

# GLOBAL TIMES MAGAZINE



*Fourteenth Edition*

**"JUST WANTED TO BE  
A HAPPY GIRL AND  
DISCOVER THE WORLD"**

**EXCLUSIVE  
COLUMN**  
*The Voice From the Brink*

**REVOLUTIONARY  
CANCER TREATMENT  
AND ANTI-AGING**

**WORLDHEALTH**  
*Day*

*Weiwei Zhang-Genz*

## **BEYOND BUSINESS AND BORDERS**

**UNVEILING A MULTIFACETED JOURNEY**

# *Fourteenth Edition*

Global Times Magazine

©2024, Global Times Magazine

# GLOBAL TIMES MAGAZINE



*Fourteenth Edition*

### About The Global Times Magazine:

The Global Times Magazine is an exclusive publication produced and published by the Global Chamber of Business Leaders Editorial Team. It is not available for over-the-counter purchase. We sincerely hope you enjoy perusing this magazine, thoughtfully prepared with love for our readers.

All materials and graphics used in this publication are the exclusive property of the GCBL. Any distribution, copying, or reproduction of these materials constitutes a violation of copyright and will be subject to prosecution.

**Contact:** [global.times@gc-bl.org](mailto:global.times@gc-bl.org) | [info@gc-bl.org](mailto:info@gc-bl.org) | [members@gc-bl.org](mailto:members@gc-bl.org)



# Welcome



Fourteenth Edition



TABLE OF CONTENTS:

Editorial Team:

JUSTINA MUTALE  
ARIELA FRANCO  
MARCO SALVINI  
ARIANA SANCHEZ  
MITJA LAHARNAR

Graphical Design:

GCBL TEAM

Editor in Chief:

NICOLE S. FARRELL

GTM Chairman:

DEJAN ŠTANCER

Find us online:

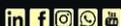
[gc-bl.org/global-times](http://gc-bl.org/global-times)

Find us now on LinkedIn:

GLOBAL TIMES MAGAZINE

©2024, Global Times Magazine, GCBL

- 6 ..... **PRESIDENT'S FOREWORD:** DEJAN ŠTANCER
- 8 ..... **EDITOR'S NOTE:** NICOLE S. FARRELL
- 10 ..... **PEOPLE IN CITIES:** SLOWLY LOSING THE ABILITY TO...
- 13 ..... **COVER STORY:** WEIWEI ZHANG- GENZ
- 23 ..... **PROSE OF BUSINESS:** JOSEF THALER
- 25 ..... **EXCLUSIVE COLUMN:** "JUST WANTED TO BE A HAPPY GIRL AND DISCOVER THE WORLD"
- 30 ..... **EU'S STRATEGIC INTEREST:** RAW MATERIALS
- 33 ..... **AUTOMOTIVE:** THE AUTO INDUSTRY IS FACING ITS...
- 36 ..... **CLIMATE CRISIS:** REACHES UNPRECEDENTED LEVELS
- 39 ..... **PROSE OF BUSINESS:** SURESH RAMKISSOON
- 42 ..... **PROSE OF BUSINESS:** SURESH RAMKISSOON
- 43 ..... **REVOLUTIONARY TREATMENTS:** REVOLUTIONIZING CANCER TREATMENT AND ANTI-AGING
- 55 ..... **PROSE OF BUSINESS:** MEHMET IHSAN KALKAN
- 57 ..... **INTERVIEW:** ADRIANA BARONESS VON RUNIC WHITTINGTON
- 65 ..... **FUTURE OF TOBACCO:** BENEFITS OF SMOKING CESSATION
- 69 ..... **SETTING STANDARDS:** THE EU'S LEADERSHIP IN...
- 71 ..... **INTERVIEW:** DR. KHOMOTŠO MALETE - MASHALANE
- 79 ..... **WATER FOR PEACE:** CELEBRATING WORLD WATER DAY
- 82 ..... **ISMAIL ÇOBAN :** A JOURNEY OF ARTISTIC MASTERY
- 85 ..... **LIFE'S GENESIS:** CONFIRMING THE EVOLUTION
- 89 ..... **BATTERY BATTLEGROUND:** ALTERNATIVES TO DOMINANCE
- 92 ..... **MUBS:** THE MALTA-UAE BUSINESS SUMMIT





**CELEBRATING  
AN ANNIVERSARY  
IS A MELODY THAT ECHOES  
THE SYMPHONY OF  
ACHIEVEMENT**

2024 – The Year of Celebrating the 10<sup>th</sup> Anniversary

Contact Us: [global.times@gc-bl.org](mailto:global.times@gc-bl.org)



## Message Of The President:

# BEYOND POPULIST POLITICS: TOWARDS A FUTURE OF UNITY, COMPASSION AND PROGRESS

Dejan Štancer, President of the Global Chamber of Business Leaders

Dear Readers,

Anyone who does not see that the level of violence in the world is increasing is either blind or crazy. Elections in many countries of the world are just a show for the public, which the autocrats push to the brink. And autocracy is on the rise. The world is becoming more and more violent, brutal, and unpredictable. It is led by autocratic populists who present themselves to the public as reformers and protectors of traditional values, great nationalists, and patriots. In reality, these autocrats are nothing more than mass con artists who are only concerned with personal power that creates prosperity.

How else could you describe the case of one of the most controversial politicians of our time, who is hated to death by many, but who is adored by his people and seen en masse as a messiah who will save the nation from certain death and create nirvana? At the same time, it is clear to those familiar with the situation that we are talking about a man who has "under control" the entire system and that the commissions from every, even the smallest state business, flow into his pocket. And while young people are dying en masse, which in the future will probably cause a demographic atomic bomb and maybe even the collapse of his country, blinded and myopic people see only the present and hear only the populist slogans they want to hear.

So that we will not live in error, populism is what is leading the whole world today, not just some countries. Even in the part of the world where democracy traditionally rules and elections are still a celebration of democracy, voters "fall" for popular populism. If there was a time when a politician was a strong man who was considered a prudent and wise leader, it was only because of the absence of social media and the parallel world in which most of us live today.

Death, lack, and suffering are part of the real world. There is always an emptiness behind the dead, we all feel the lack, and we share suffering even with animals. Therefore, it is high time to wake up from this dream that is taking us far away from where we deserve to be and where we all want to see our children and grandchildren. Whether the national border will be a meter to the left or the right will be a completely irrelevant question when we dress in spacesuits so that we can go in search of food, or water, if it is still available at all... There is still time to say NO to populism. There is still time to think about what will happen when we are gone and when there are no more people who see us as soulless and heartless cash machines.

Together we are shaping the future. What the future will look like depends on us and only us.

Sincerely yours,



**WORLDHEALTH**  
*Day*



# WORLD HEALTH DAY

April 7th



**HOLISTIC HEALTH COMMITTEE**  
GLOBAL CHAMBER OF BUSINESS LEADERS



**Editor's Note:**

# SUSTAINABILITY, SURVIVAL AND SOCIAL JUSTICE

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



From casual to committed observations, one common thread exists - individuals and organisations alike are simply trying to survive as best they can. From Hollywood to Haiti, from young to old, from educated to uneducated.

Warfare has now not only been limited to the reckless and selfish actions of extremists and terrorists. The warfare is now both literal and figurative. As everyone grapples with their own series of challenges, it is becoming more and more evident that solution-based actions are desperately needed, void of grossly controversial methods and tactics.

Regardless of geographical location, socio-economic status, gender, race or religion, there are situations and circumstances that can potentially affect us all. It seems as if people are becoming more socially conscious and organisations are trying to partner in their effort to preserve social responsibility. Slowly but surely, there has been a growing understanding that survival in any forum, at any level, has to be a concerted and collaborative trading of ideas and actions. Humanity now demands more than ever a cultivation of joint ventures and efforts if we are to have any true measure of success, business longevity and a dignified quality of life. From slums to secured gated communities, we are all simply looking for a more just world and peace of mind.

In this Fourteenth Edition/April Issue of the magazine, we concentrate on mind-blowing advancements in medical and other areas of sustainability; an exclusive article on the ongoing crisis in Gaza; our monthly Prose of Business articles, this time written by GCBL Executives, Suresh Ramkissoon (Sustainability In Agriculture), Josef Thaler (Contemporary Advertising) and Mehmet Ihsan Kalkan (SDG2030); a special article on revolutionary Cancer treatments from *MyClinic24*; and other content of interest.

Our Cover Story features China Delegate of the Global Chamber of Business Leaders (GCBL), Weiwei Zhang-Genz, who is a media professional and entrepreneur. She expounds on subjects from media to missions. In our second interview, we showcase the GCBL's Delegate for South Africa, Dr. Khomotso Maletse-Mashalane, who is evolving from a career in Human Resources.

Our magazine continues to grow steadily in international markets, boasting of a readership of 500,000, which includes the world's most respected leaders and professionals in numerous fields and industries.

Do enjoy reading and remember, Editions can be found on the Global Chamber of Business Leaders website.

Peace to all!

*Nicole S. Farrell*





**FOR THE PATIENT'S WELLBEING**

FIND OUT MORE: [www.isorel.eu](http://www.isorel.eu)

Important Research:

# PEOPLE IN CITIES ARE SLOWLY LOSING THE ABILITY TO DIGEST PLANTS

**WORLD HEALTH**  
*Day*

Global Times Magazine Editorial Team

**T**he WESTERN diet is severely lacking in fiber and this could fundamentally change the way our gut digests plants. Although fruits and vegetables have been a key part of the human diet since ancient times, scientists are only now beginning to understand how our bodies break down cellulose, the main component of plant cell walls.

In a new study, an international team of experts discovered previously unknown microbes in our intestines that are capable of breaking down cellulose. For decades, it was assumed that the human body could not break down cellulose as well as cows, horses, sheep and other mammals.

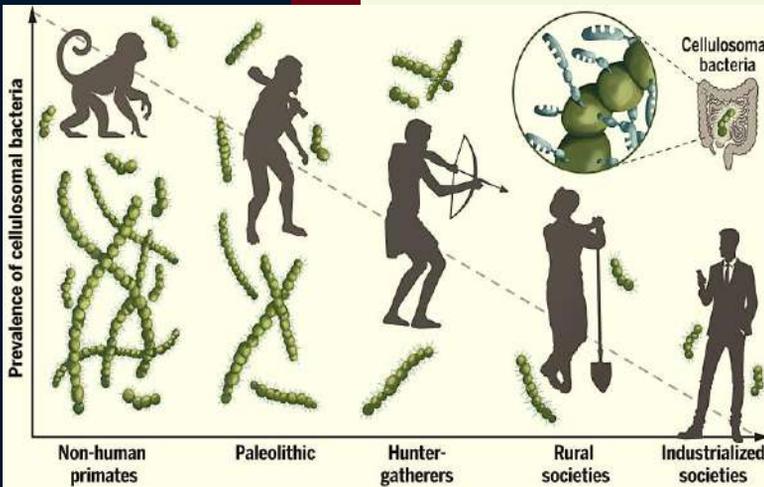
"It seems that the level of these species is slowly decreasing in our intestines". It was not until 2003 that it was discovered that the intestinal bacteria in our body can digest these fibers.

In a new study, the scientists therefore set out to search for similar microbes through the genes of these bacteria. It turns out that several types of microbes that "nibble" cellulose reside in our intestines, which we have not noticed until now.

One species is related to hoofed mammals, another to primates, and the third to humans. All three bacteria belong to the genus *Ruminococcus* and possess genes for cellulose digestion. These three types of microbes are abundant in the feces samples of hunter-gatherers, rural populations, and ancient people who lived 1,000 to 2,000 years ago.

But there were very few of them in people living in modern, industrialized societies.

"It seems that the level of these species is slowly decreasing in our intestines, which was probably influenced by the shift towards a Western lifestyle," write the scientists, as reported by Science Alert .



The world is grappling with a natural crisis as well.

### Worse Health?

Experts are concerned that reduced levels of these bacteria could in some way affect poorer health in an urbanized society and that it would be good to think about the deliberate introduction of these species into the human body through dietary supplements or specialized probiotics.

Some research has shown that supplements with cellulose, such as plant fiber, can result in multiple and varied health benefits; including changes in gut microbes, immune response and gene expression. But this entire area is still largely unexplored, and the underlying mechanisms behind this process still remain a kind of mystery.

Article **END**



Scientists find people living in urban areas and cities are becoming less able to digest plants. A gut bacteria called Ruminococcus, which helps digest fibre, is "sparse" in samples from the microbiome of humans living in urbanised societies.



PIC:881860175

## Funding, Tenders

*For Members only*

Become a (Global) GCBL Member and unlock exclusive access to many funding opportunities. Navigate through calls for funding proposals seamlessly using the resources provided by the Global Chamber of Business Leaders. Gain valuable insights into funding processes and programs, and conveniently submit your applications online.

Expand your horizons and delve into the intricacies of the tendering process while exploring business prospects with the European Commission.

The Global Chamber of Business Leaders is your gateway to understanding and maximizing opportunities for collaboration and growth in association with the European Commission. Elevate your business journey by leveraging the extensive resources and insights available through your membership.



**A GOLDEN**  
*Opportunity*

**10**  GLOBAL  
CHAMBER OF  
**BUSINESS  
LEADERS**  
ANNIVERSARY



*Exclusive*  
COVER STORY **TM**

*Weiwei Zhang-Genz*

# BEYOND BUSINESS AND BORDERS

UNVEILING A MULTIFACETED JOURNEY

Weiwei Zhang-Genz is a Delegate for the People's Republic of China

Weiwei Zhang-Genz has made a name for herself not only in her native homeland but also in various continents and countries. A Media and Public Relations professional, she has been instrumental in having major projects reach the fruition stage. Embark on an exclusive journey with Weiwei as we reveal her story.



*Weiwei Zhang-Genz*  
**BEYOND BUSINESS  
AND BORDERS**

UNVEILING A MULTIFACETED JOURNEY



We are all simple humans outside of the shadows of titles, roles and responsibilities. Who is the woman behind the screen of a business professional though? Who is Weiwei Zhang-Genz outside of work and business?

“To put it simply, I am a person who loves life, values family and works very hard to pursue social and personal values. Finding happiness and contentment deep within is what guides my soul. I strive to balance my career and personal life and aim to make every moment valuable and joyful.

A wide range of interests and hobbies make me passionate about life. Reading, travelling, cooking, handicrafts and sports; spending time on these hobbies makes me feel grounded and fulfilled every day.”

Her devotion to a good quality of life extends to those immediately around her in her circles but also to the wider communities. “The joy derived from helping others cannot be replaced by anything else. In some remote rural areas of China, many poor families struggle and children are dropping out of school. To address this, I have invested in various public welfare initiatives to support the education of underprivileged children in China to the best of my ability. Witnessing them return to school and thrive brings me immense happiness.”

Zhang-Genz is the Delegate for China at the Global Chamber of Business Leaders (GCBL). What excites her the most about her recent appointment?

Said Weiwei Zhang-Genz, “Amidst the challenging and tumultuous international landscape characterised by trade wars, barriers, cultural disparities among regions, geopolitical tensions and shifts in industrial chains, my appointment as the China representative couldn’t have come at a more opportune moment. It signifies our ability to dismantle barriers and forge innovative paths towards fostering economic co-operation between China and the global community, thereby paving the way for a new era of collaboration.”

“What appeals to me most about (the) GCBL is its status as a non-governmental commercial organisation and its commitment to



Weiwei Zhang-Genz has made a name for herself not only in her native homeland but also in various continents and countries.

*Weiwei Zhang-Genz*

## BEYOND BUSINESS AND BORDERS

UNVEILING A MULTIFACETED JOURNEY

*Exclusive*  
COVER STORY™



environmental protection and humanistic ideals. In the current volatile international political and economic climate, particularly during periods of political divergence and economic tensions, GCBL's role as a purely commercial bridge becomes paramount in assisting its Members and international companies.

Establishing connections with institutions and delving into international markets will serve an increasingly significant role. Furthermore, GCBL also serves as a valuable platform for assisting international companies in resolving trade disputes."

What is her initial vision joining the GCBL's Executive Team?

"(To) Support (the) GCBL and its concepts in expanding to broader regions, including China; to establish a significant international bridge for business exchanges and co-operation between China and the rest of the world, as well as between the world and China."

Sharing something that she finds alluring about China, especially from a business or economic standpoint, that non-native Chinese individuals would not know, Weiwei stated, "In contemporary times, China's mobile electronic payment

methods are very popular, and it is basically a cashless era. People only need to carry their mobile phones when going out, no wallet is needed, and electronic payments are basically used for large and small businesses and public services. For those who trade with and travel to China, this does require some preparation in advance."

Her views and stances come from her vast experience in the corporate world and entrepreneurial career. Zhang-Genz is the CEO of Genz Medien GmbH. "The highlight of my career was founding my own media company in Germany, which evolved into a collaborative trading platform among international media entities. My significant role as a bridge between Chinese and international cultures is particularly noteworthy, owing to my cross-cultural background."

It is inevitable to have highs and lows while building a business and brand. What were some of her experiences while building hers?



A Media and Public Relations professional, Weiwei has been instrumental in having major projects reach the fruition stage.

She remarked, "This is a pertinent question. I must acknowledge that the challenges have been evident. Small achievements serve as the cornerstone of the company's survival. Regarding the anticipated highs, we eagerly await their arrival.

The company was established in 2019, during a promising period for international development. However, the onset of the pandemic brought about significant challenges worldwide. As a media company reliant on offline content markets, the closure of these markets had a profound impact. To navigate these obstacles, we initially explored online communication, collaboration and transaction models within the international content market.

Leveraging the customer relationships and trust we had built over time, alongside our established remote collaboration model, we successfully executed several transactions and secured content orders from key clients. The network work model not only facilitated our success in other media services but has also been seamlessly integrated and updated to adapt to the re-opening of offline content markets today."

*Weiwei Zhang-Genz*

## BEYOND BUSINESS AND BORDERS

UNVEILING A MULTIFACETED JOURNEY



Of her initial objective for the company, she shared, "The company's initial objective was to establish itself as a prominent international media entity. Positioned as a leader in the cross-cultural media landscape, my Chinese cultural heritage imbues me with a profound sense of purpose.

My mission is to create and share authentic Chinese culture with global audiences, encompassing its invaluable ideas, humanities and history. Remarkably, such works are notably absent within the international market."

Asked if an international event could be conceptualised and developed in China and be hosted by the GCBL, what would her vision be, she replied, "Given the current state of China's foreign co-operation, I believe it would be a more impactful and well-received initiative for us to organise a delegation of international entrepreneurs to visit China. Considering the complexities and challenges associated with official visiting groups' trips to China in the current international climate, an





Weiwei's devotion to a good quality of life extends to those immediately around her in her circles but also to the wider communities.

*Weiwei Zhang-Genz*

## BEYOND BUSINESS AND BORDERS

UNVEILING A MULTIFACETED JOURNEY



unofficial and private delegation holds greater feasibility. By adopting this approach, our visit will garner support from the private sector and businesses, thereby attracting official attention and endorsement.”

In terms of contemporary business initiatives, what did she think China can benefit from and where can the GCBL fit in?

“The awareness of China's rapid ascension and dominance in certain industries is widespread. This rise has bestowed competitive advantages upon certain sectors while exerting pressure on international counterparts.

In 2023, China exported exactly 23.51 trillion Yuan worth of manufactured goods, spanning steel, automobiles, consumer electronics and solar panels.

Notably, high-end manufacturing has accounted for 70% of exports over the past four years. This segment encompasses electronic information, equipment manufacturing, new materials, biomedicine, new energy and aviation manufacturing, among others. Chinese factories are increasingly seeking overseas partnerships for their products, a trend that continues to gain momentum.

Within the export industry, 49% of companies venture abroad with the objective of assimilating overseas innovative resources and experiences to enhance their innovation capabilities.

However, Chinese enterprises encounter numerous challenges and pain points when internationalising. Issues such as risk management, supply chain complexities, local policies, international management models and more pose significant hurdles, necessitating urgent assistance and standardised management approaches.

This presents (the) GCBL with a remarkable opportunity to leverage the world's extensive economic, industrial and expert resources to aid Chinese companies in overcoming the challenges they encounter during their international expansion efforts, providing them with practical and effective assistance.”



Weiwei Zhang-Genz is the Delegate for China at the Global Chamber of Business Leaders (GCBL).

*Weiwei Zhang-Genz*

## BEYOND BUSINESS AND BORDERS

UNVEILING A MULTIFACETED JOURNEY

*Exclusive*  
COVER STORY™

With her background and network in the Media fraternities, also exposing the GCBL to media initiatives and opportunities can be expected.

