CONNECTING BUSINESS . CREATING LEGACIES .

ONE BUSINESS SEASON

EDITION 02
SEPTEMBER 2026



IN FOCUS

Emerging Markets, Real Potential

Where innovation, investment and talent meet.

SPECIAL FEATURE

The Next 100 Billion

How global collaboration is shaping a stronger economic future.

LEADING

THE NEXT ERA OF

GLOBAL BUSINESS

OBS ONE BUSINESS SEASON

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OBS ONE BUSINESS SEASON

MESSAGE FROM THE CEO

Building a World Where Business Connects

In a rapidly changing world, businesses need more than opportunity — they need vision, trusted connections, strategic direction, and the courage to act.

OBS Global - One Business Season was founded on a simple conviction: to build a borderless business ecosystem where entrepreneurs, investors, corporations, governments, and visionary leaders come together to turn potential into prosperity.

Our mission goes beyond organizing events. We build pathways to capital, partnerships, market expansion, and sustainable growth — connecting industries, countries, and cultures through our international chapters and global network, so that no promising business is left behind for lack of access, resources, or opportunity.

As Chief Business Savior, I believe every genuine enterprise deserves the chance to survive, grow, and create meaningful impact. True leadership isn't measured only by the wealth we build, but by the businesses we strengthen, the people we empower, and the legacy we leave behind.

> "No business should fail simply because it never had the chance to be seen, trusted, or supported. That is why OBS Global exists — to give every genuine enterprise its chance to rise."
>

OBS Global represents a new era of business collaboration — where competition gives way to cooperation, ideas become investments, and relationships become lasting economic value. Every handshake can open a market. Every conversation can inspire innovation. Every partnership can shape the future.

Our ambition is global. Our commitment is personal — to stand beside entrepreneurs, sup-



-port...

Our ambition is global. Our commitment is personal — to stand beside entrepreneurs, support investors, empower communities, and turn bold visions into sustainable realities.

We are not simply participating in the future of business.

We are building it.

Dr. Munir Ahmed Chaudhry
Founder & CEO
One Business Season

OBS AT A GLANCE

Countries Connected
127

A continuously growing international network spanning six continents.

Global Chapters
63

Empowering local business communities while maintaining a unified global vision.

Strategic Partnerships
280+

Including governments, chambers of commerce, business councils, universities, investment groups and multinational organizations.

Global Members
1000+

Entrepreneurs, diplomats, investors, executives, innovators and policy makers driving international collaboration.

Global Events
300+

International forums, summits, investment meetings, networking sessions and diplomatic engagements.

Business Sectors
100+

From manufacturing and finance to healthcare, technology, tourism, logistics, energy, education and sustainability.



QUICK HIGHLIGHTS

- Strategic partnership initiated with Uganda to strengthen UAE–Africa trade and investment.
- Economic cooperation expanded with Thailand, focusing on the automotive and tyre industries.
- OBS entered the Romanian market, extending its European business network.
- New collaboration established with Armenia to enhance cross-border trade and investment opportunities.
- Strategic engagement strengthened with China and Ethiopia to promote industrial and economic cooperation.
- Partnership framework advanced with Côte d'Ivoire to support regional business development.
- Global automobile alliance launched in collaboration with H.H. Sheikh Mohammed bin Sultan Al Nahyan.
- International cooperation reinforced with the Philippines to encourage bilateral trade and investment.
- OBS expanded engagement with Brazil, strengthening its leadership and chapter network.
- New investment and diplomatic collaborations established across Africa, Europe, Asia, and the Middle East.
- Global chapter network continued to grow through the appointment of new chapter leaders and executive board members.
- International partnerships were strengthened with governments, chambers of commerce, business councils, investors, and private sector organizations across multiple regions.



Quote of the Month

"Every new partnership expands our global family, every connection creates opportunity, and every collaboration brings us one step closer to a world where business truly knows no borders."

— One Business Season (OBS)

100 DAYS. ONE GLOBAL MISSION. UNLIMITED OPPORTUNITIES.

OBS 100 Days Global Agenda: A Blueprint for International Collaboration and Economic Transformation

One Business Season (OBS) is redefining the future of global business through a bold and unprecedented initiative—the OBS 100 Days Global Agenda. More than a business summit, it is a continuous international movement designed to connect nations, industries, investors, innovators, and entrepreneurs through a carefully structured 100-day journey spanning multiple countries and sectors.



Beginning with the Global Opening Ceremony in Dubai and culminating at the OBS World Grand Finale in Brazil, the agenda brings together leaders from across the world to foster meaningful partnerships, promote innovation, and create long-term economic value. Every phase has been strategically designed to build momentum, ensuring that relationships formed today become tomorrow's investments, collaborations, and success stories.

The journey unfolds through five transformational phases, each representing a critical stage in the global business ecosystem.

Throughout all five phases, OBS integrates daily business activities including investment meetings, startup competitions, government roundtables, chamber of commerce engagements, cultural exchanges, exhibitions, media interactions, and award ceremonies. This continuous programme transforms the traditional conference model into a living global ecosystem where collaboration happens every day rather than during isolated events.

Operating across 28 host countries and spanning 100 consecutive days, the OBS Global Agenda demonstrates the organization's commitment to creating an interconnected international business community. By bringing together governments, corporations, investors, startups, chambers of commerce, and industry leaders under one platform, OBS continues to strengthen its role as a catalyst for economic diplomacy and sustainable global development.

The OBS 100 Days Global Agenda is more than a schedule of events—it is a roadmap for the future of international business. It represents a vision where innovation drives progress, partnerships create prosperity, and collaboration becomes the foundation of a stronger, more connected global economy.



GLOBAL PHYSICAL EVENTS CALENDAR

01 – 10		
01	15 – 16 OCT 2026	DUBAI, UAE GRAND OPENING SUMMIT
02	17 – 18 OCT 2026	AUSTRALIA
03	19 – 20 OCT 2026	BANGLADESH
04	21 – 22 OCT 2026	EGYPT
05	23 – 24 OCT 2026	BELGIUM
06	25 – 26 OCT 2026	BURKINA FASO
07	27 – 28 OCT 2026	TANZANIA
08	29 – 30 OCT 2026	CAMEROON
09	31 OCT – 01 NOV 2026	TÜRKIYE
10	02 – 03 NOV 2026	FRANCE

11 – 20		
11	04 – 05 NOV 2026	CENTRAL AFRICAN REPUBLIC
12	06 – 07 NOV 2026	NIGERIA
13	08 – 09 NOV 2026	DRC
14	10 – 11 NOV 2026	ETHIOPIA
15	12 – 13 NOV 2026	GABON
16	14 – 15 NOV 2026	SOUTH AFRICA
17	16 – 17 NOV 2026	GRENADA
18	18 – 19 NOV 2026	GREECE
19	20 – 21 NOV 2026	THAILAND
20	22 – 23 NOV 2026	HONG KONG

21 – 30		
21	24 – 25 NOV 2026	INDIA
22	26 – 27 NOV 2026	MOLDOVA
23	28 – 29 NOV 2026	INDONESIA
24	30 NOV – 01 DEC 2026	JAPAN
25	02 – 03 DEC 2026	AZERBAIJAN
26	04 – 05 DEC 2026	KAZAKHSTAN
27	06 – 07 DEC 2026	KENYA
28	08 – 09 DEC 2026	MALAYSIA
29	10 – 11 DEC 2026	ROMANIA
30	12 – 13 DEC 2026	MOROCCO

31 – 40		
31	14 – 15 DEC 2026	GERMANY
32	16 – 17 DEC 2026	PAKISTAN
33	18 – 19 DEC 2026	NEW ZEALAND
34	20 – 21 DEC 2026	CYPRUS
35	22 – 23 DEC 2026	SRI LANKA
36	24 – 25 DEC 2026	OMAN
37	26 – 27 DEC 2026	CHINA
38	28 – 29 DEC 2026	PHILIPPINES
39	30 – 31 DEC 2026	MEXICO
40	01 – 02 JAN 2027	RUSSIA

41 – 50		
41	03 – 04 JAN 2027	SAUDI ARABIA
42	05 – 06 JAN 2027	UNITED STATES OF AMERICA (USA)
43	07 – 08 JAN 2027	SOUTH KOREA
44	09 – 10 JAN 2027	SWITZERLAND
45	13 – 12 JAN 2027	COLOMBIA
46	13 – 14 JAN 2027	ITALY
47	15 – 16 JAN 2027	UNITED KINGDOM
48	17 – 18 JAN 2027	PARAGUAY
49	19 – 20 JAN 2027	CANADA
50	21 – 22 JAN 2027	BRAZIL GRAND CLOSING SUMMIT

OBS MILESTONES & GLOBAL INITIATIVES

OBS LIVE: One Business Media Network Launches to Connect, Inform and Amplify the Global Business Ecosystem

In another major step in its journey of building business without borders, OBS – One Business Season has launched OBS LIVE – One Business Media Network, a dedicated media platform created to give the global business ecosystem a stronger, more connected and more influential voice.

