandhian Peace MegaScience. But this answer is not simple, systemic and multi-level and multi-factorial, the complexity of which in this science is represented by the tetramodel given on page 84:

Still John F. Kennedy, in a similar situation in the Cuban Missile Crisis, warned that "*Mankind must put an end to war before war puts an end to mankind*." But then there was not even a hint of any global peace science acceptable to all nations. Today, similar science has been created in the GGHA during the last 18 years. But three practical questions remain unanswered: WHO, HOW and WHEN will scientifically end the war, deadly for humanity.

In conclusion, we emphasize that this science essence – the Gandhian spherons nonviolence, becomes "*the greatest force in the disposal of humanity, … mightier than the mightiest [nuclear] destructive weapon*" (Gandhi), when its (humanity) spherons is armed with the Gandhian MegaScience of global peace created in the GGHA and strong artificial intelligence on its basis a century after his spherons discovery in 1927.



WGF: What role could India play in establishing global peace through the recognition, development and application of its Gandhian science in order to end civilizational war today?

Dr. Semashko: I consider the role of India to be exceptional and most important in solving this issue of the humanity survival and its liberation from the thousandfold threat of its nuclear terrorist annihilation emanating from antagonistic civilizations. Only India is practically free from all racist prejudices against the Mahatma Gandhi nonviolence, which has been tabooed for almost a century by the Western colonial racism, the USSR/Russia's class racism, the African colored racism, etc. Therefore, India is the only country in the world in terms of mentality and religions to accelerate and ahead of all countries in the development and application for the Gandhian Global Peace Megascience, which would make it a world civilization leader in 5–7 years, providing its people with prosperity as in ancient times and humanity with global peace. India is the only country in the world out of almost 200 that has made its motto the great and most effective Gandhian idea: '*Truth Alone Triumphs*'. Therefore, '*Truth is God*' according to the definition of Mahatma Gandhi, only by following which it will quickly become a world leader.

Therefore, the international and national vocation of India today is, in my opinion, to lead and proactively launch an organizational international process for the development and application of Gandhian MegaScience, **both in one of its many national institutes or universities named after him, and in the most favorable framework of BRICS**, together with other friendly world powers. The efforts of any Gandhian Peace Institute in India of 80–90 specialists: sociologists, statisticians, mathematicians, programmers, economists, historians, with a little additional funding and with my scientific guidance or scientific consulting, could organize and begin intensive theoretical research and innovative practical workings within a month in the field of artificial intelligence of global peace. Nothing like this is possible in any other country in the world due to ideological, national and psychological prejudices and obstacles.

But WHO in India today will find the conviction, courage and strength to promote this idea into the Parliament and Government of India to give it public and financial support? This subjective question has become key in order to start the real process of applying the Gandhian MegaScience as a tool to end the civilizational war by offering a positive saving alternative to peace and nonviolence.

At the same time, the spiritual destiny of India is inseparable from Russia as two historically peaceful and non-violent civilizations in contrast to the historically violent West. Just one key touch from our common history. As the great Russian writer Leo Tolstoy helped Gandhi in 1909, supporting his idea of nonviolence, so now, 110 years later, the Russian philosopher and sociologist Leo Semashko organized an international team of the GGHA humanitarians to substantiate Gandhian nonviolence and raise it to the level of fundamental societal MegaScience of spheronics in 2019 in the book '*Gandhica*' (https://peacefromharmony.org/docs/gandhi-nonviolence-of-spherons-gandhica-2019.pdf). The GGHA made it accessible, convincing and acceptable to all nations without exception for their global peace, security, prosperity and sustainable development. This was my life mission, which I can explain as a destiny from above for the world spiritual leadership of our two countries, cultures and civilizations in a dialectical historical mutual complement and cooperation.

The Russian GGHA, together with colleagues from India, is ready to write a fundamental textbook for world schools and universities on the Gandhian Global Peace MegaScience in order to ensure the final, spiritual denazification of the West, in which Nazism, the peace absolute enemy, has been constantly reborn and globalized for more than a century. Without such a peacemaking textbook and education, it is impossible to achieve the denazification of Ukraine as the main goal of the Russia SWO. It is now obvious that the achievement of this peacemaking goal is impossible without India, without its institutional support of the Gandhian SM, without a textbook and education in it, as well as the creation of a joint Indian–Russian AI–PARK for a technological breakthrough in the strong artificial intelligence of the global statistics of this MegaScience.

WGF: What is your philosophy of life? What is the best way for human beings to live their life?

Dr. Semashko: For life, in my opinion, the best philosophy is truth, honesty, which alone provides a firm foundation for everything: love, friendship, family, achievements, dignity, happiness, nonviolence, justice, harmony, peace, creativity, etc. But it is insufficient and limited without faith in God, without beauty, morality, will, communication, activity, etc. I call this philosophy harmonious pluralism, or harmonious tetralectics, which grew out of the traditional militant dialectics, expanded by me from one to two pairs of opposites, ensuring their instrumental harmony, peace and nonviolence. This philosophy has developed in my life by a natural way and in accordance with my scientific Gandhian and Orthodox worldview. In my opinion, it is the most optimal, integral and natural for every open and honest person, but for each of them it acquires its own individual, historical existence. It does not correspond to official ideologies, therefore, for it, I have always been persecuted and sanctioned in my life, which I was able to resist with a deep belief in it and the Gandhian aphorism: "*First you are ignored, then they laugh at you, then they fight with you, and then you win*."

For the first time, the fundamental scientific hypothesis of global peace actors was expressed only by Mahatma Gandhi in 1927 on the basis of a deep understanding of the millennial practical experience of harmonious, equal and nonviolent varnas of prosperous ancient India, which at that time became the world civilization leader due to them.

WGF: You have been a State Councillor of St. Petersburg. What was your experience as a State Councillor?

Dr. Semashko: As a result of the first democratic elections in the USSR in April 1990, after the abolition of the totalitarian one-party system in the USSR and the guiding role of the CPSU, I was elected to the city parliament, defeating 7 communists. I went with a program of social harmony, children priority, global peace, nonviolence and spheral (Gandhian, multi-party) democracy, which demanded an equal distribution of power between the elected representatives of the four equally necessary and sufficient spherons (spheral classes) of the city population, as well as any territory. In the city parliament, which included about 400 deputies of a city of five million, I created a 'Spheral Democracy Faction', which included 12 deputies, primarily socially oriented towards the family, children, women, equality, human rights, peace, education, healthcare, sports, social welfare, level and quality of life, etc. During the short period of existence of our parliament, in which the Communists prevailed and therefore was dissolved by President Yeltsin at the end of 1993, we prepared several relevant bills: 'Family Code', 'Children suffrage performed by parents', 'The standard of living of the population' and similar, which were rejected by the communist majority.

For their work in the city parliament, its members received the official title of 'actual state councillor of the city', which is retained for life. I consider the creation and testing of the first in the history spheral democracy political party based on the Gandhian scientific basis as a harbinger of the future democracy as my main achievement of this period. This democracy overcomes all the ineradicable vices of the traditional Western democracy that has discredited itself: growing inequality and injustice, the priority of militarism instead of children, corruption, nationalism to the detriment of the interests of humanity, disharmony instead of harmony, etc. In more detail, the Charter and the work of this faction are presented here: (https://peacefromharmony.org/docs/leo-semashko-spheral-approach-1993.pdf and here: http://peacefromharmony.org/?cat=en_c&key=58).

WGF: How do you wish Russia to grow and develop in the coming years? What must change?

Dr. Semashko: The entire, more than a thousand-year-old civilizational history of Orthodox Russia, with its civilizational code of peace, harmony, justice, consent, nonviolence, harmony, in many respects akin to the Indian civilizational code, was doomed to protect its life from external invasions, primarily from the West. Russia has always come out victorious, because its spiritual, unbending and invincible core was the truth of divine justice: "*God is not in power, but in truth*", which was recognized and expressed by Alexander Nevsky in 1240. It anticipates in Russian and is in harmony with the corresponding principles of the Gandhian truth of nonviolence, which always wins, and therefore "*it is God*." Only on this basis, the great Russian genius Fyodor Dostoevsky in 1880 defined the mission of our spirituality in reconciliation, peacefulness, which Russia should bring to the world as a '*new word of fraternal unity*' of the Gospel testament that is analyzed in my special article on Dostoevsky (https://peacefromharmony.org/?cat=en_c&key=1021).

Social ideas about global peace remained (and actually still remain) at the prescientific level of utopias, conjectures and good wishes. The glimpses of scientificity were seen only in the works of great philosophers who wrote about the harmony of social nature, like Leibniz, Kant and the like, but they have not yet risen to the level of at least the scientific intuition of real historical actors of global peace.