Her company actually offers services in the following areas:

- International Media Services: Multi-lingual translation, dubbing, dissemination, and distribution of film and television works. Shooting, production, post-editing, and international production services.
- International Distribution of Film and Television Works: Focus on television and various new media platforms, including streaming media.
- International Co-Production and Public Relations Services.

Said Zhang-Genz, "Our clientele consists of media industry clients





"We have to establish a significant international bridge for business exchanges and co-operation between China and the rest of the world, as well as between the world and China."

*Weiwei Zhang-Genz*

## BEYOND BUSINESS AND BORDERS

UNVEILING A MULTIFACETED JOURNEY

*Exclusive*  
COVER STORY™



comprising broadcasting platforms from diverse countries worldwide such as TV stations, OTT platforms, new media outlets and streaming media platforms. Examples include ARTE, ZDF, WELT, SAT.1, CGTN, EPT, TV100, Hulu, Netflix, among others. Additionally, beyond the film and television media sphere, our partners also encompass governments, cultural institutions, business organizations, industry associations and more."

Film and television production companies, independent producers, and film and television funds also belong to the clientele categories.

The world of media has certainly evolved in the 2000s. What are some of the most interesting and innovative technologies and developments Zhang-Genz has observed and/or experienced?

"The evolution of the media landscape has been a constant companion throughout my career journey. Beginning in the



Weiwei believes it would be a more impactful and well-received initiative for us to organise a delegation of global entrepreneurs to visit China

*Weiwei Zhang-Genz*

## BEYOND BUSINESS AND BORDERS

UNVEILING A MULTIFACETED JOURNEY

*Exclusive*  
COVER STORY™

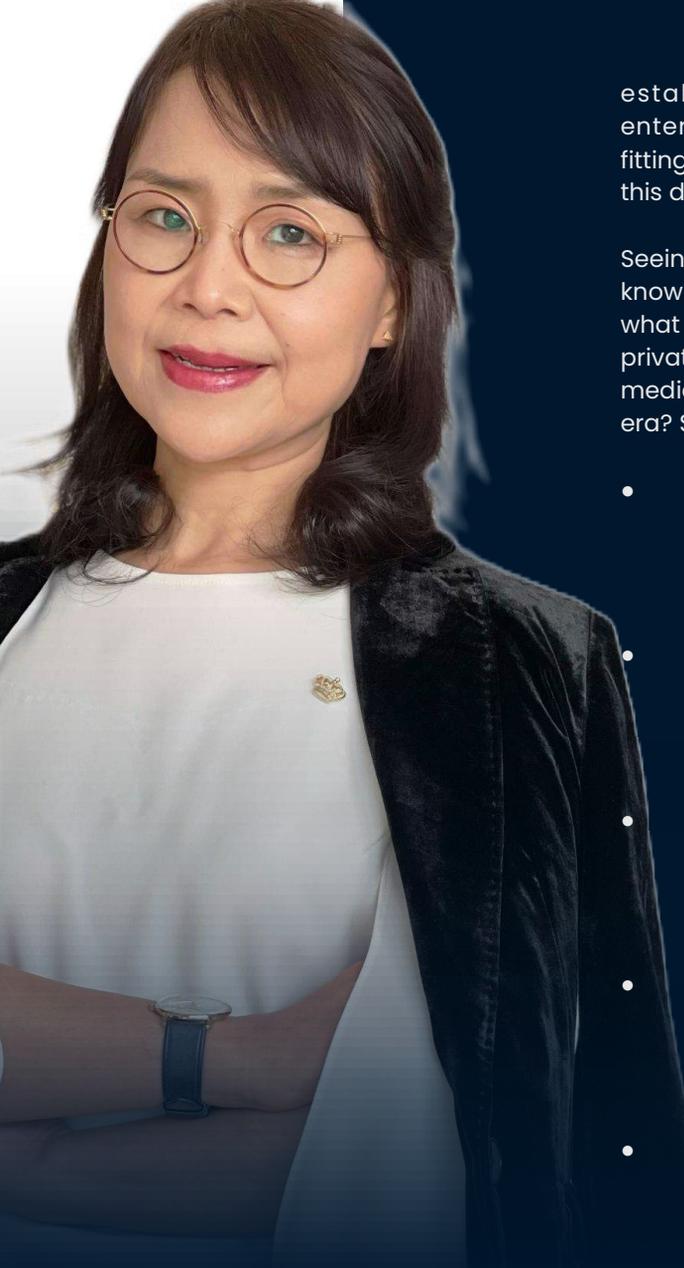


traditional television industry, I've witnessed firsthand how each innovative technological advancement significantly impacts, and often disrupts, the media sector.

Changes in screen sizes, shifts in the types of media consumption and alterations in advertising budget allocations are just a few examples. However, to illustrate the ongoing transformations, let's focus on two prominent trends: AI and streaming media.

AI and streaming media have emerged as dominant forces reshaping the media landscape. Video, in particular, is disrupting not only the media industry but also extending its influence into the medical field. We now witness the integration of video-connected medical devices, capabilities for remote surgery and the implementation of AI monitoring in smart hospitals.

Moreover, in the consumer realm, digital shopping platforms are experiencing a surge in popularity, leading to a rapid decline in physical retail stores. To remain competitive, brick-and-mortar



establishments are compelled to embrace in-store entertainment consumption technologies, such as virtual fitting rooms, as a means to attract and retain customers in this digital age.”

Seeing that she has garnered a wealth of experience and knowledge in the media industry on an international scale, what five (5) key pieces of general advice would she give to private sector companies with regard to using traditional media and social media to leverage their marketing in this era? She answered:

- **Choose The Right Platform:** Analyse the positioning of the company and the characteristics of the target customer groups and choose the appropriate social platform
- **Create Engaging Content:** Always provide attractive content around your target audience. In addition, focus on the quality of content rather than quantity to keep the audience interested in reading.
- **Plan Content and Publishing Schedule Calendar:** Plan your content ahead of time and use a regular calendar for each social media platform to avoid unnecessary duplication and content gaps.
- **Encourage Interactive Participation:** The brand's personalised content seeks ways to maximise user engagement and popularity on social media, thereby increasing its own value.
- **Pay Attention To The High Quality and Professionalism of Published Pictures and Videos:** Keep sharing high-quality images and direct people to your social media.

As Zhang-Genz continues to ‘press Play’ in the rat race of a demanding career, she notes the importance of finding time for self. “Reading is very important to me. No matter how busy I am, I always set aside at least an hour to read. To use my time efficiently, I often listen to audiobooks with headphones on when I go for a walk in the forest or engage in crafts. I meditate every day before bed, a practice I learned from my father, by sitting on my bed and clearing my mind. It has greatly benefitted me.”

Quality of life a priority, the craft hobbyist and enthusiast divulged, “I love cooking and travelling. I believe cooking is an attitude towards life. Delicious home-cooked meals are my way of expressing love to my family and friends.

I travel frequently for work and I use any free time I have to enjoy the culture of the places I visit. I think this is also a way to understand the world and different cultures.” Considering success to be something achieved both in one’s personal and professional lives, Zhang-Genz beamed, “I enjoy creating and it brings me a lot of fun and a feeling of success.”

## Weiwei Zhang-Genz BEYOND BUSINESS AND BORDERS

UNVEILING A MULTIFACETED JOURNEY

*Exclusive*  
COVER STORY™





[members@gc-bl.org](mailto:members@gc-bl.org)

# JOIN US NOW



Becoming A Valued Member Of The Global Chamber Of Business Leaders Is A Privilege That Not Everyone Can Afford, So Take Advantage Of The Opportunity And JOIN US NOW And Be The Vanguard Of The Future!



# UNLOCKING THE MYSTERIES OF ADVERTISING: THE VISION OF JOSEF THALER

Josef Thaler: Delegate for Germany, Global Chamber of Business Leaders

In the bustling city of Munich, amidst the thriving advertising industry, resides Josef Thaler, a man of multifaceted talents and boundless creativity. Hailing from the picturesque landscapes of Tyrol, Thaler brings a unique perspective to the world of advertising as a qualified advertising scientist. However, his expertise transcends mere academia; Thaler is a visionary, a philosopher, and a pioneer in the realm of communication strategy.

For over three decades, Thaler has been the guiding force behind numerous companies, offering strategic insights and creative solutions. His approach to advertising goes beyond the conventional, delving deep into the realms of psychology and sociology. To Thaler, communication is not just about transmitting messages; it's about understanding the intricacies of human behavior and predicting future trends.

A true philosopher at heart, Thaler thrives on challenges. For him, problems are not obstacles but rather opportunities for innovation. He relishes complexity, seeing it as a canvas upon which to paint his ideas. His fascination with science and the underlying mechanisms of the world fuels his relentless pursuit of knowledge.

As a systemic coach, Thaler possesses a unique ability to perceive patterns and connections that elude others. He operates on a meta-level, viewing issues from a holistic perspective. It is this capacity to see the bigger picture that sets him apart in the competitive world of advertising.

One of Thaler's most intriguing ventures is the CODE BRANDING project. In this revolutionary endeavor, he explores the subtle nuances of visual communication. Thaler posits that images used in advertising contain a hidden language, a code that speaks directly to the subconscious mind of consumers. These unconscious seducers wield immense power, influencing purchasing decisions in ways we may not even realize.

Through meticulous analysis and decoding, Thaler and his team have unlocked the secrets of this code. With over 20 parameters at their disposal, they can dissect and define the underlying message of any advertisement. Take, for example, the case of Armani's iconic suits. Thaler can elucidate why specific photographs are chosen to market these garments, revealing the intricate psychology behind consumer behavior.

”

“In essence, Josef Thaler is more than just an advertising scientist; he is a visionary thinker who pushes the boundaries of conventional wisdom. Through his innovative projects like CODE BRANDING, he continues to revolutionize the way we perceive and interact with advertising. As we navigate the ever-evolving landscape of marketing, Thaler stands as a beacon of inspiration, guiding us toward a future where creativity knows no bounds.”



*For us*

**HUMAN RIGHTS ARE  
NON-NEGOTIABLE**



GLOBAL  
CHAMBER OF  
**BUSINESS  
LEADERS**

ANNIVERSARY

[www.gc-bl.org](http://www.gc-bl.org)

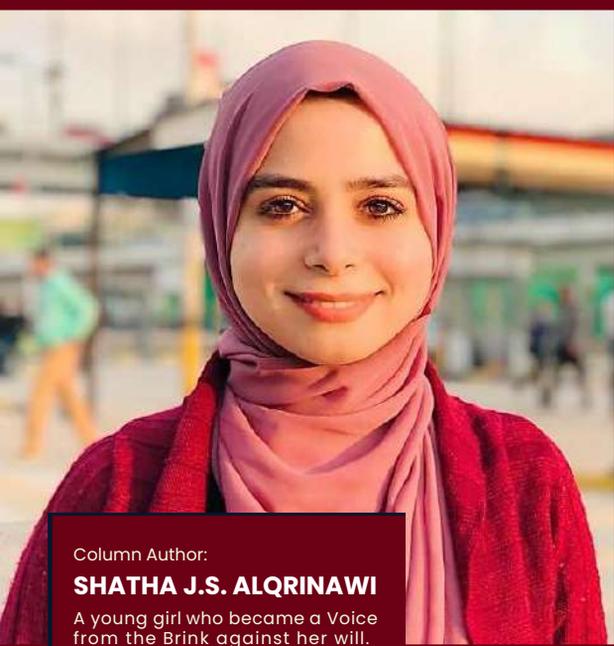
# COLUMN

*The Voice From the Brink*

## “JUST WANTED TO BE A HAPPY GIRL AND DISCOVER THE WORLD”

**EXCLUSIVE**

A Column Brought By Shatha J.S. Alqrinawi, Exclusively from Gaza



Column Author:

**SHATHA J.S. ALQRINAWI**

A young girl who became a Voice from the Brink against her will.

Greetings, World!

During 160 days of relentless conflict, I stand before you to share the harrowing impact this war has had on my family, friends, colleagues, and myself. I am Shatha Alqrinawi, reaching out from the heart of Gaza, a place gripped by hardship and dire need.

Life before the 7th of October was a symphony of joy, productivity, and vibrancy. Since 2019, I've been on a professional journey as a freelance content writer, collaborating with numerous entities worldwide, and basking in the satisfaction of helping them shine in their endeavors.

Just a month before the catastrophe, I proudly represented a brand at a congress in Egypt. But now, everything has changed. As I prepared to embark on a new chapter in my career, joining an international marketing agency as a social media professional, fate intervened cruelly. The unreliable internet connection, a lifeline for remote work, severed my aspirations before they could take flight. Sadly, this scenario was all too familiar,

with many of my colleagues losing their livelihoods and client base.

The recent war in Gaza has left an indelible mark on my family and me. Our city, once bustling with life, now lies in ruins, shattered by relentless bombings. We've lost not just our homes, but also our educational opportunities, jobs, and most importantly, the sense of safety we once cherished and took for granted.

**Allow me to introduce you to my small, beloved family of four.**

My mother, Mona, a dedicated nurse with over 30 years of experience, has devoted her life to nurturing and loving us since my father's passing when we were young. Her sole wish is to see her children succeed, find happiness, and, above all, remain safe.

Witnessing her during this war, her eyes betraying the fear and uncertainty as we were forced to evacuate our home, is an image I'll never forget.

Then there's my brother, Jasser, a senior medical student who, in the face of adversity, chose to volunteer at a hospital, filling in the gaps left by the shortage of staff. The stories he brings back are heart-wrenching, none more so than the loss of his dear friend, a burden he now carries.

And Saif Eddin, my youngest brother, an exceptional engineering student whose dreams were shattered by the war. Instead of attending lectures and workshops, his days are now spent in pursuit of the most basic necessities—clean water and food.

My mother once remarked, "Not even my grandmother experienced such times." describing the catastrophic situation we are in. We find ourselves deprived of life's essentials—clean water, electricity, medical



Shatha on the streets of Cairo, Egypt.



PHOTO ABOVE:

Gaza now that the conflict between Israel and Hamas has been going on for almost 4 months.

PHOTO ON THE RIGHT:

UN warns of high probability of famine in Gaza. The fact that more than 13,000 children have already died in the conflicts is also terrifying



**EXCLUSIVE**

supplies, gas, and food. Necessity, they say, is the mother of invention, as we adapt to survive. Our makeshift oven, fashioned from a sacrificial new oven and fueled by wood, is just one example of our resourcefulness.

The isolation weighs heavy on us too. There were days when we didn't know if our loved ones were alive or dead. Yet, amidst the despair, a glimmer of hope emerged when I reconnected with a dear friend, Dima. Our conversation, spanning over two hours, was a poignant reminder of the home we once knew, now reduced to rubble. Let me show you how the new war edition conversation look alike:

"When I introduce myself to others, I always mention that I have never traveled—not even once. My heart remains tethered to my hometown, where squeezed houses and jammed markets weave the fabric of my memories. But at 18, I harbored a dream—to see the world through my own eyes, to soar like kites but a bit higher.

Today, my hunger is not for adventure but for sustenance. I scrape by with meager portions of bread and rice, and yet I am grateful. In the shadow of Gaza's turmoil, my family and I cling to life, but safety eludes us. Yesterday, I witnessed the chaos of stampeding once more—a grim reminder that things only worsen with time.

Our choices define us, transcending mere abilities. I can no longer wait as my dreams teeter on the brink of oblivion. Despite the rubble of Gaza's universities, I resolve to continue my education abroad. Two years into business administration, I stand with two more to go. Meanwhile, I navigate the digital realm as a marketer, but the war stifles progress. My sister, too, lost her seat—the one that should have led to a master's degree in civil engineering. Instead, she traded tuition fees for food and water.

And my eldest brother? His aspirations stretched beyond Gaza's borders, seeking employment elsewhere. Yet the war's relentless grip thwarted his paperwork, leaving him stranded.



Between explosions and seeking shelter. Photo: Shatha J.S. Alqinawi



The UN warns of a high probability of famine in today's completely devastated Gaza.

**EXCLUSIVE**

Each of us bears a unique struggle, etched into our souls. I could recount our tales endlessly, but some feelings defy mere words.

In Gaza's twilight, hope flickers—a beacon against the encroaching darkness. We are not defined by our circumstances; we are architects of resilience, weaving dreams amid struggle."

It was truly heart-wrenching to hear that our home, always offering warmth and embrace to our memories of gatherings, laughter both good and bad days was destroyed in the blink of an eye. Each corner, once filled with stories, is now obliterated beyond recognition. Our sole hope in this war was to return home, but now that hope has vanished entirely.

There is much more to be told. For all, we long to leave this place, to



Thirteenth Edition | 13-2024 | MMXXIV

EXCLUSIVE  
COLUMN  
*The Voice From the Brink*

escape the trauma and begin anew elsewhere. But leaving behind the familiar is a torment in itself.

We estimate that we'll need \$22,000 to start afresh. With half the required amount already gathered, it serves as a beacon of hope amidst these trying times.

It's important to note that I've already raised \$10,000, leaving \$12,000 remaining. These funds won't be used for personal expenses but solely to secure a safe and stable future for my family. Evacuating from Gaza to Egypt via the Rafah border costs approximately \$5,000 per person.

This fund will help us evacuate from Gaza and temporarily resettle in Egypt, providing for our immediate needs until we can rebuild our lives. Any support, whether financial or moral, would mean the world to us, bringing us one step closer to turning this chapter of struggle and suffering.



An aerial view of Gaza.

#### Donation Info:

Every penny will make a change, and seed hope in our life. Any contributions you can provide would be greatly valued.

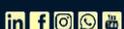
#### You Can Donate Here:

<https://gofund.me/cdce1a53>

As I converse with people during these tumultuous times, regardless of age or gender, their dreams, hopes, and plans before October 7th resurface. They are my people, and I refuse to turn my back on them. My aim is to empower and influence them, especially the youth, for I cannot bear to see despair in their eyes. Though our struggle is no joke, we will fight for life, standing tall and blooming amidst the chaos.

Lastly, this isn't just my story—it's the story of every soul in Gaza. We dream of a day when the bombings cease when fear no longer grips our hearts, when peace and normalcy return. May my story sow seeds of hope and pave the way for brighter days ahead.

Article **END**



NOTE: The views expressed in this column are those of the author of the column and do not necessarily reflect the views of the Global Times Magazine editorial staff, nor the views of the Global Chamber of Business Leaders. Because we are a democratic organization, we allow all members, supporters, and colleagues to express themselves on our platforms, regardless of their worldview or anything else.

3<sup>RD</sup> EDITION MIDDLE EAST   
**WOMEN LEADERS  
SUMMIT & AWARDS 2024**

14 - 15 May 2024 | Riyadh, KSA

*Empowering Women,  
Shaping Tomorrow  
Pioneering Leadership  
in the Kingdom*

FOR MORE INFO, PLEASE CONTACT

[info@verve-management.com](mailto:info@verve-management.com)

[www.verve-management.com](http://www.verve-management.com)

AN INITIATIVE BY

**verve**   
management

PROUDLY SPONSORING



GLOBAL  
CHAMBER OF  
**BUSINESS  
LEADERS**



Exploring Greenland's Riches:

# EU'S STRATEGIC INTEREST IN RARE RAW MATERIALS

**WORLD**  
- Geopolitics -

Global Times Magazine Editorial Team

The visit of Ursula von der Leyen, President of the European Commission, to Greenland has sparked significant interest and speculation. While Greenland, as a Danish autonomous territory, may not be officially part of the European Union (EU), its strategic importance cannot be overlooked, particularly concerning rare and valuable raw materials coveted by Europe for its green transition initiatives.



Ursula Von der Leyen, the President of the European Commission

Accompanied by Danish Prime Minister, Mette Frederiksen, von der Leyen's itinerary includes a visit to the Faroe Islands before proceeding to Greenland. The primary agenda includes the inauguration of a new European Commission office in Nuuk, the capital of Greenland.

This visit is not merely incidental. The EU is actively seeking to expedite its green transition efforts, and Greenland presents a treasure trove of raw materials essential for this endeavor. Among these are rare earth elements and metals crucial for sustainable technologies. Toas Baert, von der Leyen's advisor on trade and international partnerships, emphasized

the significance of partnerships in processing, producing, and extracting these critical raw materials, considering Europe's limited access to some of them.

Baert highlighted that out of the 34 raw materials identified as critical or strategic by the EU, Greenland possesses approximately 27, presenting immense potential for collaboration. However, realizing this potential requires significant research and investment, an aspect still in its nascent stages.

Responding to this, the Greenlandic government clarified that they possess 25 key raw materials, still a substantial number. Cooperation between the EU and Greenland is envisaged to be conducted with



Fourteenth Edition | 14-2024 | MMXXIV

**WORLD**  
- Geopolitics

mutual respect, with the EU committed to sharing knowledge and creating value for Greenlanders.