The launch marks an important expansion of the OBS vision. While OBS has continued to build bridges between entrepreneurs, investors, business leaders, institutions and international markets, OBS LIVE adds a powerful new dimension: business media and global communication.

Positioned as the voice of the global business ecosystem, OBS LIVE is designed to bring the stories, ideas, achievements and opportunities shaping businesses and economies to a wider audience. Public OBS communications have described the platform as "the voice of the global business ecosystem," reflecting its role within the broader OBS mission.

Where Business Meets Media

In today's interconnected world, business growth is no longer driven by transactions alone. Visibility, communication, credibility and access to information have become essential components of global success.

A successful entrepreneur may have an exceptional product, but without visibility, the right audience may never discover it. A promising startup may have the potential to enter international markets, but without a platform to tell its story, investors and partners may never hear about it.

OBS LIVE is positioned to help bridge that gap.

By creating a dedicated business media network within the OBS ecosystem, the platform can provide space for business stories, leadership conversations, market developments, entrepreneurial journeys, institutional achievements and global opportunities.

It is a move from simply connecting the business world to also telling its story.

Amplifying the Voices That Shape Business



At the heart of OBS LIVE is a simple but powerful idea: every business ecosystem has stories worth telling.

From entrepreneurs building new ventures to established corporations expanding internationally; from investors exploring emerging markets to institutions creating strategic partnerships—each represents a part of the global economic story.

OBS LIVE provides an opportunity to bring these voices together.

The platform can spotlight business leaders and innovators while creating conversations around entrepreneurship, investment, international trade, technology, leadership and economic development.

In doing so, OBS LIVE can become more than a media outlet. It can develop into a business intelligence and networking ecosystem, where information creates connections and connections create opportunities.

Connecting Markets Through Information

Globalisation has made markets increasingly interconnected, but geographical distance can still create information gaps.

A business leader in one country may be unaware of an investment opportunity in another. An entrepreneur may be searching for international partners. An investor may be looking for emerging markets. A company may be preparing to expand into a new region.

Access to relevant and timely business information can be the first step toward connecting these possibilities.

OBS LIVE strengthens the OBS ecosystem by creating a communication channel through which business communities across countries and regions can discover one another.

This complements the broader OBS philosophy of building bridges between markets and creating an environment where businesses can move beyond borders.



A Platform for Leaders and Visionaries

Leadership communication will be another important dimension of OBS LIVE.

Today's business leaders are not simply executives; they are increasingly thought leaders, innovators and voices within their industries. Their experiences can provide valuable lessons for emerging entrepreneurs and young professionals.

Through interviews, conversations, features and business-focused content, OBS LIVE can create opportunities for leaders to share their experiences, perspectives and visions for the future.

The platform can also provide emerging entrepreneurs with a space to present their ideas and achievements to a broader audience.

In this way, OBS LIVE has the potential to create a bridge between established leadership and the next generation of business talent.



More Than Media — A Global Business Network

What distinguishes OBS LIVE within the OBS ecosystem is its potential to go beyond traditional media.

It can become a platform where content leads to connection, connection leads to collaboration, and collaboration leads to opportunity.

A business story can introduce a company to a potential investor. An interview can create a new professional relationship. Coverage of an international initiative can open the door to new partnerships. A discussion between leaders can inspire a new idea.

This creates a powerful relationship between media and business development.

OBS LIVE therefore represents not simply the launch of another media platform, but the expansion of the OBS ecosystem into a space where business communication, visibility and global connectivity come together.



CEO INSIGHTS

The Power of Relationship Capital: Why Trust Remains at the Heart of Global Business

CEO Perspective | Dr. MAC Munir Ahmad Chaudhry
Founder & Group CEO, OBS – One Business Season

In an increasingly fast-moving global economy, where businesses are often measured through quarterly results, market movements and financial performance, Dr. MAC Munir Ahmad Chaudhry has highlighted a fundamental principle that continues to shape successful business relationships: trust.

His recent reflections emphasise what can be described as "relationship capital"—the value created through genuine connections built on confidence, mutual understanding, respect and long-term commitment.

For businesses operating across borders, this principle carries particular importance. International commerce is not built solely through contracts and transactions. Sustainable partnerships often begin with conversations, develop through trust and become stronger through consistent engagement.

Beyond Transactions:

Modern business has become increasingly data-driven. Performance indicators, financial targets, market share and growth projections are essential to decision-making. Yet behind every successful transaction are people and relationships.

A contract can define the terms of a partnership, but trust determines how that partnership develops over time.

For global business leaders, the ability to build authentic relationships can be just as valuable as financial or technical expertise. Partners who understand one another's objectives, respect different perspectives and maintain open communication are better positioned to navigate uncertainty and identify opportunities together.

This philosophy is particularly relevant to the OBS vision of building business without borders. As OBS connects entrepreneurs, investors, institutions and business leaders across markets, relationships become the foundation upon which meaningful international cooperation can grow.

The Human Side of Global Business:

Globalisation has made it easier than ever to communicate across geographical boundaries. Technology allows businesses to hold meetings across continents, exchange information instantly and enter new markets at unprecedented speed.

Yet technology cannot replace the human element of business. Trust still has to be earned. Credibility still has to be demonstrated. Relationships still have to be nurtured.

Dr. Chaudhry's message highlights the importance of preserving this human dimension in an environment where business can sometimes become overly focused on numbers and short-term performance.

A meaningful relationship is built through repeated interactions, shared experiences and the confidence that each party will honour its commitments. Over time, these relationships can become a valuable form of capital—one that may open doors to collaboration, investment, market access and new opportunities.

Building Long-Term Business Ecosystems

Relationship capital becomes even more significant when viewed through the lens of international business ecosystems.

A single transaction may create immediate value, but a trusted relationship can create opportunities for years.

One introduction can lead to another connection. A business meeting can develop into a strategic partnership. A partnership can create access to new markets. And a network of trusted relationships can ultimately become an ecosystem capable of generating opportunities across multiple industries and countries.

This is closely aligned with the broader OBS approach to global business connectivity. OBS positions itself around connecting decision-makers and business communities across borders, creating an environment where relationships can develop into meaningful commercial opportunities.

Trust as a Competitive Advantage

In competitive global markets, products and services can often be replicated. Technology can evolve rapidly. Strategies can change.

Trust, however, takes time to build.

That makes authentic relationships a distinctive form of competitive advantage.

Businesses that consistently demonstrate reliability, transparency and respect can develop stronger networks and deeper partnerships. These relationships can provide resilience during periods of uncertainty and create a foundation for future growth.

For emerging entrepreneurs and young business leaders, the lesson is equally important: building a successful career or company is not only about expanding a contact list. It is about developing relationships that have depth, credibility and mutual value.

The OBS Perspective

The emphasis on relationship capital reflects a philosophy that sits naturally within the OBS ecosystem.

OBS seeks to bring together business leaders, entrepreneurs, investors and institutions from different markets. Such a global network can only create lasting value when connections move beyond introductions and become relationships built on trust.

The future of global business will therefore not be defined by technology and capital alone. It will also be shaped by the quality of the relationships connecting people, markets and institutions.

Dr. MAC Munir Ahmad Chaudhry's message offers a timely reminder that behind every successful business network are human connections—and behind every enduring partnership is trust.

In a world focused on speed, scale and quarterly performance, relationship capital provides something more enduring: the foundation for collaboration, credibility and long-term global growth.



When Trust Becomes an Institution: The Akhuwat Model and the Future of Purpose-Driven Business

DR. AMJAD SAQIB'S AKHUWAT MODEL OFFERS A POWERFUL LESSON FOR A NEW GENERATION OF BUSINESS LEADERS: SUSTAINABLE PROSPERITY BEGINS WHEN TRUST, OPPORTUNITY AND HUMAN DIGNITY BECOME PART OF THE SYSTEM.

For decades, economic development has often been measured through financial growth, investment volumes and market performance. Yet behind every economy are people—and the strength of an economy ultimately depends on whether those people have access to opportunity.

The work of Dr. Muhammad Amjad Saqib, founder of Akhuwat, presents a powerful alternative perspective. His model demonstrates that trust is not simply a personal feeling or a moral ideal; it can become an institutional principle capable of creating measurable social and economic impact.

From Trust to Opportunity

Akhuwat was built around the idea that people facing poverty do not necessarily need charity alone. They need opportunity, dignity and the confidence that someone believes in their ability to succeed.

Its interest-free microfinance model places trust and human dignity at the center of financial inclusion. Rather than treating disadvantaged communities simply as recipients of assistance, the model seeks to give individuals the means to rebuild their livelihoods and become economically independent.

This approach offers an important lesson for the wider business community: capital becomes more powerful when it creates opportunity.

When financial resources are connected with trust, mentorship, markets and human potential, they can become instruments of transformation rather than simply tools for financial return.

The Human Side of Economic Development:

Dr. Saqib's work challenges a traditional understanding of economic development that focuses heavily on financial instruments and institutional structures while sometimes overlooking the human element.

The central message is simple: a society cannot achieve sustainable prosperity if large sections of its population remain disconnected from economic opportunity.