But, unfortunately, the subsequent totalitarian history of Russia/USSR armed itself with the opposite, atheistic and militant ideology of eternal class war and violence. It stimulated the growth and strengthening of the worst and extreme Western racism in the face of Nazism, which excludes all peace and recognizes only war, which fell upon Russia/the USSR. Almost 80 years later, history repeated itself, when Western racism was embodied in Ukrainian neo-Nazism, aimed at dismembering and destroying peacemaking Russia, freed from totalitarian ideology along with the collapse of the USSR. Since 2014, the neo-Nazi regime that came to power in Ukraine as a result of a violent coup d'etat, prepared and provided by the West, began a systematic genocide of the Russian population of Donbass under the flag of extreme racist Russophobia and the complete destruction of everything Russian. Under these conditions, Russia, according to the law of Mahatma Gandhi '*kill the killer*', who threatens to kill you, your family and your nation, after 8 years of trying to peacefully resolve the problem of Donbass, Russia was forced to protect the Russians in Donbass and itself by the SWO. Of course, as a result of its completion, a tectonic reset of both the West and Russia will be required, but this will be a transformation in the interests of all countries' development and as a guarantor of future peace, eradicating the very possibility of wars, as proposed in the Gandhian MegaScience of global peace.

In the transformation of Russia, the role of India and its Gandhian MegaScience is very important. The traditional Marxist prejudice (curse) of the Russian leaders against the Gandhian nonviolence until now, more than a century, turns out to be stronger than all the fundamental advantages of the Gandhian MegaScience. Without it the tectonic social reset and revival of Russia is impossible, its key renewal in the 21st century, as well as the West, to which it should give a civilizational example. But it will not be able to do this if India does not give a similar peacemaking nonviolent example to Russia.

WGF: Please share your message for those who wish to work hard and contribute towards a better world in their own way at their own level.

Dr. Semashko: Main is to fight for scientific eternal peace, resist all the forces of war, which, apart from it, do not see the Gandhian '*greatest force of nonviolence of varnas/spherons*', which ultimately ensure peace and peaceful life. Understand that peace is the highest value of every person and humanity as a whole, therefore, always and everywhere, constantly and continuously support, help and promote it, even if you do not understand its deep scientific philosophy and sociology, as Mahatma Gandhi understood them.

Dr. APJ Abdul Kalam, President of India, 2002–2007, poet:
(https://peacefromharmony.org/?cat=en_c&key=95).
"*The world needs the great vision of peace and prosperity.*
The ABC of Harmony is the dawn of a shining, harmonious vision of peace and prosperity for all the nations of the planet Earth*! Together with it, the enlightened citizens will emerge, capable of building a harmonious civilization of peace and prosperity on the planet Earth!*"
The GHA Highest Honorary Title: WORLD HARMONY CREATOR:
https://peacefromharmony.org/?cat=en_c&key=513

The GGHA Spheronics MegaScience coauthors of the volunteer '*Spherons Global Peace Academy*' (SGPA).
It consolidated 750 coauthors of spheronics during 18 years, since 2005, from more than 50 countries with the participation of President of India, Dr. APJ Abdul Kalam and 5 Nobel Peace Laureates.

Spreading Happiness and Smiling Every Day

Batholomew Norman Nathan,
Secretary-General,
Malaysian Global Business Council (MGBC),
and National Director for
Malaysia Indo-OIC Islamic Chamber of Commerce and Industry (IICCI)

WGF brings to its readers an exclusive interview with Mr. Batholomew Norman Nathan. He is the Secretary General of Malaysian Global Business Council (MGBC), and is the Former Honorary Consul of Malaysia to Kingdom of Bahrain.

He is currently involved in the development of business between Malaysia, the ASEAN Region, African Union, and the Gulf Countries – Kuwait, The State of Qatar, The Kingdom of Saudi Arabia, The Sultanate of Oman, The United Arab Emirates (UAE), and the Kingdom of Bahrain.

WGF: Please list your achievements.

B. Norman Nathan: During my working career (10 years) in the Government Printing Department, I was nominated and elected as the Secretary-General of the Government Printing Department, Employees Trade Union; to serve in the Management Committee of the Printing Employees; and Thrift and Loan Society.

I was awarded the Malaysian Co-operative Scholarship to study Printing Management at the London College of Printing.

I was also provided the opportunity to understudy the activities of the International Co-operative Alliance – London Office.

Upon returning to Malaysia, I was appointed to manage and expand the operation of the Malaysian Co-operative Printing Press.

I offered voluntary assistance to guide the Co-operative Publishing of books to enhance the Co-operative College of Malaysia, which was Supervised by the Co-operative Union of Malaysia.

The Commonwealth Office in London took note of my contribution to the Printing and Publishing Industry, and seconded my services to the Government of Mauritius to establish the printing and publishing operation for the Government.

My service was extended beyond my job scope, as my service was required to (a) teach and (b) train the Teachers and Lecturers in the technical details in printing and publishing skills.

This exercise transformed and reformed my skills to become 'Train the Trainer', which for me was a learning curve 'on the job' – a great challenge in itself.

It was a learning experience through the 'College of hard knocks'.

The Commonwealth Office in London took note of my contribution to the Printing and Publishing Industry, and seconded my services to the Government of Mauritius to establish the printing and publishing operation for the Government.

WGF: What specific have you done towards Nation Building?
B. Norman Nathan: My specific contribution will become a two-pronged approach:

The first will be to build Malaysia through its developing nation status to assist developing nations towards nation building.

In today's world, this is referred to as Sustainable Development, to overcome Rural (agriculture) and Urban (education) Poverty.

I have utilised my Education (all-inclusive) to assist countries like Mauritius, Trinidad and Tobago; and Pacific Island States.

I have contributed at Forums and Seminars organised by the Commonwealth to provide structured details and practical experience in Nation Building.

The second will be my contribution to the Government of Mauritius, where I was assigned for five years to work with Teachers and Lecturers at the Institute of Education for Secondary school studies; and Mahatma Gandhi Institute (MGI) for primary school studies.

I consider this contribution as nation building because many of the students from my time then are now Ministers and top-level Senior Decision Makers in the Mauritius Government Service.

Likewise, I also served as Advisor in the Trinidad and Tobago Government for a short period.

My services were through Commonwealth Fund for Technical Cooperation (CFTC).

My service should therefore be considered as exporting National Service to build another Nation.

WGF: What is your vision of a New Malaysia?
B. Norman Nathan: My vision of a new Malaysia is that there should be a serious change in the thinking of both the Political Power Brokers and the thinking of 'one' sector of the population who are strongly supported by this one sector of the population.

Malaysia is a multi-racial and multi-religious country. Any political grouping that has the desire to form a Government must address these issues – Racial, Cultural, and Religious issues.

My specific contribution will become a two-pronged approach:

The first will be to build Malaysia through its developing nation status to assist developing nations towards nation building. I have utilised my Education (all-inclusive) to assist countries like Mauritius, Trinidad and Tobago; and Pacific Island States.

The second will be my contribution to the Government of Mauritius, where I was assigned for five years to work with Teachers and Lecturers at the Institute of Education for Secondary school studies; and Mahatma Gandhi Institute (MGI) for primary school studies.

WGF: Please describe yourself as a person.
B. Norman Nathan: I am an easy-going person. Always willing to provide assistance and help as required, with absolutely no room for corruption.

My group of friends come from all walks of life. My home is open to everyone who has good intention. My birthday is 3rd October, i.e., I was born one day after Mahatma Gandhi (he was born on 2nd October), which means we share the same zodiac signs – we are simple people.

WGF: What is your inspiration in life?
B. Norman Nathan: At my age now my only desire is to lead a peaceful life. The world is a different place today – with the Pandemic – and the new Normal way of living. This is not my lifestyle.

We lived a friendly life without having to cover half the face. Sorry, not my lifestyle.

WGF: What is your success story?
B. Norman Nathan: Very simple. Treat everyone as a human being. Do unto others what you will expect them to do unto you.

We have all faced challenges in our life journey. The question is 'How we handle these challenges'. As long as we talk with people, communicate and share the problem faced, we'll generate ideas. Two ideas are better than one.

Using this principal, I have survived 80 years of my life. I am still happy, and I smile every day.

My group of friends come from all walks of life. My home is open to everyone who has good intention. My birthday is 3rd October, i.e., I was born one day after Mahatma Gandhi (he was born on 2nd October), which means we share the same zodiac signs – we are simple people.

WGF: Please share some challenges you have faced in life.
B. Norman Nathan: We have all faced challenges in our life journey. The question is 'How we handle these challenges'. As long as we talk with people, communicate and share the problem faced, we'll generate ideas. Two ideas are better than one.