Naaja H. Nathanielsen, Greenland's Minister for the economy, trade, and raw materials, hailed the establishment of the new European Commission office in Nuuk as a platform for transatlantic cooperation. Nathanielsen emphasized the benefits of cooperation in mineral extraction for both parties, citing the need for substantial capital and long-term investments, which Greenland lacks.

The development of the mining sector and mineral exports is pivotal for diversifying the Greenlandic economy, Nathanielsen stressed. However, against the backdrop of economic aspirations, efforts for independence from Denmark have intensified in Greenland. Recent legal action, including a lawsuit filed by over 140 women against Denmark for involuntary contraception, sheds light on historical injustices and aspirations for autonomy.

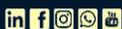
As Greenland navigates its economic future and asserts its sovereignty, its rich resources continue to attract international attention, with the EU poised to play a significant role in shaping Greenland's economic trajectory while respecting its autonomy and aspirations.

Article **END**

The EU and Greenland are now broadening cooperation to the area of green growth with support to renewable energy (especially Power-to-X applications, such as hydrogen production), to biodiversity protection, research coordination, as well as to critical raw materials (CRM).



GLOBAL CHAMBER OF BUSINESS LEADERS



MUBS

**Malta-UAE Business Summit**

Bridging Economy & Culture between Europe and the Middle East

📍 Malta

# yblpc

[www.gc-bl.org](http://www.gc-bl.org)

## WORLD'S BEST FUTURE LEADERS

yblpc Young Business Leaders Program



**JOIN NOW**

Find the Application: [www.gc-bl.org/membership](http://www.gc-bl.org/membership)



The Future Of The Car Industry:

# THE AUTO INDUSTRY IS FACING ITS GREATEST REVOLUTION YET

**AUTOMOTIVE**  
Industry

Global Times Magazine Editorial Team,

**T**he automotive sector finds itself amidst its most significant transformation to date.

Pondering recent decades, one might find scant revolutionary innovations in automobiles. The engine's operation, akin to Carl Benz's invention in 1886, still relies on controlled combustions to propel vehicles forward. Brakes, utilizing friction, function much as they did a century ago. The familiar round steering wheel, tire-clad wheels, and assembly line production introduced by Henry Ford in 1912 remain fixtures of the industry.

While advancements in materials, electronics, and digitalization have undoubtedly improved vehicle quality, a true revolution has been absent—until now. A new wave of industry entrants has challenged traditional methods, ushering in a paradigm shift unlike any seen before.

The conventional approach of designing cars, then integrating electronic components and software, is undergoing a radical reimagining.

The emergence of the software-defined vehicle (SDV) marks a departure from this norm. Here, software acts as the linchpin, seamlessly integrating various elements into a cohesive user experience.

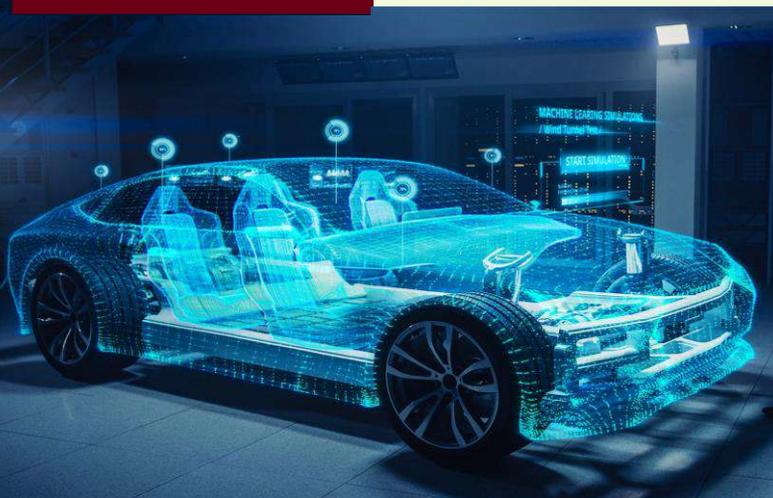
Recognizing flawless code as the new standard of automotive excellence, industry

pioneers prioritize software-centric development. This approach not only accelerates innovation but also enhances adaptability in a rapidly evolving landscape.

The impact extends beyond engineering, reshaping the entire automotive ecosystem. Tesla's introduction of "DOG mode" exemplifies this, addressing customer needs through innovative software solutions.

Yet, the realization of the SDV vision hinges on collaboration between the automotive and semiconductor industries. With vehicles

What will the automotive future look like?



**AUTOMOTIVE**  
Industry

Above image: In electric and hybrid vehicles, semiconductor chips play a critical role in managing battery systems, motor control, and power distribution.

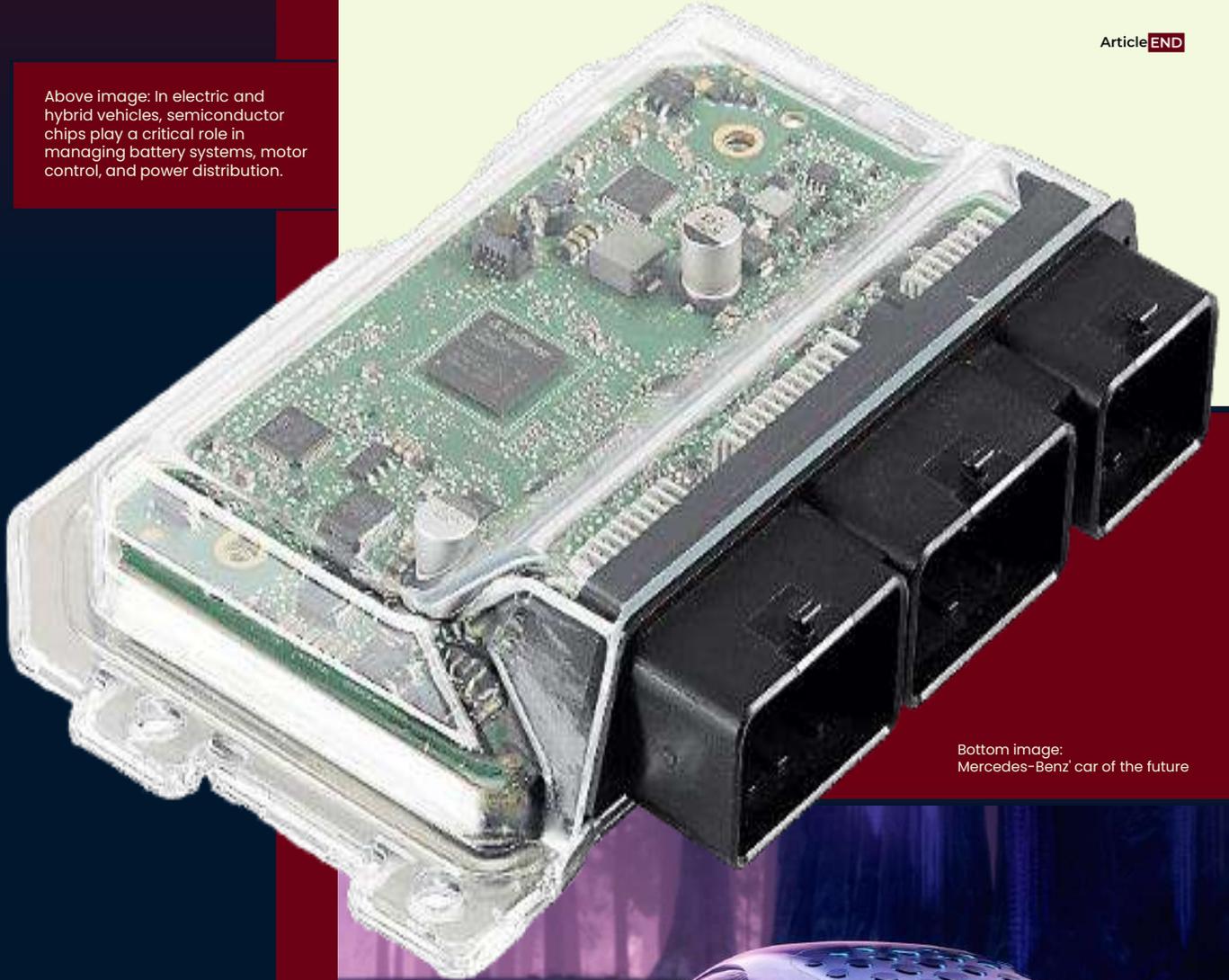
increasingly reliant on electronic systems, demand for specialized chips has surged.

This collaboration presents both challenges and opportunities. By leveraging collective expertise, the industry can create vehicles that are smarter, safer, and more sustainable. Dr. Radowski emphasizes the need for strategic investments, echoing a sentiment prevalent in the mobile communications industry's collaboration with semiconductor manufacturers.

However, differences exist. The automotive sector demands chips resilient to rigorous conditions, necessitating transparency and strategic technology investments.

Now is the time for closer cooperation between the automotive and semiconductor industries. Success hinges on mastering software, chips, and batteries—critical components in shaping the industry's future. Collaboration is key, ensuring the development of superior end products that meet evolving market demands.

Article **END**



Bottom image: Mercedes-Benz' car of the future



# GLOBAL TIMES MAGAZINE



COMING IN *Fifteenth Edition*

## FUTURE BUSINESS CARS WORTH WAITING FOR: 2024 - 2028



*Fifteenth Edition*  
**COMING IN MAY**  
ONLY IN THE  
GLOBAL TIMES MAGAZINE  
[www.gc-bl.org](http://www.gc-bl.org)



World Meteorological Organization Issues Red Alert :

# CLIMATE CRISIS REACHES UNPRECEDENTED LEVELS

CLIMATE CHANGE  
— Challenges —

Global Times Magazine Editorial Team



**I**n a dire warning to the global community, the World Meteorological Organization (WMO) has declared a state of emergency for our planet. The latest report on the State of the Global Climate released by the WMO paints a stark picture of the crisis facing Earth, with record-breaking temperatures and alarming environmental changes.

The year 2023 witnessed the shattering of all previous climate records, with average temperatures soaring to the highest levels seen in the 174 years of recorded history. The increase, a staggering 1.45 degrees Celsius above pre-industrial levels, underscores the urgent need for decisive action to address the escalating climate crisis.

Of particular concern is the unprecedented warming of the world's oceans, which reached their highest temperatures in the past 65 years. Over 90 percent of the global ocean experienced heat waves, highlighting the profound impact of climate change on our marine ecosystems.

WMO Secretary-General, Celeste Saulo, issued a sobering message, describing the current situation as a "red alert" for the world. The alarming rise in ocean temperatures, coupled with the retreat of glaciers and the loss of sea ice in Antarctica, represents a clear and present danger to our planet's delicate balance.

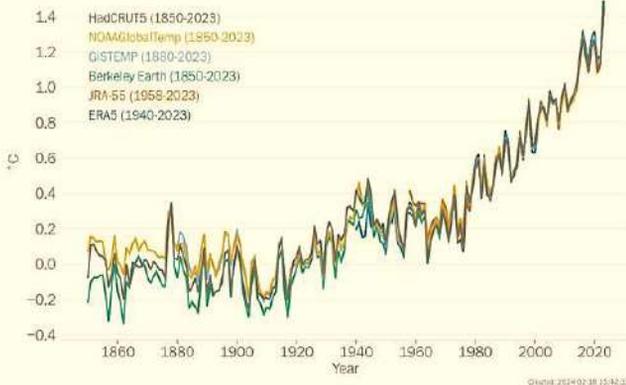
The effects of climate change are not confined to the polar regions. The report highlights a significant reduction in sea ice across Antarctica, with the highest level measured falling one million square kilometers below the previous record.

This drastic decline, equivalent to the size of Egypt, underscores the rapid pace of environmental degradation occurring at the Earth's poles.

One of the most alarming trends highlighted in the report is the accelerated rate of sea-level rise, driven primarily by ocean warming. Over the past decade, sea levels have risen at more than double the rate observed from 1993 to 2002, posing a grave threat to coastal

How did complex life evolve?

Global Mean Temperature Difference (°C)  
Compared to 1850-1900 average





Fourteenth Edition | 14-2024 | MMXXIV

CLIMATE CHANGE  
*Challenges*

communities around the world.

The impact of climate change is felt most acutely in the North Atlantic, where temperatures have soared to an astonishing three degrees Celsius above average. This unprecedented warmth has triggered widespread disruption to marine ecosystems, with many fish species migrating northwards in search of cooler waters.

As the world grapples with the escalating climate crisis, the need for urgent action has never been clearer. The WMO's red alert serves as a wake-up call to governments, businesses, and individuals alike, urging them to prioritize sustainability and take decisive steps to mitigate the effects of climate change.

In the face of unprecedented challenges, concerted global efforts are needed to curb greenhouse gas emissions, protect vulnerable ecosystems, and build resilience to the impacts of climate change.

Failure to act now risks catastrophic consequences for future generations, underscoring the urgency of collective action to safeguard the future of our planet.

Article **END**

## THE STATE OF THE CLIMATE IN 2023 GAVE OMINOUS NEW SIGNIFICANCE TO THE PHRASE "OFF THE CHARTS."

UN weather agency issues 'red alert' on climate change after record heat, ice-melt increases in 2023



10<sup>th</sup> GLOBAL CHAMBER OF BUSINESS LEADERS ANNIVERSARY



This article  
YOU SHOULD NOT OVERLOOK  
[WATCH VIDEO](#)



GLOBAL  
CHAMBER OF  
**BUSINESS  
LEADERS**  
ANNIVERSARY

The biggest opportunities are often out of reach.  
**Everything becomes different with us.**



Successful Business Leaders Way:

# SOME BUSINESS LEADERS LIKE JEFF BEZOS HATE THE PHRASE 'WORK-LIFE BALANCE'

**BUSINESS**  
Leaders

Business Insider, Global Times Magazine Editorial Team

Over the years, CEOs and business leaders have shared their thoughts on the phrase "work-life balance." Some aren't a fan of the phrase and think workers should take a different approach or view. Jeff Bezos, for example, thinks the relationship between work and life is a "circle" instead.

You wouldn't think that the phrase "work-life balance" would be a controversial one. However, the way that different CEOs interpret the term varies greatly. Some think of it as an important thing to maintain, while others hate it or call it a "lie."

Here are some of the hottest takes on work-life balance, given by some of the top business executives in the US.



**JEFF BEZOS**

Work And Life Should Have A Circle, Not A "Balance"



In 2018, Amazon founder, Jeff Bezos said that workers should aim for work-life harmony, not "balance," at an event hosted by Business Insider's parent company, Axel Springer. Bezos also called the concept of work-life balance "debilitating" because it hints that there's a trade-off.

Bezos said that it's not a work-life balance, but "it's actually a circle." Bezos said that if he feels happy at home then it energizes him and makes him more productive at work. Bezos is currently the second-wealthiest person in the world, just behind Elon Musk, with a net worth of \$167 billion, according to the Bloomberg Billionaire Index.



Fourteenth Edition | 14-2024 | MMXXIV

**BUSINESS**  
Leaders

**10**  
GLOBAL  
CHAMBER OF  
BUSINESS  
LEADERS  
ANNIVERSARY



Microsoft

**SATYA NADELLA**

You Should Focus on "Work - Life Harmony"

Satya Nadella, Microsoft's CEO, also thinks that "work-life balance" shouldn't be a worker's goal. Instead, they should focus on work-life "harmony." In 2019, he shared his thoughts with the [Australian Financial Review](#).

Nadella says he used to think that he needed to balance relaxing and working. But, he's shifted his approach, aligning his "deep interests" with his work.

**TIAA**

**THASUNDA**

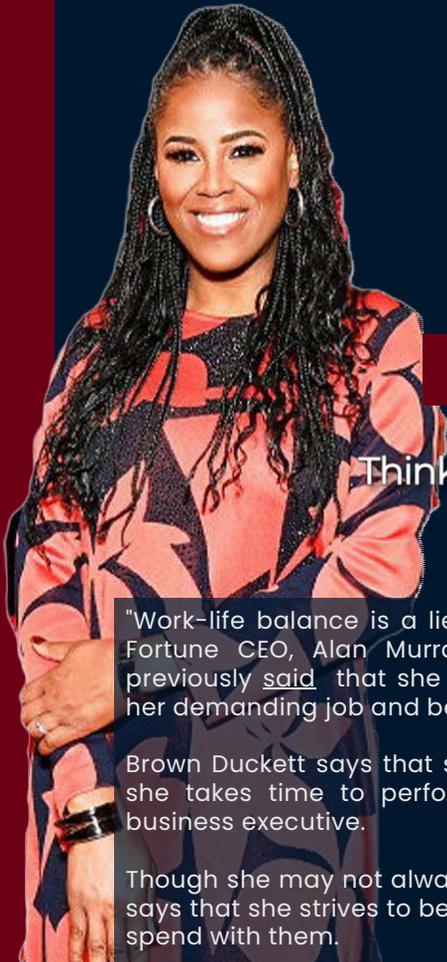
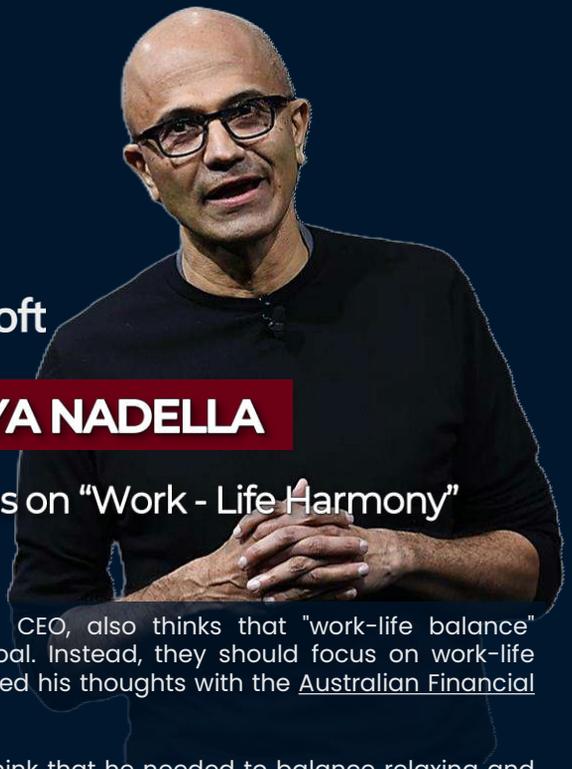
**BROWN DUCKETT**

Thinks The Entire Concept Is A "Lie"

"Work-life balance is a lie," [TIAA CEO Thasunda Brown Duckett](#) told Fortune CEO, Alan Murray earlier this year. Brown Duckett has previously [said](#) that she used to struggle with guilt and balancing her demanding job and being a mother.

Brown Duckett says that she views her life as a "portfolio," and that she takes time to perform different roles like mother, wife, and business executive.

Though she may not always be able to be there for her children, she says that she strives to be fully present during the time she is able to spend with them.





Fourteenth Edition | 14-2024 | MMXXIV

**BUSINESS**  
Leaders

THRIVE  
GLOBAL



## ARIANNA HUFFINGTON

### You Shouldn't Have To Choose Between Work And Life

Arianna Huffington, founder of Thrive Global and HuffPost, told Great Place to Work that we shouldn't view productivity and relaxation as two opposing forces. Huffington said that when one area of your life improves, the other does as well.

According to Oxford University, happy employees are 13% more productive compared to those who aren't happy. Huffington told Great Place to Work that employees should focus more on "work-life integration," since we bring our entire selves to work. Still, Huffington believes that your personal life should always come first.

"While work is obviously important and can give us purpose and meaning in our lives, it shouldn't take the place of life," she told Great Place to Work. "Work is a part of a thriving life, but life should come first."



## ELON MUSK



### Don't Expect Work-Life Balance If You Work For Me

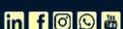
Elon Musk is a known workaholic, and he expects those who work beneath him to be as well.

In 2022, just after Musk had taken ownership of X, he sent out an email to employees telling them to either dedicate their lives to working or leave the company. Musk reportedly made X employees work 84 hours a week. While some people have felt remote work improved their work-life balance, giving them a more flexible schedule to attend to family-related responsibilities, Musk has often criticized it and called it "morally wrong".

Musk holds an even tighter working schedule for himself, though. In 2018, Musk said that he works 120 hours a week, amounting to 17 hours a day. Musk would also sleep on the factory floor at Tesla due to his nonstop work schedule, according to CNBC.

According to Walter Isaacson's biography about Musk, the billionaire would stay at the office overnight and shower at the YMCA when he joined the workforce in 1995. Musk has continued the habit while working at Tesla and buying Twitter, often spending the night at work.