This idea closely resonates with the emerging philosophy of OBS – One Business Season, where business is viewed not merely as a collection of transactions, but as an ecosystem of people, relationships, capital, ideas and opportunities.

Dr. MAC Munir Ahmad Chaudhry, Chief Business Savior of OBS, advocates a Business Savior Ecosystem in which successful businesses and capital providers can become catalysts for opportunity and wider economic participation.

The Diaspornews article similarly connects his vision with Dr. Saqib's belief that institutions can be designed to connect people with meaningful opportunities.

Beyond Profit: Building Purpose Into Business

The lesson from Akhuwat is particularly relevant at a time when businesses around the world are reconsidering what success truly means.

Profit remains essential for any sustainable enterprise. But businesses also operate within communities and economies. Their decisions can create jobs, develop skills, strengthen markets and open doors for people who may otherwise remain excluded.

This creates a broader definition of business success—one where financial performance and social impact are not competing objectives, but can reinforce one another.

Dr. Saqib's work has received international recognition, including the Ramon Magsaysay Award in 2021 reflecting the

wider significance of the Akhuwat model and its contribution to social entrepreneurship.

A Lesson for the Global Business Ecosystem

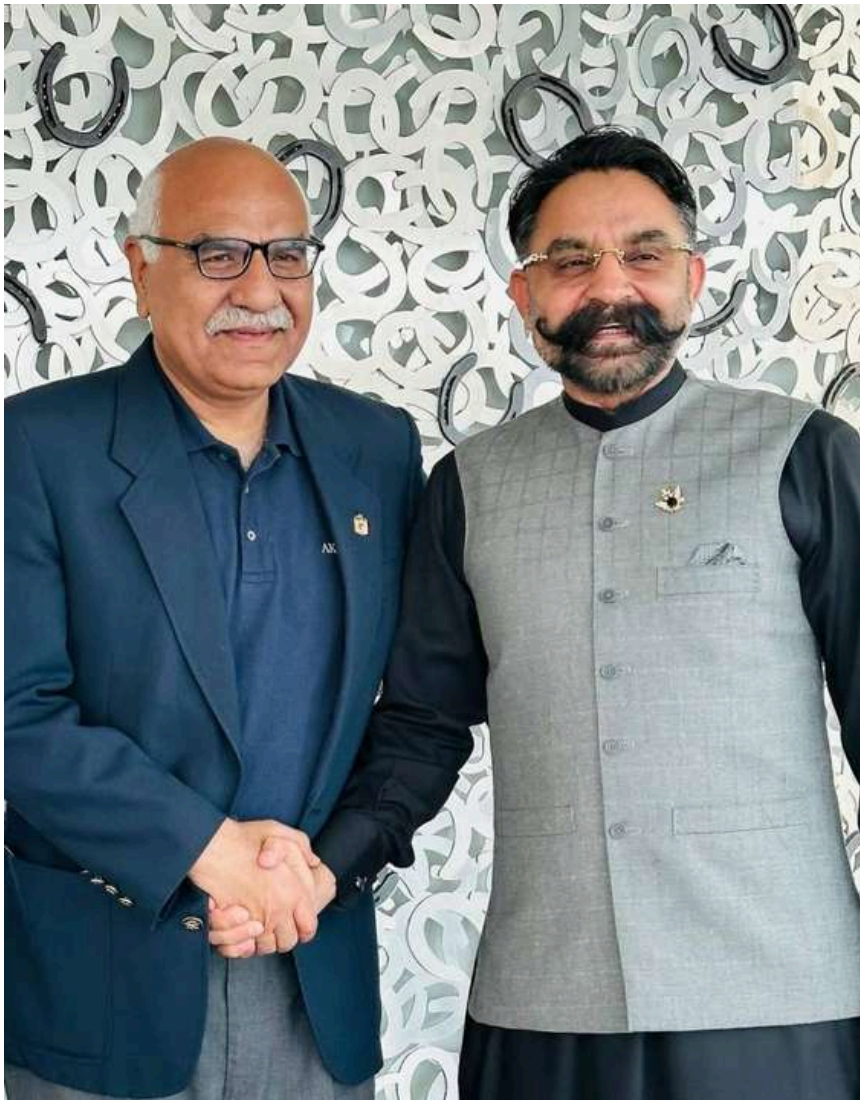
For OBS, the significance of this story extends beyond Pakistan.

Across emerging markets, entrepreneurs need access to capital. Investors need credible opportunities. Young people need skills and mentorship. Businesses need markets and partnerships. Communities need institutions that can connect these different elements.

This is where the concept of a global business ecosystem becomes increasingly important.

OBS's vision of "Building Business Without Borders" is ultimately about creating connections that allow entrepreneurs, investors, professionals and institutions to work together across markets.

The Akhuwat experience adds an important dimension to that vision: connections should not only create commercial value; they should create human value as well.





The Future of Purposeful Business:

The next generation of global business will increasingly be judged not only by what organizations earn, but also by what they enable.

Dr. Amjad Saqib's journey demonstrates that trust can be transformed into an operating model, and that compassion can be structured into an institution capable of creating lasting impact.

For the global business community, this is a powerful reminder that sustainable prosperity is built when opportunity becomes accessible rather than exclusive.

The future belongs to ecosystems where capital finds purpose, entrepreneurs find opportunity, investors find meaningful impact, and businesses become engines of wider prosperity.

That is where the philosophies of Akhuwat and OBS meet: in the belief that business can be more than transactions. It can be a force for connection, empowerment and transformation—and when trust becomes part of the institution, its impact can reach far beyond the individuals who first receive it.

OBS GLOBAL | IDENTITY & GLOBAL VISION

OBS Global Unveils Its Flag: A Symbol of One Vision and Borderless Business



OBS – One Business Season has unveiled its official global flag, introducing a powerful new symbol for its growing international business ecosystem.

More than a visual identity, the OBS flag represents a philosophy: that business opportunities should not be restricted by borders and that stronger connections between nations, markets and people can create greater possibilities for global growth. The unveiling comes as OBS prepares for its major global business season, bringing together entrepreneurs, investors, business leaders and institutions from around the world.

A Flag for a Global Business Movement:

At the heart of the flag is a world map, crossed by illuminated pathways connecting different regions. The imagery reflects one of OBS's central beliefs—that geographical distance should not prevent businesses from accessing international opportunities.

The lines across the map represent the connections OBS seeks to create between entrepreneurs and investors, businesses and markets, institutions and industries, and emerging economies and established business centers.

In this sense, the flag becomes a visual representation of "One Ecosystem. One Network. One Business Season."

Unity Through Diversity:

The different colors represented across the continents carry another important message: global unity does not require countries and markets to lose their individual identities.

Every economy brings its own strengths, resources, talent, innovation and cultural perspectives. OBS's vision is to bring these differences together in a way that encourages collaboration while respecting the unique contribution of each market.

This philosophy is particularly relevant to an international business ecosystem. Global growth is strongest when different capabilities are connected—when technology can meet capital, entrepreneurship can meet markets, and local businesses can access international networks.

Connecting Capital, Innovation and Opportunity

The new flag also reflects the broader purpose of OBS as a platform for business and investment connectivity.

OBS is preparing its 2026–27 global business season, beginning in Dubai on 15 October 2026 and extending across a 100-day programme designed to connect entrepreneurs, investors and industry leaders through physical and virtual experiences.

The organization describes the summit as a chapter-based global ecosystem, with international events designed around business networking, investment, trade, partnerships and economic cooperation.

The flag therefore arrives at an important moment. It provides a single visual identity for an ecosystem that is expanding across countries and business communities.

More Than a Symbol:

For OBS, the significance of the flag lies in what it represents beyond its physical design.

It communicates a commitment to building relationships that can move from introductions to collaboration, and from collaboration to tangible business opportunities. OBS's stated pillars include global vision, strong partnerships, sustainable growth, trust and integrity, and innovation and excellence.

These principles give the flag a broader meaning: it is intended to stand for a way of conducting international business based on connection, cooperation and shared opportunity.

As the OBS flag appears at summits, partner events and international gatherings, it can serve as a recognizable symbol of the wider OBS community.

One World. One Vision. One Business Season:

The unveiling of the OBS Global flag marks another milestone in the evolution of One Business Season.

It represents a business world where markets are connected rather than isolated, where investment can meet opportunity across borders, and where entrepreneurs can become part of a genuinely international network.

For OBS, the flag is ultimately a statement of intent—a visual expression of its ambition to bring commerce, collaboration and global opportunity together under one shared identity.

As OBS moves toward its 2026 global season, the message carried by its new flag is clear:

One World. One Vision. One Business Season.

A single symbol for a global ecosystem—and a reminder that the future of business will be shaped not only by what individual markets can achieve, but by what they can achieve together.



OBS GLOBAL NETWORK & BUSINESS CONNECTIVITY

OBS Connects the Global Business Community at METAS 2026

From Business Connections to Global Opportunities: OBS Strengthens Cross-Border Collaboration in Sharjah

The global business community converged in Sharjah for METAS 2026 – Middle East Tyre and Auto Parts Expo, bringing together manufacturers, distributors, importers, exporters, investors and business leaders from across the region and around the world. For OBS, the event represented more than an industry gathering—it demonstrated the growing power of connected global business networks.

