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Where trends are born, not followed

GTM

# TRENDS

MAGAZINE

30<sup>th</sup>

**LARRY FINK**

BlackRock

*The Gospel According To Fink*

**CATHIE WOOD**

ARK Invest

*Betting On Tomorrow*

**CAPITAL CONSCIENCE**

*When Finance Finds Its Soul*

**THE SILENT WAR**

*Geostrategy, AI, And  
The Ethics Of Investing*

COVER STORY

# CODE OF MANY WORLDS

**DATO SEAN SEAH**

GLOBAL  
**TRENDS** MAGAZINE



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Where The Trends Are Born, Not Followed

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# TRENDS

MAGAZINE

30<sup>th</sup>

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



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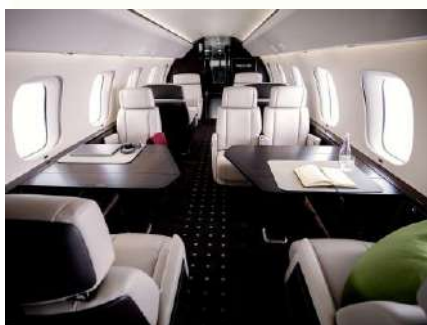
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President's Insight:

# CAPITAL AND SHAME

Dejan Štancer,  
GCBL President & GTM Chairman

**A**t a time when the richest 1% of humanity owns between \$225 and \$275 trillion—spread across cash, stocks, real estate, investments, cryptocurrencies, art, and other assets—we are watching, day after day, as children die. Not metaphorically. Not symbolically. They die of thirst. Of hunger. They die in Gaza.

I am not speaking here of civilian deaths caused by bombings—though those are abhorrent in their own right. I am speaking of infants without milk. Of toddlers drinking from muddy puddles. Of five-year-olds whose emaciated bodies carry a burden heavier than any weapon: the burden of abandonment. Their deaths are not a consequence of warfare—they are a consequence of a world that chose to look away.

## Are we not ashamed?

Can you even imagine your own children in such a condition—shriveling in agony, without food, without hope, where death becomes more merciful than another day of hunger and despair? Is this the civilization we are proud of? Is this the world we are building with \$275 trillion in global wealth? A world where an infant pays the price that should be borne by a soldier?

## No. A child is not a soldier. Never was, never will be.

This is not merely a humanitarian issue. It is not a political debate. It is the ultimate test of our collective humanity. If we accept this as normal, then we have lost our soul. Capital becomes not a tool for progress, but a machine for moral decay. And the global elite—despite their billions—become poorer than the hungriest child: poor in compassion, poor in responsibility, poor in humanity.

## No, my friends. This is not normal. And we must never allow it to become normal.

If peace means nothing more than a ceasefire, then peace does not exist. Real peace means that no child should ever again die from hunger. Real peace means capital cannot remain silent while the weakest suffer. Real peace means \$275 trillion is not just a statistic—it is a chance, a responsibility, a moral obligation.

This August edition of *Global Trends Magazine* is dedicated to "The Minds of Capital"—those shaping the financial flows of the world. But the deeper question is this:

## Will capital, in the 21st century, have a soul?

This is our moment of truth. Not just for the economy. For humanity itself.

President's INSIGHT





Editor's Note:

# RESPONSIBILITY In Power

Nicole S. Farrell, GTM Editor-in-Chief

**S**ome of the rules of engagement have changed. Significantly. From the 2010s especially to now, it has become more apparent how businesses, organizations and companies have immersed themselves into 'leading with legacy'.

This corporate mindset has been figuratively woven into the fabric of establishments' textured creativity, fast-tracking the ideals of compassion, grace and support, while honouring the core aspects of business. It isn't about vanity through basic acts but deliberate demonstrations.

Even the most profit-centred, multi-million and multi-billion businesses have leaned into creating more heart-centred and legacy-forming arches that serve local/national and/or global communities. The scope extends from environmental/green sustainability to educational programs, provision of community activity spaces, youth empowerment, sports coaching, even indulging in pop culture activities and social media trends and a host of other initiatives and projects. Companies and organizations are deeply focused on conceptualizing ways where strong Corporate Social Responsibility (CSR) aligns with their mission - and it shows.

Why is there this now blatant shift in leadership styles and a willingness to 'put their money where their mouth is' and engage in deliberate, visible demonstrations of CSR?

Is it all Public Relations tactics? Is it grown consciousness? Is it a seeking after of relatability? Is it following the crowd? It may very well be one or more of the aforementioned. However, copycat or original master, it gives rise to the direction that is needed now. Beyond the balance sheet, there is a soulful energy that exists to improve communities and be accountable as to what they 'bring to the table'.

Contemporary and Creative Leadership and Corporate Social Responsibility are examples of pathways towards a more sustainable and mutually-satisfying future. They will positively impact not only business development but professional and personal development.

Some of the leaders of today still have time before they hand their baton to future leaders within their business or place of employment. So, it will serve them well to understand how imperative these areas are for mass benefit. There must be common links aligning, streamlining and outlining.

Hopefully, global collaborations can occur more frequently as international companies, organizations and even tertiary institutions navigate the growth spurts of development. Because while cultures, traditions and customs may vary from country to country, region to region, the underlying commonality is progress - providing a healthy future for youths and young professionals.

Editor's NOTE





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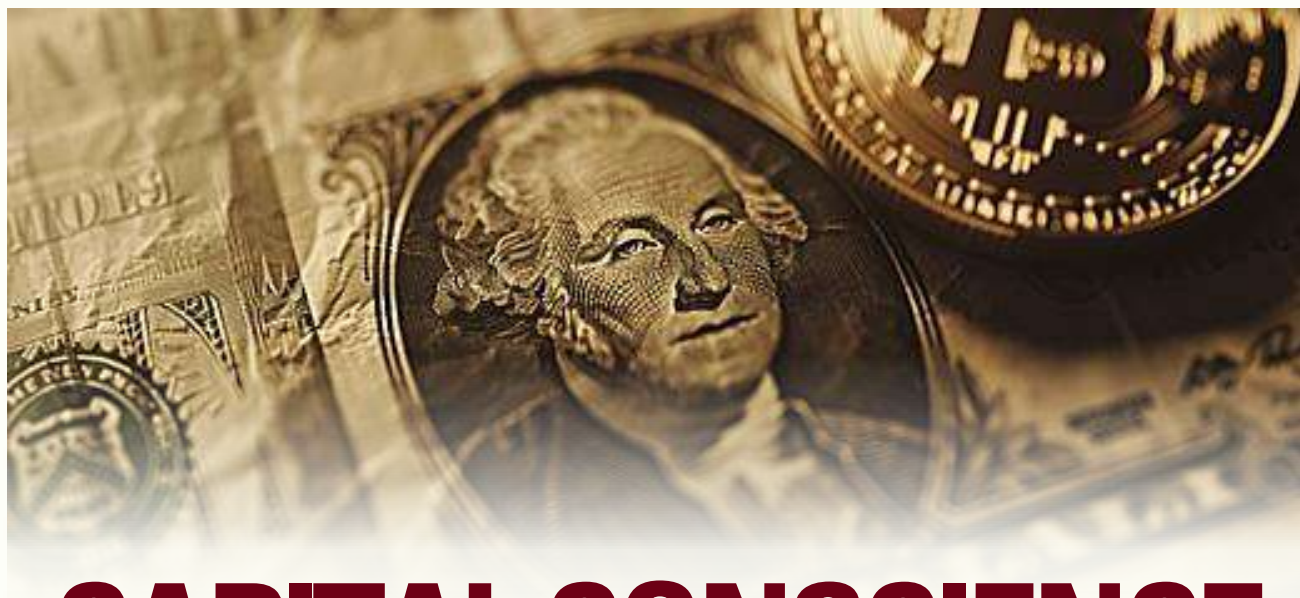
# CAPITAL CO

## When Finance



# CONSCIENCE

## e Finds Its Soul



# CAPITAL CONSCIENCE

## When Finance Finds Its Soul

Ethical Finance, Global Trends Magazine, 30<sup>th</sup> Edition 2025

**T**he August 2025 edition of *Global Trends Magazine* dives deep into a pressing and provocative theme: “The Minds of Capital: Investors Shaping the Future.” In a world where financial influence often outpaces political power, a new kind of investor is emerging—one who carries not only a portfolio, but a purpose. *Capital Conscience* examines the rising demand for ethical clarity in capital allocation, where investment is no longer neutral but deeply consequential. This is the story of how finance, once cold and clinical, is now confronting its soul—and asking: can money do good, and still grow?

### The Minds of Capital: Investors Shaping the Future

There was a time when capital was cold. Numbers ruled, algorithms dictated, and returns alone told the story. But a silent revolution has been unfolding—led not by politicians or philosophers, but by financiers and fund managers with something previously unthinkable in their toolkit: a conscience.

In the 21st century, capital has gained a mind—and more remarkably, a moral compass.

From Wall Street boardrooms to AI-predictive hedge funds, a new class of investor is emerging: purposeful, strategic, ethically aware. These are not just allocators of wealth; they are architects of

a future shaped by responsibility. At the center of this transformation are bold figures like **Larry Fink**, the BlackRock titan using ESG as geopolitical diplomacy; **Cathie Wood**, the fearless technologist of risk and disruption; **David Bronner**, the rebel herbal capitalist wielding money as a peace tool; and **Joey Bergstein**, whose Seventh Generation brand turns profit into planetary stewardship.

This is not marketing spin. It's a restructuring of the global psyche of finance.

### From Profit to Purpose

What we are witnessing is not merely a greenwashing trend or a passing ESG flirtation—it is a shift in the very ontological foundation of capital. Larry Fink's annual letters to CEOs have



Hong Kong (Photo: Best DH)

morphed from shareholder priorities into ethical manifestos, telling the world's most powerful companies that "climate risk is investment risk" and that stakeholder capitalism is not a choice—it's survival.

Cathie Wood has taken it further. She puts billions behind visions so radical they blur the line between science fiction and economic logic—betting on genomics, space exploration, and AI with religious conviction. In doing so, she turns finance into a vehicle for imagination.

Bronner, by contrast, moves in activist rhythm. His company's decision to cap CEO pay, redistribute profits to social causes, and openly campaign for peace, cannabis reform, and regenerative agriculture flips capitalism inside out. For Bronner, impact isn't the end goal—it's the entry ticket.

And then there's Bergstein, who reminds us that scale and soul can live in the same company. Seventh Generation's products are ubiquitous, but behind every label is a story of ethical sourcing, carbon transparency, and human dignity.

Together, these minds are doing more than shaping markets. They are reframing the role of investors—from extractors to stewards.

“

***This is not marketing spin.  
It's a restructuring of the  
global psyche of finance.”***

## The Geostrategic Investor

To understand today's global economy is to understand that capital now moves faster than policy—and often shapes it. Investors like these don't merely read geopolitical shifts; they **create** them.

Larry Fink's letters are read in Beijing and Berlin as closely as in Washington. Cathie Wood's tech plays echo into emerging markets and frontier economies. Capital allocators have become geopolitical actors—without borders, without ballots, but with immense influence.



These four business leaders—Fink, Wood, Bronner, Bergstein—represent not just financial acumen, but a deeper truth: the ability to see the world not only as it is, but as it should be. They are not perfect. But they are purposeful.

“

***The fusion of intelligence—  
human and artificial—  
must be rooted in ethical  
code, not just code.”***

In this sense, capital is no longer neutral. It can tilt elections. It can accelerate peace. It can uplift communities or entrench division. That is why the **Global Chamber of Business Leaders (GCBL)** insists on a higher calling: that every investor must now be a responsible global citizen. The stakes are planetary.

**A Future Built on Moral Return**

The question is no longer whether ethics belong in investing. The question is whether the future can survive without it.

When AI systems decide credit flows and algorithmic traders can collapse national currencies within minutes, the humanization of capital becomes not just desirable, but essential. The fusion of intelligence—human and artificial—must be rooted in ethical code, not just code.

That is the message pulsing through the August edition of *Global Trends Magazine*: that capital has never been just money. It is power. It is philosophy. And it must now be conscience.

And in the chaotic crucible of modern geopolitics, it is purpose that defines legacy.

As we navigate a decade marked by conflict, climate, and complexity, we need investors who do more than calculate risk. We need minds of capital—those rare leaders who understand that the most powerful return on investment is a better world.

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Cover Story

*DATO SEAN SEAH*

# CODE OF MANY V

Cover Story, Global Trends Magazine, 30<sup>th</sup> Edition 2025



**WORLDS**

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COVER STORY

# CODE OF MANY WORLDS

**N**ot one to be boxed in, Dato Sean Seah is a serial entrepreneur who embodies the principles of hard and smart work and traits bearing bold tactics and laser-focused goals.

Dato Seah is currently the Chairman of WITSA and Finance Committee, the Immediate Past Chairman of PIKOM Malaysia and a Committee Member of the 88-Captains Penang Welfare Society, a charitable non-governmental organisation founded for the purpose of sustaining talent development in Penang and the Northern Region.

Hailing from Malaysia, he proudly touted it as a powerful location for business. *"Malaysia's greatest strength lies in its diversity. Our multicultural society fosters harmony, creativity and innovation. Coupled with our strategic location in the heart of Southeast Asia, Malaysia serves as a dynamic hub for technology, trade and investment in ASEAN (Association of Southeast Asian Nations)."*

Describing himself professionally, he said, *"I would describe myself as a visionary and purpose-driven leader who values integrity, resilience and lifelong learning. I thrive on innovation and have a strong belief in collaboration to achieve ambitious goals. My approach balances strategic foresight with execution discipline, which is critical in both technology and entrepreneurial endeavors."*

## Laying The Foundation

He began his career in Silicon Valley, California, USA, after graduating with a Master's Degree in Computer Science from California State University. He also worked as a software application developer for Software Publishing Corporation and Netscape Communications Inc.



DATO SEAN SEAH

CODE OF  
MANY WORLDS

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***I have always been passionate about harnessing technology to solve real-world problems.”***

– Dato Sean Seah

How did the experiences at these organizations shape him? *“My time in Silicon Valley was formative. Working at Software Publishing Corp and Netscape Communications during the early days of the internet revolution taught me the importance of agility, bold thinking and the power of collaboration. These experiences reinforced my belief that innovation requires not just technical expertise but also the courage to challenge conventional boundaries.”*

### **The Inspiration Behind It All**

Immersing himself into an industry that in 2024 had garnered a global market of \$9,039 Billion, he knew it was his niche long before the tech industry became the phenomenon it is today. He has been the Founder of several successful tech companies over the past 20 years.

What is it about the technology industry that intrigued him?

*“Technology intrigues me because it is a transformative force. It levels the playing field, connects communities and creates opportunities where none existed before. I have always been passionate about harnessing technology to solve real-world problems – whether through fintech solutions or by bridging the digital divide via satellite connectivity.”*

### **Entering The World Of Entrepreneurship**

After decades of experience working for companies in the United States, as well as for Sun Microsystems in Southeast Asia and Greater China,



he returned to Malaysia in the early 2000s to embark on an entrepreneurial journey.