10<sup>th</sup> GLOBAL  
CHAMBER OF  
BUSINESS  
LEADERS  
ANNIVERSARY



# THE IMPORTANCE OF SUSTAINABILITY THROUGH AGRICULTURE IN GUYANA

Suresh Ramkissoon, Delegate for Guyana, Global Chamber of Business Leaders

Sustainability is not just about zero environmental negative impact but about minimizing it as much as possible. After all, we have to take into consideration our social and economic interests. We must find a balance that can pave the way for sustainable development, especially now where our major concern is food security.

That is a concern not only for Guyana but also for the entire Caribbean region and with Guyana holding the position as the breadbasket of the Caribbean region because of our enormous amount of agricultural land and freshwater.

Guyana is a member of CARICOM and CARICOM'S headquarters is in Guyana, and together with the initiative of FAO, we established a goal of a 25% reduction of food importation by 2025. For this to become a reality of sustainability, our best option is to develop our savannah areas for large-scale production of soybean, corn, millet and cattle. Extensive agriculture requires large areas and this is why we are concentrating on savannahs because they can retain a very small amount of carbon dioxide.

In Guyana, we have two savannahs – one is located in Rupununi on our Southern border with Brazil and the other is located in the Berbice area and is known as the intermediate savannah. It is in our interest to preserve our natural rainforest as much as possible. We also need to consider the small farmers, also known as 'Family Agriculture', who will produce food from day to day and sell daily. Family Agriculture refers to persons or families who rear poultry, cattle, goats, sheep; have a small pond with fish; and who cultivate vegetables and fruits in general.

I would put them in the dense forest area because their produce is of higher aggregate value and they'd require less land. Therefore, they won't cut down large portions of forests. So, with this logic, we'll have the least possible negative environmental impact and the greatest possible social and economic response.

In 2021 through an initiative of the Global Chamber of Business Leaders' Guyana Chapter, we accomplished the important mission of bringing large-scale cultivation of soybean, corn and millet to Guyana for the first time. Today, our grain production represents 7% of local demand, and by the end of 2024, our goal is to meet approximately 17% of Guyana's local demand.

“In 2021 through an initiative of the Global Chamber of Business Leaders' Guyana Chapter, we accomplished the important mission of bringing large-scale cultivation of soybean, corn and millet to Guyana for the first time. Today, our grain production represents 7% of local demand, and by the end of 2024, our goal is to meet approximately 17% of Guyana's local demand.”



Fourteenth Edition | 14-2024 | MMXXIV

WORLDHEALTH  
Day

Revolutionary Treatments :

# REVOLUTIONIZING CANCER TREATMENT AND ANTI-AGING: MOLECULAR THERAPY AND SKIN REJUVENATION



Hermann Joe Kagerer & GTM Editorial Team

**M**yClinic24 shares new and innovative approaches in medicine. We would like to inform you about three very innovative treatment options that have been scientifically researched and tested.

## Cancer

More and more people, especially young people, are confronted with Cancer, sometimes malignant Cancer. Today, we can say that many of those affected can be helped.

## Dermatology and Aesthetician Medicine

Skin resurfacing, skin rejuvenation, removal of disturbing skin changes such as warts, scars, skin malformations, benign deformities, skin changes, etc. are completely painless (and be treated) without anaesthesia and it's been scientifically proven.

## Cancer Therapy: Treatment Of Cancer With Dendritic Cells

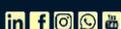
A promising type of immunotherapy for Cancer is the use of dendritic cells. Dendritic cells are a type of immune cell that plays a key role in initiating and regulating the immune response. They can activate T cells, which can then recognize and fight Cancer cells.

The treatment of Cancer with dendritic cells usually involves extracting these cells from the patient's blood. The cells are then manipulated in the laboratory and loaded with tumour antigens to induce a specific immune response against the tumour. The dendritic cells are then returned to the patient, where they stimulate the immune system and activate the T cells to attack the tumour.

This type of immunotherapy has the potential to improve both the efficacy and tolerability of Cancer treatment. As it aims to mobilise the body's own immune system against the tumour, it can lead to a



World Cancer Congress 2024



lasting and specific response, potentially leading to long-term remission or even cure.

Treatment with dendritic cells is very promising. Standard treatment protocols for various types of Cancer are currently being established by specialists and scientists.

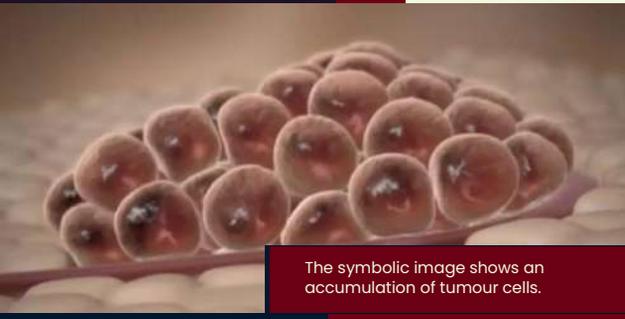
### Some of the key areas that are being further researched are:

**Effectiveness On Different Types Of Cancer:** It is important to determine the types of Cancer for which dendritic cell treatment is most effective and whether it works better in combination with other therapies.

**Efficacy At Different Stages Of Disease:** The effectiveness of dendritic cell therapy can vary depending on the stage of the Cancer. It is therefore important to study its effect at different stages of the disease.

### Optimal Treatment Protocols

Optimal treatment protocols need to be developed or available, including the dosage of dendritic cells, the timing of administration and the combination with other therapies.



The symbolic image shows an accumulation of tumour cells.



The chlorin E6 trisodium salt is a so-called photosensitizer that selectively accumulates in neoplastic tissue, shown here in green.



Just 30 minutes after administration of Chlorin E6, the red fluorescence radiation can be used in diagnostics to localize Cancer cells.

### Production and Administration Of Dendritic Cells

Methods for manufacturing and administering dendritic cells need to be further optimised to maximise their efficacy and reduce costs.

### Safety and Side Effects

It is important to monitor the safety of dendritic cell therapy and to identify and manage potential side effects.

It is therefore crucial that the right therapists and clinics are sought out for treatment. This is because they will ensure further research and conduct clinical trials to understand and realise the full potential of dendritic cell therapy to treat Cancer and ensure patients have access to competent treatment.

The development and approval of drugs based on immunological principles mark important milestones in Cancer therapy. Here are some examples:

1. **Trastuzumab (Herceptin®):** This monoclonal antibody was first approved in the USA in 1998 for the treatment of metastatic Breast Cancer with overexpression of the Her2/neu receptor. Herceptin blocks the activity of this receptor and has been shown to be effective, particularly in patients with Her2-positive Breast Cancer.

2. **HPV Vaccines (Gardasil® and Cervarix®):** The HPV vaccines were first licensed in the USA (Gardasil®) in June 2006 and in Australia (Cervarix®) in May 2007. These vaccines aim to prevent Human Papillomavirus (HPV) infections, which can cause Cervical Cancer and other Cancers. The discovery of the link between HPV and Cervical Cancer contributed to the 2008 Nobel Prize in Medicine for Harald zur Hausen.

3. **Sipuleucel-T (Provenge®):** This autologous cellular immunotherapy was approved in the USA in April 2010 for the treatment of hormone-refractory Prostate Cancer. Sipuleucel-T is based on dendritic cells that

are isolated from the patient's blood and loaded with a prostate-specific antigen. These cells are then returned to the patient to stimulate an immune response against the Cancer. The discovery of dendritic cells and their role in adaptive immunity contributed to the 2011 Nobel Prize in Medicine for Ralph M. Steinman, who tragically passed away shortly before the announcement.

These examples illustrate the importance of researching and applying immunological approaches to Cancer therapy and the recognition of the scientists who have made these discoveries possible. They also show how advances in immunology have helped to create new treatment options for different types of Cancer.

Immunotherapy with dendritic cells is a promising approach to treating Cancer.

Here is a summary of the process:

1. Recognition of Cancer Cells By Dendritic Cells: Dendritic cells play a crucial role in recognising foreign bodies and activating the immune system. They can take up and present tumour antigens and lysates to initiate an immune response against the Cancer.

2. Production Of Dendritic Cells: Dendritic cells can be derived from monocytes, a subset of white blood cells. These monocytes are isolated either by conventional blood collection or by leukapheresis, a method of separating blood cells.

3. Maturation Of The Dendritic Cells: In the clean room laboratory, the monocytes are differentiated into dendritic cells with the help of cytokines and growth factors. During this process, the dendritic cells can be made aware of the Cancer by taking up and presenting tumour antigens.

4. Stimulation Of The Dendritic Cells: The dendritic cells continue to be trained and activated in the laboratory. They are matched to the patient's specific tumour antigens and can also take up tumour antigens in the patient's body.

5. Administration To The Patient: After seven days in cell culture, the 'trained' and activated dendritic cells are returned to the patient like a vaccination into the skin or into a vein. This enables the patient's immune system to react to the tumour antigens and fight the Cancer.

6. Concomitant Stimulation: In some cases, additional concomitant immunologic stimulation with cellular messengers can be performed locally to enhance the immune response.

This process demonstrates how immunotherapy with dendritic cells utilises the body's own immune system to target Cancer cells. By adapting to the individual

Characteristics of the patient and their tumour, this treatment method offers a personalised and promising approach to Cancer.

## Possible Side Effects

Like all medical treatments, immunotherapy with dendritic cells can have side effects. Although the data situation is not yet as comprehensive as for established treatment methods due to the comparatively recent development of these therapies, certain assessments can nevertheless be made.



The chlorin E6 trisodium salt is a so-called photosensitizer that selectively accumulates in neoplastic tissue, shown here in green.



Just 30 minutes after administration of Chlorin E6, the red fluorescence radiation can be used in diagnostics to localize Cancer cells.



The oxygen immediately reacts with components of the tumour cell and triggers a cell-damaging effect in the tumour. This ultimately leads to the death (necrosis) of the tumour.

A promising type of immunotherapy for Cancer is the use of dendritic cells. Dendritic cells are a type of immune cell that plays a key role in initiating and regulating the immune response.



Some of the possible side effects of immunotherapy with dendritic cells are:

1. Flu-like Symptoms: These include fever, chills and tiredness. There may also be redness, swelling and itching at the vaccination site. These symptoms are relatively common and usually subside on their own within a short time or can be treated with the usual antipyretic, anti-allergic or analgesic medication.

2. Dependence On Tumor Location and Type: Other side effects may depend on the location and type of tumour. This means that individual reactions to treatment may vary.

3. Other Rare Side Effects: These include nausea, diarrhoea, vomiting, reactivation of an autoimmune disease, rheumatoid arthritis, thrombocytopenia (low platelet count) and anaemia (low red blood cell count).

In addition, general adverse effects may also occur, as is possible with all injections and infusions.

It is important to note that the most common side effects of cellular immunotherapies usually occur in the days immediately following administration. However, it is also possible that new and previously unknown side effects may occur.

It is advisable that doctors and patients have a direct discussion about the nature and duration of possible general and individual side effects, whereby these should be considered in relation to the hoped-for therapeutic benefit.

## Contraindications

Immunotherapy with dendritic cells may be unsuitable or have contraindications for certain patients. Here are some possible contraindications:

1. Pregnancy: Due to a lack of experience with the treatment of dendritic cells during pregnancy, an existing pregnancy is considered an exclusion criterion.

2. Low Cell Counts In The Blood Count: If the laboratory values show very low, it may not be possible to obtain monocytes, which are required for the production of dendritic cells.

3. Autoimmune Diseases: Other diseases such as autoimmune diseases may also be contraindications and require an individual risk assessment in direct contact between doctor and patient.

It is important to emphasize that this list is not an exhaustive list of all possible contraindications. The decision on the suitability of immunotherapy with dendritic cells should always be made on the basis of a comprehensive medical assessment by the treating physician and taking into account the patient's individual situation.

The duration of treatment with dendritic cells can vary depending on the individual response and course of the disease. In general, the treatment is carried out as a basic immunisation four times at intervals of four to five weeks.

If the therapy responds but the tumour does not regress completely, monthly vaccinations may be recommended until the tumour has completely regressed. If successful, booster vaccinations at longer intervals of between three and six months may also be advisable. Again, the exact duration and frequency of



Fourteenth Edition | 14-2024 | MMXXIV

WORLD HEALTH  
Day

## GLOBAL CANCER STATISTICS

BY 2030, THERE WILL BE A PROJECTED 23.6 MILLION CASES OF CANCER AROUND THE GLOBE.

### Survival Disparity:

Developed countries:  
47% of cancer patients will not survive



Developing countries:  
66% of cancer patients will not survive

Developed countries spend 10-5x more on cancer treatments than developing nations

### The most common cancers are:



### Countries with the higher cancer rates:



### Countries with the lowest cancer rates:



For more information, check our [DINWeekly.com](http://DINWeekly.com)

treatment depends on the patient's individual response to the therapy and should be determined in consultation with the attending physician.

## Additional Concomitant Therapies

The accompanying therapies that can be given in addition to cell-based immunotherapy are extremely varied and should be clarified individually in a direct doctor-patient consultation. Here are some general points to consider:

1. Complementary Medicine Approaches: These include treatments such as acupuncture, traditional Chinese medicine, herbal medicine, homoeopathy, nutritional therapies, supplements and other alternative therapies. These approaches can be used to support the immune system and alleviate side effects.

2. Conventional Medical Therapies: This includes the use of conventional medications and treatments commonly used in conventional medicine. These include painkillers, antibiotics, antidepressants, antiemetics (for nausea and vomiting) and other medications used to relieve symptoms or treat comorbidities.

3. Individualised Consideration Of Concomitant Diseases: Concomitant therapies must take into account the patient's individual needs and concomitant diseases. Sometimes it is necessary for another treatment to be administered before immunotherapy in order to achieve the best possible results. In other cases, different therapies can be combined to achieve synergistic effects.

It is important to emphasise that the choice of concomitant therapies can vary greatly in individual cases and depends on many factors, including the specific type of Cancer, the patient's health status, existing comorbidities and personal preferences. Therefore, a comprehensive assessment and discussion between doctor and patient is essential to develop the best possible treatment strategy.

## Treatment Procedure

The start of treatment includes a thorough medical history and diagnostics. As part of the examination of unused therapy options, a personal consultation is held to evaluate whether cell-based immunotherapy alone or in combination with other therapies can be considered.

For more detailed information, you are welcome to contact the individual MyCLINIC via our central contact point.

Although treatment can be individualised in each case, the following procedure provides an initial guide:

- Before a consultation with one of the MyCLINIC doctors, it makes sense to contact them in advance to clarify, among other things:

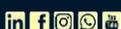
- Which previous findings should be brought along for a personal consultation in order to establish the medical history.

- Whether there are any contraindications to cell-based immunotherapy.

- Whether an appointment at a later date might be more advisable, for example for Cancer patients with very low blood levels following chemotherapy.

- During the consultation with a MyCLINIC doctor, the current medical history is taken and previous examination results are compiled and completed. Treatment options, possible side effects and the costs of treatment will be discussed.

10<sup>th</sup> ANNIVERSARY  
GLOBAL CHAMBER OF BUSINESS LEADERS





Fourteenth Edition | 14-2024 | MMXXIV

**WORLD HEALTH**  
Day

- A current infection serology for HIV, Hepatitis B and C is necessary before starting therapy. Even if the infection status is known, these must be checked again in a certified laboratory shortly before the start of therapy for reasons of product safety and occupational health and safety.

- A current differential blood count is used to determine whether a blood sample or leukapheresis (automatic cell collection and separation of blood components) can be performed to obtain monocytes for immunotherapy.

- If cell collection appears to be possible, it will be discussed whether this should be done by simple whole blood collection or leukapheresis with subsequent elutriation. In the case of a whole blood collection, cells for cell therapy are obtained from around 120-200 ml of blood. In the case of leukapheresis with subsequent elutriation (automatic cell collection and separation of the various blood cells), only certain blood components are collected, while the others are returned to the patient. This enables the collection of cells for multiple vaccinations and reduces the loss of unneeded blood components.

- After monocytes are collected, they are cultured in the laboratory according to different protocols and differentiated into dendritic cells or tolerogenic or regenerative macrophages. Patients receive their own 'trained' cells back after 4-7 days, depending on the protocols.

- Check-ups and follow-up consultations with MyCLINIC physicians and other physicians of the patients must be discussed.

## Global cancer rates

The ten worst countries and the UK cancer rate, per 100,000 of the population

1	Denmark	326.1
2	Ireland	317
3	Australia	314.1
4	New Zealand	309.2
5	Belgium	306.8
6	France	300.4
7	US	300.2
8	Norway	299.1
9	Canada	296.6
10	Czech Republic	295
22	UK	266.9

## Photodynamic Therapy (PDT): An Innovation In The Treatment Of Tumour Diseases

Photodynamic Therapy (PDT) has proven to be a promising treatment method for various types of Cancer, including Skin Cancer, Blad der Cancer, Lung Cancer, Cholangiocarcinoma, Breast Cancer and brain tumours. In this form of therapy, a photosensitive substance, in this case chlorin E6, is introduced into the body, where it accumulates in the Cancer cells. The affected tissue is then irradiated with a targeted laser beam, which leads to a reaction that kills the Cancer cells.

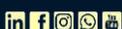
The use of Chlorin E6 in PDT for Prostate Cancer is an innovative approach that is being used in the clinic for the first time in prostate therapy. This special form of PDT enables a more targeted treatment of Prostate Cancer and opens up new ways of treating this type of Cancer.

The advantage of PDT is that it selectively attacks Cancer cells while sparing healthy tissue. This can lead to fewer side effects than conventional Cancer therapies such as chemotherapy or radiotherapy. By using chlorin E6 as a photoactive substance, PDT can now also be used for Prostate Cancer, offering hope for more effective treatment methods for this common type of Cancer.

## Research and Science Is The Success Of This Innovation

The development of Chlorin E6 as a substance for photodynamic therapy is undoubtedly a remarkable advance in the treatment of Cancer. This substance not only enables the detection of tumour cells but also their targeted destruction through photodynamic therapy. This offers physicians an effective way to fight Cancer cells during treatment and improve the effectiveness of the therapy.

The research team's commitment to further improving the formulation of Chlorin E6 demonstrates the ongoing commitment to innovation and the search for new applications for this substance. Research into new indications could help to expand the range of applications of Photodynamic Therapy and allow more patients to benefit from this



promising treatment method.

In addition, the manufacturing company specialises not only in the development of substances for Photodynamic Therapy but also in the synthesis of basic pharmaceutical substances for human therapy. The fact that the company has a pharmaceutical manufacturing license underlines its commitment to the highest quality standards and compliance with all regulatory requirements in the field of drug manufacturing.

Overall, this development highlights the important contribution of research and innovation to the advancement of therapies and the improvement of patient care in the field of Cancer treatment and beyond.

An important component of PDT is the use of photosensitive substances such as chlorin E6. These substances have the ability to accumulate in Cancer cells and make them more sensitive to light. When the affected tissue is then irradiated with special laser light, this

causes the Cancer cells to die while the healthy tissue remains largely unharmed.

The use of photosensitive chlorin E6 makes it possible to target individual tumour cells, enabling precise and focal treatment of Prostate Cancer. This could potentially achieve better treatment results and minimise side effects.

Overall, the use of PDT in Prostate Cancer opens up new possibilities for the treatment of this type of Cancer and shows the potential of this innovative therapy method to help Cancer patients.

Photodynamic Therapy (PDT) using Chlorin E6 for Prostate

Cancer is an innovative treatment method in which the tumour cells are specifically irradiated with monochromatic red laser light, which leads to their death.

This approach is being used for the first time at the Heidelberg Clinic for Prostate Therapy, and Chlorin E6 is produced specifically for each patient in a production facility at the Heidelberg Technology Park.

Chlorin E6 is a photosensitizer that accumulates in tumour tissue and makes it more sensitive to laser light. It has already been successfully tested in phase IIb clinical trials for the treatment of Central Bronchial Carcinoma and showed no serious side effects.

This underlines its potential for the treatment of Cancer.

Photodynamic Therapy with Chlorin E6 is particularly well established in dermatology, where it is frequently used to treat Skin Cancer. The photoactive substance is applied externally to the skin in the form of ointments and then irradiated from the outside with special laser light.

Overall, the use of chlorin E6 in PDT for Prostate Cancer demonstrates the progress made in Cancer therapy and the potential of this treatment method to open up new ways of fighting Cancer.



Photodynamic Therapy (PDT) has proven to be a promising treatment method for various types of Cancer

## Fight Against Tumour Cells

Photodynamic Therapy (PDT) with chlorin E6 offers a highly selective and focal treatment method for Prostate Cancer. Through the targeted accumulation of chlorin E6 in the tumour cells and irradiation with monochromatic laser light, the energy of the light is transferred to the photosensitizer, which leads to the production of singlet oxygen. This highly reactive oxygen reacts with the biological components of the tumour cell and leads to its death, while the surrounding healthy tissue remains largely unaffected.

