UNCONTROLLABLE CHALLENGES
DIGITAL ECONOMY IS THE TOOL TO REBALANCE THE WORLD ECONOMY

WE ARE ALL ACCOUNTABLE TO SECURE GROWTH
DIGITAL ECONOMY IS THE TOOL TO REBALANCE THE WORLD ECONOMY

UNCONTROLLABLE CHALLENGES

The existing point towards implementing a real economic solution lie in the recognition that powerful demographic trends are tearing at the heart of our global economy, causing the economic uncertainty and conflict that we are witnessing in the world today.

These “Uncontrollable Challenges” now command a new economic order and provide the stimulus for the technology industry to deliver what the real economy participants demand, thereby expanding the global economy and creating sustainable economic growth for all.

The world is currently divided into 3 categories:
- High Income Countries (HIC)
- Middle Income Countries (MIC)
- Low Income Countries (LIC)

The HIC constituted 22% of the world’s population 35 years ago. Today, that number has drastically decreased to 10%. In contrast, the MIC and LIC now compose 88% of the world’s population and are growing rapidly.

In the MIC, birth rates are low, the population is aging yet salaries remain high. This is an efficient and productive community challenged with low market demand.

In the LIC, birth rates are high, population is young and strong, but salaries are less than 20% of those in the HIC. This is a highly populated community challenged with low buying power.

The LIC cannot clone people, and cannot open the borders wider. The only and the strongest option for them is to build the buying power of the MIC/LC, thus creating a vast new market for their products and services.

The only and the strongest option for the MIC/LC is to connect to business excellence, thus achieving efficient and transparent operations through the adoption of new digital tools, thereby attracting nationals and international investments, and resulting in the increased buying power for the MIC/LC.

"Connecting the Strengths of the World Community Creating Well Being Across Humanity"
EMPOWERING THE DIGITAL ECONOMY

The G20 Nations Case Study for Shipment and Trade Efficiency Assessment findings indicate that, 90.4% of the real economy participants do not have integrated systems and 94.5% of them demand new digital tools to increase their performance at the ground level.

The technology industry must come together and commit to deliver to the world these digital tools and build the buying power of the MIC/LIC, wherein, for every 1% increase in their buying power, the world’s GDP can increase around USD 400 billion.

The Digital Economy is the tool to connect our economies and to de-risk business transactions between nations. In this way, we can rebalance the world economy, resulting in enlarging the global economic “pie” instead of competing on the same one today.

The first step has already begun, by expanding the G8 to the G20. This makes explicit the interdependence of our global economy. It makes clear that High, Mid, and Low Income Countries must connect in a smarter way to sustain economic growth for all.

When we apply new Digital Economy tools to digitize trade activities, we can create greater efficiency and transparency. This will reduce trade and operating costs as well as decrease the risk of doing business. In turn this will attract substantial new investment, increase financing and insurance, as well as grow trade among nations and regions. This will build the purchasing power of the MIC and LIC, thus providing new demand to fill the HIC excess capacity. This is how we can rebalance the global economy and achieve sustainable economic growth.

“...The cost of technology should not hinder the economic growth of the world..."