What inspired him to bet on himself in business?

*"I returned to Malaysia with a clear sense of purpose - to leverage my global experience to help ASEAN bridge its technological gaps. My entrepreneurship journey actually began in 2001, and over the past two decades, I have co-founded and listed several technology companies across global markets. These include Epicenter Holdings Ltd (SGX:5MQ) in Singapore, Galasys PLC (LSE:GLS) in the United Kingdom, SEATech Ventures Corp. (OTC-PINK:SEAV), and AsiaFIN Holdings Corp. (OTC-QB:ASFH) in the United States.*

*Today, I am leading two significant initiatives: Uplisting AsiaFIN Holdings Corp. to Nasdaq and listing Angkasa-X Holdings Corp. on Nasdaq in the coming months.*

*These efforts are aligned with my long-term vision of positioning Malaysia and the ASEAN region as global technology players. At the core of this entrepreneurial journey is my belief that business should serve a larger mission. My decision to bet on myself was driven by this conviction - that I*

“

***I have co-founded and listed several technology companies across global markets.”***

- Dato Sean Seah

*could combine my experience and global network to create impact-driven businesses that uplift societies and accelerate digital inclusion across the region.”*

It is often said that entrepreneurship is not for the faint-hearted with its demands, need for sacrifice and never-ending attention. It is a path that



DATO SEAN SEAH

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***My mindset was clear.  
If one door closes,  
build another.”***

– Dato Sean Seah

separates the weak from the strong. Dato Seah did not escape the emotional and mental turmoil as he sought to lead a growing army in business.

What was one challenge he faced during the early period of entrepreneurship that could've caused him to quit but he overcame it? Also, what was his mindset at that crossroad?

*“Access to capital was a significant challenge early in my entrepreneurial journey. Many investors were hesitant to support projects that seemed too ambitious. It would have been easy to quit but I reminded myself of my vision and the people who would benefit from these solutions. My mindset was clear: if one door closes, build another. Persistence and clarity of purpose enabled me to overcome that hurdle and keep moving forward.”*

His persistence paid off many times. One success story was Angkasa-X Holdings Corp., which offers satellite services to Southeast Asian countries.

Sharing on the vision, he stated, “Angkasa-X Holdings Corp. is an Independent Satellite Operator pioneering a Satellite-as-a-Service (SaaS) model for ASEAN. We design, develop, assemble, integrate, test, launch and manage proprietary Low Earth Orbit (LEO) satellites, and operate our own ground stations to control and connect these satellites in the space-orbits to provide LEO satellite remote-sensing data and services (for mining, agriculture, fishery, disaster relief, carbon credit tracking, etc) and satellite internet (broadband) services for businesses and people living in the rural region in Southeast Asia and along the Near Equatorial Zone.

Our services include:



DATO SEAN SEAH

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**Focus on building depth and excellence in one area before branching out.”**

– Dato Sean Seah

- Remote Sensing Solutions for agriculture, maritime, mining, disaster relief and carbon credit monitoring.
- Satellite Broadband for rural and underserved regions in countries in Southeast Asia and along the near-equatorial region.

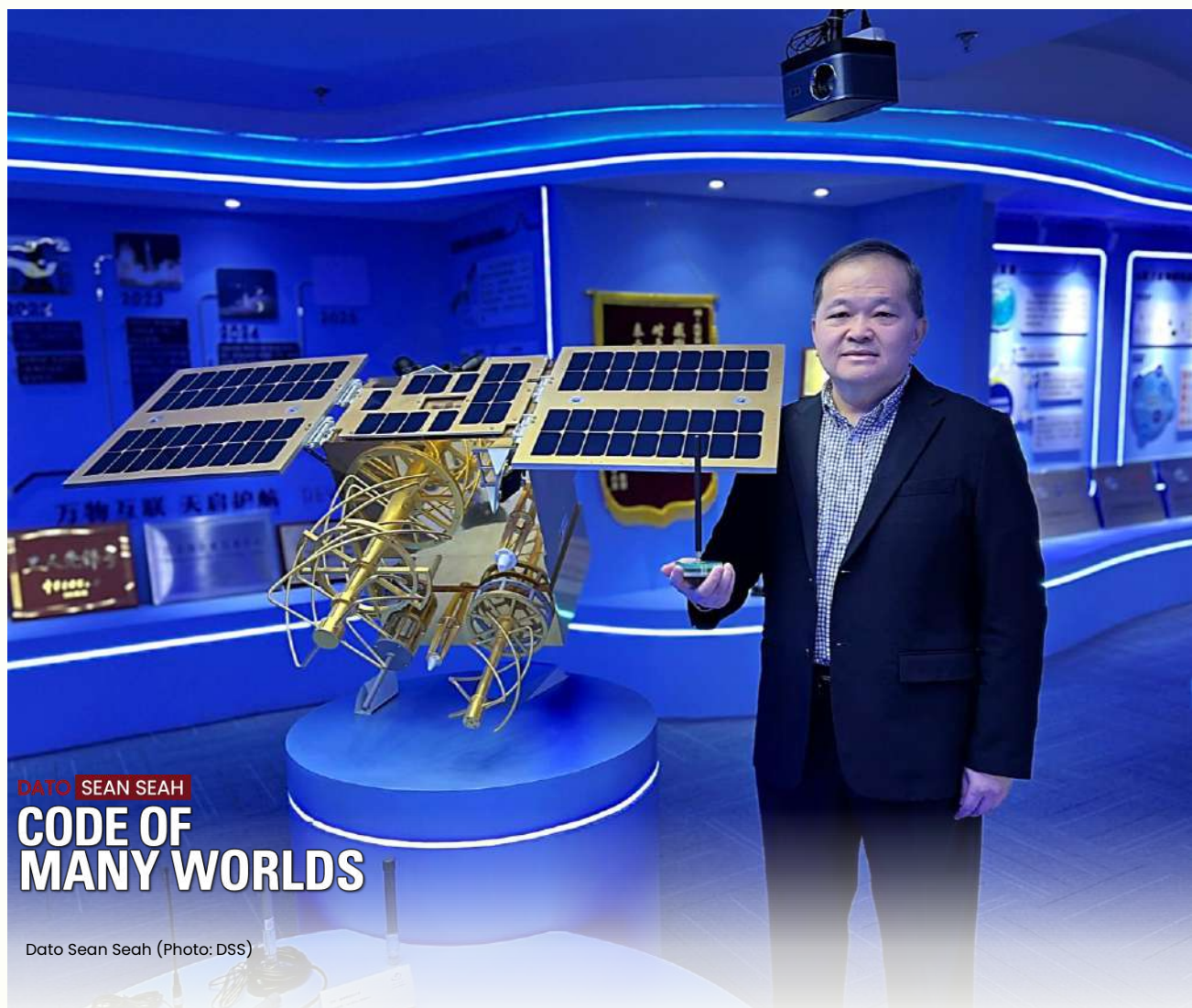
Angkasa-X A-SEANLINK constellation (MSMC/ITU approved for 500 LEO satellites) and A-SEANSAT remote sensing constellation (ITU giving approvals) will be satellites targeted to launch into near equatorial orbits between North 10 degree and South 10 degree, to service the 38 countries in the near-equatorial zone that consist of over 1.5 billion population with approx. 700 million population without access to internet as of 2025.

We have also signed up a number of global satellites manufacturers to jointly invest in (a) 180 satcom satellites in 2027-2032 to set-up A-SEANLINK constellation and (b) 20 IoT+AIS LEO satellites plus 10 multispectral + Hyperspectral satellites to launch in 2026-2029 to set-up A-SEANSAT remote sensing constellation.”

## An Attitude Of Service

As motivated as he is about business success, personal and corporate social responsibility aren't lost on him. Understanding how powerful compassion, education and advocacy can be, he has been a Committee Member of the 88-Captains Penang Welfare Society.

Speaking about the entity and his role, he said, “88-Captains is a network of entrepreneurs and professionals committed to uplifting communities through education and welfare initiatives.



DATO SEAN SEAH

## CODE OF MANY WORLDS

Dato Sean Seah (Photo: DSS)

*As a Committee Member, I help drive programs that equip underprivileged youth with digital skills and entrepreneurial knowledge, preparing them for the future economy. It is one way I contribute to creating inclusive growth."*

### Advice To Young Leaders

Aware that mentorship holds space for tomorrow's stars in leadership and professional careers, he is consciously involved in doing his part, where possible.

With organizations such as the Global Chamber of Business Leaders (GCBL) - a multinational organization that owns the Global Trends Magazine - being committed to supporting and uplifting future leaders, Dato Seah shared his own advice to aspiring and early-stage entrepreneurs, leaders and professionals.

Specifically targeting younger generations like the Millennials and Gen-Zers who are entering the business domain, he advised:

**"Commit To Lifelong Learning:** The world evolves rapidly; adaptability will be your greatest advantage.

**Embrace Failure As A Learning Tool:** Every failure brings you closer to success if you extract the lesson.

**Pursue Purpose Over Profit:** Businesses that solve real problems and create social impact will endure and thrive."

While money isn't everything, he understands the goal-setting of financial security for many. There has always been the advice being echoed to have seven (7) streams of income for long-term success and financial security. Being a serial entrepreneur, what is his view on this piece of advice?

*"I agree with the principle of diversification but I believe it should be purposeful. Focus on building depth and excellence in one area before branching out. My own journey reflects this. I built*



DATO SEAN SEAH

## CODE OF MANY WORLDS

Dato Sean Seah (Photo: DSS)

*expertise in technology, then extended into fintech with AsiaFIN and satellite connectivity with Angkasa-X. Multiple streams of income make sense only if they align with your vision and core strengths."*

## Leveraging Lessons

Time has provided a multitude of lessons for Dato Seah. His life in entrepreneurship has been a steady and rewarding experience as it has also undoubtedly been one peppered with occasional hiccups.

What would he say entrepreneurship has taught him, whether business-wise and/or on a personal note?

*"Entrepreneurship has been one of my greatest teachers, shaping me both professionally and personally.*

*On the business front, it has taught me resilience, adaptability and the power of long-term vision. The journey is rarely linear - there are moments of uncertainty, financial challenges and even self-doubt. But what keeps me grounded is a strong sense of purpose. When challenges arise, purpose becomes the anchor that keeps you moving forward.*

*Whether it was building fintech ecosystems through AsiaFIN or launching satellite remote-sensing and connectivity projects via Angkasa-X, I learned that success is not about short-term*



DATO SEAN SEAH

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*I've learned that success is not measured by how much wealth we create for ourselves, but by how much positive change we bring to others."*

- Dato Sean Seah

gains but creating sustainable, long-term impact.

*On a personal level, entrepreneurship has taught me humility and lifelong learning. The world is constantly evolving; technology changes, markets shift and customer needs grow more complex.*

*As leaders, we must remain open to learning and embrace innovation fearlessly. Above all, I've learned that success is not measured by how much wealth we create for ourselves but by how much positive change we bring to others."*

His sense of purpose and pride in his missions are rooted in the knowledge that tiny drops can fill a

bucket. His love for technology is endless and his concern for equal rights is cemented. This was evident as he highlighted one wish that he has for the world/humanity.

*"My wish is for universal digital equity - a world where connectivity is a basic and affordable necessity, not a privilege.*

*This vision drives my work with Angkasa-X, where we aim to bridge the digital divide in ASEAN and the Equatorial region through our innovative LEO satellite constellations and SaaS model."*

Article **END**



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

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

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

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

## Integrative Medicine:

# Is Cancer A DISEASE OF OUR TIME?

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

**U**ndoubtedly, Cancer belongs to the group of exceptional diseases, and unfortunately, results in death in approximately 40% of all cases. Five-year survival rates have improved compared to thirty years ago but despite enormous efforts in research, diagnostics and therapy, a major therapeutic breakthrough has yet to be achieved.

Cancer remains the second most common cause of death after cardiovascular diseases. The World Health Organization (WHO) estimates that within the next thirty years, every second to third person in Western, industrialized societies will develop Cancer. The assumed causes include inherited genetic mutations, smoking, unhealthy dietary habits, obesity, physical inactivity, toxic chemical and physical influences, as well as viral diseases. Interestingly, psychological factors such as prolonged grief or threatening interpersonal and social circumstances are largely dismissed as causal factors, even though clinical experience in general practice often suggests quite the opposite.

Whereas in earlier times inflammatory diseases such as plague, cholera and tuberculosis posed the greatest threats to human life, today, degenerative and chronic diseases, as well as Cancer, dominate the concerns of patients and physicians alike. Even the SARS-CoV-2 pandemic represents more of an exception in this context.

When examining the factors with carcinogenic potential, the impression may arise that modern living conditions and our contemporary approach to health within Western civilization play a significant role. But are there, beyond these apparent factors, deeper underlying causes that might further our understanding of the modern condition of human life?

I would like to briefly outline a working hypothesis from the perspective of the spiritual science of Rudolf Steiner regarding contributory factors to Cancer development.

A short methodological remark may be permitted: Rudolf Steiner might be described as an empirical spiritual scientist. He adhered to the principles of scientific epistemology in the modern sense.

For knowledge acquisition, we require both the perceptible content of an object and thinking penetration of empirical facts. This process leads to reproducible regular results with prospective action strategies. The distinction from the natural sciences lies in the fact that Steiner shifted and expanded the objects of observation to the soul and spiritual dimensions of the human being.

**integrative** MEDICINE



Integrative Medicine:

## Is Cancer A DISEASE OF OUR TIME?

Nevertheless, real insights can also emerge in the field of the sensory realm of quantification and measurement. Although Steiner's findings stand in polarity to modern positivist perspectives such as "radical constructivism", they nonetheless warrant consideration. Constructivism posits that the world cannot be depicted within the human mind. Inner experiences are considered merely constructs produced by brain functions. Accordingly, no genuine knowledge of the world is possible. "Truth is the invention of a liar." and the human being is perceived as a complex biochemical system, with soul and spirit viewed merely as emergent properties of consciousness.

Rudolf Steiner saw things very differently.

*"Every human being initially considers as true what he prefers in his sensations, etc. Only that truth, however, which has detached itself from all personal sympathies and antipathies of sensation, etc., remains enduring. Truth is true even when all personal feelings rebel against it. That part of the soul in which this truth lives is to be called the consciousness soul."*

**- R. Steiner, GA 9; p. 50.**

The consciousness soul – the aspect of the soul closest to the spirit – is the faculty through which truth can be found, while simultaneously enabling personal freedom. Freedom does not mean arbitrariness but ideally arises from dedication to a task or problem, with intuition serving as the starting point for free action. It liberates from authority and endows the human "I" with true capacity for judgment. Most importantly, the consciousness soul represents the principle that reveals the true nature of the human self.