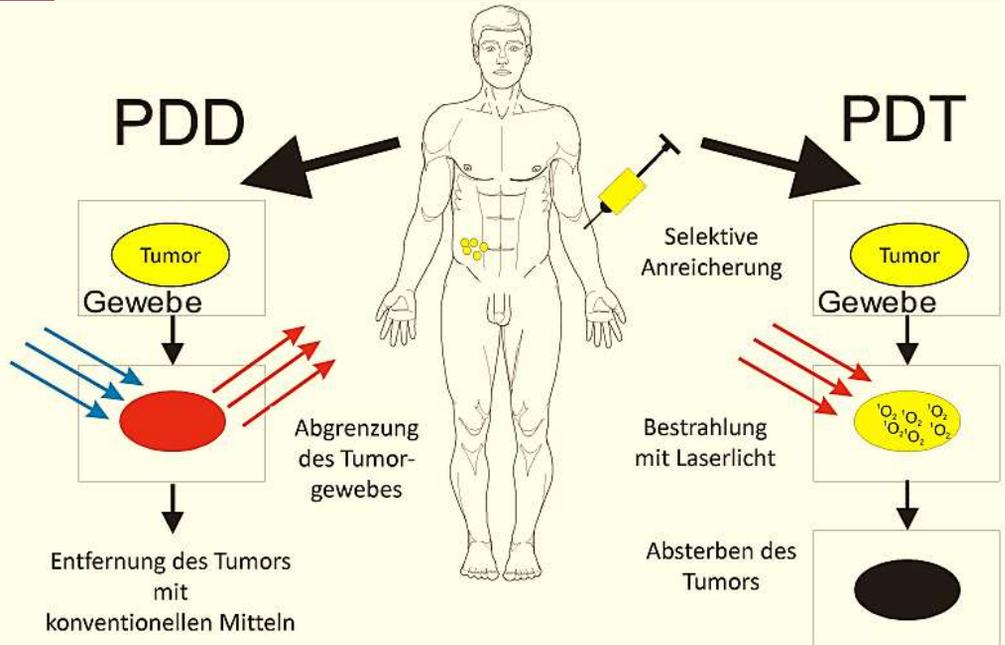


Photo: Klinik für Prostata-Therapie in Heidelberg

PDT is considered a focal therapy as it focuses on treating the tumour specifically without affecting the entire organ. Compared to other focal therapy methods such as the HIFU method or irreversible electroporation (IRE), PDT with chlorin E6 offers the advantage that it only attacks the individual tumour cells and spares the surrounding healthy tissue.

Other treatment methods such as the Tookad procedure, which is also focal, aim to close off the tumour vessels supplying the tumour but this can lead to the death of part of the prostate. In contrast, PDT with Chlorin E6 offers a more precise treatment that targets only the tumour cells and has the potential to preserve important anatomical structures such as the bladder sphincter, which supports functional preservation.

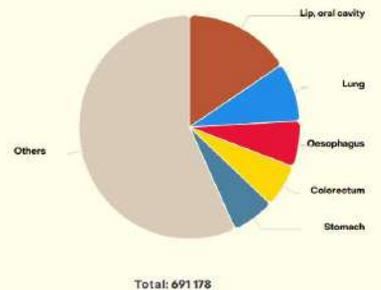
Overall, PDT with Chlorin E6 opens up new treatment options for Prostate Cancer patients and demonstrates the potential of this innovative therapy method to improve the effectiveness of Cancer treatment and maintain patients' quality of life.

Photodynamic Diagnostics (PDD) and Photodynamic Therapy (PDT) are two interlinked procedures that can be used together for the diagnosis and treatment of Cancer.

In PDD, a fluorescent dye, such as chlorin E6, is introduced into the body via a catheter. This dye is increasingly absorbed by tumour cells and allows the tumour area to be better visualised during an examination, such as cystoscopy, especially when the tissue is irradiated with blue light. This procedure, known as fluorescence endoscopy, facilitates the localization and visualisation of tumours, allowing for a more precise diagnosis.

After diagnosis, PDT with Chlorin E6 can be used as a treatment option. After the injection of Chlorin E6, the tumour cells have absorbed the substance. Irradiation with special laser light triggers a chemical

### Males



Rank	Cancer site	Number of cases	Percent
1st	Lip, oral cavity	107 812	15.6%
2nd	Lung	58 970	8.5%
3rd	Oesophagus	45 608	6.6%
4th	Colorectum	43 360	6.3%
5th	Stomach	43 060	6.2%
-	Others	392 368	56.8%



Fourteenth Edition | 14-2024 | MMXXIV

**WORLD HEALTH**  
*Day*



**Skin Resurfacing:** The treatment promotes even skin resurfacing, allowing the surrounding, untreated skin to signal the extracellular matrix for growth and wound healing.

reaction in the tumours that produces singlet oxygen. This highly reactive oxygen leads to the death of the tumour cells. PDT therefore offers a targeted and effective treatment method for Cancer, whereby the surrounding healthy tissue is largely spared.

Overall, Photodynamic Diagnostics and therapy enable a precise and individualised approach to the diagnosis and treatment of Cancer, with PDT acting as a promising treatment option to target tumours and improve patients' quality of life.

Compared to surgical, chemotherapeutic or radiotherapeutic procedures, Photodynamic Therapy (PDT) with Chlorin E6 is significantly less stressful for the patient. This is due to the selective effect of PDT, in which the healthy tissue is largely spared while the tumour cells are specifically targeted. In addition, the side effects of PDT are generally low, which makes it an attractive treatment option.

The Clinic for Prostate Therapy in Heidelberg has achieved a unique position worldwide with the use of PDT and Chlorin E6 in the treatment of Prostate Cancer. This innovative therapy method has a high probability of slowing down or even temporarily stopping the growth of the tumour.

Controlled clinical approval studies for the treatment of Bronchial Carcinoma have already been completed for Chlorin E6, confirming the efficacy and tolerability of this substance. Based on these findings and further application experience, it is known that the side effects of Chlorin E6 are low. It is expected that studies on the use of chlorin E6 for the treatment of Prostate Cancer will follow.

Overall, PDT with Chlorin E6 shows promising results in the treatment of various types of Cancer and offers patients an effective and gentle treatment option with few side effects.

### **Anti Aging, Forever Young, 10 Years Younger With Skin Therapy: No Anesthesia, No Pain During Treatment**

Skin rejuvenation with the B-Laser is a non-invasive cosmetic treatment that aims to improve skin texture, reduce wrinkles, refine skin texture and brighten the complexion. B-Lase is a well-known manufacturer of medical and cosmetic lasers and their systems are used in various medical and aesthetic applications.

The B-Lase laser uses laser light to treat targeted areas of the skin. It can offer different wavelengths and settings depending on the individual needs of the patient and the goals of the treatment. The most common applications of skin rejuvenation with the B-Lase laser include:

1. **Wrinkle Reduction:** The laser can help smooth fine lines and wrinkles by stimulating collagen production and improving skin texture.
2. **Skin Tightening:** By stimulating collagen production, the laser can help to improve the elasticity of the skin and make it appear firmer.
3. **Skin Texture Improvement:** The laser can minimise imperfections in the skin texture, such as acne scars or other scars.
4. **Skin Lightening:** For pigmentation disorders such as sun spots or age spots, the Biolase laser can help to lighten the skin and promote an even complexion.

**10** GLOBAL CHAMBER OF BUSINESS LEADERS ANNIVERSARY



5. Improving The Appearance Of The Skin: Treatment with the B-Lase laser can improve the overall quality of the skin, making it look more radiant and youthful.

B-Lase laser treatment is often preceded by a detailed consultation to discuss the patient's individual needs and expectations. The treatment itself can usually be performed in a dermatologist's or aesthetic professional's office and usually requires no downtime.

However, it is important to note that the results and experience of treatment can vary from person to person. It is recommended to consult with a qualified professional to determine if B-Lase laser skin rejuvenation is the right option for you and to set realistic expectations.

The features and benefits of B-Lase laser skin resurfacing therapy are as follows:

**FDA-Approved:** The specialty laser has FDA approval, which means it is recognised as safe and effective for dermatologic skin resurfacing therapies.

**Stimulation Of Collagen:** The laser perforates the outer layer of the skin (epidermis) and heats the underlying skin (dermis), which stimulates the growth of collagen. Collagen is a protein that improves the firmness and structure of the skin.

**Even Skin Resurfacing:** The treatment promotes even skin resurfacing, allowing the surrounding, untreated skin to signal the extracellular matrix for growth and wound healing.

**Ergonomic Handpicked:** The handpiece of the laser is ergonomically designed and fits comfortably in any hand, allowing the practitioner to use it precisely and comfortably.

**No Anesthesia Required:** For many procedures, no local or topical anaesthesia is required, which increases patient comfort.

**Lower Risk Of Complications:** Compared to more invasive procedures, there is a lower risk of complications, which increases the safety of the treatment.

**Proven Wavelength:** The laser uses a proven wavelength that allows effective treatment of the entire face and can reach the dermis layer.

**Disposable Applicators:** The laser uses disposable applicators, which ensures patient safety by reducing the risk of cross-contamination.

These features and benefits make B-Lase's laser an attractive option for skin resurfacing therapy that is both effective and safe.



**IN THE NEXT ISSUE, READ ABOUT:**

**BEAUTIFUL LEGS - BEAUTIFUL BODY**

*MyCLINIC24* specialises in the treatment of various vascular diseases and associated problems such as varicose veins, lymphoedema and chubby legs. Varicose veins are dilated and abnormal veins that are often accompanied by symptoms such as pain and swelling.

These modern treatment methods for varicose veins include techniques such as endovenous EVA-RF and laser therapy, sclerotherapy/endovenous radiofrequency ablation. These minimally invasive procedures aim to close or remove the abnormal veins to relieve symptoms and restore a top aesthetic appearance.

**CHECK-UP INNOVATIVE LABORATORY MEDICINE**

*MyCLINIC* informs you about specialised laboratory services and diagnostic check-ups. These services include a wide range of medical tests and examinations aimed at checking patients' health in good time and detecting medical problems at an early stage.

Diagnostic check-ups are comprehensive health assessments that combine various medical tests and examinations to create a comprehensive picture of an individual's health. Such check-ups can help to identify potential health problems early and set individual health goals.

It is advisable to visit *MyCLINIC's* website or contact the company directly to learn more about the specific lab services and diagnostic check-ups they offer.

**MODERN PAINLESS DENTAL TREATMENT - DENTAL IMPLANTOLOGY**

Dentistry, Implantology, Aesthetic Dentistry

Each of us knows the annoying dental treatment, accompanied by the shrill whistling, turbine drill, accompanied by the thick painful cheek, the painful anaesthesia etc..

One of the most modern, scientifically proven laser systems in the world ensures that all these negative influences and conditions are a thing of the past.

It is possible to undergo modern dental treatment without anaesthesia, without pain, without swelling and high-pitched noises, which is a blessing for children who inevitably have fears of dental treatment.

In addition, *MyCLINIC24* also offers treatments for Lymphoedema, which can cause swelling caused by an accumulation of lymphatic fluid.

These treatments can include a combination of manual lymphatic drainage, compression stockings and other therapeutic approaches to alleviate symptoms and improve patients' quality of life.

Overall, *MyCLINIC24* focuses on providing state-of-the-art and effective vascular disease treatments to improve the health and well-being of their patients.

In addition to these medical treatments, *MyCLINIC24* offers non-surgical body sculpting procedures. These procedures aim to sculpt and tone the body by reducing excess fat and improving contours without the need for surgical procedures. This can be an attractive option for individuals looking for aesthetic improvements without having to undergo surgery.

*MyCLINIC24* offers a comprehensive range of medical and aesthetic services aimed at improving the health and appearance of patients. Interested individuals can contact the clinic for more information on the treatments and services offered.

# MIKrovent, the lungs of your home.

Local ventilation systems with central control via the cloud, with air flows from 35 m<sup>3</sup>/h to 800 m<sup>3</sup>/h.

MIKrovent



## WHY IS INDOOR AIR QUALITY SO IMPORTANT?

### Did you know?

- We need **11,000 liters** of air per day per person.
- We spend **90%** of our **time indoors**.
- **Indoor** environments are up to **5-6 times more polluted** than outdoor.
- **96%** of households have at least **one problem** related to **indoor air quality**.
- **86%** of indoor air has high levels of **harmful particles**.
- **71%** of indoor air has the potential of **harmful chemicals**.
- **40,000** deaths/year from UK air.

### Quality indoor air contributes to:

- **39%** reduces the rate of sick leave in the EU.
- **44%** cost reduction in the EU.

Source: IAQ, EPA, RCPI



MIK, d.o.o., Celjska c. 55, 3212 Vojnik, Slovenia

### Why is MIKrovent best ventilation solution?

100%  
fresh air

It ensures 100% exchange of bad air with fresh air.



saves energy

By recuperating air heat, we reduce heating and cooling costs.



filters clean the air

By filtering the air, it keeps educational, work environments, and your home healthy.



harmful

It prevents the intrusion of unwanted odors, pollen, solid smog particles, carbon, and noise.



remove

It removes bad air, improves the quality of your living, ensures mental concentration, and consequently productivity.



remove

It removes aerosols from the air and prevents the transmission of bacterial and viral diseases.

 **MIKrovent**  
Breathe fresh air

**ORDER NOW**  
at [mikrovent.io](http://mikrovent.io)



control

You can control it through the cloud with an optional air quality meter to monitor radon, VOC, CO<sub>2</sub>, humidity, temperature, and pressure.

## SUSTAINABLE DEVELOPMENT GOALS 2030

Mehmet Ihsan Kalkan, Delegate for Türkiye, Global Chamber of Business Leaders

Sustainability helps to secure the future of the planet by protecting the world's resources. Sustainability includes ecological, economic and social conditions. It is the duty of every individual to both protect and develop these resources.

The United Nations adopted the Sustainable Development Goals, a global call to action in 2015. This call to action serves as a roadmap to achieve sustainable development by 2030. The Sustainable Development Goals consist of 17 global targets, a call to action consisting of 17 universal goals applicable to countries at different levels of development. It sets out a road map to be completed in 2030 to eliminate poverty, protect our planet, ensure that all people live in peace and prosperity and create a framework for global and local sustainable development practices.

It is very important for today's modern-day leadership and companies to comply with these 17 articles determined by the United Nations for sustainability and they should prepare a report on their work on these issues in their annual activity reports and share it with the public. These reports will shed light on the work done by the leaders and also will contain supporting ideas for a better and more livable world. For that expectation from the business world and modern-day leadership regarding the achievement of goals is to adhere to responsible business practices, create opportunities to find solutions to social problems by maintaining the spirit of innovation and co-operation. Modern-day leadership that wants to take action and advance the Sustainable Developments Goals should first start their sustainable journey by developing responsible business models.

As we know, the latest developments and changes in the world, especially wars, climate changes, economic conditions, poverty and injustice, show us the fact we need to work harder together. Especially today, in a world where it is possible to reach everything through the internet, social media and other communication channels, we must be able to use information, education and advanced potential much more effectively for the development and protection of the world.

As we know, the changes taking place in the world, along with development, have resulted in resources becoming increasingly scarce and deformed.

The leadership model of 'sustainable leadership' is the concept of leadership to draw its conceptual framework and to determine how it will evolve in the future.

”

“As we know, the latest developments and changes in the world, especially wars, climate changes, economic conditions, poverty and injustice, show us the fact we need to work harder together. Especially today, in a world where it is possible to reach everything through the internet, social media and other communication channels, we must be able to use information, education and advanced potential much more effectively for the development and protection of the world.”

# Publicity & Advertising

2024

GLOBAL TIMES MAGAZINE  
MEDIA DATA & PUBLIC RELATIONS

DON'T HESITATE TO  
CONNECT WITH US

**NOW**

Together, we will collaborate to discover the optimal approach to showcase you or your business.



CONTACT US:

[global.times@gc-bl.org](mailto:global.times@gc-bl.org)



## *Adriana Baroness von Runic Whittington*

# A CHILD'S LAUGHTER IS THE GREATEST BEAUTY OF LIFE

Adriana Baroness von Runic Whittington

Adriana Baroness von Runic Whittington may possess 'royal heritage' but you won't find her primping and preening like a fairytale's queen on the average day. She has dedicated her life to giving to others by way of the universal language of music.

Explaining her heritage, she said, "The Baroness is the descendant of the Barons von Runic who were awarded the title by HRH Empress Maria Theresia of Austria after The Last Battle of Vienna against the Ottoman Empire in 1754."

The Baroness is a Flautist and the Founder of Babies Music School Worldwide. Recalling her early years, she shared, "My mother sent me to the creative school where we lived in Munich, Germany. The Rudolf-Steiner-Schule Schwabing, where in prep-school, all kids were taught (to play the) recorder. As a teenager, I joined the school orchestra playing the silver concert flute.

At the age of sixteen, I was determined to take music as my profession and had my debut in Munich with the Joseph Haydn Flute Concerto. Soon after, I was accepted to full-time music study at the Richard Strauss Conservatory, which culminated in the masterclass of world-renowned flautist, Irena Grafenauer, who liaised with the Mozarteum in Salzburg."

The Baroness has had enviable opportunities and widespread popularity over the years. "My Post-Grad study I completed at University College Dublin with Sir James Galway, 'the first flute millionaire in history'. Teaching music and writing curricula for music, joining Capella Monacensis Ensemble for Early Music, starting my own flute school, playing in orchestras, recording work, accomplishing a music therapy course with John Clark of BallyTobin County Kilkenny in Ireland, creating The Sound Sculpture for the first International Women's Day celebration in Ireland commissioned by the Irish Arts Council, lecturing at the Steiner Colleges in Austral-Asia, solo concerts and chamber music with the Irish Chamber Orchestra, fill the menu of my flautist bio, just to mention some."

The thrill of music impacted her from her earliest years though. "Born to a Serbian aristocrat mother and accomplished pianist, music was put into my cradle. I consider music as my first language followed by many more. I still remember the moments of thrill when I was a toddler regularly spending time underneath the grand piano when my mother





Concert Flutist, Baroness Adriana

*Adriana Baroness von Runic Whittington*

**A CHILD'S LAUGHTER IS THE GREATEST BEAUTY OF LIFE**

**INTERVIEW**  
*With Excellence*



was practicing the masterpieces of her repertoire. Then, my excitement when I got up on my feet to stretch my hands and touch the keyboard above my little head. I could hear and feel the sound of tones. This experience sent me to paradise!”

About her entrepreneurial path, The Baroness shared, “In 2014, a mothers’ and babies group in Sydney, Australia, approached me with the wish to design a personalised music program for them. The mothers were 40-plus corporate and business women who didn’t want to miss the opportunity of having a baby. Some didn’t even have a dad for the child as they had chosen IVF. At the time, Neuro-Science Research out of California had published data that music was essential for human health and development, starting in pregnancy already in Week Thirteen. What was their secret? Mother’s voice and heartbeat, music by Bach and Mozart, everything else after that!”

What was the Baroness’ rationale or motivation for continuing on and opening a business that provides music tutoring services for babies and parents?

“My brand carries the term ‘school’ on purpose because I personally oppose it and will revolutionise it through my method. My mission

statement is ‘Let your child’s genius shine!’. I sing it in many languages and mean it literally; the baby brings all potential with her/him through birth, it’s like the smallest seed that has the potential to grow into a huge tree to bear fruit.”

Describing her creative process in a nutshell, she responded, “Creativity is an infinite source. The spark of inspiration can be experienced when we play music, sing or dance together. I have all my life practiced to touch people’s hearts with my song or story and (have) unlocked their creativity within themselves. I have developed a toolbox with fourteen tools to help in pregnancy, birthing and parenting to nourish, protect and help the child’s genius to shine - to come into its own full potential later in life. Examples are shown in video clips on my website.”

While love of music is a motivating factor, she is an entrepreneur like any other entrepreneur. She would have faced challenges and setbacks at first, not to mention her having a niche business.



Workshop facilitator, creating musical instruments from packaging material,



Adriana the music teacher

*Adriana Baroness von Runic Whittington*

**A CHILD'S LAUGHTER IS THE GREATEST BEAUTY OF LIFE**

**INTERVIEW**  
*With Excellence*



"In my case and narrative, I didn't plan a business, brand or marketing strategy as everything happened organically in a sequence of events following each other, which carried me across three continents in ten years and successfully reached millions of people. To be able to make a mum happy, relaxed and give her confidence, especially in the postpartum phase, reflects back on the baby. Where there is a happy baby, there is a happy mum and where there is a happy mum, there is a happy dad!"