Using this principal, I have survived 79 years of my life. I am still happy, and I smile every day.

WGF: What reforms do you think must be brought into your field of work?
B. Norman Nathan: A Vaccine must be found for COVID-19. The whole World is waiting for this Reform.

WGF: What reforms would make Malaysia better?
B. Norman Nathan: A Political Change in the Government Administration which will address the issues of all Malaysian Citizens – which I can foresee will not happen in my lifetime.

WGF: What message would you like to give to people in general as a Nation Builder?
B. Norman Nathan: Nation Building is not a short-term solution. This can take a minimum of 20 and up to 50 or even 100 years. The message for people is that there should be Community Building first.

Just look around the Globe. And, pinpoint a possible Nation Building Solution. Attempt yes, but no Solution. Do not go very far. Just look around India and neighbours.

The Change Must Come from Within

Kushil Gunasekera,
Founder and Chief Trustee,
Foundation of Goodness

WGF brings to its readers an exclusive interview with Kushil Gunasekera. Kushil is a world-renowned philanthropist and a results-driven visionary who has impacted rural development in Sri Lanka through pioneering initiatives that have produced empowerment opportunities for over 800,000 beneficiaries.

Kushil is the Founder of Foundation of Goodness that has created a USD 22 Million Humanitarian Impact in Sri Lanka. He is also the Founder of Good Life Institute. He was also the first-ever Personal Manager for a Sri Lankan Sportsman – Muthiah Muralidaran – for 20 years.

WGF: How did you set up the Foundation of Goodness in Sri Lanka? What were your thoughts and philosophies behind setting up an organization for the goodness of your country?

Kushil: The idea of establishing the Foundation of Goodness was to demonstrate the faith in Goodness that had a magnifying aspiration, starting with 'be good and do good', and resulting in providing equal opportunities, to the best of our ability, seeing the plight of our people in the rural sector, in an attempt to bridge the urban–rural divide, as well as to influence the future generations to cultivate values that can not only make them resourceful and knowledgeable, but at the same time help them lead contented and happier lives.

It is about taking action and not just theoretical understanding, to implement a plan that led to the growth of the Foundation of Goodness, through purity of intentions, humaneness and compassion driving towards the objective of uplifting the lives of those in desperate circumstances.

Nothing ever great is achieved without taking that first step, and then, kindness multiplied in abundance where the investment in goodness ensured this path for impactful outcomes, along the lines of the wholesome concept.

When we think only of sincerely helping others, and not ourselves, we will find that we receive all that we wish for.

Kushil with his team at the Neethipuram Pre-school in Mullaitivu District, which was constructed and fully equipped by the Foundation of Goodness

WGF: Under your insightful leadership, the Foundation of Goodness supports thousands of beneficiaries across the island through free-of-cost services. Please share what does The Foundation of Goodness do, and what has it done in Sri Lanka since its inception?

Kushil: The idea, when I originally started in 1999, was to landscape my village with opportunities for rural disadvantaged communities and perhaps the adjoining villages as well, in the same way in which I was able to access better facilities, training and exposure while attending a privileged school in Colombo.

Muthiah Muralidaran, Ashan Malalasekera and Rohan Iriyagola were the first three people to join alongside me, and with the support of friends and well-wishers worldwide, the Foundation of Goodness continued to grow.

Since 1999–2004, when this plan gained momentum, the tsunami struck to destroy everything we had delivered turning it to ruin, debris and rubble on that fateful day of 26/12/2004. However traumatising that was, I kept faith, positively looking ahead and doing the best I could. In essence, I turned the setback into a blessing by gifting my villa to set up the Centre of Excellence and Sports Academy with the waves of compassion to overpower the waves of destruction, after attending to priority needs in every aspect for the first 2½ years and constructing 1,000 new and partially damaged houses in 25 villages.

As of last year, we are now actively engaged in humanitarian work across 975+ villages with 15 Empowerment Centres islandwide, similar to an educational and sports institute, training free of cost to empower 16,600+ rural kids, youth and women to make better progress.

Additionally, we have also helped 291,000+ during the Sri Lankan economic crisis through projects such as Feed the Hungry, Essential School Supplies, Medical Supplies and a vast number of special projects including long-term food security, infrastructure, water and sanitation, orphanages, special needs homes, etc.

WGF: You have also been serving as the Personal Manager to Sri Lankan Cricketer and Spin Bowling Legend Muthiah Muralidaran. How did you get involved with Cricket? How has your experience been with Mr. Muthiah Muralidaran? How are international cricket dignitaries involved with helping in your cause through the Foundation of Goodness?

Kushil: I met Murali in 1999 when I was appointed to be the Secretary of the first-ever U19 World Cup in 2000 under the first-ever Sri Lanka Cricket Interim Committee installed. Thereafter, as we made friends, he was also the first-ever international Sri Lankan cricketer to appoint a personal manager which has lasted the test of time, as of now, such a fruitful and productive partnership that also blossomed into charitable endeavours together.

We both had another common ground, where we represented the Tamil Union Cricket and Athletic Club in 1st class cricket, of course at different times. The cricket profile facilitated our wide reach into the international cricketing fraternity to make inroads and the first two legends to ever visit the village post-tsunami were none other than celebrity cricketers Shane Warne and Sir Ian Botham whose promotional drive and networking worldwide brought us valuable partnerships.

I would like to set up a total of 20 Village Heartbeat Empowerment Centres islandwide to reach 20,000 beneficiaries every year, across Sri Lanka, and I am also working on my Good Life Institute with the theme of 'Better Than I Used To Be', with our children in mind, to educate them to be happy and fulfilled.

307,957 beneficiaries across **975+** VILLAGES in **2022** via **10** empowerment divisions island-wide, FREE of charge, uplifting rural, disadvantaged communities in Sri Lanka

WGF: The Foundation of Goodness has been applauded from all quarters for its expertise in disaster management. You have even been invited by the U.S. State Department to take part in their IVLP on Disaster Management, including a visit to the Pentagon. Please share your experience.

Kushil: I was fortunate to be identified for the International Visitor Leadership Programme on Disaster Management, perhaps owing to the way in which we set about overcoming the unprecedented tragic Tsunami disaster, turning adversity into productivity and growth.

The visit itself was invaluable, given the exposure to this very well-structured programme, visiting different states as well as the Pentagon which as we all know is not a location anyone can access as such, and that experience remains embedded in my memory.

WGF: Please share how you have been involved with development activities in the post-war North and East of Sri Lanka.

Kushil: Post-conflict, with our experience, but more importantly, seeing the plight of others in desperate need that defines compassion, we were able to create a plan to alleviate the hardships and struggles in the short, mid and long term, never giving up despite tough circumstances where I remember we travelled to the North from the South for 100 consecutive months, engaging in numerous programmes in support of the communities wanting to lift themselves up after years of embattled experiences. This also led to conflict resolution, reconciliation, goodwill and harmony, bridging that gap between the South and the North, serving mankind unconditionally.

Our journey so far to the North has resulted in the delivery of humanitarian projects to the value of US$ 2.2 Million to benefit 68,000 beneficiaries from 100 villages with 4 Village Heartbeat Empowerment Centres in the North (Jaffna, Kilinochchi and Mullaitivu Districts) serving 1,500+ kids, youth and women being empowered by way of our educational and sports concept, free of cost.

Foundation of Goodness Sports Academy

Support for Elders Care Homes

Kushil presenting bikes to residents in the North and East post-conflict

Kushil addressing the Children's Good Values Initiative

WGF: You have created the Children's Good Values Initiative to provide children at each Foundation of Goodness (FoG) centre an active and ethical attitude towards society by inculcating them with the spirit of goodness. Please share about the 'Be Good, Do Kind' Initiative.

Kushil: The fact that I didn't focus on my studies, rather on developing my qualities, enabled me to go places, having realised that values are the key to a happy, contented life. Though I must say that education is mandatory to make you resourceful and knowledgeable, yet without good life skills and impressive values one can never be joyful, which is what counts the most at the very end, bridging being born a human and ending up being humane.

Learning at all our Centres is free, but at the same time, the 'be good, do good' attitude of demonstrating kindness and paying it forward with community aid is what we advocate passing on to a new generation, that teaching kindness, generosity, compassion, integrity, humility and gratitude gives hope like no other for a life worthwhile, not to forget that the universe rewards divinely when one inculcates all of this with purity of intentions.

Teaching values at a very young age is far more important so they learn to contribute rather than only to compete.

As of last year, we are now actively engaged in humanitarian work across 975+ villages with 15 Empowerment Centres islandwide, similar to an educational and sports institute, training free of cost to empower 16,600+ rural kids, youth and women to make better progress.