Now, in the development of the consciousness soul, the human "I" encounters the world of substances – not only those found in external nature but also those constituting the human body itself. Since the onset of the Enlightenment (15th century), human cognition has increasingly focused on the chemical and physical properties of matter.



Simultaneously, human beings have progressively identified themselves with their bodies and ever less with their soul and spirit. If you ask a person today where they are when awake, the typical answer would be, "Here, in my body, where else?"

According to Steiner, however, a great danger of modern times lies in this identification of the self (the "I") with the purely material and the neglect of the soul and spirit. The human being becomes too bound to the earthly, material world, which results in the soul being suffocated within the body. The spiritual soul is drawn too deeply into the mortality of the physical body. This condition, Steiner argues, represents a significant constitutional predisposition to a disease that afflicts humanity like a scourge: Cancer. The "I" awakens within its own body but fails to encounter the spiritual; instead, it suffocates in matter. The materialistic worldview is the consequence, accompanied by profound egocentrism and hardened selfishness shaping social structures. Matter and substance are acknowledged – spirit is denied.

Naturally, this does not imply that an individual is personally culpable for developing Cancer simply because they are a materialist. Steiner merely sought to express collective developmental tendencies of humanity through his research findings.

Few other diseases threaten the human being like Cancer, striking at the very foundation of their existence. My intention here was to juxtapose these spiritual-scientific research insights with the established etiological concepts of Cancer, in a sketch-like manner. Perhaps in the near future, such considerations, alongside the immense natural-scientific efforts, may prove beneficial.

**integrative** MEDICINE

Article **END**



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## Presidential Column:

# A THIRD WAY FOR IRAN

H.E. Rosalia Arteaga,  
Former President and Vice President of the Republic of Ecuador,  
Ambassador of the Global Chamber of Business Leaders,  
Former Secretary General of the Amazon Cooperation Treaty Organization

**F**or some time now, I have been following the struggle of the leader of the Iranian opposition, Mrs. Maryam Rajavi. She is an admirable woman who leads many people both inside and outside Iran and encourages a non-violent resistance against the regime of the clerics and the mullahs responsible for the persecution of many citizens of that country, and specifically of women harassed by the morality police.

Maryam Rajavi puts forward a philosophy with ten lines of action - the 10 points - which are of paramount importance, especially in the current times of war between Israel and Iran, which causes a lot of loss of human lives and infrastructure, endangering the quality of life in the area.

In view of the circumstances that the region is going through, Maryam Rajavi proposes a third position or a third way, very important, based on a change of regime, giving way to opposition leaders.

This is in addition to speaking of a cessation of the war, above all, to save human lives, leading the country towards a transition in which democratic values and the possibility of the exercise of freedoms prevail. All this while considering the situation of women who have suffered the most from the oppression of a regime that does not separate state from religion.

The dangerous tension that exists in the area shows, once again, the anguish of a population that cannot find a path to peace but which could well welcome this third way proposed by Mrs. Rajavi - a real solution, making peace and peaceful coexistence a goal.

It should be noted that the opposition to the mullahs' regime is mainly led by women, which gives it special characteristics that have been echoed by many opinion leaders, politicians and academics in different parts of the world, through conferences and events that gather the opinions of many people committed to freedom and democratic values.

The importance of the third way proposed by the Iranian opposition led by women, is even greater in these times when the fragility of world peace is enormous. Therefore, we must think of peaceful ways with a lot of dialogue to overcome the crises.

The leader of the Iranian opposition is an example for the world, and it is very relevant that she raises her voice in the midst of crises, confrontations and struggles that can have a fatal outcome, not only for the country and the region but for the world.

I support Maryam Rajavi's struggle, as well as that of her followers scattered in many parts of the world who do not lose their love for their country, their people and their culture.

H.E. Rosalia Arteaga is a prominent Ecuadorian politician and lawyer who served as Ecuador's first female President in 1997.

She previously held roles as Vice President and Minister of Education. Arteaga is also known for her advocacy in education, women's rights, and environmental issues, and has authored several books on these topics.

**Presidential** COLUMN

GTM



# MASTERS OF THE FUTURE

## Capital In Command

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# MASTERS OF THE FUTURE

Capital In Command, Global Trends Magazine, 30<sup>th</sup> Edition 2025

In a world where nations waver and institutions strain, capital does not sleep. It flows, predicts, shapes, and commands. In August 2025, *Global Trends Magazine* explores “The Minds of Capital: Investors Shaping the Future” — a theme that investigates how financial visionaries are not merely allocating resources but architecting new realities.

As geopolitics contorts and artificial intelligence reframes power, we find that capital—ethical, long-sighted, and intentional—may be the last stable force capable of leading us forward. This edition casts a spotlight on investors who see beyond numbers: those who wield wealth not just as currency, but as a compass. This article sets the tone.

## The Quiet Architects of Destiny

History often gives the spotlight to generals and presidents, revolutionaries and kings. Yet in today's global order, the architects of tomorrow wear no crowns, command no armies, and hold no office. Instead, they sit in boardrooms, speak through markets, and steer through strategy. They are the minds of capital — visionaries who think in

decades, not quarters, and who understand that in a fractured world, capital is not just power: it is responsibility.

The twenty-first century belongs to them. It is not only money that moves nations — it is the intent behind the investment. From the corridors of ESG funds to the bold frontier of AI-driven portfolios, these investors are charting the course of humanity as decisively as any head of state.

## From Capitalism to Conscience

We are witnessing the transformation of capital from a tool of accumulation to a force of intention. Traditional capitalism — once unashamedly extractive — is being redefined by investors who reject the false choice between profit and purpose.



Masters of the Future (Photo: College Consensus)

The best of them understand: the capital of the future must do more than grow. It must guide.

Whether it's Larry Fink declaring climate risk as investment risk, or Cathie Wood betting boldly on disruptive innovation, today's financial leaders are no longer hiding behind neutral spreadsheets. They are stepping into the arena of ethics, of vision, and of human consequence.

In a decade plagued by polycrisis — from environmental collapse to geopolitical fragmentation — it is not politicians but capital allocators who hold the steering wheel. And for better or worse, they know it.

## Investment as Global Strategy

Capital now speaks the language of diplomacy. A sovereign wealth fund can reshape Africa more subtly than any army. A trillion-dollar asset manager can influence elections more discreetly than any foreign power. When a fund shifts from oil to clean energy, or from automation to inclusive platforms, entire regions feel the tectonic movement.

Investment strategy has become the new geostrategy.

“

***This is not a forecast—  
it's a countdown. Climate  
collapse is not a distant threat  
but a present unraveling.  
The future is not what  
we inherit, but what we allow.  
Act, or vanish.”***

To invest is to govern. To divest is to sanction. To fund is to choose a future. And those who control the flow of capital now sit — often silently — at the table where history is made.

## The Rise of the Ethical Investor



Financial Center (Photo: Illustrated)

Yet not all capital is created equal. The difference between a financier and a founder of futures lies in values. August's edition of *Global Trends Magazine* features leaders like Joey Bergstein and David Bronner, whose investment choices are driven by deep moral convictions. They invest not because of opportunity alone, but because of obligation — to the planet, to the underserved, to future generations.

This emerging breed of investor is not content with quarterly returns. They seek legacy, harmony, regeneration. Their portfolios are not spreadsheets; they are ethical blueprints. Their calculus is not only economic, but existential.

They ask: What kind of world will my wealth build?

## AI, Power, and the New Invisible Hand

Artificial intelligence is reshaping capital faster than any previous tool in history. But AI is not neutral. The models reflect the motives of their masters. As AI gains predictive power and decision-making capabilities in finance, it becomes ever more urgent to ask: who controls the inputs? Whose ethics are encoded into the algorithms?

The capital of tomorrow will not merely be fast — it will be autonomous. That is both thrilling and terrifying. The minds of capital, therefore, must be wiser than ever. Because if machines invest for us, then those who train the machines are the new governors of fate.

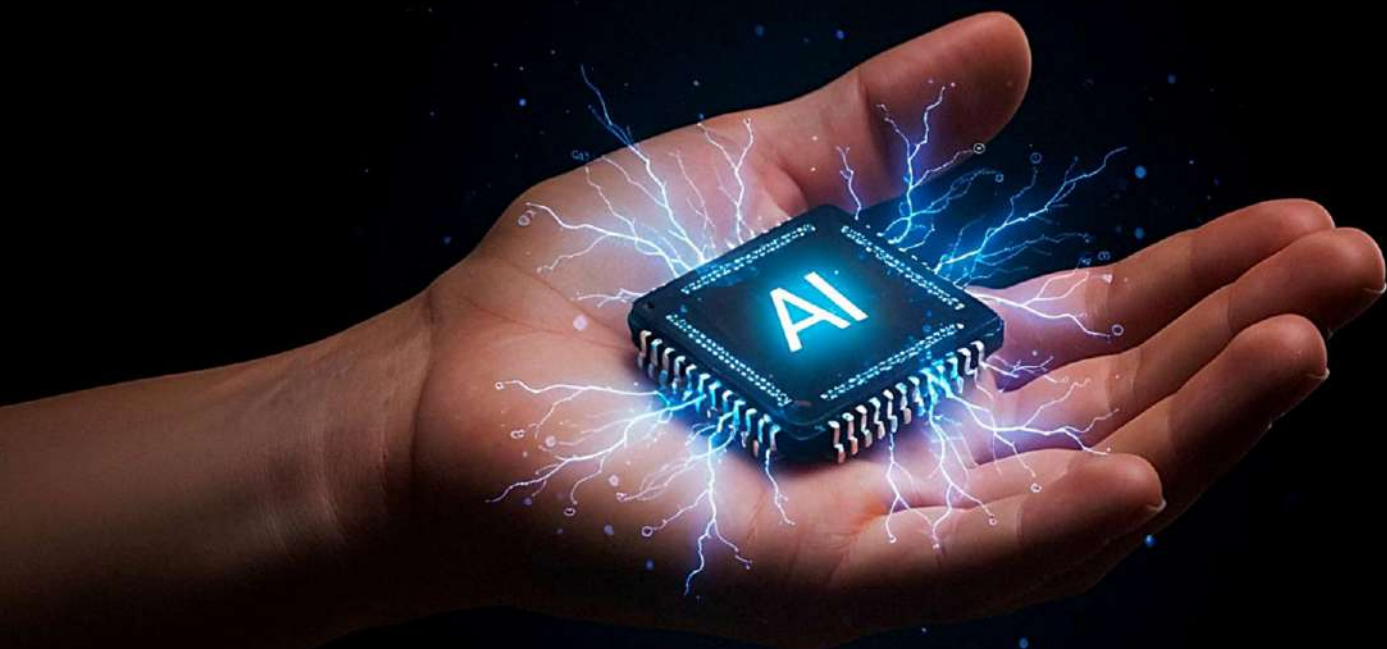
## GCBL's Call: Capital as a Moral Compass

At the *Global Chamber of Business Leaders*, we do not romanticize capital. We call it what it is: a potent force. But we also declare, without hesitation, that it can be — and must be — a force for peace, for sustainability, and for solidarity. That is why we urge business leaders to adopt a capital conscience.

Capital cannot solve every crisis, but it can worsen every crisis it ignores.

The future demands investors who act as statesmen. Not by holding office — but by holding values. Not by writing laws — but by building futures. As global governance weakens and multilateralism frays, it is capital — when wielded

Article **END**



## **JOIN** the GCBL Artificial Intelligence Committee

### WHERE ETHICS MEETS INNOVATION

The Global Chamber of Business Leaders (GCBL) is launching its **AI Committee**, a high-level international body dedicated to shaping the ethical, economic, and geopolitical future of artificial intelligence. As AI rapidly transforms our world, we must ensure it serves humanity—not replaces it.

This is a call to **visionaries, scientists, business leaders, ethicists, policymakers, and global thinkers** to join a movement that matters.

### APPLY NOW

Submit your expression of interest to:

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TOGETHER WE ARE SHAPING THE FUTURE

LUCY CHOW

# BLUEPRINT PROGRE

Interview, Global Trends Magazine, 30<sup>th</sup> Edition 2025



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**LUCY CHOW****BLUEPRINT**  
*of*  
**PROGRESS**

**T**here are no limits to Lucy Chow. She is a trailblazing investor, media personality, entrepreneur, author, futurist, executive, Esports expert and the list flows. With a plethora of titles, she maneuvers the spaces of business in a multitude of ways, including consulting and contributing to policy think tanks for family offices, governments, venture funds and international firms.

Chow is an alumna of the Kellogg Graduate School of Management, Northwestern University, HK University of Science and Technology, the University of British Columbia and Capilano University, holding Degrees in several disciplines.

Asked about considering herself as the epitome of an area, she remarked, *"At the heart of everything, I believe my superpower is being a connector and someone who doesn't take for granted that I have been given a platform to share my knowledge. I am a huge advocate of the importance of having a diverse and deep network. This means a network which ideally encompasses a myriad of sectors and geographies."*

*This has enabled me to be on stages around the world where I can advocate and speak about topics ranging from 'the importance of funding*

*female Founders' to 'why esports/gaming is relevant to the future of work'. Not many people are given a platform. What I do with that platform is to give voice to those that do not have one."*

### **Finding Her Niche In The UAE**

Location, location, location! That rhetoric burned in her brain. Once based in Canada, she made a literal bold move, embracing life as an expat in Dubai decades ago. Now, she intentionally encourages others to embrace the expat life.

With particular focus on Dubai, she cited one top appealing aspect for both professionals and entrepreneurs and emphasized how being an expat can elevate one's career. *"Dubai's strategic geographical location provides easy access to markets in Asia, Europe and Africa. It is a global*



Lucy Chow (Photo: LC)

hub for trade and business, making it ideal for companies looking to expand internationally. From an entrepreneur's perspective, the addressable market is not the UAE, it is all of MENA! Someone pinpointed the success of Dubai/UAE as follows:

“

***I am who I am today because I took the leap of faith to live and work in another country over thirty years ago.”***

– Lucy Chow

*‘Our leaders are not focused/mired in politics but rather leading the economy.’ What every business and entrepreneur wants to hear.*

Taking a geographic jump usually results in a career bump too. The vast majority of expats I know (myself included) have been given career opportunities that would not have existed in their home countries. As a result, they have been able to fast-track their career trajectory. This equates to deepening of skillsets, greater responsibility, quick progression, and therefore, a growth in earning potential. Furthermore, many expat roles cover a larger geography. Who will progress quicker? Someone who is ‘Marketing Director, Western Canada’ Or someone who is ‘Marketing Director, MENA’? I am who I am today because I took the leap of faith to live and work in another country over thirty years ago.”

## **Declaring Versatility And Creating Viability**

Chow's refusal to live with limits is evident as she has built a name for herself in esports, gaming and investing. What drew her to these areas/sectors?