The Baroness continued, "Nevertheless, for me personally, experiences of a setback certainly happened with investors who wanted to scale my business and saw infinite market opportunities. BMS has delivered and never ceased to develop products continuously. We offer a parent handbook in English and Chinese languages, turf-silk with EMF protection and an audio library with lullabies in various languages. We are working on a new product of online courses. Our Business Council is presently raising funds to attract investment."

Asked how her business has flourished over the years and what she thought were three contributing factors to her success, the creative educator said, "Name and fame have definitely grown, and with it, our communities on social media. Our first little star, 'Baby Samuel', is now a healthy schoolboy in

Tasmania having developed a great love for music and singing, as much as for sports and academia. He is our living proof! Another important contribution to guaranteed success is my love and enthusiasm for music, singing and the Arts in general, as is my inner child's curiosity for people and places and my endless potential to inspire others to sing, even if they are afraid of it."

Kindergarten students have also benefitted from her vision. "Early Childhood Music has another secret. Rudolf Steiner developed a creative education method based on 'The Knowledge of Man' that shows that the child's appropriate music in its first seven years of life needs pentatonic - five tone scale tunes, which are also found in all indigenous world music cultures. Pentatonic music has harmonising, relaxing and healing properties. BMS works with specially made acoustic music instruments in this format and preferably in Hz 432 (or even lower Hz 429.62 living water frequency. My method is playful, fearless, inter-active, inclusive with no space for making a mistake and even less space for fear of making a mistake."



Adriana "Face Of Brand" BMS

Speaking more on her offerings, she divulged, "My programs vary from 'Musica In Utero' to Corporate Team-Building and Music Therapy for patients of Dementia and Autism.

• Musica In Utero: An extremely successful seminar for obstetricians, midwives, doulas, ante and post-natal birthing programs and parents who seek ways to communicate with the baby in the womb. The music is always based on the human voice, natural sounds, listening to masterpieces of Bach & Mozart, reviving the culture of lullabies worldwide and learning to express ourselves and communicate in creative, fun and respectful ways in the language of music. Music speaks to all living beings and is therefore called the first language of creation.

• Corporate Team-Building: We sing the company's values and mission statements in a four-voice choir; no music knowledge or rehearsals required, in any size of group.

• Music Therapy workshops and individual sessions.

"I work in an associate format where my team and colleagues are co-creators and co-entrepreneurs carrying responsibilities based on individual competencies. We have worked successfully on three continents - Australia, Asia and Europe, of which China was the highlight and our brand has its own standing there."

In her opinion and from her personal experiences, how does she think

*Adriana Barones von Runic Whittington*

**A CHILD'S LAUGHTER IS THE GREATEST BEAUTY OF LIFE**

**INTERVIEW**  
*With Excellence*





Initial image of BMS Worldwide.  
Adriana and Baby Samuel,  
Sydney 2010

*Adriana Baroness von Runic Whittington*

**A CHILD'S LAUGHTER IS THE  
GREATEST BEAUTY OF LIFE**

**INTERVIEW**  
*With Excellence*



music impacts a child's overall development?

“Let me share two fundamental aspects. One is the ‘music’, as (in) the innate sound of a mother’s voice and heartbeat that can’t be replaced by anything in this world. The lullaby that the black puma sings at dusk to her cubs in the Amazon Forests; the whale that sings for three years to her nursing calf in the world’s deepest oceans; or the prisoner who survived solitary confinement in a high-security prison, singing his mother’s lullaby remembering from his early childhood; and all the mothers singing lullabies to their babies in the fastest growing slum of the world in Nairobi, who have nothing more but a mother’s milk and a song. Doesn’t that speak for itself indeed?”

The second point that I want to make is BMS’ research-based evidence by neuro-brain-science in the United States shows that data collected of brainwave functions of the foetus in the womb (unrelated to ethnicity, eco-socio background and race) have chosen the mother’s voice, singing and her heartbeat as best music; second, came masterpieces by Johann Sebastian Bach 1685-1750; third, came masterpieces by Wolfgang Amadeus Mozart 1756-1791. All unborn



Adriana featuring in Flute Festival in Guandong, China

babies though, confirmed equally, their dislike of techno music, heavy bass and noise.”

Continuing, she said, “One (piece of) advice is to keep kids away from heavy bass, techno, noise, too much stimulation, sugar and digital games in a world that is becoming more anti-child. We need to provide the kids with free space in natural environments that fosters fantasy and brings out individual creative potential. We encourage like-minded parents and kids to network and build communities to celebrate the precious time of golden childhood, together with playing musical instruments (as simple as a wooden box, silver spoons, sticks and tins), singing songs and dancing the dances of their ancestry. A great secret lies when the mother sings the song to her child that she used to sing already during pregnancy and birthing. Always choose a music teacher who has the biggest heart, not the highest Degree.”

Speaking of choosing, one of her professional highlights saw her being the best choice for a major opportunity. “In the millennium years living in Sydney, Australia, I had the honour of being contracted by the Judy Cassab Foundation, to become the personal Music Therapist of the late Judy, at the time, an elderly lady suffering from severe Dementia. OBE Judy Cassab herself had contributed to British-Australian art and culture. Her life was dedicated to portrait art which had revolutionised the Sydney scene after WW2, when finding herself as a Jewish refugee and already accomplished woman artist from Europe, in a foreign environment.

*Adriana Baroness von Runic Whittington*

**A CHILD'S LAUGHTER IS THE GREATEST BEAUTY OF LIFE**

**INTERVIEW**  
*With Excellence*





Adriana in action:  
Charleville Castle, Ireland,  
Mother And Child Festival

Regular classical music and art sessions embellished by my songs in her mother tongue of Hungarian, helped the 95 year old Lady to find the paint brush again, which culminated in a self-portrait in life-size, a co-creation together with the late artist, Philipa Butitta. This masterpiece was shown in the prestigious Archibald Art Prize in the Gallery of New South Wales in Sydney."

With her eyes on the near and distant future, the Baroness stated, "My future calling is to bring healing frequency through new clothing and fabric innovation of Turf-Silk with EMF protection on the market. The future is with our children. My vision is to share my program worldwide for kids of all ages with the emphasis on 'detox from sugar and digital games'.

This program has been tested successfully in Europe and China. We have (also) implemented a school program of our own production of a songbook for kids, which can be put into the audio system in a car. The success was evident. Kids and parents arrived happier at school and the school community had their own song culture established."

*Adriana Baroness von Runic Whittington*

**A CHILD'S LAUGHTER IS THE  
GREATEST BEAUTY OF LIFE**

**INTERVIEW**  
*With Excellence*

As she and her team celebrate their tenth anniversary this year in 2024 and she reminisces, is there anything she has regretted or would have done differently at the start of her entrepreneurial journey?

Said the Baroness, "To be honest, I never regret, I learn! If I could change something, I would have packed my bags and joined 'The Cultural Caravan' from Berlin to Tibet in the nineties that my now life's partner, Maestro Miha Pogacnik Naval, had created."

As life continues to caress her soul with the soothing notes of enthusiasm, love and creativity, she focuses on cherishing it all. "I enjoyed the journey with all its ups and downs and the great people I met on this path, which I believe has only started!"





[members@gc-bl.org](mailto:members@gc-bl.org)

**JOIN US NOW**



Becoming A Valued Member Of The Global Chamber Of Business Leaders Is A Privilege That Not Everyone Can Afford, So Take Advantage Of The Opportunity And JOIN US NOW And Be The Vanguard Of The Future!

Future Of Tobacco:

# STUDY UNVEILS LIFE-EXTENDING BENEFITS OF SMOKING CESSATION

**WORLDHEALTH**  
*Day*

Global Times Magazine Editorial Team

In the ongoing battle against the pervasive scourge of tobacco addiction, a groundbreaking study has illuminated a path to longer, healthier lives for millions worldwide. Despite decades of public health campaigns and widespread knowledge of the hazards of smoking, chronic tobacco use continues to exact a devastating toll on global mortality rates. However, amid this grim landscape, a beacon of hope emerges from the latest research, offering compelling evidence of the transformative power of quitting smoking.

Chronic smoking stands as the foremost contributor to premature death on a global scale, a grim reality underscored by the staggering statistic that approximately a quarter of all deaths among middle-aged adults in Europe and North America can be attributed to tobacco use. This stark toll on human life underscores the urgent imperative for bold, effective measures to combat this public health crisis.

In pursuit of a deeper understanding of the profound impact of smoking on longevity, numerous studies have sought to quantify the deleterious

effects of tobacco consumption. Among the most notable findings is the revelation that smokers typically endure lives shortened by an average of 10 years compared to their non-smoking counterparts. This sobering statistic, published in the esteemed journal, JAMA, serves as a stark reminder of the toll exacted by chronic tobacco use on human lifespans.

Further insights into the mortal toll of smoking emerged from a seminal study conducted by researchers at the University of California, Berkeley, and published in the Wellness Letter. Their findings revealed a striking correlation between cigarette consumption and diminished life expectancy, with each pack smoked robbing individuals of a day and a half of precious life. For those ensnared in the grip of a pack-a-day habit, this equates to a staggering loss of nearly two months of life each year, amplifying the urgency of smoking cessation efforts.



Stopping smoking as early as possible is important, but cessation at any age provides meaningful life extensions.

Building upon this foundation of knowledge, a study published in the British Medical Journal provided further evidence of the profound impact of smoking on longevity, elucidating that each cigarette smoked diminishes life expectancy by a harrowing 11 minutes. This grim calculus underscores the urgent imperative for concerted action to curb tobacco consumption and safeguard public health.

While the dire consequences of chronic smoking are well-documented, a ray of hope emerges from the growing body of research highlighting the transformative benefits of smoking cessation. In recent decades, concerted anti-smoking campaigns waged by nations across the globe have yielded tangible results, prompting many individuals to abandon tobacco use before the age of 40.

This demographic shift has facilitated robust research into the impact of smoking cessation on health outcomes, offering new insights into the potential for life-extending interventions.

A landmark meta-analysis, published in The New England Journal of Medicine, synthesized data from four national studies conducted in the United States, Canada, Norway, and Great Britain. This comprehensive

analysis, encompassing a diverse population of 1.48 million adults over a 15-year period, sought to quantify the impact of smoking cessation on overall mortality rates.

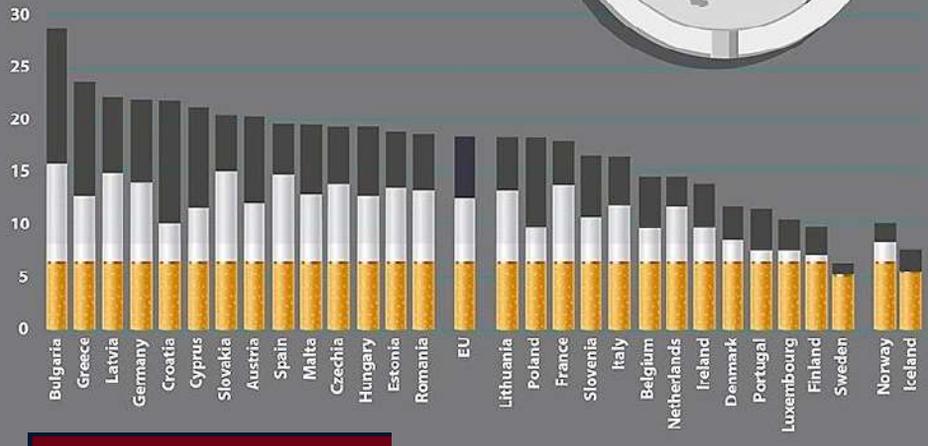
The findings of this seminal study were nothing short of revelatory, underscoring the profound benefits of quitting smoking for long-term health outcomes.

Among its most striking revelations was the revelation that individuals who ceased tobacco use reduced their risk of premature death by up to 90% compared to persistent smokers, offering a powerful testament to the life-saving potential of smoking cessation.

## Proportion of daily cigarette smokers by level of consumption, 2019

(% people aged 15 and over)

Fewer than 20 cigarettes per day | 20 or more cigarettes per day



CHRONIC smoking is still the leading cause of premature death globally today. Despite efforts by many countries to reduce this bad habit, as many as a quarter of all deaths among middle-aged adults in Europe and North America are attributed to smoking.

Moreover, the study shed light on the nuanced relationship between age and the benefits of smoking cessation, revealing that those who quit before the age of 40 experienced the most substantial gains in life expectancy. Remarkably, quitting smoking before this critical threshold restored mortality rates to levels observed in non-smokers within just three years of cessation, underscoring the rapid restoration of health following tobacco cessation.

Even among older individuals, the benefits of smoking cessation were palpable, with significant reductions in excess mortality observed across all age groups. While the magnitude of life expectancy gains varied according to age at cessation, the study reaffirmed the universal benefits of quitting smoking at any stage of life, offering a ray of hope for individuals seeking to improve their health outcomes.

In light of these compelling findings, the imperative of promoting smoking cessation initiatives cannot be overstated. While the optimal time to quit undoubtedly lies in early adulthood, the study affirms that it

is never too late to reap the benefits of tobacco cessation, offering a glimmer of hope for smokers of all ages.

Amidst the myriad challenges confronting public health in the 21st century, the findings of this groundbreaking study offer a beacon of hope for smokers worldwide. With every cigarette not smoked representing a potential gain in life expectancy, the transformative power of smoking cessation shines forth as a powerful tool for enhancing longevity and well-being.

As the global community grapples with the ongoing tobacco epidemic, the lessons gleaned from this landmark research serve as a clarion call for bold action to curb smoking prevalence and safeguard the health of future generations.

Let's be aware that by smoking we are setting a bad example for young people, our children, to whom we certainly do not want anything bad to happen. At the same time, smoking affects our surroundings, non-smokers, who can quickly become endangered as "passive smokers" due to our smoking.

Smoking is bad. It does not have a single positive effect. The sooner we figure this out, the sooner we will live a better and longer life.

Article **END**

# WHAT HAPPENS TO YOUR BODY WHEN YOU QUIT SMOKING

Life expectancy among smokers who quit at age 35 exceeded that of continuing smokers by 6.9 to 8.5 years for men and 6.1 to 7.7 years for women. Smokers who quit at younger ages realized greater life extensions. However, even those who quit much later in life gained some benefits: among smokers who quit at age 65 years, men gained 1.4 to 2.0 years of life, and women gained 2.7 to 3.7 years.

**5 YEARS**  
Stroke is the same as a non-smoker

**10 YEARS**  
Risk of dying from lung cancer is reduced by half

**1 MONTH**  
Shortness of breath & coughing subside

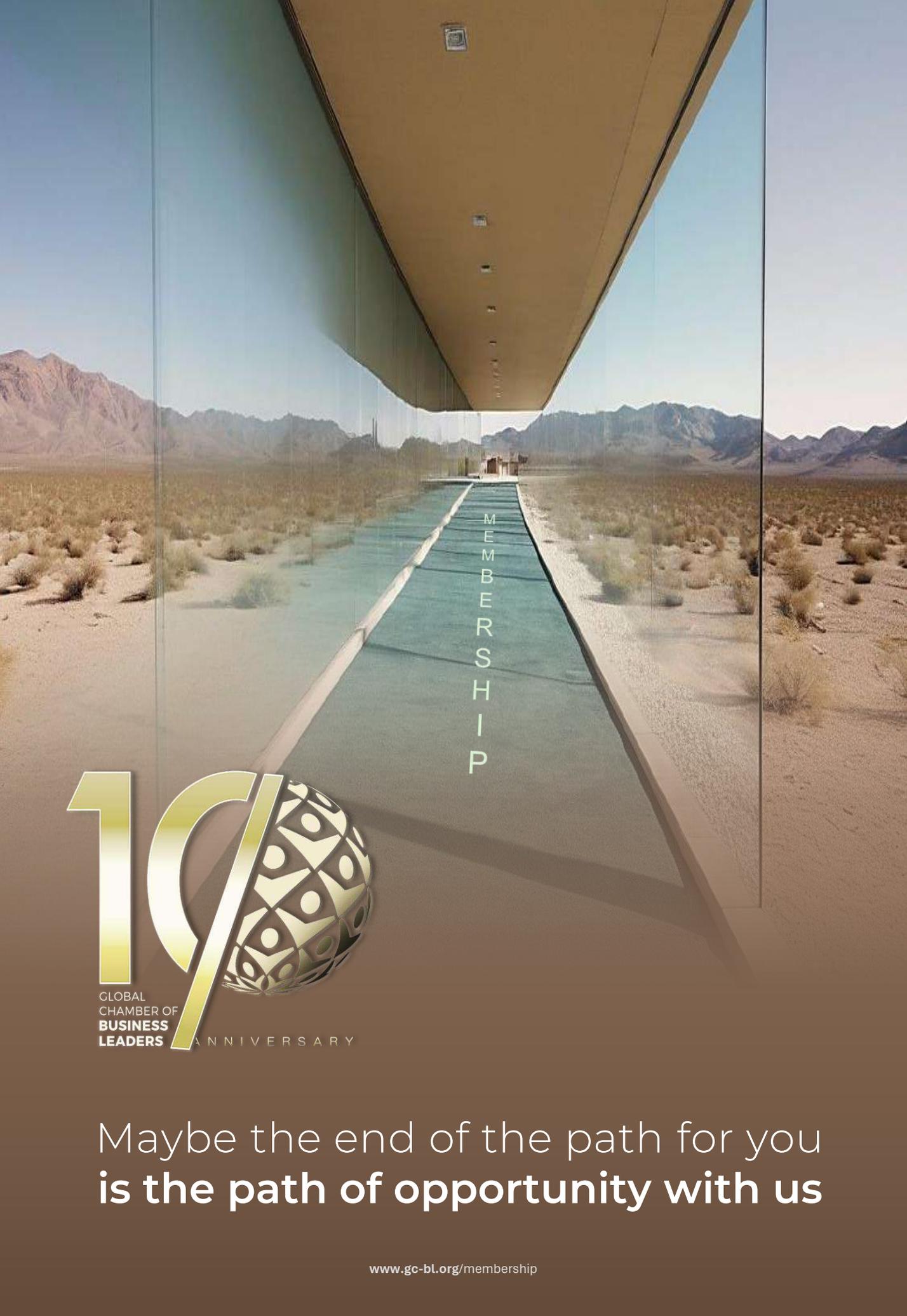
**1 YEAR**  
Risk of coronary artery disease is reduced by half

**48 HOURS**  
Smell & taste begin to improve

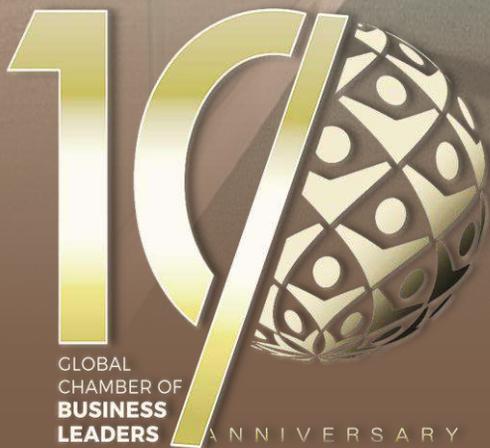
**2 WEEKS**  
Lung function begins to improve

**20 MINUTES**  
Blood pressure & heart rate return to normal

**12 HOURS**  
Carbon monoxide levels return to normal



M  
E  
M  
B  
E  
R  
S  
H  
I  
P



GLOBAL  
CHAMBER OF  
**BUSINESS  
LEADERS** ANNIVERSARY

Maybe the end of the path for you  
**is the path of opportunity with us**

Setting Standards:

# THE EU'S LEADERSHIP IN SUSTAINABLE FASHION

OPPORTUNITY  
— Ahead —

Global Times Magazine Editorial Team



The European Green Plan sets forth guidelines and targets aimed at reducing the environmental footprint of the fashion sector

In an era dominated by the ever-evolving cycles of fashion trends, breaking through with a style that not only offers a unique perspective but also aligns with environmental consciousness can be a formidable challenge. However, as the world grapples with the implications of climate change and environmental degradation, the European Union has emerged as a trailblazer, setting trends and standards in the realm of sustainable fashion.



Sustainability in fashion not only provides an avenue for exploring new styles and expressions but also presents an opportunity to preserve the delicate balance of nature. In an age where awareness of environmental issues has taken center stage, the European Union stands at the forefront of encouraging sustainable practices within the fashion industry.

Fashion, traditionally viewed as an expression of personal style and identity, is now evolving to reflect the growing importance of ecological responsibility. The emphasis on personal style becomes more pronounced in an era where ecological considerations are paramount. The EU, through its member countries, is playing a pivotal role in fostering a shift towards sustainable

fashion, embracing a philosophy that spans the entire production chain, from raw materials to finished products.