Additionally, we have also helped 291,000+ during the Sri Lankan economic crisis through projects such as Feed the Hungry, Essential School Supplies, Medical Supplies and a vast number of special projects including long-term food security, infrastructure, water and sanitation, orphanages, special needs homes, etc.

Bryan Adams Foundation Swimming Pool Complex at the Foundation of Goodness Sports Academy

WGF: You have penned life-enriching guides by way of 'MindShaper: What the Classroom didn't Teach'. You have also contributed to Mental Health Week awareness campaigns. How do you shape the mind?

Kushil: If there is anything that I have practiced, it is impermanence; everything is subject to change and nothing lasts forever, which has always kept me in balance, understanding the true nature of things as they really are. If ever there is anything more to learn from a life's perspective to manage one's expectations, the eight worldly conditions are of utmost importance (Praise or Blame, Joy or Sorrow, Victory or Defeat, Gain or Loss), and they cannot be escaped irrespective of the background.

Mind cleansing as opposed to only external beautification is absolutely essential even on a daily basis by way of meditative reflection since this mind is the forerunner of all things, and to be aware and awake, we need to train the mind.

What the Classroom Didn't Teach is a brand I wanted to create for Gross Individual Happiness and I've written 100 quotes that will help us to navigate the journey of life without having to worry of the past, nor the future yet to come, rather to live in the present moment doing your utmost to become the best version of yourself.

WGF: What is your mantra for work–life balance? How do you manage various stresses of personal and professional lives?

Kushil: Again, if you understand ahead that nothing is permanent and embrace change, without compromising on your values, together with a disciplined and positive approach, maintaining standards, systems, qualities and unshakable principles, not forgetting that good and bad times both have expiry dates, you can meet the challenges and most often than not, it enables you to become better than we used to be.

That said, I am also hugely focused on exercise and quality sleep, given my unexplainable marathon run to stay healthy and also reflect in solitude by way of a disciplined approach, one hour of the day in spiritual meditative practice.

Annual Essential School Supplies Programme

Providing meals to care homes

Donating medicine and medical equipment to hospitals

Goodness Boxes and Feed the Hungry programmes provide essential grocery items

WGF: How do you wish Sri Lanka to grow and develop in the coming years? What must change?

Kushil: Absolute transparent governance with a vision to change systems and trusted, accountable leadership where the speech must be in tune with honourable action to deliver the best possible outcomes as planned, according to the pledged manifesto with purity of intentions to address the people's problems, leading only by example rather than to over promise and under deliver, without which, it can only go from misery to misery.

WGF: Where do you see yourself 10 years from now? What is your vision for the future?

Kushil: My vision is bridging the urban–rural divide, since 70% of Sri Lankans still live in the rural sector and to leave a legacy of values for our future generations to raise the bar while leading a meaningful and satisfied life, taking action and making things happen!

I would like to set up a total of 20 Village Heartbeat Empowerment Centres islandwide to reach 20,000 beneficiaries every year, across Sri Lanka, and I am also working on my Good Life Institute with the theme of 'Better Than I Used To Be', with our children in mind, to educate them to be happy and fulfilled.

WGF: Please share your message for those who wish to work hard and contribute towards a better world in their own way at their own level.

Kushil: Hard work is hard to beat which, with discipline and the right attitude to say 'Yes, I can', brings a multitude of opportunities at the beginning, in the middle and at the end to those who want to be energetic, active and impactful.

The one thing I am aware of is that the change must come from within us, and it is not about getting ahead of someone else, rather to be better than I used to be, since at the very end it will never be between me and them, rather, about me and my good or bad deeds.

The first two legends to ever visit the village post-tsunami were none other than celebrity cricketers Shane Warne and Sir Ian Botham whose promotional drive and networking worldwide brought us valuable partnerships.

WORLD'S MOST PROMISING BRANDS 2023

World Growth Forums – https://www.worldgrowthforums.com

Down under, it's a highly competitive world, where all businesses – new or established – envision to lead the industry and capture maximum market share.

All brands and companies possess and/or develop USPs over time, which not only define them, but also create unique trajectories of impact, growth and promise.

Though all brands and companies endeavour to do their best, some tend to grow more and faster than others, and prove that given time they would surpass even their toughest competitors.

They are the ones that understand the market requirements and the direct needs of their customers. They are also able to employ the right and the most appealing market strategies, and are able to make a deep connection with their customers.

They prove with their existing strong presence and ingenious approach that the world should watch for them, as they mean to become formidable players in the industry in the future.

They impress their customers, competitors, industry and the entire world with the promise they hold.

WGF Magazine brings to its readers, the World's Most Promising Brands 2023. Please flip on to read the highly inspirational stories.

Stratio

STRATIO

A Human-thinking Platform, Where Machines Work for You

Moving a step forward on technology development, Stratio has become an Artificial-Intelligence-driven company, thanks to the Augmented Data Fabric. Stratio helps the biggest companies in the world moving their strategy to a Data and AI-driven one, augmenting their data with business knowledge, letting them interact with the world, and project augmented reality with information about what is around, getting value to reality.

Stratio was born with Artificial Intelligence (AI) at its core, so not only does it help its clients build their own AI-based services or Machine Learning algorithms, it also automatically suggests relations, test algorithms, train models, and much much more.

Save Time, Create Wealth

Clients may test and apply dozens of Machine Learning (ML) algorithms with their data, as easy as a click, by training ML models automatically and putting them on production in hours instead of weeks or months.

It has become a reality, because Stratio understands its clients' business language. Stratio is a semantic-based platform that allows people to work with semantic-based security, add semantic meaning to data, and create relationships between them with the most advanced technology.

It has also been possible, because Stratio augments everything. Clients' data is augmented, so their data is defined with natural language. Security, Relations, Queries and Dashboards are also augmented, so all of these are defined with natural language.

Creating Infinite Human Potential

Stratio's vision is to multiply human potential, as it wishes to create autonomous AI that lets companies save the 80% of the time of its talented people, avoiding tasks that a machine can carry on equal or better than a human, letting people use its talent to be focused on challenges that are really game-changers, offering the most valuable resource in the world, i.e., time.

Imagine utilizing the whole potential of human beings in developing creative ideas, focusing on what, not how. People's maximum talent would be focused on making competitive differences, and months of specialized teams' work would be saved.

Paving the Future Now

Augmented Data Fabric is the future. Creating an augmented infrastructure, Stratio not only works on public or private clouds, it works on mixed public/private clouds. There are no limits. It creates an augmented infrastructure, which is adaptable, flexible and scalable. Clients decide, Stratio works.

Creating an augmented data virtualization, Stratio offers clients the ability to deploy whatever, deploy wherever, deploy whenever, and deploy however. Clients' data is at their fingertips. Clients don't have to get into where is their data, what data do they have, or is it reliable?

Imagine the power of auto-discovering data, anywhere it is. Imagine the power of merging them in any way. This is Augmented Data Virtualization. All client data is discovered, is merged, and is accessible via SQL with simple drivers.

Next, Stratio creates augmented knowledge. It essentially gives anyone the power to govern the world, easily. Information is power, but not much if not semantic, not meaningful. Stratio works with ontologies, domains, and an AI-powered relationship engine that gives clients now the standard of 10 years in the future, reducing complexity to the essentials. This becomes augmented governance.

MongoDB

Mastering the Data Geniously

MongoDB was founded in 2007 by Dwight Merriman, Eliot Horowitz and Kevin Ryan – the team behind DoubleClick. At the Internet advertising company DoubleClick (now owned by Google), the team developed and used many custom data stores to work around the shortcomings of the existing databases. The business served 400,000 ads per second, but often struggled with both scalability and agility. Frustrated, the team was inspired to create a database that tackled the challenges it faced at DoubleClick. This was when MongoDB was born.

MongoDB believes that everyone must free the genius within themselves. They also believe that making data easy to work with gives people the opportunity to free their genius and create something world-changing.