*“Having a growth mindset is who I am. I am fortunate to know individuals building and creating in whatever sector they are in. So, I listen and learn but I am also a person who likes to execute and take action. On the investing side, it was having open conversations about women and ways we can be increasing our financial literacy. So (it was a case of) let's create a space for female angels and teach them to invest.*

*For gaming and esports, the genesis was listening to my son explain the benefits of video games.*



Lucy Chow (Photo: LC)

*Then, I delved into the sector by speaking to people who were building esports/gaming companies in MENA. Attending conferences and events, learning from experts on the prevalence of games in our society. It was at one of these conferences where my 'aha' moment occurred.*

*'Someone should write a book to encapsulate all this! Essentially, everyone from Board Directors, educators to C-Suite executives need to understand the relevance of this sector. Wait a moment, that person could be me!'*

Enthusiastic about the topic, she further shared,

*"Esports is experiencing unprecedented growth, driven by increased viewership, sponsorship opportunities and the rising popularity of competitive gaming among diverse demographics. The revenue in the esports market worldwide is projected to reach US\$4.8 billion in 2025 according to Statista. The real clincher is that the industry's value is worth more than that of music and movies combined. Not an industry to ignore!"*

“

**The revenue in the esports market worldwide is projected to reach US\$4.8 billion in 2025 according to Statista.”**

– Lucy Chow

## **The Development of Education, Innovation And Technology**

Her dedication to educational empowerment has extended to The American School of Dubai. As a Board Trustee and Chair of the Facilities Committee, Chow was instrumental in overseeing the development and build of their new Center for Design and Innovation for Public Purpose.



Lucy Chow (Photo: LC)

The focus is to embed technology and innovation into the daily curriculum. What was the most rewarding part of this experience for her?

*"Just to have any involvement in this build was a privilege. Rarely does a Board Trustee happen to serve as construction is taking place. More importantly, we all contributed to the strategic planning of what that new building would house. To be on the coalface of planning and designing for the next generation of learners is unmatched. That's a legacy I will always be proud of."*

She acknowledged that a futurist approach has much merit in these times and noted the future-conscious bandwidth of the Global Chamber of Business Leaders (GCBL) – a multinational organization and managing entity of the Global Trends Magazine. In her opinion, how could organizations such as the GCBL contribute to sustainable leadership development and education in the UAE or Dubai, specifically?

*"One of the hallmark initiatives of the GCBL is the establishment of a special global coalition for cooperation and peace. Similar to this, I would advocate for GCBL to establish a similar body focused on future foresight. Tap into (their) global community of thinkers and doers."*

“

**To be on the coalface of planning and designing for the next generation of learners is unmatched."**

– Lucy Chow

*Dubai Future Foundation has created an ecosystem designed to turn Dubai into a testing ground for new technologies and brand new approaches. I suggest initiating a conversation to see where the areas of collaboration are greatest. Excited to see where this could lead."*

## Being The 'OG' Of Investing

For those who might not be 'hip' to the slang, "OG" stands for "original" but really refers to a person who is highly respected and it signifies credibility.



Lucy Chow (Photo: LC)

Chow's investments in over 250 start-ups is nothing to sneeze about. One crucial point that she wants the masses to understand about increasing funding and achieving gender equity in the investment ecosystem in MENA is this: *"Entrepreneurs are the bedrock of every economy. Fact. I always advocate that if you have the ability, whether you are an angel investor, family office, private equity fund or VC, ensure a specific portion of your funds is set aside to invest in start-ups in MENA. I do not care if it is as small as 1%. Naturally, I am speaking to those organizations and investors based in MENA."*

She added, *"Investing in start-ups with at least one female Founder gives a better return. Fact. The under-investment in female-founded start-ups is a significant lost opportunity for investors seeking strong returns. Female Founders consistently outperform, delivering higher returns, stronger capital efficiency and deeper community impact. I believe it is important to bring together government, economic development agencies, investors, incubators and media. All have a role to play if we want to support the financing and visibility of female-led start-ups and scale-ups."*

*One more important lever needs to be pushed.*

*I encourage more women to become investors. The word 'investor' has always been largely associated with men. One way to ensure more funding is given to female entrepreneurs is to ensure that more people making the funding decisions are women."*

## Programed For Powerful Influence

Recognition reigns in her career. "Linkedin Top Voice", one of CEO Middle East's "Influential Women in the Arab World", "Top 100 Women of the Future"

“

***The under-investment in female-founded start-ups is a significant lost opportunity for investors seeking strong returns."***

– Lucy Chow

and more. Chow has also been recognized by Arabian Business as one of "50 Inspiring Female Business Leaders".

Hong Kong and Shanghai Banking Corporation (HSBC) Middle East has featured her as one of 75 outstanding individuals who has contributed to the UAE's rise. What is usually her reaction to accolades? *"Ha! Well, the HSBC one is interesting as I worked for them in Hong Kong for a total of almost ten years. It is always an honor but I do have to admit, this one was a full circle moment that really took me by surprise. It is always humbling to receive such accolades as I know many amazing people moving the dial every day. What about their stories? Therefore, I was inspired to support a platform that shines a light on the many exceptional women of the UAE. I am co-publishing 'Women of the Future, UAE'. The final product is a coffee table book profiling 100 movers and shakers from all industries. It's a privilege I wish to share with other women."*

Chow has also recently published her own book titled, "Changing The Game", which explores, among other things, the gaming industry. Thirty-eight authors from five continents contributed to the book. She explained why the crux of the book is relevant to the future of work.



Lucy Chow (Photo: LC)

*"The workplace today is far different than it was just a decade ago and will continue to change rapidly as new skills are needed and acquired. The work world of today calls for a native understanding of the internet, social media and the current generation's demand for wholesome experiences and desire for community. How do we prepare not only the next generation but our own generation if over 50% of jobs have not yet even been invented? Specifically what skillsets will be valued going forward?"*

*Enter the world of gaming and esports. The total number of jobs in the games industry is one of the fastest growing sectors. For example, business development roles are projected to become the fastest-growing sector within esports, with Singapore set to displace either Canada or Germany as one of the five leading countries in esports recruitment. Games stimulate the imagination and encourage creativity, curiosity, social skills, concentration, teamwork, community, multitasking and hand-eye coordination. Games also allow failure in a safe environment, building resilience. All transferable skillsets required in a rapidly changing world."*

## A Way To Give Back

Being a member of the Solidarity Circle with the United Nations High Commissioner For Refugees (UNHCR), she has seen, for example, UNHCR (MENA) organize to raise funds to provide 150 refugee student scholarships for higher education.

*"I joined UNHCR through the 'Aiming Higher' scholarship program. By contributing directly to support refugees as they pursue higher education, I could help them build a brighter future and stronger communities. Solidarity Circle members use their personal influence and networks to raise awareness."*

## Keeping It Real About AI

A judge for "AI World Series", she joins in providing recognition for those doing amazing innovative work with AI. *"I judged the category of 'Best Generative AI Product for Video/Image' last year."*

*Dubai's RTA (Roads and Transport Authority) is ready for the future. They were last year's winner of 'Best Use of AI In Government'. RTA hosted a week-long exhibition to showcase its leading AI initiatives.*

*Eleven AI-powered initiatives were presented, each aligned with six strategic pillars of RTA's AI Strategy: Seamless and Innovative Mobility, People Happiness, Smart Traffic Management, Smart Licensing, Asset Excellence and Future Readiness. This is one small example of how Dubai is moving towards net-zero by 2050."*

As Chow continues to dominate the UAE and MENA, one thing is certain – she is not playing games with empowering others, setting the tone for future-focused innovation and fortifying pillars of progress.

Article **END**

## Beauty Intelligence:

# Behind the **HOLLYWOOD** Red Carpet Glow

Primarius Dr. Siniša Glumičić,  
Ambassador of the GCBL, GTM Columnist

For years, Hollywood's aesthetic ideally was defined by a syringe. Dermal fillers, neurotoxins and non-invasive treatments were the tools of choice for anyone seeking youth on demand. The mantra was: *"volume equals vitality"*. And for a time, it worked – until it didn't.

As the decade progressed, the very techniques meant to preserve beauty began to distort it. Many celebrities became victims of "overfilled syndrome" – puffiness, distortion of facial proportions and a loss of expressive natural contours. The public took notice. The media began to question the "pillow face" phenomenon. Patients everywhere echoed the same concern: "I don't want to look overdone."

Then came a visible shift. In the past few years and months, a growing number of high-profile figures – Demi Moore, Kris Jenner, Courteney Cox and others – appeared publicly looking dramatically refreshed. But this time, their faces weren't overinflated or immobile. They looked...rested. Elegant. Natural. Lifted.

## The Return of the Scalpel: SMAS & Deep Plane Rhytidectomy

What the aesthetic world has witnessed is a quiet but definitive return to surgical rejuvenation – and not just any facelift but the deep plane facelift, which many experts now consider the gold standard in facial surgery.

Unlike traditional SMAS facelifts that lift only the superficial muscular layer, the deep plane technique mobilizes the musculoaponeurotic system, along with ligaments and the malar fat pad, releasing and repositioning them in a more anatomically youthful vector. This allows for a more comprehensive lift of the mid-face, lower face and jawline – without creating tension on the skin, and crucially, without distorting natural facial identity.

The deep plane approach repositions what has descended, rather than camouflaging it with volume. It restores, rather than re-invents.

## Why Celebrities Are Finally Embracing Surgery Again

For many A-list patients, the decision to return to the OR came after years of diminishing returns from injectables. Fillers, though effective in moderation, cannot lift tissue. In fact, excessive fillers



### Prim. Dr. Siniša Glumičić

Is a Croatian aesthetic and maxillofacial surgeon, Founder of the Glumičić Medical Group in Zagreb.

With advanced training in Boston and over 30 years of experience, he has performed more than 15,000 surgeries, specializing in rhinoplasty, facelifts, and eyelid procedures. A pioneer in Southeast Europe, he is the Founder of the Croatian Society for Aesthetic Medicine (HDEM) and president of SEEFAS.

Dr. Glumičić, a Global Chamber of Business Leaders Peace Ambassador, He is renowned for his natural, patient-focused approach and trusted by clients worldwide.

**Beauty** INTELLIGENCE



Launch Lessons:

## Behind the **HOLLYWOOD** Red Carpet Glow



can exacerbate aging signs, especially when placed repeatedly without regard for deep structure and the age of the patient.

Surgeons across the world – and particularly those serving discreet celebrity clientele in Beverly Hills, London and Paris – report a surge in requests for “un-filler” procedures: dissolving past fillers and opting instead for long-term, structural rejuvenation through surgery.

What has changed? Today’s surgical outcomes are so refined, so undetectable, that patients no longer fear being ‘found out’. The stigma of surgery has faded, replaced by admiration for those who age gracefully – not artificially.

### Anatomy Meets Artistry

The deep plane facelift requires profound anatomical knowledge and precision and not all surgeons are trained to perform it. It involves releasing key retaining ligaments (e.g., the zygomatic and mandibular ligaments), careful dissection in the correct areolar planes and safeguarding of facial nerve branches.

The benefit? Natural, long-lasting results, often with fewer visible signs of surgery – less tension, fewer complications and a faster recovery.

Complementary procedures, such as blepharoplasty, platysmaplasty, fat grafting or skin resurfacing, may be added for a harmonious result. But the foundation remains the same: structure first, volume second.

### The New Hollywood Standard

In the end, it’s not just about looking younger. It’s about looking like yourself, only better. The new aesthetic in Hollywood is not inflated but elevated. Not exaggerated but elegant.

As fillers lose their crown and scalpel artistry rises again, we are witnessing a true reinvention of the facelift – one rooted in anatomy, balance and timeless surgical principles. And while social media may continue to push trends and filters, the real transformation is happening behind the scenes – in the skilled hands of surgeons restoring faces, not fabricating them.

Because in the world of beauty, trends come and go...but structure never lies.

**Beauty** INTELLIGENCE



GLOBAL  
**TRENDS**  
MAGAZINE

GTM

Larry Fink  
BLACKROCK

# THE GOSPEL ACCORDING

Capital Conscience, Global Trends Magazine, 30<sup>th</sup> Edition 2025





EL  
ING TO FINK

A portrait of Larry Fink, Chairman and CEO of BlackRock, wearing glasses and a suit, looking directly at the camera.

# THE GOSPEL ACCORDING TO FINK

Capital Conscience, Global Trends Magazine, 30<sup>th</sup> Edition 2025

**I**n the vast orchestra of global power, there is one instrument that plays louder than parliaments, more subtly than diplomacy, and more relentlessly than ideology: capital. And few conduct it with more strategic precision than Larry Fink. As the head of BlackRock, overseeing more than \$10 trillion in assets, Fink has become a quiet architect of the future — not merely reallocating capital, but redefining its very purpose. In his hands, investment becomes influence. Finance becomes philosophy. And the market itself starts to echo the language of morality.

## When Money Speaks Ethics

In an era when global systems seem less steered than spun — by algorithms, climate extremes, populist tensions, and geopolitical fragmentation — it is not politicians or priests, but investors who increasingly script the fate of our future. And among them, no voice resonates more powerfully than that of Larry Fink, Chairman and CEO of BlackRock, the world's largest asset manager. To some, he is capitalism's quiet conscience; to others, a paradox wrapped in fiduciary duty.

Yet no matter the view, one cannot deny this: when Larry Fink speaks, the global markets pause to listen.

Each year, Fink's annual letter to CEOs lands like

scripture in boardrooms across the globe. But his gospel is no longer about mere returns — it is about responsibility.

He has emerged not only as a steward of trillions but as an unlikely high priest of ESG: environmental, social, and governance criteria. In a world obsessed with quarterly profits, Fink's long-term vision sounds almost revolutionary. He calls for companies to serve all stakeholders, not just shareholders. He urges boards to take climate risk seriously. He demands purpose — not as a PR tool, but as a strategic anchor.

## The New Geostrategy of Capital

What makes Larry Fink truly dangerous — in the



Larry Fink (Photo: BlackRock)

best possible sense — is not his wealth, but his reach. BlackRock doesn't simply invest in the world; it *maps* it. Its algorithms, data platforms, and massive holdings give it a unique geopolitical lens.

With tentacles in nearly every sector and sovereign bond market, BlackRock today operates less like a traditional firm and more like an unofficial organ of global economic governance. Larry Fink, in turn, becomes not just an asset manager, but a geostrategic actor.

His embrace of sustainable finance is not mere virtue signaling — it is a calculated move to reshape the risk landscape. Climate change, inequality, de-globalization: these are no longer fringe concerns but core threats to portfolio stability. In Fink's doctrine, sustainability is the new security. And in this doctrine lies the geostrategy of the 21st century: a world where capital becomes the ultimate diplomatic lever.