Held at the Expo Centre Sharjah, METAS 2026 created a dynamic environment for companies and professionals across the tyre, automotive parts and mobility sectors to exchange knowledge, explore new markets and develop strategic relationships. OBS engaged with international business network leaders, including AMB. Lailah El Atfani and Dr. Munir Ahmed Chaudhry, reinforcing the importance of relationships that extend beyond individual events and into long-term international cooperation.

OBS Perspective: Connections That Create Value

At OBS, we believe that today's global economy is increasingly shaped by who businesses can connect with, where those connections lead, and how effectively they can be transformed into opportunities.

METAS 2026 demonstrated this principle in action.

A conversation between two business leaders can become a partnership. A meeting between an importer and exporter can open a new market. A discussion between investors and entrepreneurs can develop into a new project. These are the connections that OBS seeks to facilitate across its expanding international ecosystem.

The event also highlighted the strategic importance of the United Arab Emirates as a global meeting point for trade, investment and business connectivity. Its position between major international markets provides an ideal environment for companies looking to expand their networks, strengthen supply chains and explore cross-border opportunities.

Beyond Networking

For OBS, networking is not the final objective—it is the beginning.

The OBS vision is to build an ecosystem where businesses, investors, governments, entrepreneurs and professional networks can remain connected beyond individual conferences and exhibitions. METAS 2026 provided another example of how physical gatherings can become catalysts for longer-term commercial relationships.

The real measure of a successful business event is therefore not simply how many people attend, but how many meaningful relationships continue after the event.

One Network. One Ecosystem. Limitless Opportunities.

As OBS continues expanding its global network, events such as METAS demonstrate the value of bringing diverse business communities together around shared opportunities.

From Sharjah to markets across the world, OBS remains focused on one objective: connecting businesses. METAS 2026 was another meeting point for global business, innovation and trade—and for OBS, another step toward creating a truly connected international business ecosystem.

METAS 2026 offered an important opportunity to observe how rapidly the automotive and mobility industries are evolving beyond traditional manufacturing and distribution models. Today, the sector is influenced by changing technologies, expanding aftermarket demand, increasingly sophisticated logistics systems and the need for businesses to respond quickly to developments across international markets. For OBS, engagement with a platform such as METAS provides valuable insight into these changes while also opening doors for businesses within its wider ecosystem to explore opportunities connected to trade, innovation and international expansion.

One of the most significant aspects of industry exhibitions is their ability to bring different parts of a commercial ecosystem into direct contact. The automotive sector does not operate through manufacturers alone. Its growth depends on a much wider network that includes component producers, wholesalers, distributors, retailers, logistics providers, service companies, technology specialists and financial partners. Each of these businesses faces different challenges, but they also create opportunities for one another. From the OBS perspective, identifying these points of connection is important because international business growth often occurs when complementary capabilities are brought together.

For companies seeking expansion, access to reliable market information is equally important. Entering a new country requires more than simply identifying potential customers. Businesses need to understand distribution structures, local demand, regulatory requirements, pricing expectations and the competitive environment. International exhibitions can provide an initial understanding of these factors by bringing together companies that are actively operating within different markets. Through its international business community, OBS can contribute to this process by encouraging dialogue between businesses with local knowledge and organizations looking to explore new commercial territories.

The aftermarket industry also presents significant potential for cross-border trade. As.







vehicle ownership grows across developing and emerging markets, demand for replacement parts, tyres, maintenance services and related products continues to create commercial opportunities. Businesses attending events such as METAS can explore how products and services may move into new markets through distribution partnerships and localized business relationships. For OBS, this creates an opportunity to support conversations not only between large corporations, but also between small and medium-sized enterprises that may be seeking their first steps into international trade.

Another important area is supply-chain development. Recent global disruptions have encouraged companies to reconsider how they source products, manage inventory and build resilience into their operations. Businesses are increasingly interested in diversifying suppliers and reducing dependence on a single market or production source. Industry gatherings can help companies identify alternative suppliers and establish new commercial channels. From an OBS standpoint, this highlights the value of maintaining a diverse international network capable of connecting businesses across multiple regions and sectors.

Technology is also becoming increasingly important to the future of mobility and automotive-related industries. Digital systems, data-driven operations, advanced manufacturing processes and new approaches to vehicle maintenance are gradually changing the way companies operate. Even traditional sectors such as tyres and spare parts are being influenced by innovations in production, inventory management and customer service. OBS sees these developments as an opportunity to encourage greater exchange between established industries and emerging technology-driven businesses, helping create partnerships that combine industrial experience with new ideas and capabilities.

The value of METAS 2026 can therefore also be considered from the perspective of market intelligence. Events of this nature allow business leaders to observe what products are entering the market, which regions are attracting commercial attention and where companies are directing their expansion efforts. This type of information can help organizations make more informed decisions about future investment and growth strategies. For OBS, understanding these changing business landscapes is important to ensuring that its global network remains connected to relevant industries and emerging opportunities.

However, the most important stage often begins after an event has concluded. Initial discussions need to be followed by further communication, opportunity assessment and, where appropriate, structured collaboration. This is where business networks can play an important role. Rather than allowing valuable introductions to disappear after an exhibition, an organized international ecosystem can help maintain communication and identify practical next steps. OBS has the potential to act as a continuing point of engagement, supporting conversations as they develop from initial interest into possible commercial cooperation.



This follow-up process can be particularly valuable for businesses that do not have extensive international representation. A growing company may have a strong product or service but limited knowledge of overseas markets. Through exposure to a wider business network, it can gain access to perspectives, contacts and potential partners that would otherwise take years to develop independently. Similarly, established companies looking for innovation or access to emerging markets can benefit from engagement with new entrepreneurs and regional business communities.

METAS 2026 also reflects the growing importance of sector-specific engagement within a broader global business network. While OBS brings together people from different industries, specialized events provide opportunities to understand the unique challenges and possibilities within individual sectors. Combining industry knowledge with cross-sector connections can create additional value. A logistics company may discover opportunities within the automotive supply chain, a technology provider may find a role in improving distribution systems, or an investment group may identify businesses with potential for regional expansion.

From this perspective, OBS participation in and engagement around international platforms is part of a larger strategy of understanding where business activity is taking place and where new opportunities may emerge. The goal is not simply to be present at important events, but to develop meaningful pathways between industries, markets and business communities. This approach can help transform individual encounters into a broader flow of commercial information and opportunity.





As the global business environment becomes increasingly competitive, companies will need stronger access to information, partnerships and international markets. No single organization can possess every resource or capability required for expansion. Collaboration will therefore continue to play a central role in future business growth. Platforms such as METAS 2026 demonstrate the importance of creating spaces where industries can exchange ideas and explore possibilities, while networks such as OBS can help extend those possibilities beyond the immediate environment of the event.

For OBS, the wider lesson from METAS 2026 is clear: international business opportunities are not created by events alone. They require continued engagement, market understanding, strategic follow-up and the ability to connect businesses with the resources they need to grow. By strengthening these connections across industries and borders, OBS can contribute to an environment where opportunities are not only discovered, but developed into practical and sustainable outcomes.

METAS 2026 was therefore not simply an opportunity to observe an important industry. It represented a window into the changing dynamics of global trade and the growing need for connected business ecosystems. For OBS, the focus remains on turning access into opportunity, opportunity into collaboration, and collaboration into long-term economic value across an increasingly interconnected world.

OBS Reaches a New Global Milestone: 100+ Countries and 200+ Chapters

One Business Season Expands Its Global Ecosystem, Connecting Markets, Leaders and Opportunities Across Continents

At One Business Season (OBS), our vision has always been larger than creating another business network. It is about building an interconnected global ecosystem where entrepreneurs, investors, corporations, professionals, institutions and business leaders can find one another, exchange knowledge and turn relationships into meaningful opportunities. Reaching 100+ countries and 200+ chapters across all continents represents a major milestone in that journey.

This expansion demonstrates the growing strength of the OBS chapter-based model. Rather than concentrating business engagement in a single location, OBS is developing a network rooted in different countries, cities and business communities. Each chapter becomes a local point of connection while remaining part of a much larger international ecosystem. This structure allows global opportunities to be connected with local knowledge, relationships and market realities.

For OBS, the significance of reaching more than 100 countries is not simply a matter of numbers. Every country represents a business community with its own entrepreneurs, industries, investment priorities and opportunities. Every chapter creates another bridge through which these communities can connect with businesses and institutions beyond their borders. The objective is to make international business connectivity more accessible, relationship-driven and practical.

The milestone also reflects the contribution of the people behind the OBS ecosystem. Partners, Business Saviors, Ambassadors, Chapter Leaders, Volunteers and supporters have played an important role in extending the network and strengthening its presence around the world. Their involvement demonstrates that a global business ecosystem cannot be created by one organization alone; it grows through the participation, trust and leadership of people who believe in collaboration.