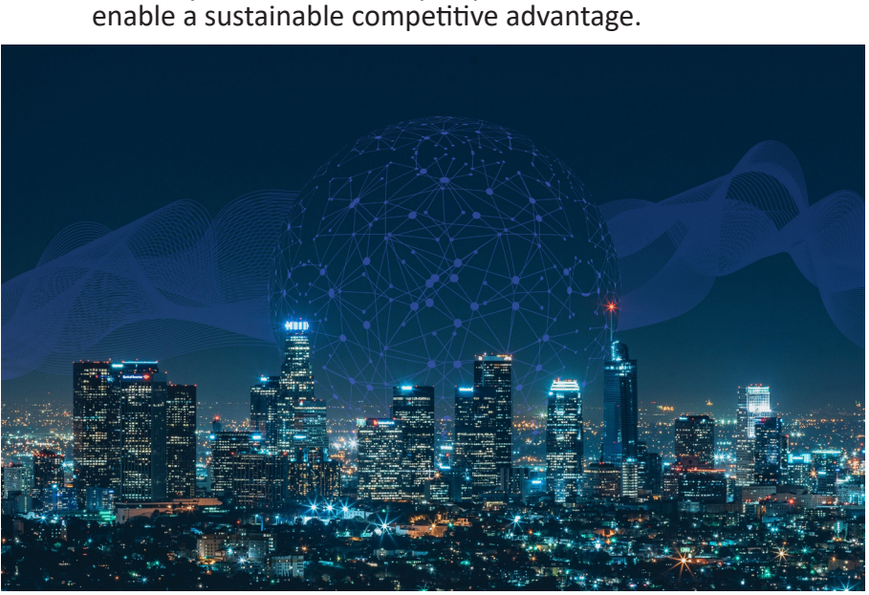
If You Think Big, You Can Achieve Big

Everyone at MongoDB are big dreamers with a passion for creativity. They eagerly pursue new opportunities and markets through innovation and disruption. They have a pioneering spirit – always ready to forge new paths and take smart risks.

They are relentless in their pursuit of meaningful impact. They think strategically and are clear on what they are trying to do and are not trying to do. They accomplish an amazing amount of important work, and they are obsessed with follow through.

They achieve amazing things by connecting and leveraging the diversity of skills, experiences and backgrounds of their entire organization. They discuss things thoroughly, but prioritize commitment over consensus. They are good listeners and always communicate with clarity and respect. They create and support a positive, inclusive and accepting environment.

They commit to creating a culture of inclusion by seeking and valuing employees from different backgrounds and circumstances. They learn from and respect each other's differences. They firmly believe that a diverse workforce is the best way to broaden their perspectives, foster innovation, and enable a sustainable competitive advantage.



In Consistent Pursuit of Excellence

MongoDB embraces reality. They apply high-quality thinking and rigor. They have courage in their convictions, and they work hard to ensure biases or personal beliefs do not get in the way of finding the best solution.

Everyone at MongoDB plays a part in making it a great place to work at. They demand excellence from themselves, taking ownership and accountability for everything that they do. They empower others around them, just as they are empowered to make change and progress happen.

Headquartered in New York, with offices across North America, Europe and Asia-Pacific, and a workforce that is now mostly remote, they are close to where their clients do business.

They have more than 31,000 customers in more than 100 countries, and the numbers are growing. The MongoDB database platform has been downloaded over 210 million times, and there have been more than 1.5 million MongoDB University registrations.

They have more than 3,220 people contributing to their success.

Giving Back to the Society

MongoDB's goal is to improve access to computing much earlier in students' academic careers. The absence of computer science in classrooms before college directly contributes to the gender and racial disparity they see across the tech industry. They have partnered with CSNYC to build a suite of materials for comp-sci teacher training.

They offer Diversity Scholarships to their events to encourage underrepresented tech workers and students to attend conferences. Recipients receive complimentary admission, a pre-conference workshop, a MongoDB certification voucher, and access to enterprise MongoDB University training courses.

They are proud to partner with Bright Funds, a philanthropic program that allows employees to donate to over 1 million charities right from their paycheck. 100% of the contribution goes directly to the cause of the employee's choosing.

RETENTLY

Retently

Offering Wings to Soar Over the Horizons

Retently can help businesses grow. Retently NPS® can give a huge competitive edge to clients' business, as it allows them to understand why their customers love or hate their product or service. By gathering and acting on this valuable feedback, clients will eventually be able to retain more satisfied customers, and also benefit from the positive word of mouth recommendations.

Retently is a Customer Experience Management Platform – covering NPS, CSAT, CES, 5-star surveys, customer feedback and reviews.

Retently team got together, because they believe in what they do. They believe in having a good time while doing what they love. And what they love is nurturing their relationships with their customers and inspiring them to do the same with their customers.

Together, they exist to create things that generate results and promote growth. They choose to act on the data and do things that deliver the maximum value to their customers. Their dedication, enthusiasm and knowledge in the business give their clients the confidence in their product and service.

Satisfied clients won't just help a company generate more leads and acquire more business, they will also help the company increase the customer lifetime value, reduce their churn rate and finally generate more revenue.

Sharp Edge Over the Competitors

Retently offers several unique features compared to other established competitors. A few of them include:

Survey Campaigns: With most competitor tools, clients can only set up the surveys and send them out either one-time or on a recurring basis.

Retently, on the other hand, allows clients to set up both regular and transactional campaigns, where a predefined set of surveys is sent to a specific customer segment.

This lets clients run independent survey campaigns per product, service or customer audience (segment customers by various criteria – revenue, geography, lifecycle, etc.) and get a dedicated NPS, CSAT or CES score.

Advanced Survey Template Editor: Retently allows clients to customize pretty much everything in their survey template, such as, Change the background color; Upload and adjust logo, its size, and position; Edit all texts' font family, size, styling, and colors; Adjust the shape, style, and color of all buttons; and Add additional text blocks and custom links.

Multi-language Surveys: Most survey services come with a preset of translations, which are not adapted for each industry, or sometimes can be far from written by natives.

Retently doesn't have a multi-language selector. Instead, clients can fully customize their NPS survey texts and translate them in any language they need.

No Retently Branding in Surveys: Many competitors do not allow removal of their branding from the survey even in their premium paid plans, in order to gain new business through referrals. Their logos are always present in the footer of the surveys clients' respondents receive, thus creating the impression that client business is cheap and cannot afford a premium service (which usually comes with branding removal).

Unlike competitors, Retently has removed all Retently-related branding from the survey templates, to make sure they only resemble clients' own brand.

Feedback Management: Since collecting customer feedback is the main surveying goal, the feedback management capabilities could not be overlooked. Retently came up with advanced collaboration, visualisation, segmentation and analysis of the received customer feedback.

Oxipit

Taking Burden Off Your Chest

Oxipit are the leaders in AI medical imaging. With a team of award-winning data scientists and medical specialists, Oxipit aims to introduce innovative Artificial Intelligence/Deep Learning breakthroughs to everyday clinical practice.

Oxipit's strong academic track record, AI expertise and diverse scientific team member backgrounds allow them to foster innovation and create groundbreaking yet easy-to-use medical products.

Disseminating Health All Around

Oxipit has developed ChestEye – the first AI chest X-Ray radiology suite for healthy patient reports.

Oxipit ChestEye is the first AI chest X-ray radiology suite to be CE-marked. The suite supports 75 most common radiological findings covering 90% of diagnosis encountered at a medical institution on a daily basis. The platform produces preliminary reports for healthy patients adhering to the medical institution reporting practice.

Fully Automatic Solutions

Oxipit has completely automated healthy patient diagnosis and reporting. ChestEye CAD is a fully automatic computer-aided diagnosis (CAD) chest X-ray solution. It identifies chest X-ray images with no abnormality and produces preliminary reports (imagine in, report out). Preliminary healthy patient reports are produced only in cases where the platform is highly confident of the results (20–40% of all healthy patient cases). By minimizing radiologist input required for healthy patient chest X-ray reporting, ChestEye improves radiologist productivity, and allows medical specialists to focus their attention on cases with abnormalities.

Wide Scope; Great Benefits

ChestEye covers a wide scope of radiological findings (currently 75) making it the most practical AI radiology suite for day-to-day operations. Only by covering the most radiological findings can they identify healthy patients with high accuracy.

By automating healthy patient reporting, ChestEye enables radiologists to focus their attention on studies with important findings.

ChestEye is designed to fit into current radiology department workflow with no extra dashboards or user interfaces – it operates 'under the surface' of PACS and RIS providing preliminary diagnosis and case description before the radiologist first sees the X-ray image.

Both on-premise and cloud solution options are available.

ChestEye preliminary reports are fully customizable and generated in one's native language, ensuring that reports require little-to-none editing and adhere to standard reporting practices of one's medical institution.

ChestEye suite is CE-marked class-IIa medical device software, and has approval for clinical deployment in all European Union countries.

ChestEye CAD identifies X-rays with no abnormality with close to 100% sensitivity.

It increases productivity. In tertiary hospital-controlled trials, ChestEye-automated diagnosis and reporting enabled to reduce time-per-patient by more than 30%.

ChestEye can integrate with PACS/RIS/HIS/EHR infrastructure, and requires no additional management panels or user interfaces. Alternatively, it can function as a cloud solution.