### Is He a Saint, or Just a Smart Capitalist?

Critics have not been silent. Many accuse BlackRock of hypocrisy — profiting from fossil fuel investments while preaching green finance;

“

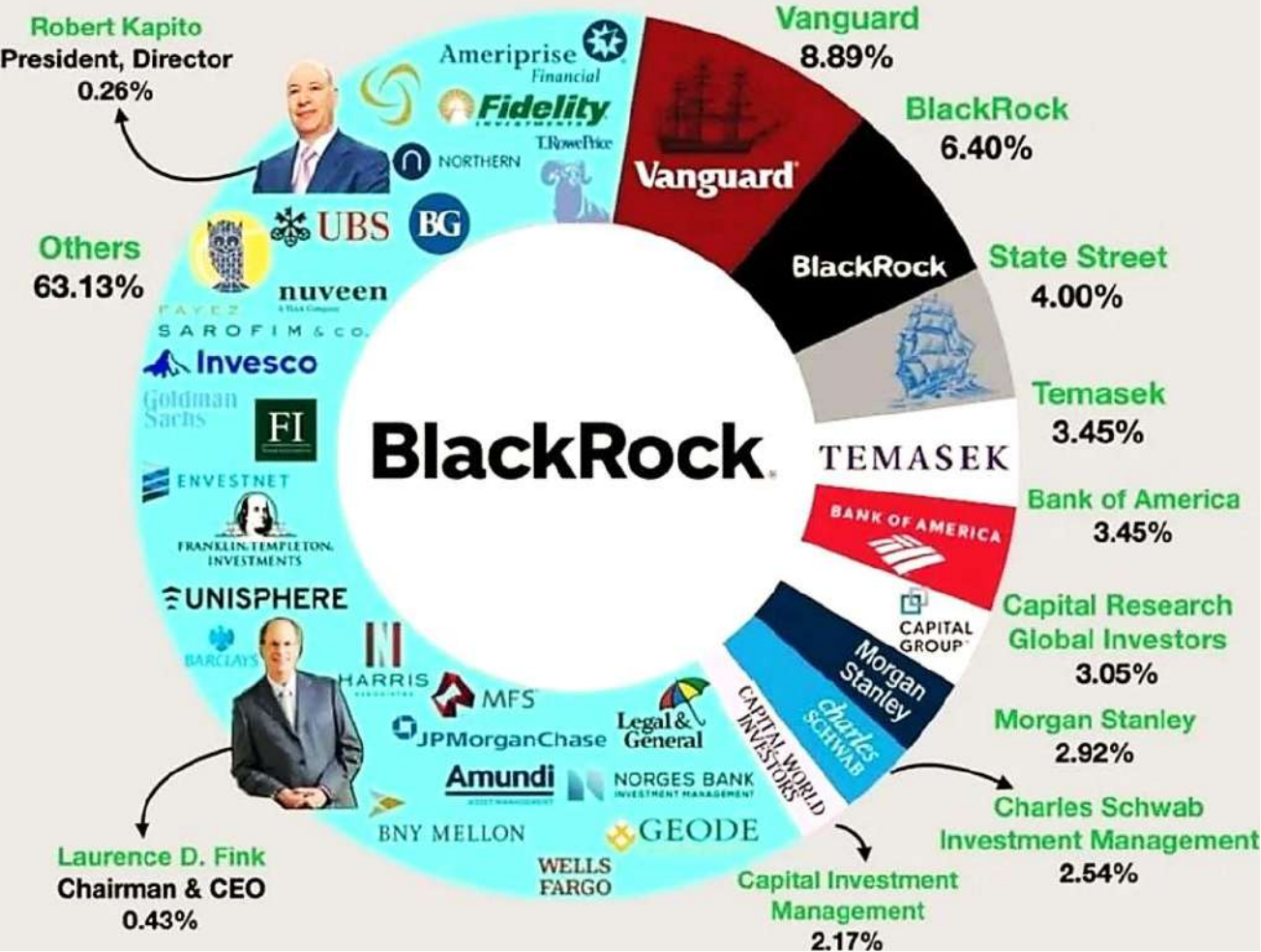
***Fink walks a tightrope between activist and traditionalist, between visionary and pragmatist.”***

About Larry Fink

speaking the language of equality while deepening the influence of capital. Fink walks a tightrope between activist and traditionalist, between visionary and pragmatist. Yet perhaps it is in this tension that his true significance lies.

Because unlike utopians or revolutionaries, Larry Fink is not trying to break the system. He is trying to rewire it from within. And that is precisely why he matters. He is not chasing headlines; he is writing the subtext of history. A world in which capital becomes conscious is still a world dominated by capital — but it is a world with a chance.

# Who really owns BlackRock.



## GCBL's Compass: Morality in the Market

At the Global Chamber of Business Leaders, we believe the time has come to reclaim capital not as an abstract force but as a moral compass. In Fink's trajectory, we find a case study of this emerging ethic. Responsible investing is not a slogan — it is civilization's most scalable tool for peace, for resilience, for regeneration.

The investors of tomorrow must not merely count returns. They must read the signals of the world — the cries of our environment, the fracture lines of inequality, the hopes of next generations — and translate them into action. Investing is no longer a profession. It is a profound responsibility.

## The Minds That Will Shape Tomorrow

Larry Fink is not perfect. But he is pivotal. He is not radical, but he is resolute. And in a world drowning

*BlackRock is one of the most well-known investment and asset management companies in the world, based in New York City.*

*It was founded in 1988 by 8 financial professionals, including Larry Fink, Susan Wagner, Barbara Novick and Robert S. Kapito, who wanted to make the financial advisory industry more transparent and efficient.*

in noise, he chooses to speak in long sentences about long-term futures. In that, he reminds us of a truth many have forgotten: that capital is not neutral. It shapes reality. And those who wield it must do so with clarity, courage, and conscience.

The age of ethical capital is not a dream. It is a design challenge. And figures like Larry Fink, for all their contradictions, may be precisely the flawed architects we need — not to dismantle the system, but to humanize it.



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# THE SILE

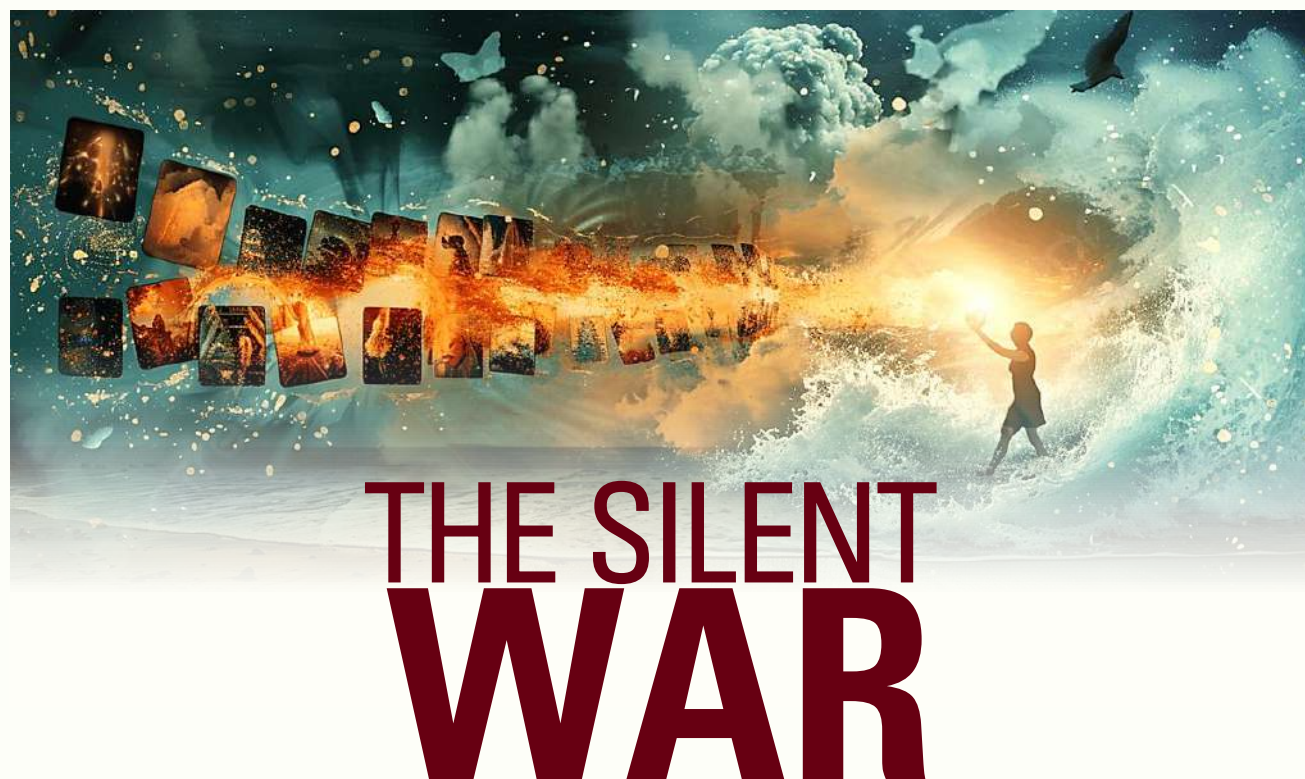
Geostrategy, AI, and t

Silent Domination, Global Trends Magazine, 30<sup>th</sup> Edition 2025



# NT WAR

the Ethics of Investing



Silent Domination, Global Trends Magazine, 30<sup>th</sup> Edition 2025

**I**n a time when wars are rarely declared and alliances are fluid, power is projected through quieter means — data, capital, and code. The August 2025 edition of *Global Trends Magazine* investigates how financial leaders and investment strategies have taken on geopolitical significance, how artificial intelligence is transforming capital allocation, and why ethics are no longer optional but existential. *The Minds of Capital* aren't just navigating markets — they're defining the moral and strategic map of the 21st century. This is their battleground.

## Markets as Frontlines, Investors as Strategists

Gone are the days when geopolitics was solely the domain of diplomats and generals. Today, sovereign wealth funds, hedge fund titans, and AI-driven investment platforms have become instruments of influence — often wielded more effectively than any weapon. In this new world order, investors are geopolitical actors whether they intend to be or not.

When a fund withdraws from a nation, that nation bleeds. When an AI model detects weakness in a currency or a sector, entire economies can collapse or surge. When investment favors green

infrastructure in developing regions, it does more than build — it binds. And when capital chooses to ignore the vulnerable, it isn't apolitical; it's complicit.

Capital, in this sense, is not neutral. It is a quiet force of alignment, disalignment, pressure, and reward. It is the new language of strategy — and its grammar is becoming machine-written.

## AI as the New Commander of Capital

Artificial intelligence is no longer simply a tool for forecasting trends or identifying efficiencies — it is now shaping investment decisions with such speed and complexity that traditional analysts can



no longer keep pace. But the rise of AI-driven finance raises a far deeper question: whose logic defines its decisions?

The models that guide trillion-dollar flows are trained on historical biases, incomplete data, and market ~~assumptions~~. They can learn to maximize returns — but can they learn empathy? Can they comprehend long-term ecological impact or social justice? Or do they merely reinforce the most profitable, most extractive patterns of the past?

In this evolving landscape, the “invisible hand” has become a silicon brain — powerful, fast, and blind to morality unless morality is programmed into it.

## Geopolitical Investment: The New Great Game

From China’s Belt and Road Initiative to the U.S. Inflation Reduction Act, from Gulf sovereign funds investing in African tech hubs to the EU’s strategic autonomy agenda, finance has become a tool of national destiny. Global capital now moves in strategic patterns, often mirroring — or replacing — diplomatic alignments.

Africa, Southeast Asia, Eastern Europe — these are no longer just markets. They are theatres. And investors are no longer just speculators. They are geopolitical players.

A firm investing in semiconductors today is engaging in geostrategic warfare — perhaps unknowingly. A pension fund’s divestment from fossil fuels can shift political calculations in OPEC states. A venture fund’s bet on AI in Taiwan is not just economic; it’s a statement. Every investment is now a vote — not only for a product, but for a future.

## The Moral Stakes of Algorithmic Capitalism

In this reality, ethics is no longer a soft domain — it is a hard necessity.

The ethical framework of investment must evolve, not as marketing but as mission. Because in the age of autonomous capital and globalized influence, the consequences of financial decisions scale faster and further than ever before.

Will AI optimize for short-term profit, or long-term planetary survival? Will investors chase the highest yield, or the highest human value? Will capital fuel authoritarian surveillance, or decentralized dignity?

The future is being priced in — right now — by models, codes, and clicks. But ethics cannot be an afterthought. They must be the input.

## Redefining Fiduciary Duty in a Fractured World

Too many still believe that the sole duty of an investor is to generate returns. But in 2025, this belief is not only outdated — it's dangerous. Fiduciary duty must be redefined to include systemic stability, ecological boundaries, and human dignity.

What use is return on investment if the systems that sustain life are collapsing? What good is quarterly growth if democracy erodes under its weight? What victory is there in winning a market at the cost of the future?

Capital today has the power of a global institution — without the accountability. This imbalance cannot hold. It must be corrected not through regulation alone, but through the conscience of capital stewards.

## The GCBL Perspective: Peace as an Investment

At the *Global Chamber of Business Leaders*, we see investment not merely as a commercial act, but as a commitment to peace. A just, sustainable, and interconnected world is not only a moral imperative — it is an economic one. Markets cannot thrive amidst chaos, and no portfolio is safe in a fractured planet.

This is why we speak of *capital as a compass*. Not a compass for profit alone, but for cooperation. For responsibility. For peace.

The investor of the future is not simply a risk-taker. They are a world-builder.

## The New Guardians of Civilization

It is not soldiers but servers, not treaties but trades, not speeches but algorithms that now decide the fate of nations.

In this silent war for the future, the frontlines are financial, the commanders are coders and fund managers, and the casualties will be counted not only in money lost — but in dignity denied, opportunity withheld, futures erased.

If we do not reclaim the moral and strategic steering wheel of capital now, the system will evolve beyond our control.

But if we do — if we embed wisdom in algorithms, purpose in profit, and conscience in capital — then the minds of capital will not only shape markets. They will save civilization.

Article **END**



Geopolitics (Photo: Dreamline)



Geopolitics (Photo: Alternative)



## Launch Lessons:

# START-UP LEADERSHIP: Disrupt Or Be Disrupted

Shelli Brunswick,  
Ambassador of the GCBL, GTM Columnist

In space and start-ups, disruption isn't a risk. It's a requirement. The boldest leaders don't adapt to change; they drive it. By rejecting the status quo, they reimagine what's possible and redefine the rules. The following three companies are not just innovating, they're reshaping entire ecosystems through visionary leadership, strategic reinvention and the relentless pursuit of a better future.

## Imaging A Smarter Earth

India's GalaxEye is revolutionizing satellite imaging by combining synthetic aperture radar (SAR) and optical sensors in a single satellite, enabling all-weather, high-frequency Earth observation with unprecedented detail.

*"It's not just a technological milestone but the beginning of a journey to redefine the possibilities of remote sensing and space-based solutions."*, said CEO Suyash Singh, after GalaxEye became the first to demonstrate in-orbit fusion of SAR and optical data using their Drishti sensor. This multi-sensor fusion will make satellite insights more actionable across various industries, including defense, agriculture and disaster management.

