Making sense of new world order for economic development

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New World Disorder

Political Vulnerability, Demographic Shifts and Security Issues

- US withdrawal from TPP and T-TIP trade negotiations
- UK Brexit vote belies deep unease (across EU) with the forces of globalization, and France and German elections looming
- US immigration controls and continued threat of IS globally
- Restrictions on free movement of people across Europe will inhibit the competitive advantage that migrant labor has brought
- Seismic shifts in the economic world order, especially in capital and financial markets with corrections in the form and flow of FDI
- Changing societal and political attitudes to corporate tax avoidance and mitigation and scapegoating of MNCs

- The role of cities and regions and strategic sites in the increasingly diversified and specialist FDI landscape
- Attitudes of the ‘Millennial’ generation towards how and where they want to work, and how such talent can be harnessed to attract FDI
- Global corporations and (FDI) brands are increasingly being rejected by millennial consumers in favor of local, authentic and craft businesses
- Digital technology is transforming how healthcare, banking, education and retail services are accessed. Location is less of an issue
- Emerging new hybrid ‘sectors’ and industries such as fin-tech, connected health, and functional food
2020-2025 Outlook

- US is at risk of losing its Economic, Technological, and Moral leadership

- European political and economic stability threatened by Brexit and unchecked immigration will check growth

- China’s ambitions on the world stage will continue to advance politically and economically

- Competition for water and agri-food resources will eclipse the oil and energy race

- Robots took my job…

- Another tech bubble bursts though increased regulation and disengagement with social media and cyber threats

- Golden age for Pharma and healthcare as big data facilitates and accelerates scientific breakthroughs

- The sharing economy extends to capital goods, technology, offices space and workforce changing how and where companies operate

- New wave of globalisation driven by SMEs and Millennials
Economic development will migrate to digital platforms where investors and exporters can transact.

EDOs must differentiate their services and innovate in order to stay relevant and amplify their reach and impact though partnerships.
How is OCO responding?

- Building our own Bot: We will continue to invest in AI and machine learning though our Velociti platform to find patterns and opportunities for trade and investment

- We have just acquired a business in Dubai to extend our reach and capability in this region which is firmly established as a East West gateway and offers rich seams of untapped trade and investment opportunities

- We see a gap in the space where government support stops and the private sector engages in supporting fledging exporters which we aim to fill with enhanced trade services

- We are working with corporate finance, legal and tax partner firms to fill gaps in market entry support and develop a one stop shop for new SME investors

- With a number of our most progressive clients like Jobs Ohio, Department of International Trade we are further refining the public-private partnership model to deliver greater economic impacts

- We are building internal capability and have extended our offer to include marketing services particularly in digital which is a targeted and highly cost effective way to engage with decision makers on trade and investment