ChestEye can support different reporting practices and provides reports in one's native language (currently, 12 European languages are supported).

AUCKLAND WALKING –

Life and People from New Zealand's Largest City

AUCKLAND WALKING

is a special series of World Growth Forums Magazine in association with Adam Greenwell. It showcases the special relation among WGF, Adam and the Auckland City, New Zealand.

Look for this space for insightful, inspiring and heart-touching stories from first-hand experiences.

Cyclone Gabrielle, Auckland

MAPPING MUSIC ON THE ENDLESS CORRIDOR IN POST-CYCLONE AUCKLAND

Adam Lloyd Greenwell,
Principal of Adam Greenwell Agency Ltd.
and Global Coordinator of 'Watering the Fields of Humanity' Project

ADAM GREENWELL IS THE PRINCIPAL OF ADAM GREENWELL AGENCY LTD, AN AUCKLAND-BASED COMPANY CONNECTING INTERNATIONAL BUSINESSES TO NEW ZEALAND, WHILE PROMOTING NEW ZEALAND BRANDS WORLDWIDE. HE IS PASSIONATE ABOUT THE FUTURE OF NEW ZEALAND, HAVING BOTH STUDIED NEW ZEALAND SOCIETY AT MASSEY UNIVERSITY AND WRITTEN A BOOK ON THE SUBJECT. HE IS WORKING ESPECIALLY IN CYBER SECURITY, COMMERCE IN THE COVID CLIMATE, AND THE GLOBAL HUMANITARIAN LEGACY OF HIS LATE MOTHER, PROFESSOR ELIZABETH GREENWELL – WATERING THE FIELDS OF HUMANITY.

MUSICALLY MAPPING THE ENDLESS CORRIDOR THROUGH POST-CYCLONE AUCKLAND AND NEW ZEALAND.

– For Great Friends and Loved Ones Everywhere

Snatches of Music and Lyrics Telling Whole Stories

I began my New Year 2022 *Auckland Walking* column with the words of Iranian–American musician and singer Mamak Khadem: "Memories are inseparable from melodies that touch the soul."

Khadem has been described by the award-winning artist Sandra Hughes as "a nomad who uses her art to bridge cultural traditions". Khadem, a former mathematics teacher believes that education can be advanced through music. She attended the gigs of her math students who played in bands so as to enhance her teaching musically.

I am glad that I am not alone whenever I frame my general observations with snatches of music and lyrics.

Tim Finn, a co-founder of Split Enz, once confirmed my lifelong belief that 1967's *Waterloo Sunset* by The Kinks is possibly the best song ever written during a concert, humming the opening bars as an interlude. I tried to create a similar, New Zealand version with my song about my early childhood in Wellington, called *Oriental Bay* (https://www.youtube.com/watch?v=HDaW7x25hQk). I remember London's Waterloo Station when visiting relatives, and watching a London TV drama called *Waterloo Sunset*, both of which I associated with family outposts. But the song truly resonated with me because it was a magical sanctuary and a source of inspiration to the writer.

Sir Bob Geldof, who came to London from Dublin, loves the city and was captivated to see the poem he read as a schoolboy in Ireland brought to glorious life in London. The poem was *Westminster Bridge* (1802) by William Wordsworth. Geldof was able to make a direct connection between Wordsworth's poem and Ray Davies' song, through the love of London as a backdrop. The late Graham Brazier, a co-founder of the legendary New Zealand band *Hello Sailor*, had a similar effect on me with a catchy tune that first grabbed me nearly forty years ago, *Fugitive For Love*.

ENDLESS CORRIDOR

(Words and Music by Adam Greenwell, 2003)
https://www.youtube.com/watch?v=mY3TIhswkik
Vocal: Stephanie Hearfield, Adam Greenwell
Keyboards, sequences: Phil Hornblow
Production and arrangement: Liz Greenwell, Phil Hornblow, Adam Greenwell
Mixing and Recording: Phil Hornblow, Vision Studios, Wellington, New Zealand
Mastering: Bernie Grundman, Bernie Grundman Mastering, Hollywood, California, USA.

I just want to live my life- today, today.

You look like you are lost, but you're wandering across like a jaded Forrest Gump going around, turning up in all the action as you walk down the endless corridor.
Watching people settling down in a world spinning around, passing mansions with your tent, playing tunes to pay the rent, looking out for something more down the endless corridor.
There's a battle between dullness and astonishment, and your light shines as you keep on travelling-
I just want to live my life, today, today.

A guy you studied with got married, has two kids, the woman you loved went away, not really knowing what to say when no wedding was in store, down the endless corridor.
"Are you really that shy?", she asked and wondered why you stood and looked at all your friends, getting on the gravy train.
But the track that you went for, was the endless corridor.

I just want to live my life, today, today.
Tomorrow's way behind you, today is miles ahead,
You seek meaning in each moment, purpose in each step.
I just want to live my life, today, today!

Though the seeds you left behind had blown away, but over time, an oak tree stood where you had been, you were nowhere to be seen; a big result without the talk, down the endless corridor.

I just want to live my life, today, today!

Split Enz, Mental Notes

Phil Judd, Split Enz

The Auckland Rain Opens New Worlds of Discovery
The video for *Fugitive For Love* featured Sir Tim Shadbolt, New Zealand's longest-serving Mayor, dancing amongst an inclusive crowd across the older and younger generations of Brazier's 'family'. At that time, Shadbolt was the youthful and irreverent Mayor of Waitemata City, in West Auckland before Auckland became a supercity under one Mayor. There was an inherent tension, irony and humour in a song that yearns for running away and hiding from everybody. Yet all the while it embraces its audience with a jaunty vocal driven by gutsy rock guitars and a confident beat.

With Cyclone Gabrielle pounding New Zealand, and Auckland, leaving floods, landslips, and 58,000 people without power, the lyrics of *Fugitive For Love* played in my mind the other day – especially with torrential downpours: "*Look out my window see the Auckland rain/Turn on the TV lock the door again/They won't catch me. I'm a fugitive for love*." (https://www.youtube.com/watch?v=9vZEt3-4lE8).

We have been ordered to stay home during a national State of Emergency, locking doors as the wind howls against a black sky and the rain falls relentlessly. Graham Brazier's Auckland rain takes on a whole new meaning. There is helplessness, the possibility of three-day power outages, and much more besides. Wanting to be left alone to deal with an overload of what can go wrong versus what will go wrong and where that leaves us. At the same time, the coordinated preparation of people and authorities working together. Running from an ominous force of nature, that arrived as floods only two weeks before. Exposing where and how human frailty and fallibility may have made wrong choices of what to build and where.

Exposing multi-billion-dollar shortfalls in infrastructure. Natural disasters and human error, human indifference.... a potent mixture of frustration and fear.

Yet the Fugitive for Love runs towards a new beginning, a new sense of community, and a new solidarity of purpose. The Fugitive for Love runs towards rebuilding our country with a heightened sense of goodwill and cooperation. I see the late Graham Brazier in a whole new light. I read about his early years in Auckland, living above Brazier's Books and Art, his family bookshop on Dominion Road. Under new ownership now, no longer selling books, I take a second look at the building I have passed many times. Across the road from Pudu Restaurant, a happy discovery of Malaysian cuisine, not far from Good Shepherd Catholic Church where Alicia of Auckland took me to Mass. The bookshop was once frequented by New Zealand's literati. A snatch of music about Auckland Rain throws up a plethora of pleasant images, aromas, sounds and experiences connecting me all the more to Auckland. I am a Fugitive for Love in Auckland too.

"Music's Been Good to You, Bro"
In 1991, while visiting a friend at Massey University, to practice some ideas going around in my head on guitar, I met an interesting Māori also visiting the same person, with a vast repertoire of musical knowledge, especially the New Romantic and Blitz genres of the 1980s. He drove me home that night as we sang, non-stop, snippets of tunes from Heaven 17, Human League and others.

During a brief pause, he said "Music's been good to you, bro."

I couldn't help but nod. "You've been good to me too; thanks for the ride."

"You've been good *for* me. Humour." We shook hands and I never saw him again, but I've never forgotten that brief experience.

Wrapped up in one song – Endless Corridor – was indeed my mission to the city, the country, and the world, indicating how big and small experiences fall into fairy tales written by the hand of God.