GalaxEye pioneers a new class of satellites that deliver sharper, faster insights. Their disruptive vision earned recognition as a World Economic Forum Technology Pioneer.

## Logistics For A Multi-Orbit Future

Italy's D-Orbit is transforming satellite deployment and logistics through its ION Satellite Carrier, a versatile space tug that delivers payloads into custom orbits. Since 2020, ION has flown 17 missions and has been part of every SpaceX Transporter rideshare.

The company is now expanding its vision to include on-orbit servicing, refueling, end-of-life disposal and cross-orbit transport, including lunar destinations. *"People are starting to see space as an extension of their reach."*, says Stefano Antonetti, VP of Business Development.

CEO Luca Rossetini shared D-Orbit's long-term goal: to build an interplanetary logistics infrastructure connecting Earth, the Moon, Mars and the asteroid belt. This system would support the seamless movement of goods, people, data, and energy – laying a sustainable foundation for humanity's future beyond Earth.

## Legacy Reimagined As Innovation

As Japan's premier satellite operator, SKY Perfect JSAT is evolving

**Shelli Brunswick** is a globally recognized space leader, futurist and the CEO of SB Global LLC.

With 35 years of experience spanning the U.S. Air Force and international space policy, she serves as a dynamic bridge between the space ecosystem and the general public.

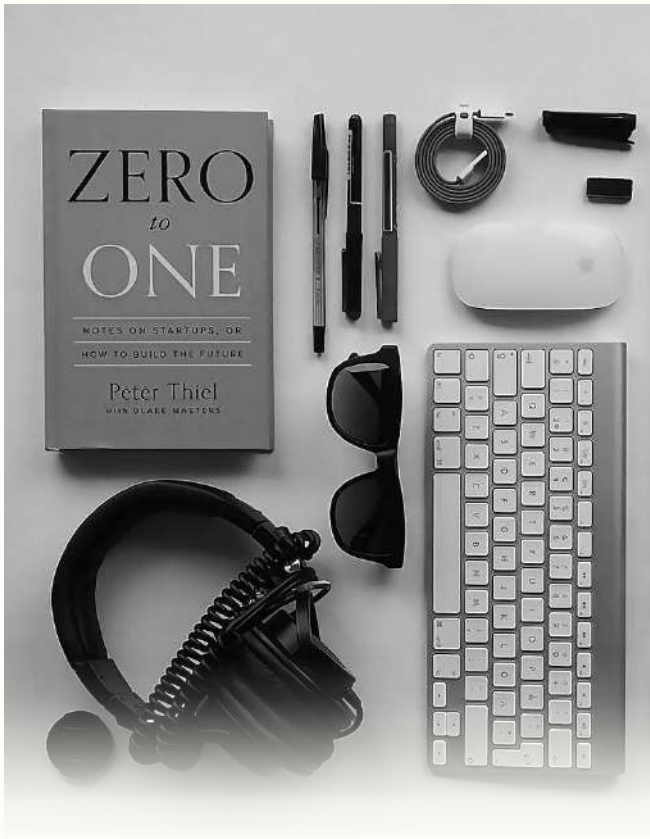
An award-winning author, keynote speaker and strategic advisor, Shelli empowers leaders to harness space innovation for economic growth and global progress, driving meaningful impact across commercial, government and academic sectors worldwide.

## Launch Lessons



Launch Lessons:

# START-UP LEADERSHIP: Disrupt Or Be Disrupted



**Launch** Lessons



beyond its heritage to shape the future of secure and sustainable space communications. In 2023, it launched a quantum cryptography experiment aboard the International Space Station, demonstrating quantum key distribution (QKD) between space and ground, a step toward unbreakable orbital encryption.

To commercialize optical technologies, SKY Perfect JSAT established Orbital Lasers Co., Ltd. The subsidiary pioneers pulsed lasers for satellite LiDAR and space debris removal, designed to detumble and deorbit defunct satellites while also enabling high-resolution Earth observation.

With a roadmap that includes a collaboration with the Japanese Space Agency on lunar communications and laser innovation, SKY Perfect JSAT demonstrates how legacy firms can lead disruption, blending experience with intrapreneurship to position Japan at the forefront of orbital sustainability and secure quantum networks.

## Insights That Propel Progress

True leadership doesn't just launch innovation, it sustains it. These space pioneers aren't chasing disruption for disruption's sake. They're building the architecture of a future where space is accessible, secure and essential. Their ventures reflect a deeper purpose: to create systems that scale, solutions that endure and momentum that outlasts the moment. This is more than start-up success – it's long-term stewardship of humanity's next frontier.



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Cathie Wood

ARK INVEST

BETTING  
TOMORROW

Vision Volatility, Global Trends Magazine, 30<sup>th</sup> Edition 2025

A woman with dark hair and glasses is speaking, her mouth open. She is wearing a black top with a white collar. Her right hand is raised, palm facing forward, with fingers slightly spread. The background is dark with some blurred lights. The text 'GON ROW' is overlaid in large white letters across the lower part of the image.

GON  
ROW

A portrait of Cathie Wood, founder and CEO of ARK Invest. She is a woman with long brown hair, wearing black-rimmed glasses and a gold earring, smiling at the camera. The background is a blurred office setting.

# BETTING ON TOMORROW

Vision Volatility, Global Trends Magazine, 30<sup>th</sup> Edition 2024

Cathie Wood doesn't just ride the waves of change — she dives headfirst into the tempest. In a financial world obsessed with risk management, Wood is a rare outlier: a high-stakes futurist who bets boldly on what others dismiss as improbable. At ARK Invest, her unshakable faith in innovation — from artificial intelligence to gene editing — has turned her into both a prophet and a lightning rod. But beyond the headlines and market swings lies a deeper truth: Wood represents a new breed of investor, one who views capital as a force of disruption, liberation, and conviction. Where others see chaos, she sees creation.

She defies Wall Street orthodoxy with conviction, disrupts market sensibilities with purpose, and turns volatility into a virtue. Cathie Wood isn't just managing funds—she's wagering on the future of civilization.

In the marble temples of traditional finance, she's a heretic. In Silicon Valley, she's a high priestess of belief. And to those watching from the sidelines, she's either wildly wrong or dangerously early. But for Cathie Wood, founder and CEO of ARK Invest, timing is secondary to trajectory. What matters is faith in the exponential. What matters is conviction, held not in whisper, but in roar.

For the past decade, Wood has built her legacy on a principle that most financial advisors warn against: concentrate, don't diversify. As the

founder of ARK Invest — the actively managed fund that bets boldly on disruptive technologies — Wood has poured capital into the engines of tomorrow: AI, blockchain, CRISPR, electric vehicles, and more. Where conventional wisdom urges caution, Wood accelerates. Where most hedge their bets, she swings for the fences. And though her methods provoke market purists, she has cultivated a near-messianic following — not through guaranteed returns, but through radical transparency and unshakable vision.

This is not investing as usual. This is financial futurism.

## Conviction in the Age of Doubt

The financial press has long had a love-hate



Cathie Wood (Photo: Reuters)

relationship with Wood. When her flagship fund, ARK Innovation ETF, surged more than 150% in 2020, she was hailed as a genius. When it later tumbled under the weight of rising rates and risk aversion, she was derided as reckless. But Wood remains unmoved. “Volatility is not risk,” she insists. “Risk is not knowing what you’re doing.”

In a world addicted to quarterly returns, her message is almost sacrilegious. But this is precisely what makes her essential. She is a public reminder that belief still has a place in capitalism — belief not just in profit, but in purpose. Her investments are not safe plays; they are moonshots. They are acts of faith in human ingenuity.

Cathie Wood’s approach blends data science with philosophical grit. Her team publishes open-source research. Her trading moves are disclosed daily. In an industry defined by opacity and jargon, she insists on clarity and access.

ARK is not merely a financial institution — it is a movement of transparency and democratization. She’s betting not just on technologies, but on people understanding them.

## A Different Kind of Capital

To dismiss Wood as simply a speculator is to miss

“

**Where conventional wisdom urges caution, Wood accelerates. Where most hedge their bets, she swings for the fences.”**

About Cathie Wood

the tectonic implications of her mission. Her thesis is grounded in one audacious assumption: that disruptive technologies will not only transform industries, but societies. And that those transformations will be sudden, systemic, and irreversible. It is this understanding of capital — not as a conservative instrument, but as a liberating force — that positions her squarely within the moral landscape of 21st-century finance.

Wood is, in many ways, the embodiment of “capital with conscience.” She may not wrap



Cathie Wood (Photo: Cryptonomist)

herself in the ESG label as fluently as others, but her investments speak volumes. In backing companies like Tesla, Roku, and CRISPR Therapeutics, she is not just financing innovation — she is shaping the ethics of the next economy.

At a time when many investors retreat to safe harbors, Wood steers boldly into uncharted waters, guided by a compass of technological optimism and social belief.

Her critics often cite performance slumps as proof of hubris. But this misses the point. Cathie Wood does not manage money in reaction to fear — she allocates it in service of the future. This alone makes her one of the most consequential investors of our time.

## The Feminine Face of Financial Revolution

In a world where the financial elite remains stubbornly male-dominated, Wood also stands as a powerful symbol. She doesn't scream, doesn't posture, doesn't trade in machismo. Her strength is intellectual, her power quiet but disruptive.

She speaks with the authority of data and the assurance of someone who has survived — and thrived — through multiple cycles of boom and bust.

She is not just investing in companies. She is investing in an idea: that women, visionaries, and outsiders can remake the world of capital not by asking permission, but by proving performance.

And performance, in her world, is not measured by the smoothness of the curve — but by the boldness of the arc.

## GCBL and the Ethics of Innovation

For the *Global Chamber of Business Leaders*, Cathie Wood represents a vital frontier: a reimagined investor who does not simply seek returns, but transformation.

She exemplifies the GCBL's core belief — that leadership, capital, and cooperation must align to produce peace, prosperity, and planet-centered progress. Her audacity serves as a reminder that finance can be more than accumulation. It can be aspiration.

The August edition of *Global Trends Magazine* seeks to profile such minds — those who defy the inertia of conventional finance and inject it with ethical imagination. In that sense, Cathie Wood is not just a subject of analysis. She is a challenge to the entire system. A question made flesh: *What if we dared to believe in the future again?*

Article **END**



The Currency Of Change:

# THE HYPER Connected Ecosystem

Dr. Graciela De Oto,  
GCBL Senior Advisor and GTM Columnist

**H**ow does a hyper-connected ecosystem drive value through collaborative networks?

The business context has shifted considerably in the present moment. In organizations today, none of them can survive independently.

Now in a global marketplace, the world has changed such that being involved and into a highly networked ecosystem is the game.

This changing landscape for value creation has been solidified with strategic alliances, open innovation and cross-sector partnerships. Based on the new normal, it would be a comfort to say no organization can derive any benefit from practices that are independently isolated.

There, we will need resilient, reflexive networks and the ability to be mobile and nimble in the new normal. I think about supply chains, and when some recent bumps in the road revealed snags in wooden isolated systems, we were able to step back and build actual supply networks, and now we can instigate live data sharing and real collaboration with our partners.

As entrepreneurs, we can start building this capacity together and then we will benefit from optimization, be able to anticipate issues, respond to crises and contextualize our resources. This collective intelligence is what it means for us to maintain competitive advantages in a world of disruption.

However, as we become more networked, we need to focus on ethically and securely capturing and sharing data. Trust is inherent in any successful collaboration or partnership and we need to enhance our cybersecurity processes, be open about how we use data and explore secure options for protecting our data, such as distributed ledger technology.

The future is for organizations that think and act as part of a dynamic network. By building trust, promoting open collaboration and mastering secure interchange of data, we create exceptional value.

This hyper-connected mindset inspires innovation, resilience and sustained growth, thereby changing problems into opportunities and creating value in a complex and interconnected environment.

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

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

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

**THE CURRENCY** OF CHANGE



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# THE FUNG THAT EAT

Biological Revolution, Global Trends Magazine, 30<sup>th</sup> Edition 2025



GI  
OUR WASTE



# THE FUNGI THAT EAT OUR WASTE

Biological Revolution, Global Trends Magazine, 30<sup>th</sup> Edition 2025

From the depths of Hawaii's ocean, a surprising ally emerges—plastic-eating fungi with the power to undo decades of pollution. As *Global Trends Magazine* explores the future of capital and ethical investment, this discovery challenges us to rethink where innovation begins—and who we trust to lead it.

## The Silent Solution Beneath the Waves

Beneath the glimmering Pacific, off the coast of Hawaii, a quiet rebellion is unfolding—one not led by governments or corporations, but by nature's smallest engineers. In a groundbreaking discovery, scientists have identified marine fungi capable of breaking down polyurethane plastic, one of the most pervasive pollutants choking our oceans. These organisms, once overlooked, are now front-line warriors in a new chapter of sustainability.

Their enzymatic appetite for plastic offers not just a metaphor but a mechanism: a living, breathing solution to the global waste crisis.

This is not science fiction. It's science—urgent, raw, and real.

## Nature Fights Back

The scale of our plastic problem is staggering. Every year, millions of tons of plastic enter the oceans. Microplastics invade every food chain.

Cleanup efforts, though noble, have barely scratched the surface. But Hawaii's marine fungi—more than 60% of species studied—have demonstrated an uncanny ability to digest plastics, including complex polyurethanes, and do so more efficiently after adaptation.

They thrive best where sunlight activates plastics—making surface waters an ideal battlefield. And their digestion process emits less CO<sub>2</sub> than a breathing human. In other words: nature, with a little encouragement, is offering us a lifeline.



Sea Plastic (Photo: Guardian)

“

***The message is clear:  
The Earth still wants to heal.  
The question is whether we'll listen.”***

## **Not a Silver Bullet— But a Silver Thread**

This isn't a miracle cure. The pace of degradation is still slow. The fungi prefer some plastics over others. And deploying them at scale demands serious ethical, ecological, and logistical forethought. But the message is clear: *The Earth still wants to heal. The question is whether we'll listen.*

These fungal warriors offer more than cleanup—

they offer a philosophy. A new path that sees biotechnology not as domination over nature, but as harmony with it. They invite us to think differently: about waste, about responsibility, about investment.

## **Capital Meets Conscience**

The Global Chamber of Business Leaders has long argued for aligning capital with ethics. Here is the perfect test. Will investors back the long game of biological remediation?

Will governments recognize fungi not as curiosities, but as infrastructure?



Fungus eating waste (Photo: Chemeurope)

Will we integrate nature into our technological systems—not as an afterthought, but as the foundation?

The fungi are not waiting. They're already at work, molecule by molecule, digesting the damage we've done. What remains is for human systems to match their patience with vision.

The Verdict

Hope doesn't always roar. Sometimes it comes quietly, from the ocean floor. The future is not plastic. But it might just be fungal.