So, what defines sustainable fashion? It is not merely a passing trend but rather a comprehensive philosophy encompassing ethical and ecological considerations throughout the production process. This involves respecting fair working conditions, reducing greenhouse gas emissions, utilizing environmentally friendly materials, and promoting fair trade practices.

Among the ardent advocates of sustainable fashion are the youth and



Fourteenth Edition | 14-2024 | MMXXIV

**OPPORTUNITY**  
— Ahead —

Generation Z, who increasingly gravitate towards ecological and responsible trends.

The European Union recognizes this shift and actively promotes sustainable fashion through a range of initiatives, policies, and regulations.

The European Green Plan, a flagship strategy, sets forth guidelines and targets aimed at reducing the environmental footprint of the fashion sector. It serves as a catalyst for innovation, encouraging the development of sustainable technologies to make Europe more resilient and future-proof.

In a world grappling with climate change, pollution, and resource depletion, the importance of sustainable fashion has never been more pronounced.

## IN SHORT FROM THE UN

### NEUROLOGICAL CONDITIONS ARE THE LEADING CAUSE OF WORLDWIDE ILLNESS

In 2021, more than 3 billion people worldwide were living with a neurological condition.

The overall amount of disability, illness, and premature death caused by neurological conditions has increased by 18% since 1990.

Over 80% of neurological deaths and health losses occur in low- and middle-income countries, and access to treatment varies widely.

High-income countries have up to 70 times more neurological professionals per 100,000 people than low- and middle-income countries.



In an age where awareness of environmental issues has taken center stage, the European Union stands at the forefront of encouraging sustainable practices within the fashion industry.

Choosing sustainable fashion means going beyond the conventional, embracing pieces that tell a story and contribute to a healthier planet. A vintage coat worn by a grandmother for four decades might attract more attention than a mass-produced one worn by many. Sustainable fashion encourages experimentation, allowing individuals to play with combinations, explore personal style, and, in doing so, contribute positively to the planet.

For the European Union, sustainable fashion is not just a passing trend but a pivotal element in the battle against climate change and environmental degradation. Through a multifaceted approach involving innovation, regulation, and awareness promotion, the EU is playing a crucial role in transforming the fashion industry into a more sustainable and responsible business model.

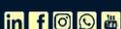
Ultimately, the power to drive positive change lies in the hands of consumers. By supporting brands committed to sustainability, individuals can actively shape a better future for our planet. The EU's leadership in sustainable fashion serves as an inspiration, setting the standard for the global fashion industry to follow, proving that style and sustainability can coexist harmoniously, shaping a more responsible and environmentally conscious future.

Consumers are now actively seeking out responsible brands, and younger generations are placing a premium on the ethical and ecological aspects of the products they choose to buy.

Sustainable fashion not only responds to these environmental imperatives but also fosters innovation and creativity.

Article **END**

**10** GLOBAL CHAMBER OF BUSINESS LEADERS ANNIVERSARY



Dr. Khomotšo Malete-Mashalane:

# WRITING A NEW CHAPTER IN HUMAN RESOURCE MANAGEMENT AND LIFE

Dr. Khomotšo Malete-Mashalane, Delegate for South Africa, GCBL

She's probably one of the most fashionable executives you'll ever meet. Her style is one of the most attention-grabbing things about her. However, behind the colourful, stylish ensembles and changing hairstyles, there is a woman who exerts the power to create her own lane.

A chameleon of sorts, she can easily transform herself to adapt to any forum in which she happens to be. It can be at an international conference as a Speaker, at a media interview or work event.

The South African national, Dr. Khomotso Malete-Mashalane, has been a Human Resources executive for numerous years. Apart from that field, she is also an entrepreneur as she runs an interior design business.

Of her country's business prowess, she said, "South Africa serves as a gateway to the African Continent, positioned at the southern tip. Its advanced infrastructure, including transportation and logistics, makes it an ideal hub for regional trade investment. Businesses operating in South Africa can tap into the growing African market."

Malete-Mashalane is the Delegate for South Africa at the Global Chamber of Business Leaders. She cited one benefit of the myriad of benefits from being an executive within the organisation.

"Being part of the Global Chamber's executive team exposed me to various global business issues like trade regulations, market trends, geopolitical challenges and economic shifts. This firsthand exposure helped me to develop a deep understanding of global markets and their complexities, enhancing my expertise in international business affairs."

She continued, "Overall, being on the Global Chamber's executive team offers a unique and transformative experience. It provides the opportunity to make a meaningful impact on global economic development, build extensive networks and develop both personally and professionally."

Malete-Mashalane, like many women, is even more alert about the significance of Women Empowerment. "Seeing people, especially women, transform from humble beginnings to greater heights inspires me." One who is unabashedly supportive of women's rights, she has taken her views and stances a step or two





Khomotšo can easily transform herself to adapt to any forum in which she happens to be.

further than mere casual rhetoric.

“As a global woman empowerment advocate, I decided to write books which would give women the right tools to empower themselves in business and at a personal level. For example, the following books were written to help women in business because in my view, the challenges women face in business differ from the challenges men face. These books are ‘The Female Factor: A Book on Human Resources and Leadership’, ‘The Ultimate Guide for Business and Leadership Success For Women Entrepreneurs’ and ‘The Lady Boss Business Etiquette’.”

She has also participated in other books/anthologies such as “Lady Diversity Power” and “What I have Learnt”.

About her authorship journey, she said, “I believe that each writer has a unique voice, which is their distinctive style and perspective. Experimenting with different writing styles and voices feels more authentic and resonates with readers. Remember, every author’s journey is unique and the path to success may take different forms for different individuals.

(You) have to embrace your creativity, stay dedicated to your writing goals and enjoy the process of bringing your stories and ideas to life.”

DR. KHOMOTŠO MALETE-MASHALANE:

## WRITING A NEW CHAPTER IN HUMAN RESOURCE MANAGEMENT AND LIFE

INTERVIEW  
*With Excellence*



She added, “Writing is very challenging and interesting. It forces you to be authentic and true to yourself, embrace your unique perspective and personality in your writing. I think writing our stories and sharing our experiences helps us to leverage off our past failures. Reframing our failures as great content helps us to bounce back. Experiencing failure and sharing our lessons humanise us and it helps us find common ground with others. I think once we bounce out of a dip, we must look for ways to tell our stories in an inspirational manner. Not only does it help your cause but it also liberates others to own and tell their stories.

Writing helped me to be honest and reflective. My writing experience was a great opportunity to reset the paradigm, it gave me time to pause and look within. After all, uninterrupted success can be dangerous. Being an author is a rewarding endeavour. While it can be challenging and demanding, the satisfaction of seeing one’s words in print and connecting with readers makes it a fulfilling career for many.”



"Being part of the GCBL's executive team exposed me to various global business issues like trade regulations, market trends, geopolitical challenges and economic shifts".

DR. KHOMOTŠO MALETE-MASHALANE:

**WRITING A NEW CHAPTER  
IN HUMAN RESOURCE  
MANAGEMENT AND LIFE**

**INTERVIEW**  
*With Excellence*



As much as she finds joy in writing, her 'day job' is one which has created a history of personal satisfaction albeit on a measured scale as well. Of her work in Human Resources, Maleté-Mashalane shared, "I enjoy working with people. HR is people-centric in nature. HR is all about supporting people. It offers the opportunity to collaborate, interact and make a positive impact on employees' lives. The ability to help individuals thrive, develop professionally and contribute to their overall well-being can be personally fulfilling."

Speaking about her career in the field, she stated, "In the modern business landscape, HR plays a strategic role in shaping organisational development and culture-building. Being a strategic partner to senior leaders allows HR practitioners to influence the direction and growth of the organisation."

Asked how H.R practitioners can successfully balance old school policies and contemporary means so that both employers and employees can benefit, she offered several recommendations:

- HR practitioners must understand the organisational culture and context: HR practitioners must have a very clear

understanding of the organisation's culture, values and strategic goals. This will help in formulating HR policies that align with the organisation's overall vision.

- Incorporate contemporary practices: Research and analyse contemporary HR practices that are being adopted by successful organisations in the industry. Look for innovative approaches to recruitment, performance management, training and employee engagement. Introduce these practices into the organisation's HR policies while keeping in mind specific needs of the workforce.

- Monitor and evaluate: Regularly monitor the implementation of new policies and gather feedback from employees and managers. Analyze the effectiveness of the policies and their impact on employee satisfaction, productivity and overall performance. Use this data to make further refinements and adjustments as needed.

- Continuously update and improve: HR policies should not remain static. Keep track of emerging trends in the workplace, new labour laws and industry changes. Review and update HR policies periodically to ensure they remain relevant, compliant and in line with the organisation's evolving needs. By striking a balance between the old and contemporary HR policies, HR professionals can create a work environment that maximises employee engagement, productivity,



"In the modern business landscape, HR plays a strategic role in shaping organisational development and culture-building."

satisfaction, and attracts top talent, all while supporting the organisation's strategic objectives.

**Employee Engagement:** HR professionals have the chance to drive initiatives that enhance employee engagement and happiness within the organisation. This includes designing programs, policies and communication strategies that foster a positive work culture, improve morale and boost productivity.

**Rapid Evolving HR Technology:** The rise of HR technology, such as HR information systems, performance management tools and data analytics, has revolutionised the HR field. Working with these technologies and leveraging data-driven insights can be exciting and transformative, enabling HR professionals to make informed decisions and drive positive change."

She was asked to respond to the common perspective of employees nowadays who are saying that they are not trusting of H.R professionals at the companies/organisations at which they work. They claim that H.R. is not for employees but rather for the company or organisation as the employees feel that their true well-being isn't of priority.

"Human Resources has a dual role of serving both the employer and the employees. While HR Departments primarily support the needs and interests of the organisation, their responsibilities also include promoting the well-being and development of employees. HR departments exist to serve both the employers and the employees (as

DR. KHOMOTŠO MALETE-MASHALANE:

## WRITING A NEW CHAPTER IN HUMAN RESOURCE MANAGEMENT AND LIFE

INTERVIEW  
With Excellence





“Being a strategic partner to senior leaders allows HR practitioners to influence the direction and growth of the organisation.”

they also provide assistance to employees in various aspects of employment.”

Malete-Mashalane's thrust towards development is also personal. In addition to her career in Human Resources, she has revisited a longtime passion and re-ignited her love for Interior Design. On her newest path, she has decided to tap into Domestic Interior Design.

Why the chosen dual career and why now?

“One of the reasons is because I want to pursue my passion. I have always had a very strong passion for Interior Design, that is why I want to pursue it alongside my (HR) career. I am multi-skilled. I felt unfulfilled and unsatisfied in my current career, so I decided to seek a parallel career shift to explore my passion further. I believe that parallel career shifts can provide opportunities for growth and development. This parallel career shift gives me an opportunity to re-invent myself professionally.

I felt stagnant and this career shift will re-ignite my passion and motivation. It's a way of breaking free from monotony and embracing new challenges. Why now?

By diversifying income streams, I can create additional sources of income. This can be particularly useful during times of economic uncertainty or when seeking financial stability.”

DR. KHOMOTŠO MALETE-MASHALANE:

## WRITING A NEW CHAPTER IN HUMAN RESOURCE MANAGEMENT AND LIFE

INTERVIEW  
*With Excellence*





“One of the reasons is because I want to pursue my passion. I have always had a very strong passion for Human Resources has a dual role of serving both the employer and the employees.

role of many individuals are afraid to change course in career, whether partially or wholly. They stick to the job at a particular place of employment even if they are unhappy, unfulfilled and/or have no real opportunities to elevate within the company or organisation.

DR. KHOMOTŠO MALETE-MASHALANE:

## WRITING A NEW CHAPTER IN HUMAN RESOURCE MANAGEMENT AND LIFE

INTERVIEW  
*With Excellence*

What would her advice be to people who think that way and make that kind of decision?

Answered Malete-Mashalane, “I think people must embrace their hobbies and skills even if they are not perfect. Skills can always be improved and expanded upon. Put your skills into action regularly, even outside of formal settings. Look for opportunities to apply your skills in real-life projects, side gigs, volunteering or personal endeavours. This practical experience will help you refine your abilities and gain confidence.

Embrace challenges and take risks. Don’t be afraid to step out of your comfort zone and take on projects and responsibilities that push your skillset. Embrace challenges as learning opportunities and be open to trying new approaches. This will help you stretch your skills and discover new capabilities.”





DR. KHOMOTŠO MALETE-MASHALANE:

## WRITING A NEW CHAPTER IN HUMAN RESOURCE MANAGEMENT AND LIFE

**INTERVIEW**  
*With Excellence*

Noting possibilities for her expertise and knowledge to be used, she related her vision for within the GCBL and among others, shared this option. "I can contribute to the Chamber's research initiatives by conducting studies on HR trends, practices and challenges faced by businesses globally. This research can provide valuable insights to Chamber members, enabling them to make informed decisions and stay ahead of industry benchmarks."

One who is always inclined to both personal and professional development, she acknowledges how her affiliation can propel her into evolved circles.

"Overall, joining the Global Chamber of Business Leaders can provide numerous advantages, including networking opportunities, access to valuable resources, business development support, advocacy and a platform for professional growth. It allows you to tap into a global network of professionals, gain market insights and build strong business connections."





# EXCITING NEWS!

The GCBL is on the lookout for new Country Delegates from all over the world, so don't hesitate to become the:

# EXECUTIVE

OF THE GLOBAL CHAMBER OF BUSINESS LEADERS

**JOIN US NOW**

In shaping the future of global business!





Fourteenth Edition | 14-2024 | MMXXIV

Flowing Forward Towards Peace:

# CELEBRATING WORLD WATER DAY 2024

**WATER**  
— Future Challenge —

Global Times Magazine Editorial Team, Index News

**W**ater is the source of life and has its international day, celebrated on March 22 every year. With this year's commemoration of International Water Day, it is right to become once again aware of the importance of this irreplaceable liquid, which is the source of life but can also be the source of conflicts and suffering.

UN WATER  
**22 MARCH**  
**WORLD WATER DAY**  
2024 Water for Peace

# Water for Peace

## Water for Peace

Water can create peace or spark conflict.

When water is scarce or polluted, or when people have unequal, or no access, tensions can rise between communities and countries.

More than 3 billion people worldwide depend on water that crosses national borders. Yet, only 24 countries have cooperation agreements for all their shared water.

**10**  
GLOBAL  
CHAMBER OF  
BUSINESS  
LEADERS  
ANNIVERSARY





Fourteenth Edition | 14-2024 | MMXXIV

**WATER**  
—Future Challenge—

## PLAY YOUR PART!

Be part of the global campaign on 'Water for Peace'.

We need everyone – from individuals and families to companies and governments – to do what they can to cooperate on water and pave the way for a more harmonious society.

[Download resources](#) to get involved this World Water Day and find out more about the connection between [water and peace](#)

As climate change impacts increase, and populations grow, there is an urgent need, within and between countries, to unite around protecting and conserving our most precious resource.

Public health and prosperity, food and energy systems, economic productivity and environmental integrity all rely on a well-functioning and equitably managed water cycle.

## Creating A Positive Ripple Effect

The theme of World Water Day 2024 was 'Water for Peace'.

When we cooperate on water, we create a positive ripple effect – fostering harmony, generating prosperity and building resilience to shared challenges.

We must act upon the realization that water is not only a resource to be used and competed over – it is a human right, intrinsic to every aspect of life.

Article **END**



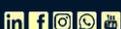
Launch of the African Water Facility:

## SUDAN GOVERNMENT AND AFDB UNITE FOR PEACE-BUILDING INITIATIVE

In a landmark collaboration, the Government of Sudan and the African Development Bank (AfDB) have inaugurated the inaugural Peace-Building Water Facility, marking a pivotal step towards sustainable development in the region.

In another significant development, Ivory Coast has secured a substantial loan of 240.7 million euros from China to bolster its vital drinking water infrastructure. This transformative project is set to benefit 3 million people across 12 cities, ensuring access to safe and clean drinking water.

This initiative aligns with the government's overarching social policy, dedicated to uplifting marginalized communities by enhancing access to essential infrastructure and services. The preferential rate loan will facilitate the swift implementation of the project, with completion slated for April 2024.





TOGETHER WE ARE SHAPING THE FUTURE

**10** GLOBAL CHAMBER OF **BUSINESS LEADERS**  
ANNIVERSARY

2024 **RED CARPET**

*Keith Mason*

KEITH MASON is a GCBL Board of Advisors Member, Famous Movie Actor, and Philanthropist

[members@gc-bl.org](mailto:members@gc-bl.org)

**JOIN US NOW**



**CONTACT US** FOR A PERSONAL OFFER

Red Carpet is an exclusive membership offered by the Global Chamber of Business Leaders to our members. Red Carpet membership brings a whole range of benefits that will certainly change your way of doing business and business planning in the future. Contact us now to get the best deal for just your Red Carpet membership.

Celebrating Ismail Çoban:

# A JOURNEY OF ARTISTIC MASTERY AND CULTURAL CONNECTION

**CULTURE**  
— & Art —

Hermann Joe Kagerer & GTM Editorial Team

**I**smail Çoban, a name synonymous with artistic excellence and cultural resonance, stands as a beacon of creative brilliance in the world of visual arts. Born in 1945 in Çorum, Turkey, Çoban's journey from humble beginnings to international acclaim is a testament to his unwavering dedication and boundless talent.

Çoban's artistic odyssey began in earnest after completing his elementary education, where he embarked on a path of intellectual and creative exploration. His formative years at the teacher training school "Atatürk Öğretmen Okulu" in Hasanoğlan near Ankara laid the foundation for his future endeavors. However, it was his decision to pursue art at the Istanbul School of Applied Arts in 1965 that marked the genesis of his extraordinary career.

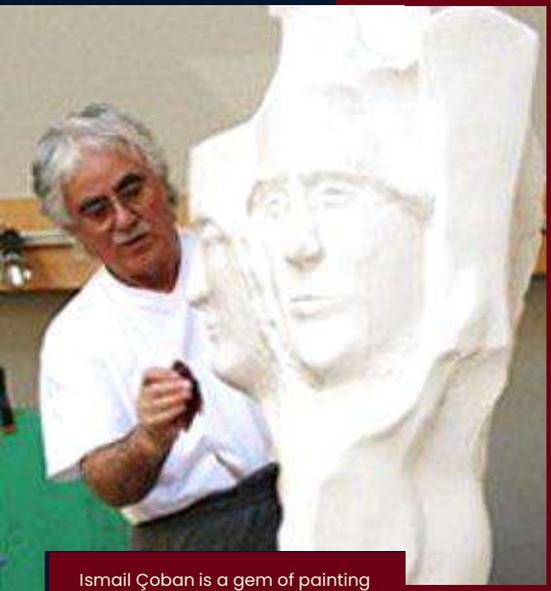
In 1968, driven by a thirst for artistic growth and cultural exchange, Çoban made the bold move to Germany, where he continued his studies at the Werkkunstschule in Wuppertal. It was here that he honed his craft and developed a unique artistic voice that would captivate audiences around the globe.

Çoban's body of work reflects a harmonious synthesis of his Anatolian heritage and the Western influences he encountered in his adopted homeland of Germany. This cultural amalgamation infuses his art with a richness and depth that transcends geographical boundaries and resonates with viewers of all backgrounds.

Renowned for his prowess not only as a painter but also as a sculptor and graphic artist, Çoban's versatility knows no bounds. His transition to sculpture in 1997 marked a new chapter in his artistic evolution, showcasing his mastery of form and dimensionality.

What sets Çoban apart is not only his artistic talent but also his profound commitment to fostering cultural understanding and dialogue. Through his extensive body of work, which has been exhibited in prestigious institutions worldwide, he has bridged cultural divides and connected people from diverse backgrounds.

One of the crowning achievements of Çoban's illustrious career is his portrayal of German President, Dr. Johannes Rau, a testament to the



Ismail Çoban is a gem of painting and art.

esteem and respect he commands in his adopted homeland. His close friendship with the President's family underscores the deep personal connections Çoban forges through his art, transcending the boundaries of mere professionalism.

Yet, beyond his artistic accolades, Çoban's life is a testament to resilience, perseverance, and social commitment. Despite facing numerous challenges, including legal obstacles and personal conflicts, he remained steadfast in his pursuit of artistic excellence and social progress.

Through his philanthropic endeavors and dedication to nurturing young talent through his Foundation, Çoban exemplifies the transformative power of art to effect positive change in society.

In İsmail Çoban, we find not only a master artist but also a cultural ambassador and humanitarian whose legacy will endure for generations to come. His life and work serve as an inspiration to us all, reminding us of the boundless potential of the human spirit to transcend barriers and enrich the world through creativity and compassion.