Takuilau College, Tonga

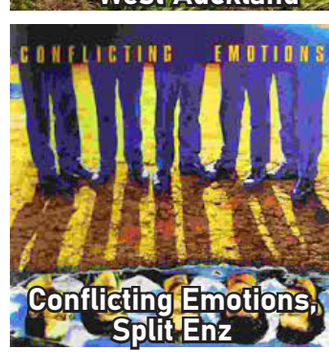
Tongan Cove

Otahuhu, Terry Small

Ōtāhuhu

Karekare Beach, West Auckland

Onehunga Mall



Conflicting Emotions, Split Enz

Phil Judd, Split Enz

My last Hurricane Experience: Tonga, Split Enz, Conflicting Emotions. Back to Auckland with Finns and Judd

In 1982, the Kingdom of Tonga, South Pacific, suffered a hurricane that left devastation across its three island groups. A group of four boys from my school, St. Peter's College in Palmerston North, travelled to Takuilau College in Lapaha, Tonga, to not just help with clean-up tasks but to also build lasting relationships. That is something that can easily happen after Cyclone Gabrielle. Lapaha, in the Mu'a district, has the Ancient Royal Tombs, offering a palpable sense of centuries preceding the moment we walk in its vicinity.

In 1983, one of the best things to ever happen to me as a schoolboy was to join the next 'Tongan Group' which expanded to five boys and five girls.

The group leader, Brother Marcel, had taught at Grey Lynn's St. Paul's College and had many contacts in Auckland's Polynesian community. We spent the day in Auckland before flying out to the Pacific. When we visited the spacious and lovely grounds of Sacred Heart College in Glendowie, I was reminded that this was the place where the founders of Split Enz had met.

When I first came to New Zealand with my parents, we lived in Wellington and I would stay with the Connollys while my parents were working. The Irish-born parents had five intelligent, energetic, and lively children, two of whom were my closest friends. We would sit down in front of the TV to watch *Grunt Machine*, a music show. The creative and artistic Split Enz first hit the TV and my consciousness, in its inventive early days when spearheaded by the collective genius of Tim Finn and Phil Judd.

Phil Judd was replaced by Neil Finn. Neil's compositions on *Conflicting Emotions*, a vinyl record I'd bought before the Tongan trip became the narrative of that trip. Songs reminded me of Tonga. The album was the last Split Enz album to feature Tim Finn. My whole experience in New Zealand featured Split Enz at various milestones and Conflicting Emotions now summed up my feelings too...the break-up of my parents healed by forming ties with a family and community who became lifelong friends.

From Palmerston North, I later visited some of my Tongan friends in Onehunga, never knowing that one day I would permanently live around the corner from where I'd visited them decades before.

Prayers Be Answered by the Dance Exponents, the other album I bought before the trip, featuring a track called "*Just Me and You*". Its references to the man being sand and the woman being the sea whose waves always touched his shore...instantly evoked the Pacific and my encounters with it.

Julia Connolly, the oldest of the children I'd spent my earliest times in New Zealand with, eventually worked as Personal Assistant to Neil Finn, now an international celebrity with Crowded House.

Tim Finn once visited the Friary of St. Francis for a private viewing of my late mother's global humanitarian film, "*No Chance to Paint the Canvas*". The late Father Lucian, then Friary Director, held the film and recounted the visit as a "very satisfying meeting."

Phil Judd recently released a video "*Walkin' the Park*", showing his creativity to be just as groundbreaking as it was in those early days. I sent him a tribute, thanking him for making my emigration to New Zealand worthwhile with his inventive spirit. The tribute was well received.

Cyclone Gabrielle pummelled the beautiful surroundings of Auckland's Karekare Beach where Neil Finn recorded his favourite album, *Together Alone*, with Crowded House. The title track united traditional drummers from the Cook Islands and a Salvation Army brass band, with a Māori chorus.

That same unity of diverse elements is needed yet again, as this country looks out to the Auckland Rain, its effects, and charts a new beginning.

I wrote a song while working there, minus any instruments, just a montage of tunes that I had hummed and sung while cooking french fries. When I tried to remember a melody that 'hit me' while I was in the back corridor getting fries from the freezer, the manager said, "use the word 'corridor' in the song and you won't forget the melody." Hence the unique track Endless Corridor.

Graham Brazier, Hello Sailor

Endless Corridor Through the City, the Country, and the World
Despite its ups, its downs, and its wild misconceptions by many around me, my employment at McDonald's while developing my own creative projects worked out at the end of the roller-coaster. It indeed forged a long-term path of a shared history of something quite special.

Not everyone believed me when I said I thought McDonald's would be a good employer for someone writing a book and recording music.

I wrote a song while working there, minus any instruments, just a montage of tunes that I had hummed and sung while cooking french fries. When I tried to remember a melody that 'hit me' while I was in the back corridor getting fries from the freezer, the manager said, "use the word 'corridor' in the song and you won't forget the melody." Hence the unique track *Endless Corridor*.

In 1994, Rev. Peter Cullinane CNZM, Bishop of Palmerston North, imparted a blessing for my mission in 'the city, the country, and the world', after my mother suggested I seek his advice. *Endless Corridor* was written in my city workplace. It was produced by Phil Hornblow, the Wellington-based producer of a New Zealand gold record, featuring the vocals by Stephanie Hearfield, who appeared on the platinum-selling album *True* by the legendary band Trinity Roots. That was my mission in the country. In the world mission, it never got any better than mastering in Hollywood by Bernie Grundman, who had mastered the biggest-selling album ever, *Thriller* by Michael Jackson. I'd even stayed in 'Old Hollywood', the former Landmark Hotel frequented by the 'Rat Pack' in the 1960s. Then to West Hollywood, across the road from Whisky a Go Go, around the corner from The Viper Room.

We played the mastered track in the car on the way to the Serra Retreat Center in Malibu. In a moment of serendipity, we passed the compound of President Ronald Reagan while the line 'passing mansions with your tent' played. President Reagan had died about three months earlier.

When I first came to New Zealand with my parents, we lived in Wellington and I would stay with the Connollys while my parents were working. The Irish-born parents had five intelligent, energetic, and lively children, two of whom were my closest friends. We would sit down in front of the TV to watch Grunt Machine, a music show. The creative and artistic Split Enz first hit the TV and my consciousness, in its inventive early days when spearheaded by the collective genius of Tim Finn and Phil Judd.

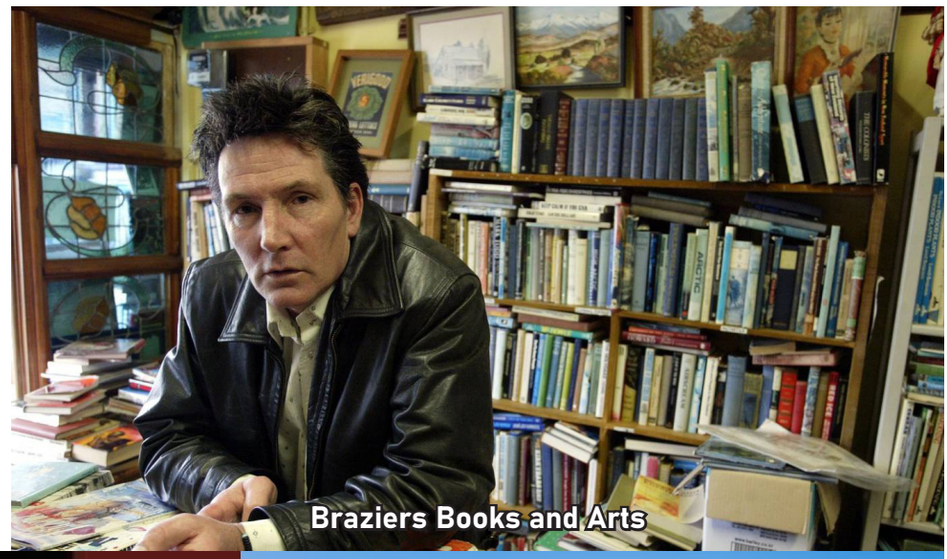
Adam Greenwell (Left) and Bernie Grundman, in front of many of Bernie's Awards

Wrapped up in one song – *Endless Corridor* – was indeed my mission to the city, the country, and the world, indicating how big and small experiences fall into fairy tales written by the hand of God.

Coming to Auckland, and especially in this national State of Emergency, *Endless Corridor* is more than a twenty-year-old song cobbled together with unique experiences. It is a concept, a pathway for the continuation of that 1994 blessing upon my service to the city, the country and the world.

Alicia of Auckland – named because she helped me make the move to Auckland from Palmerston North and showed me around when I arrived – is part of the ongoing blessing and the ongoing Endless Corridor, mapped with musical landmarks through the post-cyclone Auckland and New Zealand, as the world watches.