“

Hope doesn't always roar. Sometimes it comes quietly, from the ocean floor.”

ArticleEND



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**DAVID BRONNER**

# Soap & R

Capital Awakens, Global Trends Magazine, 30<sup>th</sup> Edition



**evolution**

A portrait of David Bronner, a man with a beard and long hair, wearing a blue hoodie over a colorful t-shirt. The title 'SOAP & REVOLUTION' is overlaid on the bottom half of the image.

# SOAP & REVOLUTION

Capital Awakens, Global Trends Magazine, 30<sup>th</sup> Edition 2024

**R**adical soap. Revolutionary capital. David Bronner isn't just running a company—he's leading a crusade. As the visionary behind Dr. Bronner's, he fuses profit with purpose, championing environmental justice, drug reform, and ethical supply chains. In his world, business is activism—and capital, a tool for transformation.

He inherited a soap company. He built a movement. In a world where CEOs chase quarterly profits, David Bronner chases planetary justice — armed with hemp, ethics, and radical transparency.

David Bronner doesn't look like a CEO. He doesn't sound like one either. And that's exactly the point.

With his long hair, psychedelic shirts, and political tattoos, Bronner is more activist than executive, more shaman than shareholder. But behind the unconventional persona lies a sharp and deeply committed capitalist—just not the kind Wall Street is used to.

As the CEO (or rather, "Cosmic Engagement Officer") of **Dr. Bronner's**, he has turned a niche

organic soap company into a global force for ethical business, environmental stewardship, and radical social justice.

At a time when corporate branding often masks empty purpose, Bronner's mission is aggressively authentic. His company doesn't just sell soap—it sells values. And in doing so, it's proving that radical capitalism is not an oxymoron, but a blueprint.

## Profits With Psychedelia

Dr. Bronner's is not a traditional brand, and David Bronner is not a traditional leader. The company's packaging—crammed with spiritual messages, political calls to action, and moral manifestos—has



Dr. Bronner (Photo: CQ)

become iconic. But it's not gimmickry. Every label reflects a real philosophy: that business must be an engine of change, and that capitalism can be healed from within.

Under David's stewardship, Dr. Bronner's has grown exponentially. It now generates over \$170 million annually in revenue, while giving away **up to 40% of profits** to causes ranging from regenerative agriculture and animal welfare to drug policy reform and psychedelic therapy. Bronner doesn't just sign checks—he marches, organizes, and lobbies. He has been arrested for planting hemp on federal property. He funds psilocybin research. He actively pushes for a post-capitalist ethos within capitalism itself.

In short: he believes that money is sacred energy, and it must be used accordingly.

This is not corporate social responsibility as a footnote. This is full-spectrum, soul-level capitalism.

## Radical Transparency and Internal Revolution

Inside the company, the revolution continues. Dr. Bronner's has implemented a **5:1 executive pay ratio**, refuses to offshore for profit, and publishes its entire supply chain with pride. Employees earn

“

***He funds psilocybin research. He actively pushes for a post-capitalist ethos within capitalism itself.”***

About David Bronner

living wages, have full healthcare, and share in the success of the company. It is one of the rare businesses that has made **ethical production a non-negotiable**, even when margins suffer.

But Bronner is not driven by perfectionism—he's driven by constant evolution. The company is certified fair trade, USDA organic, and B Corp, but it doesn't stop at certifications. It questions the very structures of power, profit, and ownership. Its mission isn't to be the best soap company in the



David Bronner (Photo: DB)

world, but the best soap company *for* the world.

GCBL and the Call to Conscious Capital

The *Global Chamber of Business Leaders* stands on the premise that peace, prosperity, and cooperation are not abstract ideals, but measurable outcomes of responsible leadership.

David Bronner exemplifies this ethos—not as a theoretical model, but as a living experiment. His business is not simply profitable; it is ethical, innovative, and courageously political.

In a financial landscape dominated by sterile ESG checklists and greenwashed slogans, Bronner offers something both rare and real: **spiritual accountability** in the boardroom. He shows that capital can have karma. That leadership can be loving. And that business, when stripped of pretense, can become a ritual of service.

The Moral of the Market

David Bronner doesn’t pretend to have all the answers. But he is asking the right questions: What is money for? Who does it serve? What if the purpose of business was not domination, but liberation?



David Bronner (Photo: DB)

“

He shows that capital can have karma.”

About David Bronner

He is not building a company. He is building a counterculture with spreadsheets. And perhaps, most provocatively of all, he is proving that it can win.

ArticleEND

The Currency Of Change:

# MIGRATION CRISIS

## Defining Our Era

Joe Cullen, GTM Columnist

**A**cross dusty refugee camps, crowded border checkpoints and dangerous ocean crossings, tens of millions of people are on the move. Whether fleeing war in Sudan, political collapse in Venezuela or persecution in Myanmar, the global migration crisis is no longer a distant problem; it is a defining issue of the 21st century.

In the U.S., headlines focus on the southern border. In Europe, political debates rage over asylum seekers crossing the Mediterranean or walking through Eastern Europe. But the scope is far broader. From climate-driven displacement in Africa to civil wars in Asia and economic collapse in Latin America, forced migration is reshaping societies, economies and geopolitics.

This is not simply a story of numbers. It's a human story of desperation, resilience and the complex question nations everywhere must answer: What do we owe those who arrive at our borders seeking safety?

### The Pressure Points

The challenges fueling migration are as varied as the people themselves: wars, political instability, economic collapse and climate change.

Host countries face enormous strain. Services buckle under the demand for housing, healthcare, education and employment. Refugee camps and shelters become overcrowded. The World Food Program recently warned that food supplies for Sudanese refugees in four neighboring countries could run dry within two months due to funding shortages (Reuters, 2025).

Meanwhile, border politics grow volatile. Nations balance security concerns with human rights obligations. In the U.S., immigration detention is overwhelmed, with over 56,000 migrants in custody, 140% above capacity, leading to deteriorating conditions and rising deaths (The Guardian, 2025). Europe has seen a sharp rise in asylum seekers, reigniting debates about borders, security and identity.

### Immigration: The Dividing Line of Debate

#### Why Some Say "Open The Doors"

Proponents of welcoming migrants argue that immigration is not just a moral imperative; it is an economic necessity. Many developed nations face aging populations and shrinking workforces. Migrants fill critical labor shortages in agriculture, healthcare, construction and services. Data consistently shows

#### Joe Cullen

Author | Business Adviser | Social Activist

For over 30 years, he has focused on building and growing businesses while remaining deeply committed to charitable work.

With a background in Communications, Marketing, and Political Science, he began his career in broadcasting before founding five companies and successfully exiting three. A pioneer in digital enterprise, he also founded Sidre, a non-profit that supports justice-involved individuals through business education, mentorship, and re-entry services.

**THE CURRENCY** OF CHANGE

The Currency Of Change:

# MIGRATION CRISIS

## Defining Our Era

that over time, immigrants contribute more to taxes than they consume in public services (European Commission, 2024).

Beyond economics, advocates stress humanitarian responsibility. International law, including the 1951 Refugee Convention, obligates nations to protect those fleeing persecution, war and violence. Simply put, turning people away condemns them to danger, destitution or death.

### Why Others Say “Not So Fast”

Opponents argue that mass migration strains infrastructure and social cohesion. Critics cite overwhelmed schools, healthcare systems and housing markets. In Europe, countries like Germany and Poland have reintroduced border controls, claiming the Schengen principle of open borders no longer fits today’s realities (Le Monde, 2024).

There are also political fears. Populist movements often link immigration to crime, terrorism or cultural erosion, claims that are frequently exaggerated but deeply influential in shaping public sentiment.

### The Numbers Behind The Crisis

The statistics are staggering:

- **United States:** Nearly 2.5 million border encounters in 2023, a historic high. Over 56,000 migrants are detained, with deaths rising sharply (Migration Policy Institute, 2025; The Guardian, 2025).
- **Europe:** 1 million first-time asylum applications in 2023, a 20% jump from 2022. Germany, Spain, France and Italy handle 73% of these cases (European Commission, 2024).
- **Sudan:** The largest internal displacement crisis in the world today. Over **11.6 million internally displaced** and **4 million refugees** fled to neighboring countries since mid-2023 (UNHCR, 2024; Reuters, 2025).

### Launch Lessons



- **Syria: 14 million displaced**, including **6.5 million refugees** abroad. Though more than one million have returned since the 2024 collapse of the Assad regime, millions remain uprooted (UN Refugee Agency, 2024).

- **Venezuela: 7.9 million people** have fled, mainly to neighboring Latin American countries like Colombia (2.8M) and Peru (1.5M) (Joint Data Center, 2024).

- **Myanmar:** Over **3.5 million internally displaced** and nearly **1 million Rohingya** in refugee camps in Bangladesh (UNHCR, 2024).

### What Can Be Done?

#### Global Solutions Require Global Action

Experts agree there is no silver bullet. But solutions exist if the political will emerges.

**Shared Responsibility:** Wealthier nations can provide financial aid and resettlement slots to ease the burden on frontline countries like Bangladesh, Chad, Colombia and Lebanon.

**Legal Pathways:** Expanding refugee resettlement, humanitarian visas and work permits reduces reliance on dangerous migration routes.

**Tackling Root Causes:** Investment in conflict prevention, climate adaptation and economic development can reduce the pressures forcing people to flee.

**Improving Systems:** Ending detention overuse, improving conditions and streamlining asylum processes reduces suffering while maintaining orderly borders.

**International Funding:** Organizations like the UNHCR and WFP remain desperately underfunded, hampering their ability to feed, shelter and support displaced people worldwide (Reuters, 2025).

### A Defining Choice

Migration isn’t going away. Wars rage. Economies collapse. Floods and droughts force millions from their homes. Behind every number is a face. A father. A daughter. A family that once had a home. The question is no longer *whether* to address migration but *how*. The world faces a simple, profound choice: treat displaced people as a burden or as fellow humans deserving safety, dignity and opportunity.



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**Hidden Addiction: A**

**SWEET**



A Secret That Can Be Deadly

POISON



# SWEET POISON

Hidden Addiction, Global Trends Magazine, 30<sup>th</sup> Edition 2025

**I**n a world obsessively tracking financial risks and artificial intelligence, a quieter, deadlier threat goes unchecked—refined sugar. As *Global Trends Magazine* interrogates the conscience of capital, this article exposes the global health crisis hiding in plain sight. The economy of sugar, its silent domination of our diets, and the ethical blindness of industries profiting from its excess call for a reckoning.

## The Sugar Illusion

What was once a luxury commodity is now a ubiquitous addiction. Sugar coats our cereals, saturates our drinks, sneaks into our sauces. Marketed as happiness, it delivers harm. Behind every brightly colored wrapper lies a substance engineered not to nourish but to manipulate—our taste, our brains, and ultimately our biology. This is not food; it's chemistry masquerading as pleasure.

## Addiction by Design

Sugar is no mere indulgence—it is a neurologically weaponized product. Studies show it activates the brain's dopamine response as powerfully as hard drugs. The food industry knows this. For decades,

corporations have poured billions into crafting formulas that bypass satiety and trigger compulsion. These products are aimed first at children, creating lifelong consumers. What begins as sweetness ends in dependence.

## The Hidden Cost

The fallout is devastating. Obesity rates are skyrocketing. Type 2 diabetes, once rare in youth, is now common in schoolchildren. Fatty liver disease, cardiovascular disorders, systemic inflammation—these are not isolated ailments, but symptoms of a planetary diet crisis.

The economic cost is monstrous: trillions in preventable healthcare expenses, declining

productivity, and shortened lifespans. All while corporate margins climb.

## A Global Strategy of Harm

This is not a Western problem alone. As awareness and regulation increase in developed countries, sugar conglomerates pivot to the Global South. There, marketing is unregulated, public health education is limited, and processed foods flood the markets.

ultra-processed products. Their portfolios whisper of wellness while their dividends drip with disease. If finance is to become a force for good—as this edition of *GTM* dares to imagine—then investors must confront their own contradictions.

## Toward a Bitter Reckoning

The way forward is not easy, but it is essential. Sugar taxes work. Transparent labeling works. Restrictions on marketing to children work. But they



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***The rule of law is being rewritten by those demanding survival, dignity, and accountability.”***

It is a deliberate expansion of dependency, dressed in the language of choice and growth. Capitalism without conscience becomes colonialism with calories.

## The ESG Paradox

Here lies a brutal hypocrisy: some of the same investment funds that trumpet ESG and sustainable development hold shares in companies that mass-produce sugar-laden,

require political courage and public demand. Most of all, they require investors and business leaders to abandon the myth of “personal responsibility” and acknowledge structural exploitation. This is about systems, not choices.

## A Moral Awakening

Sweetness has become a veil. It’s time to rip it off. If capital can shape the future, then it must begin by stopping the erosion of the present.

Reclaiming public health from the grip of hidden sugar is not just a nutritional issue—it is a moral imperative. We do not need more pleasure. We need more truth. And that begins by refusing to sugarcoat the crisis.

Article **END**

# Joey Bergstein

## Seventh Generation

# CLEAN CO



**CONSCIENCE**

A portrait of Joey Bergstein, CEO of Seventh Generation, smiling. He has short, wavy brown hair and is wearing a dark blue suit jacket over a light blue shirt.

# CLEAN CONSCIENCE

Moral Capital, Global Trends Magazine, 30<sup>th</sup> Edition 2025

**I**n a world where business often chases margins over meaning, Joey Bergstein stands apart. As the CEO of Seventh Generation, he has woven ecological stewardship, ethical capitalism, and fierce corporate responsibility into the DNA of a billion-dollar brand. Bergstein doesn't just sell cleaning products—he cleans up capitalism itself. His leadership is a model for a new kind of CEO: unafraid to stand for values, bold enough to challenge the status quo, and committed to proving that sustainability is not the enemy of profitability, but its evolution.

**He sells cleaning products. But his real mission is to clean capitalism.** Joey Bergstein, the principled force behind *Seventh Generation*, is not only redefining what it means to be sustainable—he's making ethical business the new standard, proving that climate leadership, social equity, and profit can not only coexist, but empower one another. In an era where greenwashing runs rampant, Bergstein stands as a rare breed: a CEO whose brand of capitalism actually earns your trust.

## When Business Has a Soul

There is nothing flashy about laundry detergent. But when Joey Bergstein took the helm at *Seventh Generation*, he knew the real dirt wasn't in customers'

clothes—it was in how most corporations operated. His mission: to infuse soul into strategy, to bring ecological awareness into every boardroom decision, and to weaponize everyday products in the fight against environmental destruction.

For Bergstein, sustainability is not a marketing label; it is a corporate philosophy, a civic responsibility, and a long game. "*We believe business should be a force for good,*" he has often said—not as a PR slogan, but as a moral imperative.