From Chapters to Business Bridges

At OBS, we see chapters as more than geographical representatives. They are intended to function as business bridges—connecting local entrepreneurs and companies with international markets, investors, professionals and strategic partners. This creates the possibility for a business opportunity identified in one market to find a partner, investor, supplier, customer or collaborator in another.

Such connectivity is increasingly important as international business becomes more interconnected. Companies are looking beyond traditional markets for investment, technology, manufacturing, distribution, professional services and strategic alliances. A strong global network can help businesses navigate these opportunities through trusted relationships and local understanding.

The 100-country milestone therefore represents an expansion of the OBS platform for cross-border collaboration. It strengthens the possibility of connecting Africa with the Middle East, Asia with Europe, emerging markets with established business centres, and local enterprises with international opportunities.

One Network, One Ecosystem

The next stage of OBS is not simply about adding more chapters. It is about making the existing network more connected and productive. The real value of a global ecosystem comes when its members actively interact with one another, share knowledge, identify opportunities and develop partnerships.

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Our vision remains straightforward: One Network. One Ecosystem. Limitless Opportunities. The goal is to build bridges between businesses and nations, empower entrepreneurs and create an environment where international relationships can develop into tangible economic cooperation

Reaching 100+ countries and 200+ chapters is therefore not the destination. It is a foundation for the next chapter of OBS. As the network continues to grow, the opportunity is to deepen connections within each market while creating stronger links between markets globally.

For OBS, global expansion ultimately has meaning when it creates real connections, real opportunities and real impact. The journey from one chapter to a worldwide ecosystem reflects a belief that the future of business belongs to organizations and communities willing to collaborate across borders.

OBS is not simply expanding its footprint. It is building a global business community—one chapter, one relationship and one opportunity at a time.





OBS Welcomes Nauman Khan as Chief Development Officer

Strengthening Global Development, Strategic Alliances and International Expansion

The One Business Season (OBS) is strengthening its leadership and global development strategy with the appointment of Nauman Khan as Chief Development Officer, a role focused on advancing the organization's international presence, strategic alliances and economic opportunities across markets and industries. The appointment reflects OBS's continued evolution as a global, chapter-based business ecosystem dedicated to connecting businesses, institutions and leaders across borders.

At OBS, we believe that sustainable global growth is built through strong relationships and purposeful collaboration. The role of Chief Development Officer is therefore central to expanding the bridges between OBS chapters, business communities and strategic partners around the world. Nauman Khan's appointment adds a dedicated leadership focus to the development of these connections, with an emphasis on creating partnerships that can generate long-term commercial and economic value.

OBS has positioned its international expansion around the principle of "One Network • One Ecosystem • Limitless Opportunities." The organization's growing footprint—highlighted in the announcement by 127+ countries, 280+ strategic partnerships, 1,000+ global members, 100+ business sectors and 300+ international events—illustrates the scale of the ecosystem that the development function will help strengthen and connect.

For OBS, global development is not simply about increasing geographic presence. It is about making every new connection meaningful. A chapter in one market can become a gateway for businesses in another; a strategic partnership can open access to new expertise or investment; and an international relationship can ultimately develop into a commercial project, joint venture or institutional collaboration. This interconnected approach is at the heart of the OBS model.

Nauman Khan's role is particularly relevant to this next phase because international business increasingly depends on coordinated networks rather than isolated relationships. Companies looking to enter new markets need trusted introductions, local understanding and credible partners. Investors need access to viable opportunities and capable stakeholders. Institutions need channels through which collaboration can move from discussion to implementation. A strong development function can help bring these different interests together.

The appointment also reinforces the importance of strategic alliances within the OBS ecosystem. Partnerships are not viewed simply as formal associations; they are potential platforms for knowledge exchange, market access, business development and shared growth. By strengthening relationships across industries and geographies, OBS can create greater opportunities for its members and partners to engage with international markets.

The focus on more than 100 business sectors further reflects the breadth of the OBS ecosystem. Modern economic development is increasingly interconnected: technology influences manufacturing, finance supports entrepreneurship, logistics enables trade, education develops talent, and innovation creates new industries. OBS's cross-sector approach allows businesses to discover opportunities beyond their immediate industries and participate in a wider network of economic cooperation.

The appointment comes with a broader vision of building a stronger global economy through collaboration. At OBS, we see international expansion as a process of connecting business with opportunity and relationships with results. The objective is to create an environment where businesses can grow internationally while communities and markets benefit from new investment, knowledge, partnerships and entrepreneurial activity.

With Nauman Khan taking on the role of Chief Development Officer, OBS is reinforcing the leadership structure needed to support its next stage of international growth. His mandate around global development, strategic alliances and international expansion aligns directly with the organization's ambition to build a more connected global business community.

Ultimately, this leadership development reflects a simple OBS principle: global business becomes stronger when people, markets and institutions are connected with purpose. As OBS continues to expand its network, the focus will remain on transforming connections into collaborations, collaborations into opportunities, and opportunities into lasting economic impact.





Global Talent Mobility: Building Bridges Between People, Markets and Economies

Dr. MAC Munir Ahmad Chaudhry and Jeff M. Goonawardena Explore a New Vision for Human Capital

In an increasingly interconnected global economy, talent is becoming one of the world's most valuable forms of capital. A recent strategic discussion between Dr. MAC Munir Ahmad Chaudhry and His Excellency Jeff M. Goonawardena, Chairman of the Sri Lanka Bureau of Foreign Employment and former Consul General, highlighted a broader vision for how the movement of skilled people across borders can become a powerful driver of economic development.

The discussion moved beyond the traditional concept of labour migration. Instead, it explored global talent mobility as an integrated economic ecosystem—one connecting skills, employment, investment, entrepreneurship, knowledge transfer and international business development.

From Labour Migration to Global Human Capital

For decades, international employment has often been viewed primarily through the lens of workers moving from one country to another in search of jobs. The emerging model is considerably broader.

Countries need skilled professionals. Businesses need capable teams. Investors need experienced human capital. Young professionals want access to international careers and opportunities.

The challenge, therefore, is no longer simply finding jobs. It is creating systems capable of connecting the right skills with the right markets and opportunities.

This shift places human capital at the centre of international economic strategy.



Skills as a Gateway to Opportunity:

A modern talent-mobility ecosystem begins with skills development.

Training and certification can prepare individuals for international opportunities, while effective recruitment and mobility systems can connect those individuals with employers and markets where their capabilities are needed.

But the impact does not end when a professional crosses a border.

A skilled professional working internationally can become a bridge between economies—bringing knowledge, experience, investment connections and new ideas back to their home country while contributing skills and economic value to their host nation.



This creates a much wider economic cycle in which employment can lead to entrepreneurship, investment, knowledge exchange and business partnerships.

The Diaspora as an Economic Bridge

One of the most important ideas emerging from the discussion is the changing role of diaspora communities.

International professionals should not be viewed simply as expatriate workers. They can become investors, entrepreneurs, mentors, technology connectors, business-development partners and ambassadors for their home economies.

This perspective creates significant possibilities for emerging economies.

When countries maintain strong connections with their global talent, international migration can generate benefits that extend far beyond individual employment. Knowledge can return home, businesses can develop international partnerships, and professionals can create new channels for investment and innovation.

Building an Integrated Global Employment Ecosystem

Realising this potential requires collaboration among multiple stakeholders.

Governments, businesses, recruitment organisations, investors, financial institutions, chambers of commerce, educational institutions and technology platforms all have roles to play in developing a more efficient global talent ecosystem.

The objective is to create a system in which skills development leads to certification, certification creates mobility, mobility creates opportunity, and opportunity contributes to investment and economic growth.

For countries such as Sri Lanka, which have significant experience with international employment, this approach can provide a pathway toward transforming talent mobility into a more strategic component of national economic development.

A New Frontier for Global Business

The conversation between Dr. Chaudhry and H.E. Goonawardena reflects a broader transformation taking place in the global economy.

Capital remains essential, but capital without capable people cannot build sustainable businesses. Technology creates possibilities, but skilled people are needed to implement it. Markets create demand, but talent is required to serve those markets.

Human capital is therefore becoming increasingly inseparable from economic capital.

For OBS, this perspective aligns closely with its mission of connecting people, businesses and markets across borders.

Mauritania and UAE Open a New Chapter in Global Trade Through OBS

One Business Season: Connecting Mauritanian Opportunity with Global Capital, Investment and Partnerships

The strengthening of economic relations between Mauritania and the United Arab Emirates represents more than a bilateral development—it reflects the growing importance of cross-regional partnerships in shaping the future of global trade. Recent discussions involving Mauritanian Ambassador Abdallahi Bah Nagi Kebd and stakeholders in the UAE have highlighted the potential for deeper cooperation through One Business Season (OBS).

From the OBS perspective, Mauritania represents a market with significant strategic potential. Positioned between North Africa, West Africa and the Arab world, the country offers access to emerging opportunities across mining and minerals, renewable energy, fisheries, agriculture, livestock, logistics, infrastructure, tourism, technology and professional services. Its resources, young population and development ambitions create a strong foundation for international investment and long-term partnerships.