Article **END**

Picture on the right: Title: İnsan "der Mensch" (2014), technique: oil on canvas, size: 200x180 cm, oeuvre number: Ö 490

Picture from bottom up: High sculpture



## WHO IS ISMAIL ÇOBAN?

İsmail Çoban was born in Çorum, Türkiye in 1945. Since 1971 he has lived in Wuppertal, Germany, as a freelance painter and graphic artist.

In 51 years, İsmail Çoban created an extensive and internationally acclaimed body of work, which he presented in over 700 exhibitions in 33 countries. His works include oil paintings on canvas, drawings, woodcuts, etchings and sculptures.

In order to support international young artists whose work can contribute to mutual understanding between Germans and migrants, Çoban founded the İsmail Çoban Foundation for the Promotion of Young Artists in 2006.



**10** GLOBAL  
CHAMBER OF  
**BUSINESS  
LEADERS**  
ANNIVERSARY

**10** GLOBAL  
CHAMBER OF  
**BUSINESS  
LEADERS**  
ANNIVERSARY

To One a Desert, **With Us a Path To Success**

Unlocking The Secret Of Life's Genesis:

# CONFIRMING EVOLUTION PRIOR TO CELLULAR EXISTENCE

**SCIENCE**  
*News*

Global Times Magazine Editorial Team,

The enigma of life's origin has been a persistent puzzle in the realm of science, and the quest to unravel the mysteries of abiogenesis – the emergence of life from non-living matter – has taken a significant stride forward.

The scientific community has long contemplated the possibility of an "RNA world" preceding the advent of cells, DNA, and the evolutionary principles laid out by Charles Darwin. Recent research, particularly highlighted in the Proceedings of the National Academy of Sciences (PNAS), has provided a crucial confirmation of this hypothesis, showcasing the evolution of life before life itself.

The RNA world hypothesis suggests that in a prebiotic era, simpler sequences of molecules, specifically RNA, could undergo replication, selection, and development into more complex forms. In a

groundbreaking study, scientists successfully created RNA fragments capable of precise self-replication, mirroring the evolutionary processes observed in living organisms. This significant confirmation adds weight to the idea that an RNA-dominated world might have set the stage for the subsequent emergence of cellular life and the intricate machinery of genetics.

In parallel, another pivotal discovery, documented in the journal, *Chem*, sheds light on the formation of the first cell membranes—a crucial step in the origin of living organisms. Researchers from the Scripps Research Institute in California revealed insights into how fat bubbles, known as protocells, could have given rise to the membranes of the first cells. The key

revelation lies in the chemical process of phosphorylation, which the team believes occurred earlier than previously assumed. This process, involving groups of atoms, including phosphorus, endowed protocells with additional functions, transforming them into more advanced and versatile versions essential for the emergence of the first living cells.

Charles Darwin's concept of evolution, encapsulated as "heredity with modifications," explains the transmission of genetic information from one generation to another. Genetic information, residing in DNA, undergoes occasional changes in genes, leading to the emergence of

How did complex life evolve?



new traits in populations. Selective pressures in the environment ensure the survival and retention of traits that offer evolutionary advantages. This process is fundamental to the survival and adaptation of species, as the genes carrying beneficial traits are transmitted through generations.

The question arises: how did this evolutionary journey begin? Could a simpler form of evolution, predating the complex world of cells, DNA, and proteins, have taken place at a molecular level? The late 1960s saw British chemist, Leslie Orgel proposing a revolutionary hypothesis—that life was rooted in RNA rather than DNA or proteins. His RNA-centric idea laid the groundwork for the now widely accepted RNA world hypothesis.

Recent research conducted at the Salk Institute provides compelling evidence to support the RNA world hypothesis. Scientists discovered an RNA enzyme capable of making exact copies of other functional RNA chains while occasionally allowing the emergence of new RNA variants—a crucial prerequisite for evolution.

These findings, by delving into the molecular level of RNA, suggest that

## MODELING THE ORIGINS OF LIFE: NEW EVIDENCE FOR AN “RNA WORLD”

The RNA world hypothesis suggests that life on Earth began with a simple RNA molecule that could copy itself without help from other molecules. DNA, RNA, and proteins are central to life on Earth. DNA stores the instructions for building living things—from bacteria to bumble bees



This article  
YOU SHOULD NOT OVERLOOK  
[WATCH VIDEO](#)

the earliest forms of evolution may have occurred in the RNA-dominated world.

The results of this new research bring us closer to understanding the origin of life and the tantalizing possibility of recreating it in a laboratory setting. By modeling primitive environments that may have existed in the distant past, scientists can directly test hypotheses regarding the emergence of life on Earth and potentially on other planets. Salk President, Gerald Joyce, one of the study's authors, remarked that these discoveries unveil the potential origins of life itself, illustrating how simple molecules in an RNA world could have paved the way for the complexity and diversity of life observed today.

The RNA world hypothesis hinges on the unique attributes of RNA molecules—resilience and the ability to perform two crucial functions for life's precursors: replication and acting as enzymes that promote various reactions akin to proteins. Decades of scientific inquiry, particularly focused on RNA polymerase ribozymes, have propelled our understanding of the RNA world hypothesis.



Fourteenth Edition | 14-2024 | MMXXIV

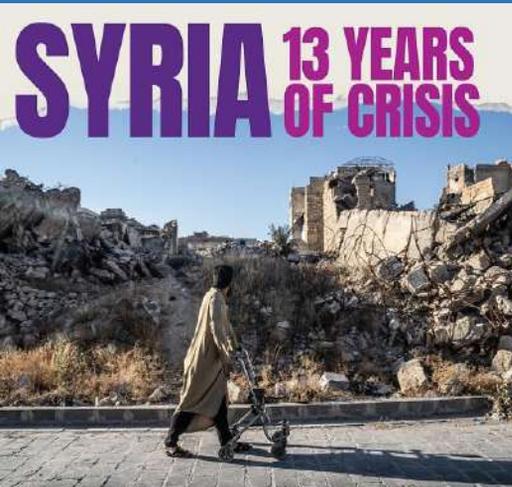
## IN SHORT FROM THE UN

### 13 YEARS OF CONFLICT IN SYRIA- THIS UNFOUNDED HUMANITARIAN SITUATION IS DIRE

The prolonged crisis in Syria has inflicted immense suffering on the civilian population.

A record 16.7 million people in Syria need humanitarian assistance, including 7.2 million who have been internally displaced.

Health needs are overwhelming. But the disrupted health system is struggling to provide life-sustaining and life-saving health services in a context marked by conflict, economic instability, disease outbreaks and natural disasters. Currently, 65% of Syria's hospitals and 62% of its primary health care centres are either closed or only partially functioning.



The Salk Institute's laboratory, under the leadership of Gerald Joyce, has been actively involved in developing RNA polymerase ribozymes for a decade. Using a form of directed evolution, they aim to create new versions of RNA capable of replicating larger molecules. However, this process has faced challenges, primarily yielding molecules with significant errors incapable of high-precision copying.

A breakthrough in laboratory self-replication came in a recent study. Scientists succeeded in creating an RNA polymerase ribozyme with specific mutations that enabled precise replication of the RNA chain.

This chain, known as the "hammerhead," is a small molecule cleaving other RNA molecules into pieces. Surprisingly, the new RNA polymerase ribozyme replicated functional hammerheads accurately enough to avoid dead ends while allowing the emergence of new, more successful variations over time.

The laboratory experiments demonstrated the evolution of hammerhead molecules, with new variants exhibiting improved replication and evolutionary fitness dominating the population over time.

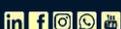
The research suggests that the dawn of evolution might have been early and simple—perhaps at the level of single molecules sustaining Darwinian evolution. This molecular evolution could have been the spark propelling life from simple molecules to cells and eventually to multicellular organisms.

Critical to the success of laboratory replication was the revelation that a certain level of fidelity in replication is necessary for evolution. The accuracy of RNA polymerase copying must surpass a critical threshold for hereditary information to endure over multiple generations. As RNA chains increase in size and complexity, this precision becomes increasingly vital, pointing to the necessity of evolving greater precision over time.

In the laboratory, Joyce's team continues to recreate the process of RNA evolution by applying increasing selective pressure to the system, aiming to create a better-performing polymerase. The hope is that within the next ten years, scientists will achieve the creation of an RNA polymerase in the laboratory capable of self-replication—an achievement that would mark the beginning of autonomous RNA life in controlled environments.

This ongoing research not only pushes the boundaries of our understanding of life's origins but also opens new possibilities for synthetic biology and the creation of life-like entities in the laboratory. As we delve deeper into the mysteries of the RNA world, we uncover the potential for recreating and understanding the dawn of evolution—one nucleotide at a time.

Article **END**



**3<sup>RD</sup> EDITION MIDDLE EAST**   
**WOMEN LEADERS**  
**SUMMIT & AWARDS 2024**  
14 - 15 May 2024 | Riyadh, KSA

# This straw could help reduce microplastics in your water supply.



**If nobody  
uses it.**



In April 2024, governments will come together in Ottawa in Canada for the fourth round of negotiations for a global treaty to end plastic pollution. This treaty is a once-in-a-lifetime opportunity to create a global solution to this worsening global crisis. Unless governments agree on an ambitious and fair treaty with legally binding global rules, plastic pollution is likely to triple by 2040, accumulating in our food and water and exacerbating the risk of flooding.

To solve this crisis, all countries must adopt a treaty that will ban avoidable high-risk plastic items - those that cause the most harm or are most prone to leaking into the environment.



A Clean Future Is What We Want



Navigating The Global Battery Battleground:

# THE QUEST FOR ALTERNATIVES TO CHINESE DOMINANCE

**WORLD**  
 - Geopolitics -

Global Times Magazine Editorial Team

In the shadow of mainstream attention, a silent but pivotal race unfolds: the global pursuit of energy storage solutions. At its heart lies the Chinese behemoth, Contemporary Amperex Technology Co Limited (CATL), a titan in the electric vehicle battery market.

With its stranglehold on nearly 40% of the global EV battery sector, including prominent brands like Tesla, Volkswagen, and BMW, CATL's influence has soared to unprecedented heights, raising concerns and prompting actions on the international stage.

In February, Duke Energy, a major American energy company serving over eight million customers, announced its cessation of CATL battery usage.

Recently, the United States, wary of Chinese technological dominance and its implications, has taken strides to restrict dealings with CATL. In February, Duke Energy, a major American energy company serving over eight million customers, announced its cessation of CATL battery usage.

Citing concerns over CATL batteries deployed at a Marine Corps base in North Carolina, Duke Energy opted to replace them with technology sourced from domestic or allied suppliers. This decision underscores a broader trend of American companies reassessing their reliance on Chinese battery technology amid geopolitical tensions.



Similarly, Ford has encountered pushback over its collaboration with CATL to produce cost-effective lithium-iron-phosphate batteries for electric vehicles. Lawmakers have voiced apprehensions, fearing that such partnerships would deepen America's technological dependence on China, with Senator Marco Rubio expressing concerns about inviting a geopolitical adversary into the country's core industries.

The American dilemma is twofold: on one hand, the imperative to reduce reliance on Chinese technology, and on the other, the pressing



Fourteenth Edition | 14-2024 | MMXXIV

**WORLD**  
- Geopolitics

need to meet energy storage demands and maintain competitiveness in the global EV market. With ambitions to electrify two-thirds of new vehicle sales by 2032, the US faces a daunting challenge, exacerbated by its lagging battery technology and mineral supply chains compared to China.

Despite mounting pressure to diversify its battery sources, the US grapples with the reality that it lacks a clear strategy to achieve decarbonization without access to affordable Chinese batteries. Experts caution that bridging this technological gap could take upwards of five to ten years, posing a significant hurdle to President Joe Biden's ambitious clean energy goals.

Meanwhile, CATL, under scrutiny for its alleged security risks, has vehemently refuted accusations, emphasizing its commitment to global safety standards. Yet, as American scrutiny intensifies, China watches closely, cognizant of the potential ramifications of the US presidential elections on bilateral relations.

As the battle for battery supremacy unfolds, the US faces a critical juncture: whether to prioritize national security concerns over technological innovation. With Tesla reportedly planning to collaborate with CATL for its new battery factory in Nevada, the stakes are higher than ever. As the quest for alternatives to Chinese dominance continues, the world watches with bated breath, aware that the outcome could reshape the future of energy storage and electric mobility on a global scale.

Article **END**



With its stranglehold on nearly 40% of the global EV battery sector, including prominent brands like Tesla, Volkswagen, and BMW, CATL's influence has soared to unprecedented heights, raising concerns and prompting actions on the international stage.

**10** GLOBAL  
CHAMBER OF  
**BUSINESS  
LEADERS**  
ANNIVERSARY



**BUSINESS  
COALITION  
FOR A  
GLOBAL  
PLASTICS  
TREATY**

**NO  
TIME  
TO  
WASTE**

IN **2024**, WE WILL CONTINUE  
TO ADVOCATE AND STRIVE FOR  
THE WELL-BEING OF FUTURE GENERATIONS!

*We are delighted to be a part of the Business Coalition!*

**10**   
GLOBAL  
CHAMBER OF  
**BUSINESS  
LEADERS**  
ANNIVERSARY

In the Global Chamber of Business Leaders, we extend heartfelt thanks for your unwavering commitment, shared vision, and collaborative spirit. Here's to a year of continued success and impactful partnerships. Thank you for being the driving force behind our collective achievements.



Fourteenth Edition | 14-2024 | MMXXIV



Bridging Business Between Europe And The Middle East :

# THE MALTA-UAE BUSINESS SUMMIT (MUBS) SET TO PROPEL INTERNATIONAL CONNECTIONS

COOPERATION  
- Exclusive -

Global Times Magazine Editorial Team

## About MUBS:

The Malta-UAE Business Summit is dedicated to building bridges between Malta and the United Arab Emirates, two strategic gateways between Europe and the Middle East. Its scope is to promote cross-border trade, investment, and cultural exchange. By bringing together a diverse group of participants from across the globe, MUBS aims to catalyse new business opportunities and foster economic growth.

**E**acott Enterprises has officially launched the first edition of the Malta-UAE Business Summit (MUBS), happening on the 23 & 24 May 2024 at Hilton Malta, St Julian's.

The event is aimed at fostering international business relationships, exploring investment opportunities, and enhancing economic and cultural cooperation between Malta and the United Arab Emirates. This Summit marks a significant milestone in cross-border trade and investment, serving as an international gateway between Europe and the Middle East.

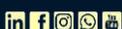
Through this Summit, MUBS 2024 aims to bring together an international mix of entrepreneurs, investors, and business owners, while also featuring high-profile business leaders from both Malta and the United Arab Emirates. Furthermore, it underscores the importance of culture and tourism alongside cross-border trade and investments, offering a unique platform for participants to engage with global trends and opportunities.

Those joining the event will have the opportunity to gain insights from industry leaders through keynote speeches and panel discussions, participate in organised networking sessions and explore both Malta and the UAE's rich cultures.

The first edition of MUBS has confirmed Emirates Airlines as one of its headline sponsors. This endorsement underscores the global resonance of MUBS and its pivotal role in nurturing international business synergies.

In addition, MUBS is proud to collaborate with strong global media partners, ensuring extensive coverage through several media channels across 120+ countries via the Global Chamber of Business Leaders. This partnership guarantees unparalleled visibility for both the Summit's sponsors and participants, highlighting the its pivotal role as a platform for international business development.

Interested parties keen on exploring the Summit's offerings and securing their participation are encouraged to visit [MUBS official website](#).





# Malta-UAE Business Summit

Bridging Economy & Culture between Europe and the Middle East

Malta



**DEBBIE EACOTT**

**Founder & President**

Founder of Malta UAE Business Summit  
CEO & Founder of Eacott Enterprises



**H.E. LAILA RAHHAL EL ATFANI**

**Vice President**

Strategy Partner  
Malta UAE Business Summit

## 30+ Speakers



**ABDULAZZ AHMAD**

MD & Founder of Saefer Corporate Services  
President of the Commonwealth



**MOHAMMED AL HAJERI**

Consultant - Eacott Enterprise  
Founder & CEO - CulturEyes

## Media Partners



GLOBAL CHAMBER OF BUSINESS LEADERS



The Voice  
AFRICAN NEWS MAGAZINE

BGC  
Business Gate Circle

Register

[www.mubs.live](http://www.mubs.live)

Contact us to Become a Sponsor

**Malta & Europe**

DEBBIE EACOTT

+356 7930 9090

[debbie@eacottenterprises.com](mailto:debbie@eacottenterprises.com)

**UAE & The UK**

LAILA RAHHAL EL ATFANI

+971 5078 84005



# GLOBAL TIMES MAGAZINE



*Fourteenth Edition*

### Last But Not Least:

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

Wishing you the very best until next month, and here's our **inspirational quote** from this month's edition of the one and only Global Times Magazine.

”

**RACHEL MITCHELL**

**In a world where  
people sit and watch people fall,  
be a person  
who helps people to climb**

**Quote** Of The Month:

# GLOBAL TIMES MAGAZINE



## In Next Edition:

*Fifteenth Edition*

**COMING IN MAY**

ONLY IN THE  
GLOBAL TIMES MAGAZINE

[www.gc-bl.org](http://www.gc-bl.org)



Alarming data on global trade cooperation:

## GLOBAL TRADE HAS NEARLY FLATLINED. POPULISM IS TAKING A TOLL ON GROWTH

**WORLD**  
*Economy*

The World Trade Organization's (WTO) top decision-making body will have every reason to fret when it meets on February 26. International trade – a key engine of global prosperity since the fall of the Berlin Wall – has ground nearly to a halt and is set to remain anemic in the coming years.

In 2023, trade in goods and services expanded by the slenderest of margins, an estimated 0.2 percent, the slowest pace in 50 years outside of global recessions. It would have declined outright but for the growth of trade in services. Trade in goods shrank roughly 2 percent, the sharpest contraction during this century outside of a global recession...

READ MORE IN *Fifteenth Edition*

Xiaomi

Xiaomi's Electric Car Revolution:

**THE BIRTH OF A NEW ERA IN MOBILITY**

**AUTOMOTIVE**

What is the truth about Social Networks, are they toxic?

**TRUTH REVEALED: SOCIAL MEDIA AND TOXICITY**

**SOCIAL**  
*Media*

WWF:

**POPULATION OF WILD SPECIES HAS FALLEN BY 69% IN 50 YEARS**

**CLIMATE CHANGE**  
*Challenges*

We live in unusual times:

**THE CLIMATE CRISIS'S RIPLE EFFECT: EARTH'S ROTATION SLOWS DOWN**

**CLIMATE CHANGE**  
*Challenges*

Unveiling The Future:

**SUPERSONIC SOARS BEYOND BOUNDARIES**

**MOBILITY**  
*Future*

Global Conflict Deaths Reach Alarming Heights:

**WORLD AT WAR: A DISTURBING TREND EMERGES**

**PEACE**  
*World*

## Stay Tuned

# GLOBAL TIMES MAGAZINE



COMING IN *Fifteenth Edition*



Even in the age of next-day delivery, self-checkout, and gigabit internet, some things can't be rushed. The cars, trucks, and SUVs seen here won't reach dealer lots for anywhere from a few months to a few years. Some of them are about to roll down the assembly line. Others haven't emerged from the design studio yet. We're telling you about them now, though, because these are the vehicles that will matter, regardless of how many boring crossovers automakers puke out. These are worth the wait.

*Fifteenth Edition*

**COMING IN MAY**

ONLY IN THE  
GLOBAL TIMES MAGAZINE

[www.gc-bl.org](http://www.gc-bl.org)

The next-generation BMW M5 sedan will take a model year with an upgraded powertrain that produces more power than before. For the first time, the M5 will be offered as a hybrid with an estimated 738 horsepower and standard all-wheel drive.

Unfortunately, we're still too far from the expected July 2024 launch date for a list of complete specs, but we're excited at the prospect of a wagon version (Touring in BMW-speak) of the M5 coming to our shores.





**WANT TO  
BECOME PART  
OF THE  
EDITORIAL TEAM  
OF THE  
GLOBAL TIMES MAGAZINE?**



CONTACT US TODAY:

[global.times@gc-bl.org](mailto:global.times@gc-bl.org)



2024

# Publicity & Advertising

## GLOBAL TIMES MAGAZINE



### MEDIA DATA & PUBLIC RELATIONS

[global.times@gc-bl.org](mailto:global.times@gc-bl.org)



**DON'T HESITATE TO  
CONNECT WITH US  
NOW**

Together, we will collaborate to discover the optimal approach to showcase you or your business.