That belief has driven *Seventh Generation* to source plant-based ingredients, push for full ingredient transparency long before it became law, and set an ambitious goal: to be a zero-emissions company by 2030.



Joey Bergstein (Photo: The Muse)

It's not just about what's in the bottle. It's about what the bottle stands for.

## Confronting the Corporate Lie

Joey Bergstein's leadership is not the soft kind. He challenges giants. From lobbying Congress to ban toxic chemicals, to pushing Procter & Gamble and Unilever toward greener standards, *Seventh Generation* doesn't compete—it confronts.

Under his watch, the company became the face of corporate activism, running national TV campaigns about the dangers of fossil fuels and the moral failure of government inaction.

He once said: *"The greatest threat to our future is believing someone else will fix it."* And so, his business became a battlefield.

In that spirit, Bergstein embodies a new archetype of leadership—one where CEOs don't just sign checks to charity, but put their companies on the frontlines of justice. It's not always profitable in the short term. But it's radically powerful in the long term.

## From Soapbox to System Change

Bergstein's impact reaches far beyond *Seventh*

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***"The greatest threat to our future is believing someone else will fix it."***

— Joey Bergstein

*Generation*. He serves on boards that shape environmental regulation, he advises coalitions that push ESG reforms, and he mentors younger entrepreneurs to see beyond the next quarter. His business is B Corp certified. His supply chains are vetted for fairness and human rights. And his investments focus on regeneration, not exploitation.

He is also unapologetically political. While many executives fear alienating customers, Bergstein

speaks openly about climate injustice, racial equity, and the need to dismantle extractive capitalism. He uses advertising budgets as megaphones for civic truth. He uses influence to unlock systemic change.

In doing so, he redefines brand value: not as consumer perception, but as societal contribution.

“

***His supply chains are vetted for fairness and human rights.”***

About Joey Bergstein



Joey Bergstein (Photo: NYT)

**The GCBL Connection: Capital as a Moral Compass**

Joey Bergstein exemplifies the values championed by the Global Chamber of Business Leaders: integrity, purpose, and global cooperation. His vision for capitalism is not just green—it is just.

He proves that companies can operate across

borders and ideologies without losing their ethical bearings. That capital, in the right hands, can uplift rather than exploit. That markets, too, can be moral actors.

In the era of polycrisis and planetary tipping points, we don't need cleaner products. We need cleaner capitalism. Joey Bergstein reminds us that business doesn't have to be the problem. It can be the solution.

Article **END**



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# WHEN THE WORLD SPINS FASTER

Earth Accelerates, Global Trends Magazine, 30<sup>th</sup> Edition 2025

**W**e have always believed in the reliability of time. Seconds, minutes, hours — the sacred rhythms of our days — have long served as a foundation of civilization, technology, and personal meaning. But what if time, in its deepest structure, begins to fracture? What if the very rotation of our planet, once a constant in the background of our lives, begins to accelerate, disobeying millennia of expectation? The Earth is spinning faster — and humanity is not ready.

## The Acceleration of a Planet

In recent years, scientists have observed something previously unimaginable: the Earth is completing its rotation more quickly than before. July 26, 2022, marked one of the shortest days ever recorded — a full 1.59 milliseconds shorter than the standard 86,400 seconds. It may seem negligible, but for atomic clocks, satellite systems, and global data infrastructures calibrated to the nanosecond, such variations are seismic.

This is not just a curiosity for physicists. It is a signal that something is changing at the very core of our planet. Some attribute it to the redistribution of mass due to melting polar ice, others to changes in the Earth's core and mantle, and still others speculate about long-term cosmic influences. Regardless of the cause, the outcome

is the same: our home is spinning faster, and our concepts of precision and order are being tested at a planetary scale.

## The Fragility of Chronometric Civilization

We have built an entire civilization upon the bedrock of time as an unassailable constant. Financial markets execute trades within millionths of a second. Airlines coordinate global schedules with mathematical exactitude. Nuclear power plants rely on strict timing protocols. The modern world is a machine synchronized by time — and time is slipping.

Adding or removing a leap second — a practice used to adjust Earth's irregular spin to atomic time

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***We like to think of nature as something we have quantified, modelled, and tamed.”***



— is no longer a theoretical exercise; it becomes a geopolitical and digital dilemma. A leap second might sound harmless, but it can crash servers, disrupt GPS signals, and paralyze global communication systems. In an interconnected world, a single second has the power to incite chaos.

## **When Nature Breaks Our Calculations**

We like to think of nature as something we have quantified, modelled, and tamed. But the accelerating spin of the Earth is a humbling reminder that there are forces beneath our feet — literally — that defy even our most advanced measurements. No AI, no blockchain, no quantum processor can prevent the tectonic shifts of time itself.

This is not just about physics. This is about our

illusion of dominance. We may master markets, rewrite genomes, and launch satellites into deep space, but we remain, irrevocably, bound to a celestial body we barely understand. And now, it is shifting. Not to punish us — but to remind us: we are not the authors of the cosmos.

## **The Ethics of Temporal Disruption**

The deeper danger lies not in the seconds lost or gained, but in our response. Will we weaponize this shift to justify even more control, more artificial intervention in natural rhythms?

Or will we finally pause, and listen to the Earth's quiet signal — that all our systems are borrowed, and time itself is not our property?

Responsible leadership today requires more than economic vision. It demands humility in the face of planetary truths. It calls for a new ethics — one that



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***The deeper danger lies not in the seconds lost or gained, but in our response.”***

acknowledges not just our responsibility to the future, but our subordination to the present forces we cannot control.

## **Toward a New Understanding of Time**

If the Earth spins faster, perhaps it is not to disorient us, but to awaken us. Perhaps this

acceleration is not a crisis of calculation, but a moment for reflection — a subtle cosmic invitation to rediscover time not as a slave of progress, but as a mystery.

To move from domination to dialogue with the planet that sustains us.

As leaders, thinkers, and citizens of this fragile sphere, we must shift our mindset from control to cooperation — not only with each other, but with the Earth itself. For when time trembles, the true strength lies not in precision, but in perspective.

Article **END**



## Leadership Innovation:

# The SHADOW TIME Of Talent

Ioanna Petrochilou, GTM Columnist

**Y**ou look at them and say, “This kid was born for great things.”

You see it in their eyes, in the way they think, in the way they think, in the way they walk into a room and light it up – without even trying. They have that something. We call it charisma. We call it talent. And we all rush to encourage them, to invest in them, to ‘develop’ them.

Maybe because we see in them a part of what we once wished we could become. Maybe because we see the opportunity knocking at our door to take the next step toward success. And yet...

Sometimes, behind their shine, there is silence. There is anxiety. Exhaustion. A shadow. You don’t notice it easily. Because usually, talented people know how to ‘play the role’ perfectly.

To be the strong ones, the focused, the quick, the efficient. The ones who pull the strings. Until the day they don’t. The day they bend. The day they leave. The day they get lost in the role we all built around them like a golden cage.

## The Other Side of Talent

In psychology, there is the idea of the “shadow” as developed by Carl Jung.

Jung believed that every person carries inside them a “shadow”, a set of thoughts, feelings, desires and parts of the self that we’ve learned to hide, to reject or to ignore.

It’s everything that doesn’t fit the image we want to show to others or to ourselves. It’s what we don’t dare say so we don’t ‘hurt’ other people’s expectations or ruin our own image.

The shadow isn’t necessarily dark or bad. In fact, many times it holds parts of our truth: The sensitivity we saw as weakness. The need for rest we labeled laziness. The fear we were too ashamed to admit. And the more we don’t recognize it, the more it affects us, subconsciously. It can drain us, sabotage us or hold us back without us knowing why.

Jung said that in order to become whole, we must look that shadow in the eye. Bring it into the light, with love, not with guilt.

Every strong part of us – yes, even our talent – casts a shadow. The stronger the light, the deeper the darkness behind it.

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

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

**Leadership** INNOVATION



# The **SHADOW TIME** Of Talent

A gifted young person might feel: The pressure to always be better than yesterday. The pressure to be better than someone else. The responsibility to never disappoint anyone. They carry the guilt of not being allowed to appear weak. They must never appear weak. They feel isolated because *"no-one understands me"*.

And the deepest fear: *"If I'm not the 'good one', then who am I?"* Some hide it well. They build identities around their success. They enter career paths early. They become 'examples'. Until, at some point...they break, they disappear inside their own shadow. Not because they were weak. But because they were never allowed to be 'just' human.

## Talent Needs Space, Not A Pedestal

I've seen young people, incredibly smart and creative, get trapped inside their own gift. Afraid to change direction, afraid to fail, to try something new. Not because they don't want to but because they believe they must be "the best" at everything they do. That everything must have a purpose, value and progression.

A child who's told from a young age that they are "mature beyond their years" often struggles to simply be a child. Many never even learn what it means to be one. But being a child is not a stage to skip, it's a necessary step. It's where we learn how to play, to trust, how to explore without fear. It's where we build the emotional muscles we need to face life. Without that stage, growing up can feel like performing instead of living.

A talented young person in a company, the one everyone expects to 'take off' might never dare say, "I'm not doing well." They may never feel safe enough to say, *"I don't know this."* because they are...talent!

And sometimes, talent becomes a role. The role gets heavy. Especially when no-one ever taught you how to put it down and just breathe...

When you've never learned, or were never allowed, to simply be a human being who makes mistakes, who doesn't know everything, who doesn't always lead perfectly. Someone who is not *"the role"* but the person.

## The Leader's Responsibility In The Shadow

What do talented people really need?

Not more praise. Not more *"You're amazing, keep going!"* What they need is space. Space to not know. Space to doubt. To fail, to feel bored, to ask for help. To discover that their talent is not all they are.

And that's where we come in. The leaders. The mentors. The 'observers' of the next wave. We are not here to load them with ambitions but to free them from the expectations that weigh them down. To see not only their light but their shadow too. Not to judge it but to accept it.

Our role is not to make them stars. It is to allow them to be whole human beings. And for that to happen, we must first see not just their light but also their shadow. Not to judge it but to embrace it. To bring out who they truly are and not who we think they should be.

And if their light sometimes flickers?

Stay close to them. Not with excitement but with understanding. Not with praise but with presence.

The greatest gift you can give to a talented person is not the chance to shine. It's the right to be real. Even when they're not shining. Even when they've fallen. Even when they've forgotten who they truly are. Because every talent, behind its light, also carries a shadow. And true leadership is not afraid of that shadow. It sees it. It honors it and loves it just the same.

If you are a leader, ask yourself: What talent around you needs permission to be whole?

And if you are that talent...

You deserve to be authentic. Whole. Real. To be the one you were truly born to be.

Because that is - and always will be - your greatest gift to the world!



# ELECTRIC MANDATE

When the Rental Industry Becomes the Vanguard of Transition

Charged Future, Global Trends Magazine, 30<sup>th</sup> Edition 2025

**T**he winds of transformation are no longer symbolic — they are regulatory, immediate, and unrelenting. In a bold move that could redefine mobility across Europe, the European Union is preparing a legislative proposal that would radically reshape the rent-a-car industry. Within a few years, renting a diesel or petrol car on European soil may become a relic of the past. The future of short-term mobility is electric — by force, not by choice.

## A Top-Down Disruption

It is not consumers demanding this change. It is not even the industry leading it. The push comes from the top — European lawmakers aiming to accelerate the electric transition not just through incentives, but by eliminating the alternatives. The plan? To require all major car rental companies operating in the EU to switch entirely to electric vehicles (EVs) by a fixed deadline, potentially as early as 2030.

This would turn the rental industry — once a conservative follower of market trends — into an engine of transformation. Millions of tourists, business travelers, and temporary drivers would suddenly be exposed to electric vehicles not as a

novelty, but as the only option. Infrastructure would need to expand overnight. Behaviors would be forced to evolve. The symbolic becomes systemic.

## The Rental Sector as Trojan Horse

Car rentals are often overlooked in the green transition debate. Yet they represent a unique pressure point — they shape first impressions, influence purchasing behavior, and provide scalable testing grounds for new technologies. A visitor landing in Milan, Nice, or Berlin who rents an EV out of necessity might return home no longer fearing the transition, but embracing it.

This is not just policy. It is strategy. By electrifying the rental sector, the EU ensures millions of “forced

test drives" that no advertising campaign could ever replicate. Rental fleets become rolling classrooms for climate literacy — and the public, unwitting students.

## Resistance and Realignment

Of course, not all players are enthusiastic. Industry giants are already warning of logistical bottlenecks, inadequate charging infrastructure, and rising costs. Smaller operators fear extinction. But the deeper resistance lies in something more psychological: the erosion of consumer choice. The fear that the open road is no longer truly "open" if the vehicle is pre-decided by law.

And yet, history tells us that paradigm shifts rarely ask for permission. Seatbelts were once optional. So were catalytic converters. Today, both are unquestioned. Tomorrow, it will be EV-only rentals. The real question is not whether the industry will adapt — it must. The question is: who will lead, and who will be buried beneath the weight of delay?

## Europe's Electric Gamble

This move is more than an environmental maneuver. It is a geopolitical and industrial gamble. By mandating electric fleets across rentals, the EU effectively challenges lagging automakers and signals to Asia and the U.S. that Europe is no longer just regulating — it is orchestrating. It forces alignment from car manufacturers, tech companies, municipalities, and travelers alike.

But the gamble is double-edged. If the infrastructure fails, if the consumer experience sours, if tourism suffers — backlash could be swift and severe. That is the danger of policy-led transformation: it moves faster than culture. And in this case, faster than charging networks can be built in southern coastal towns or alpine resorts.

## Rewriting Mobility

What we are witnessing is not a transportation tweak. It is the beginning of a mobility reset. From private ownership to shared systems. From combustion to electric. From choice to responsibility. The rental industry, in this context, becomes not a service provider, but a vehicle of values — carrying not just passengers, but principles.

This new era of mobility will not be measured merely in kilometers or carbon, but in cultural shifts. In how many people say "yes" to change after being pushed, not asked. And perhaps that is the secret power of renting: it momentarily suspends ownership, and in doing so, invites transformation.

Because in the end, renting a car may become less about the destination — and more about the future it helps drive us into.



Black Tesla (Photo: WallpaperCave)

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***The Plan is to require all major car rental companies operating in the EU to switch entirely to electric vehicles (EVs) by a fixed deadline, potentially as early as 2030.”***



Tesla (Photo: WallpaperCave)

Article **END**

# GLOBAL TRENDS

Where The Trends Are Born, Not Followed **GTM**

MAGAZINE

30<sup>th</sup>

## Last But Not Least

This esteemed Global Trends Magazine edition was crafted with passion by the dedicated team of the GTM Group under the umbrella of the Global Chamber of Business Leaders, tailored especially for you.

Don't miss the chance to share this issue and stay updated by subscribing to Pressreader and to our website, where you can find and access all previous editions of this exceptional publication.

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



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

“The secret of success is for a man  
to be ready for his opportunity when it comes.”

— Benjamin Disraeli



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