The UAE, meanwhile, provides a natural gateway for connecting these opportunities with international investors, corporations, family offices and institutions. Its position as a global centre for trade, investment and innovation gives Mauritanian businesses an opportunity to access wider markets, expertise and capital.

This is precisely where the OBS model seeks to create value.

Unlike conventional business conferences that are concentrated into a few days of meetings and networking, One Business Season is built around sustained engagement. Its vision is to create a continuing global business ecosystem where governments, investors, entrepreneurs, corporations, academics and institutions can develop relationships that extend beyond introductions and evolve into measurable commercial outcomes.

For Mauritania, this could mean connecting local enterprises and emerging entrepreneurs with international investors, identifying projects suitable for investment, facilitating trade missions and business delegations, and creating pathways for technology and knowledge exchange.

From Dialogue to Deliverables

At OBS, international cooperation is measured not simply by the number of meetings held, but by what those meetings ultimately produce.

The emerging Mauritania–UAE engagement demonstrates the kind of cross-border relationship that OBS seeks to facilitate: relationships that become partnerships, partnerships that become projects, and projects that generate sustainable economic value.

A potential OBS Mauritania Chapter could further strengthen this connection by creating a national hub linking Mauritanian businesses, government stakeholders, entrepreneurs and investment opportunities to the wider OBS global network. Such a platform could help transform Mauritania's economic potential into accessible opportunities for international partners.

A Wider Vision for Global Business

The Mauritania–UAE engagement also reflects a larger OBS philosophy: the future of global commerce will increasingly depend on platforms

Through its country, city, commercial and professional chapters, OBS aims to create an environment where trade, investment, innovation, entrepreneurship and institutional cooperation can develop together.

The opportunity emerging between Mauritania and the UAE therefore represents more than a bilateral economic conversation

It is an example of how the OBS vision can help build bridges between emerging markets and global capital—creating a more connected, collaborative and opportunity-driven international business ecosystem.





Angola and Africa: Building the Next Chapter of Global Business Collaboration

OBS Sees New Opportunities for Investment, Industrial Development and Sustainable Partnerships Across Africa

Africa is entering an important new phase in its economic development, and Angola has the potential to play a significant role in that transformation. From the OBS perspective, the continent should no longer be viewed primarily through the lens of future potential. Africa is already a growing business environment with expanding cities, rising consumer demand, valuable natural resources, a young population and an increasingly ambitious entrepreneurial community. The question now is how international business can engage with this momentum in a way that creates lasting economic value for African markets and their international partners.

This perspective was reinforced through a productive discussion between Dr. MAC Munir Ahmad Chaudhry, Chief Business Saviors of OBS – One Business Season, and H.E. Ambassador Júlio Belarmino Gomes Maiato of the Embassy of the Republic of Angola. The discussion explored the future of business collaboration in Africa, with particular attention to OBS, investment facilitation, entrepreneurship, industrial development and the automotive sector. For OBS, such engagement represents the type of strategic dialogue required to transform broad international interest in Africa into practical opportunities for businesses, investors and institutions.

Angola occupies an increasingly interesting position within this wider African opportunity. Its strategic location, natural resources, growing population and economic ambitions provide foundations for industrial development and international cooperation. Rather than approaching Angola simply as a destination for selling products, OBS sees an opportunity to develop a deeper model of engagement in which international companies can participate in.



building local capacity, developing supply chains, transferring knowledge and creating productive partnerships.

This distinction between selling into a market and building within a market is central to the OBS perspective. Traditional international trade can create immediate commercial value, but long-term industrial partnerships have the potentia l to generate a much wider economic impact. Establishing local operations, developing suppliers, training workers, transferring technology and cooperating with local institutions can strengthen the capabilities of an economy while also creating stronger foundations for international companies themselves. In this model, business success and economic development are not competing objectives; they can reinforce one another.



The automotive sector offers a particularly strong example of this opportunity. As African populations grow and urbanization accelerates, demand for reliable mobility is expected to expand across passenger transportation, commercial vehicles, logistics, agriculture, construction and public services. This creates opportunities not only for vehicle manufacturers, but also for companies involved in spare parts, maintenance, fleet management, financing, insurance, logistics, technology and related professional services. OBS views this as an entire economic ecosystem rather than simply a market for imported vehicles.

For Angola, the longer-term opportunity could extend toward developing stronger domestic automotive capabilities. Local assembly, component manufacturing, spare-parts distribution, technician training, maintenance networks, recycling, electric mobility and fleet solutions can contribute to industrial diversification while creating employment and opportunities for local businesses. Such development can also stimulate supporting sectors including banking, insurance, energy, logistics, warehousing and technology.

OBS and UDC Join Forces as Strategic Partners for BRICS Business Summit 2026

Building Global Connections, Strengthening Partnerships and Creating New Pathways for Shared Prosperity

The One Business Season (OBS) is proud to announce its partnership as a Strategic Partner of the BRICS Business Summit 2026, scheduled to take place in New Delhi, India, on September 10, 2026. The partnership represents an important step in OBS's continued mission to connect businesses, institutions, investors, governments and business leaders across borders and create meaningful opportunities for international collaboration. The summit is positioned as a platform for global business engagement, with the event bringing together international leaders and organizations around the broader themes of partnership and shared prosperity.

For OBS, this partnership goes beyond participation in an international event. It reflects a shared belief that the future of global business will be shaped by stronger networks, deeper institutional relationships and practical cooperation between nations. As a chapter-based business ecosystem, OBS works to create connections that can move beyond conversations and develop into partnerships, investment opportunities, market access and long-term commercial relationships. The BRICS Business Summit provides an important environment in which these principles can be translated into action.

The growing importance of BRICS and emerging-market economies makes platforms such as this increasingly relevant to the international business community. Businesses today are looking beyond traditional markets for investment, supply-chain opportunities, technology partnerships, manufacturing relationships and new consumer markets.

For OBS, the summit represents an opportunity to strengthen relationships across these increasingly interconnected economic corridors and contribute to a more inclusive global business network.

The partnership with the United Diplomatic Council (UDC) also reflects the importance OBS places on bringing business and diplomacy closer together. Sustainable international trade cannot be built by businesses operating in isolation. It requires dialogue between entrepreneurs, investors, governments, diplomatic institutions, industry leaders and professional networks. By supporting platforms where these stakeholders can meet, OBS seeks to help transform diplomatic and business relationships into practical economic cooperation.

The presence of Dr. Alexander Shapiro-Suliman, Honorary Advisor to the UDC at the SCO, further highlights the international character of the partnership and its connection to wider networks of diplomatic and economic cooperation. The collaboration brings together complementary strengths: diplomatic engagement, international business connectivity, strategic partnerships and an ecosystem-oriented approach to economic development.

At OBS, we believe that the most valuable outcome of an international summit is not simply the number of people who attend, but the relationships and opportunities that continue after the event. A successful business connection should have the potential to lead to a second conversation, a strategic introduction, an investment discussion, a market-entry opportunity or a long-term partnership. This is the philosophy behind the OBS model and one of the reasons strategic collaborations with international organizations and business platforms remain central to our work.

The BRICS Business Summit 2026 therefore represents another opportunity to advance the OBS vision of "One Ecosystem • One Network • One Business Season." By connecting leaders, nations and industries, OBS aims to contribute to

a global business environment where opportunities are shared,partnerships are developed and economic cooperation creates lasting impact.

As OBS continues expanding its international network, partnerships such as this reinforce a clear message: global business is strongest when it is built on relationships, collaboration and shared purpose. Through the BRICS Business Summit 2026, OBS looks forward to strengthening connections between markets and helping create new possibilities for business growth, innovation, investment and sustainable international cooperation.

"Uniting vision. Empowering nations. Building a sustainable future."



Ethiopia's Economic Promise: OBS Builds a New Bridge to Global Business

Ethiopia is increasingly attracting international attention as businesses and investors look toward emerging markets with strong long-term potential. Against this backdrop, discussions surrounding a partnership between Zerihun Megersa Jima and One Business Season (OBS) highlight the growing importance of creating practical channels through which Ethiopia's economic opportunities can connect with international business networks. The development reflects OBS's broader commitment to building relationships that can translate national economic potential into meaningful commercial partnerships.

From the OBS perspective, Ethiopia represents far more than an emerging market. It is a country with the scale, resources, entrepreneurial energy and strategic importance to play a significant role in Africa's future economic landscape. Its growing business community and expanding international connections create opportunities across multiple sectors, while its position within the wider East African economy makes stronger international business engagement particularly significant.

One Business Season Partnership Opens New Opportunities for Investment, Trade and International Economic Collaboration

The proposed OBS partnership reflects the organization's philosophy of connecting people before connecting markets. International investment and trade are ultimately built on trust, understanding and credible relationships. By bringing together entrepreneurs, investors, business leaders, institutions and international networks, OBS seeks to create an environment where conversations can develop into partnerships, projects and long-term commercial relationships.

For Ethiopia, stronger integration with global business networks can help create opportunities beyond conventional trade. International partnerships can support investment, technology exchange, entrepreneurship, professional expertise, market access and the development of new business capabilities. OBS views this type of connectivity as an important component of building sustainable economic relationships between Ethiopia and international markets.