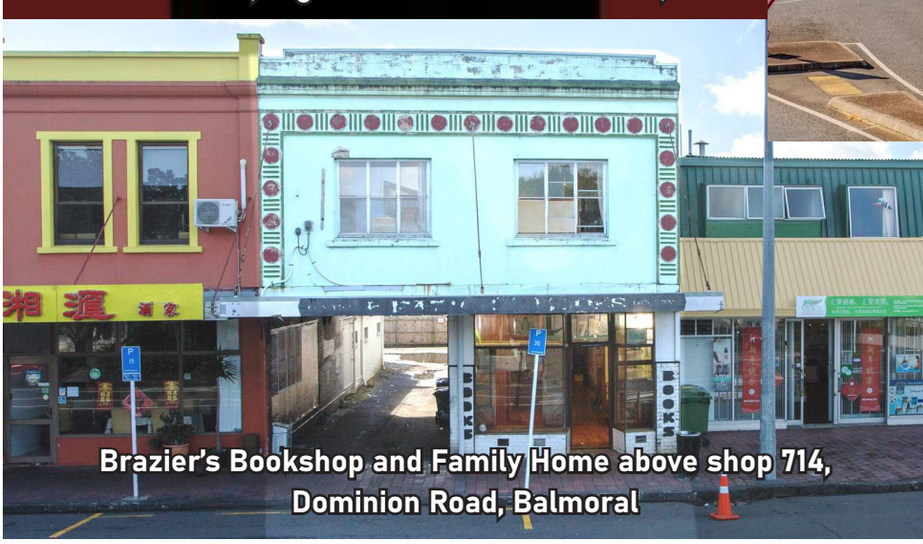
Exposing multi-billion-dollar shortfalls in infrastructure. Natural disasters and human error, human indifference....a potent mixture of frustration and fear.



Braziers Books and Arts

Crowded House, Together Alone. Album Cover, 1993

Grey Street, Onehunga



Brazier's Bookshop and Family Home above shop 714, Dominion Road, Balmoral

Jellicoe Park Dairy, Onehunga

WORLD'S BEST OF BRANDS 2022

World Growth Forums –
https://www.worldgrowthforums.com

Brands are painstakingly built over a period of time and represent an individual's or organization's vision, insightful ideas and the future strategies.

A company may indulge in multifarious activities and products; however, brands deeply impact customers' conscious and sub-conscious minds and thoughts. It is much stronger in existence and deeper in meaning than the individual or company it belongs to.

Even customers are defined by which brand they buy, use or are associated with. Brands are faces and names of an entire body, and as all human beings are identified world over by their names and faces, so is true for individuals, companies and organizations.

Similarly, as all kinds of people make the world but only a limited number of them make an everlasting impression, the world is full of innumerable brands but only a limited number rule the hearts and minds of people. Some truly rise over others, and create their own footprints and horizons.

WGF Magazine brings to its readers some special brands in each issue, which have excelled on significant parameters of consistent growth, out-of-the-box innovations, deep and comprehensive impact, widespread popularity and a strong promise of continuous excellence.

Algramo

Determined to Save the Planet

Algramo motivates and brings together society to radically change their consumption habits. With its App, customers can track their smart packaging, review their environmental impact and access multiple benefits.

Algramo believes that together with its customers, it can co-create positive environmental impact, and in the process, impact the future.

Committed to Create a Better Future

More than 400 million tons of plastic are produced in the world per year, and more than 80% end up in landfills or are dumped in the environment.

With Algramo's circular platform, customers can keep packaging in the economy and out of the environment, while keeping track of all the packaging that they have saved. Everyone who joins Algramo's cause creates a tangible impact. Algramo has been encouraging plastic recycling globally for more than 40 years. Today, they recycle only 9%. However, they believe that they don't have another 40 years.

Time is Short

Algramo's purpose is to motivate and bring together society to radically change consumption habits so we can collectively save the planet before it's too late.

Algramo is the circular platform that connects people, brands and retailers in an engaging way to radically change the way we consume, helping to save the planet on time. It encourages people to buy what they need in a more convenient and affordable way, with zero waste. Their smart packagings are equipped with Packaging as a Wallet™ technology. This allows the packaging to be associated with its owner, turning into a unique and reusable valuable object. In the Algramo App, users are able to create their profile and link it to their Smart Packagings to access their refill records, environmental impact and multiple benefits.

In connection with the App and smart packaging, Algramo's IoT dispensers allow a Digitally Verified Refill with full product traceability and a simple and friendly user experience.

ChromaWay

Coloring the Planet Green

ChromaWay created the first protocol for issuing tokens on the Bitcoin network. They used it to issue fiat currency together with LHV bank in 2014, and then to crowdfund startups on the Funderbeam platform.

ChromaWay are the creators of relational blockchain, a new blockchain architecture which combines the power and flexibility of a relational database and the fault tolerant decentralised security of a blockchain.

They built Postchain, a private blockchain or consortium database using the relational blockchain architecture. Postchain has registered property on three continents, accelerated the growth of green finance, and formed the basis for a proposed national e-currency.

Relational blockchain also powers Chromia, ChromaWay's public platform for decentralized applications. Relational blockchain allows Chromia to offer a user and developer experience which no other blockchain platform can match.

Pioneers of Blockchain 2.0

ChromaWay was founded in 2014 to commercialize Colored Coins, the open-source project founded and led by ChromaWay CTO Alex Mizrahi. Colored Coins was the first viable way to issue arbitrary digital assets, 'tokens', on the Bitcoin blockchain. This was arguably the start of 'blockchain 2.0', uses for blockchain beyond cryptocurrencies. Since 2014, they have been developing and refining industry-defining blockchain technology platforms.

Alex founded ChromaWay together with Or Perelman (COO), Iddo Bentov, and Henrik Hjelte (CEO). Since then, ChromaWay has been a pioneer in the blockchain industry. Colored Coins was used to issue Euros for LHV bank, and shares for crowdfunding startups with Funderbeam. ChromaWay's relational blockchain Postchain was developed to index Colored Coins, but turned out to be perfect for enterprise private blockchains. Postchain has been used by blue chip companies, government agencies and groundbreaking applications within green finance.

Lacthosa

Taking Care of Daily Dairy Needs

Lacthosa is the leading company in the dairy sector in Honduras, dedicated to the elaboration, production and marketing of dairy products, juices and drinks. They have a presence in Honduras, El Salvador, Guatemala, United States, Dominican Republic and Grand Cayman.

Lacthosa began one of the most successful stories of business development and innovation in Honduras in March 1992, when it started operations at San Pedro Sula Production Plant with the firm purpose of enhancing the development of the dairy industry, dairy products and fruit juices.

Abundance of Everything

Lacthosa has opened 4 processing plants in Honduras, and maintains a stable annual purchase of more than 140 million liters of milk in 50 municipalities in 14 departments, making it the largest milk-producing plant in the country. It provides permanent jobs to more than 3,000 employees who work for the company and work hand-in-hand with more than 4,600 suppliers of fresh milk and citrus. They generate about 60,000 indirect jobs on farms and services, benefiting more than 14,000 families in Honduras.

They offer to their customers more than 250 different products, including several varieties of milk, milkshakes, creams, cheeses, fruit juices, nectars, ice cream, yogurt and purified water, distributing them in more than 40,000 businesses and local stores (pulperías) crossing more than 600 sales routes throughout Central America.

Calculated Expansion and Deserving Felicitations

Lacthosa has opened new international markets, exporting to Guatemala, El Salvador, United States, Dominican Republic and Grand Cayman. Their expansion has been recognized twice with the Presidential Exporter Award. In 2017, they received the Presidential Orchid Enterprise Award in the category of Greater Exporter to Central America.

They are proud to be the only company in their business recognized for seven consecutive years with the seal of Socially Responsible Company (SRC) awarded by the Fundación Hondureña de Responsabilidad Social EmpresariaL (FUNDAHRSE) (Honduran Foundation for Corporate Social Responsibility) as a socially responsible company.

Enhancing Quality of Life

The loyalty of Lacthosa's consumers puts its products in a position of leadership, as they place immense trust in its brands: Sula, Delta, Ceteco, La Pradera, Gaymont's, Chilly Willy and Fristy.

Lacthosa is committed to the well-being of its employees and the communities where it operates. The main focus of the Corporate Social Responsibility strategy is to promote sustainable development in Honduras.

They contribute to the development of the dairy and citrus sector by working hand-in-hand with their suppliers of raw material.

They have a positive impact on the quality of life of their employees, inspiring and enabling them to be better every day. They promote nutrition, health and education among the Honduran people through their own projects, media campaigns, alliances with recognized national and international actors.

PRADA
PRADA
EYEWEAR

FABRIMETAL

YOUR **PARTNER** IN **STEEL**

FAB 500

0249 896 103 / 0552 698 192

fabrimetalghana | fabrimetalghana

ghana@fabrimetal.net

Tsopoli, New Ningo Bueko,Tema-Aflao Road