The involvement of Zerihun Megersa Jima in discussions around the One Business Season partnership further demonstrates the importance of local leadership in international business development. Successful market engagement requires people who understand local realities while also being capable of connecting those realities with international investors, companies and institutions. OBS believes that such bridges are essential for ensuring that international cooperation produces practical and mutually beneficial outcomes.

A central objective of the OBS ecosystem is therefore to move from interest to engagement, engagement to cooperation, and cooperation to measurable results. This means identifying sectors with genuine potential, connecting credible stakeholders, encouraging investment conversations and supporting relationships that can continue long after an initial meeting or event.

The Ethiopia opportunity also fits into OBS's wider African strategy. Across the continent, economic transformation is creating demand for investment and expertise in areas such as infrastructure, manufacturing, agriculture, technology, logistics, energy, mobility, finance and professional services. OBS sees Africa not simply as a destination for international business, but as a partner in building new economic ecosystems.

This approach places equal importance on international investors and African businesses. Global companies bring capital, technology, expertise and international market access, while local enterprises contribute market knowledge, talent, relationships and an understanding of national priorities. When these strengths are

brought together effectively, partnerships can create value for businesses while also contributing to employment, entrepreneurship and broader economic development.

The Ethiopia–OBS partnership is therefore part of a larger vision: creating a borderless business community where opportunities can move across markets and relationships can develop across continents. For OBS, the objective is not simply to introduce businesses to Ethiopia, but to help create the conditions for deeper and more sustainable engagement with the country and its business community.

As global investors increasingly examine Africa's next generation of growth markets, Ethiopia's economic promise deserves meaningful international attention. OBS intends to contribute to that conversation by strengthening connections, encouraging responsible investment and helping transform international interest into genuine partnerships.



Asian Trade TV Joins OBS as National Partner, Strengthening Asia–Global Business Connectivity



OBS – One Business Season is expanding its global business ecosystem with the appointment of Asian Trade TV as a National Partner, marking an important step in strengthening the connection between Asian businesses, investors, entrepreneurs and the wider international business community.

Scheduled from 15 October 2026 to 22 January 2027, OBS is positioned as a continuous global business platform bringing together governments, investors, family offices, corporations, entrepreneurs and business leaders across multiple markets. The programme is built around a series of national and global business engagements designed to create opportunities for trade, investment, partnerships and market expansion.

For OBS, the partnership with Asian Trade TV goes beyond media visibility. It represents the importance of having trusted communication platforms that can connect business communities across borders. Asian Trade TV's focus on business news, global trade, investment, technology and market intelligence provides a natural platform for communicating the opportunities emerging through the OBS ecosystem.

Connecting Asia to the Global Business World

Asian businesses are increasingly looking beyond their domestic markets for investment, partnerships, technology, distribution and international growth. At the same time, global investors and corporations are seeking stronger access to the rapidly expanding markets of Asia.

This is where the OBS–Asian Trade TV partnership creates strategic value.

Through its international business-media presence, Asian Trade TV can help amplify the stories, opportunities and conversations emerging throughout the OBS season, while OBS provides a platform where those conversations can move from visibility to real-world business engagement.

The partnership reflects a shared vision: connecting markets, connecting decision-makers and creating pathways for businesses to expand globally.

More Than an Event

OBS is designed as a 100-day global business platform rather than a conventional single-day summit. Its programme includes national business days, flagship global events, investor engagement, business matchmaking and opportunities for companies and institutions to present themselves to international markets.

With OBS bringing together participants from more than 100 countries and featuring 40+ National Business Days, the role of strategic media and communication partners becomes increasingly important in giving these cross-border conversations a wider audience.

Asian Trade TV's appointment therefore adds another layer to the OBS ecosystem — connecting business events with business storytelling, and global opportunities with the audiences capable of acting on them.

The OBS Perspective

From the OBS perspective, this partnership



reinforces a fundamental principle behind One Business Season: global business growth depends on connectivity.

Capital needs access to opportunity. Companies need access to markets. Entrepreneurs need access to investors. Governments need access to international partners. And all of these relationships require platforms capable of bringing the right communities together.

Asian Trade TV becomes part of that connectivity network.

As OBS prepares to bring together its global business community from October 2026 through January 2027, partnerships such as this will help extend the conversation beyond physical venues and into the wider international business landscape.

One Business Season is not simply about bringing the world together for an event. It is about creating a connected business ecosystem that continues to generate conversations, relationships and opportunities across borders.

Asian Trade TV × OBS — Connecting Asia to the Global Business World.



A Strategic Partnership for Leadership, Innovation & Global Collaboration

One Business Season (OBS) and the Creative Leadership Conference (CLC Global) have joined hands in a strategic partnership, bringing together two platforms united by a shared ambition: to connect visionary leaders, entrepreneurs, innovators and changemakers across borders. The partnership represents another important step in OBS's growing international ecosystem and strengthens the bridge between business, leadership, innovation and meaningful global engagement.





CLC Global has evolved into an international platform focused on developing the next generation of creative leaders. Its 2026 edition is scheduled to take place in Islamabad on 18–19 November 2026, bringing together leaders, entrepreneurs, policymakers, innovators, students and emerging changemakers. CLC's stated vision is to develop leaders capable of thinking critically, acting responsibly and collaborating across borders to address global challenges.

For OBS, the partnership adds a strong leadership and human-capital dimension to its wider global business ecosystem. OBS is designed as a 100-day international business platform, connecting governments, investors, corporations, entrepreneurs and other stakeholders through business events, national business days, investment opportunities, networking and deal-making.

Where Business Meets Leadership

The significance of the OBS–CLC partnership goes beyond the association of two brands. It reflects a growing understanding that sustainable economic growth depends not only on capital and commerce, but also on leadership, creativity, innovation and collaboration.

Businesses operating in an increasingly interconnected world require leaders who can look beyond traditional markets and build relationships across cultures and industries. Similarly, emerging leaders need access to real business environments where ideas can be transformed into partnerships, investment opportunities and measurable impact.

This is where the two ecosystems naturally complement one another.

CLC Global provides a platform centred on leadership, innovation, youth empowerment, international dialogue and recognition of emerging talent. OBS, meanwhile, brings together a broader international business network focused on connecting opportunities, investors, enterprises and decision-makers. Together, the partnership creates greater potential for dialogue between leadership communities and the global business ecosystem.

Building Bridges Across Borders

The partnership also reflects OBS's wider philosophy of "One Ecosystem. One Network.

Limitless Opportunities.” By collaborating with platforms such as CLC Global, OBS continues to expand the network through which ideas, people and institutions can connect.:

CLC Global itself describes its platform as a space where leadership, diplomacy, innovation and global collaboration come together. Its 2026 programme includes opportunities for international networking and recognition of leaders, influencers, students and changemakers.

For young entrepreneurs and emerging professionals, such collaboration can be particularly significant. The future of business will increasingly be shaped by people who can combine entrepreneurial thinking with social responsibility, technological awareness and international perspective.



OBS & Volunteer Force Pakistan Forge Strategic Partnership to Empower Youth and Build a Culture of Impact

In a significant step toward strengthening the connection between economic opportunity, youth leadership and social impact, OBS – One Business Season has entered into a strategic partnership with Volunteer Force Pakistan (VFP). The collaboration brings together two platforms with a shared belief: meaningful progress is created when people, institutions and ideas come together with a common purpose.

The partnership represents more than an institutional collaboration. It reflects a broader vision of creating opportunities for young people to learn, connect, lead and contribute while building bridges between the business community and society.

Volunteer Force Pakistan has established itself as a youth-focused platform working to empower young individuals through skills development, leadership opportunities, education and community engagement. Its vision is centred on an enlightened Pakistan where empowered youth actively contribute to national progress. The organisation operates across more than 30 cities and has developed initiatives ranging from leadership conferences and youth summits to training, peace-building and youth engagement programmes.

OBS, meanwhile, continues to position One Business Season as a global platform connecting entrepreneurs, investors, business leaders and institutions. The 2026–27 OBS programme is designed as a 100-day global business summit, bringing together participants and opportunities across multiple countries and business ecosystems.

The strategic partnership creates an important opportunity to connect these two worlds.

For OBS, the collaboration strengthens the people and community dimension of its wider global business vision. For Volunteer Force Pakistan, the partnership opens pathways toward greater exposure to international business networks, entrepreneurs, investors and cross-border opportunities.

At the centre of this relationship is youth empowerment.

Pakistan possesses an enormous reservoir of young talent. The challenge is not simply to provide young people with information, but to create platforms where they can transform knowledge into action, develop leadership capabilities and build meaningful professional networks.

Volunteer Force Pakistan's programmes already emphasise leadership, professional development, networking and practical engagement. Its membership opportunities include roles in event management, communications, creative design, social media, partnerships, logistics and strategic initiatives—allowing young people to develop skills through real-world participation.

The OBS partnership can take this philosophy to a wider platform by connecting youth participation with the international business ecosystem.

VOLUNTEER FORCE
PAKISTAN

Creating Opportunities Beyond Borders

One of the most valuable outcomes of strategic partnerships is the ability to create opportunities that neither organisation could achieve alone.

Through this collaboration, the two platforms can work toward initiatives that encourage entrepreneurship, leadership development, business networking, knowledge exchange and youth participation in global forums.

It also creates a pathway for young Pakistani professionals and aspiring entrepreneurs to engage with a broader international community. By connecting emerging talent with established business leaders and institutions, partnerships such as this can help transform networking into mentorship, ideas into ventures and ambition into measurable impact.

This approach aligns strongly with the evolving role of youth in Pakistan's economic future. Recent youth-focused initiatives by Volunteer Force Pakistan have brought together policymakers, academia, industry and young leaders around themes including entrepreneurship, technology, innovation and leadership.

From Collaboration to Collective Impact

The OBS–Volunteer Force Pakistan partnership also carries an important message about the future of corporate and institutional collaboration.

Today, successful partnerships are increasingly measured not only by visibility, but by the value they create for communities. Business ecosystems, civil society organisations, youth platforms and educational institutions all have a role to play in building an environment where talent can flourish.

This collaboration reflects that philosophy.

By combining OBS's international business orientation with VFP's youth and volunteer network, the partnership has the potential to create programmes that encourage young people to become active contributors rather than passive observers of economic development.

The objective is not simply to prepare young people for employment. It is to encourage them to become leaders, entrepreneurs, innovators, volunteers and community builders.

The partnership comes at a time when Pakistan's young generation is increasingly looking toward entrepreneurship, digital skills, international exposure and purpose-driven careers.

For this generation, success is no longer defined only by a job title. It is increasingly associated with the ability to create opportunities, solve problems, build networks and contribute to society.

OBS and Volunteer Force Pakistan share an opportunity to nurture that mindset.

Through future collaborations, events, leadership initiatives, business engagements and networking opportunities, the partnership can help create a stronger bridge between Pakistan's youth and the global business community.

Ultimately, the strength of any nation lies not only in its economic resources, but in the capability, confidence and character of its people.

The strategic partnership between OBS and Volunteer Force Pakistan is therefore a step toward building an ecosystem where business meets responsibility, leadership meets service, and opportunity meets purpose.

As OBS continues its mission of building business without borders, and Volunteer Force Pakistan continues to empower young people to create positive change, this partnership carries a powerful message:

When business, youth and social impact move together, the possibilities for national and global progress become limitless.



OBS & National Youth Leadership Programme Forge Strategic Partnership to Empower the Leaders of Tomorrow

In a significant step toward strengthening youth leadership and creating new pathways for professional and entrepreneurial development, OBS – One Business Season has entered into a strategic partnership with the National Youth Leadership Programme (NYLP).

The collaboration reflects a shared vision: to create a stronger ecosystem where young people are not only prepared to become future leaders, but are given meaningful platforms to connect, learn, innovate and contribute to economic and social progress.

At a time when the world is experiencing rapid transformation in technology, business, entrepreneurship and global connectivity, leadership development has become more important than ever. Young people need more than academic qualifications. They need exposure, networks, confidence, strategic thinking and opportunities to engage with real-world challenges.

The OBS–NYLP partnership aims to contribute to that vision by bringing together the global business orientation of OBS and the youth leadership platform of NYLP.

Investing in Leadership Beyond the Classroom:

Leadership is not simply a position or a title. It is the ability to identify opportunities, take responsibility, bring people together and create meaningful solutions.

Youth leadership programmes around the world increasingly focus on developing these qualities through networking, mentorship, practical experiences and engagement with national and international issues. Contemporary youth leadership initiatives have also placed greater emphasis on entrepreneurship, innovation, policy engagement and connecting young people with experienced professionals.

This makes the partnership between OBS and NYLP particularly relevant.

Through collaboration, the two organisations can create opportunities for young leaders to engage with entrepreneurs, business professionals, investors, institutions and thought leaders. Such exposure can help young people understand how ideas are transformed into businesses, how networks create opportunities and how leadership can translate into measurable impact.

Building Bridges Between Youth and Business:

One of the strongest dimensions of this partnership is its potential to bridge the gap between young talent and the business ecosystem.

Pakistan has a dynamic and ambitious young population with growing interest in entrepreneurship, technology, freelancing, innovation and international opportunities. However, talent requires an enabling environment to flourish.

OBS's broader mission of building connections across business communities creates a natural platform for youth engagement. By connecting emerging leaders with established business networks, the partnership can help young people move beyond theoretical learning and gain practical exposure to the realities of entrepreneurship and professional leadership.

The goal is to encourage young people to think beyond traditional career paths—to become entrepreneurs, innovators, community leaders, problem-solvers and creators of opportunity.

From Youth Potential to Economic Impact:

Youth empowerment and economic development are closely connected.

When young people acquire leadership skills, professional networks and entrepreneurial knowledge, they become better positioned to contribute to their communities and economies. A young person who learns how to develop an idea, build a team, communicate a vision and connect with the right stakeholders can potentially become not only an employee, but an employer and an opportunity creator.

This is where the OBS–NYLP partnership carries significance beyond a conventional organisatio-

-nal collaboration.

The partnership can serve as a platform for initiatives centred on leadership development, entrepreneurship, mentorship, networking, knowledge exchange and international engagement.

It can also encourage young leaders to look beyond geographical boundaries and understand the importance of global collaboration in today's interconnected economy.

Creating a Culture of Purpose-Driven Leadership:

The leaders of tomorrow will face challenges that require collaboration rather than isolation.

Climate change, technological disruption, artificial intelligence, economic uncertainty, changing employment patterns and global competition are creating a world where leadership requires adaptability and a willingness to continuously learn.

The OBS–NYLP collaboration represents an opportunity to cultivate exactly these qualities.

By bringing young leaders closer to business communities and experienced professionals, the partnership can encourage a culture in which leadership is associated with responsibility, innovation, integrity and service.

It is also an opportunity to promote the idea that young people should not wait for opportunities to arrive. They should be equipped to identify opportunities, build partnerships and create solutions themselves.

A Platform for the Future:

The strategic partnership between OBS and NYLP marks another step toward building stronger connections between Pakistan's youth and the wider global ecosystem.

For NYLP, collaboration with a business-oriented international platform can create additional avenues for youth exposure, professional networking and entrepreneurial engagement. For OBS, the partnership strengthens its connection with a generation that will shape the future of business, society and global collaboration.

Together, the two platforms can work toward creating initiatives that transform potential into leadership, ideas into action and connections into opportunities.

The future belongs to those who are prepared to lead it.

Through this strategic partnership, OBS and the National Youth Leadership Programme are





contributing to that preparation—by creating bridges between youth, leadership, entrepreneurship and global business.

As OBS continues its mission of building business without borders, its collaboration with NYLP reinforces an equally important principle:

There can be no sustainable global business future without empowered young leaders ready to shape it.

China and UAE Forge Deeper Ties for Automotive Future and Broader Economic Growth

The economic relationship between China and the United Arab Emirates is entering an increasingly strategic phase, with automotive cooperation emerging as an important area of opportunity. A recent high-level business discussion in Dubai between Dr. MAC Munir Ahmad Chaudhry and Mr. Yi Xian, China's Deputy Consul General, highlighted the potential for deeper commercial cooperation between Chinese enterprises and the UAE, particularly across the automotive and motor industries.

The engagement reflects a broader transformation in China–UAE economic relations. While trade and investment ties have historically included energy and commodities, cooperation is increasingly expanding toward manufacturing, technology, mobility, logistics, investment and industrial development. The World Economic Forum notes that non-oil trade between China and the UAE reached $111.5 billion in 2025, with the UAE increasingly serving as a launchpad for Chinese companies seeking access to markets across the Middle East, Africa and South Asia.

Automotive Cooperation at the Centre

The automotive sector is undergoing one of the most significant transformations in its history. Electric vehicles, advanced manufacturing, smart mobility and new automotive technologies are reshaping the global industry.

China has developed considerable capabilities across these areas, while the UAE offers strategic advantages through its infrastructure, investment environment, logistics networks and geographic position.

The Dubai discussion therefore looked beyond the simple import and sale of vehicles. The larger opportunity lies in building complete commercial ecosystems—including dealerships, distribution networks, after-sales services, spare-parts availability, technical support, financing solutions, technology partnerships and long-term local market development.

Such an approach could create stronger and more sustainable connections between Chinese automotive manufacturers and the UAE market while also opening pathways toward neighbouring markets.

The UAE as a Gateway to Regional Growth:

The UAE's geographic position gives it a unique role in international commerce. Positioned between Asia, Europe and Africa, the country has developed into an important centre for trade, logistics, finance and investment.

For Chinese automotive companies looking to internationalise, the UAE can therefore function as more than an end market. It can serve as a regional gateway.

This is particularly relevant as Chinese automakers continue expanding internationally. Recent industry data shows strong growth in Chinese vehicle exports, with manufacturers increasingly looking toward overseas markets amid changing conditions in China's domestic automobile market.

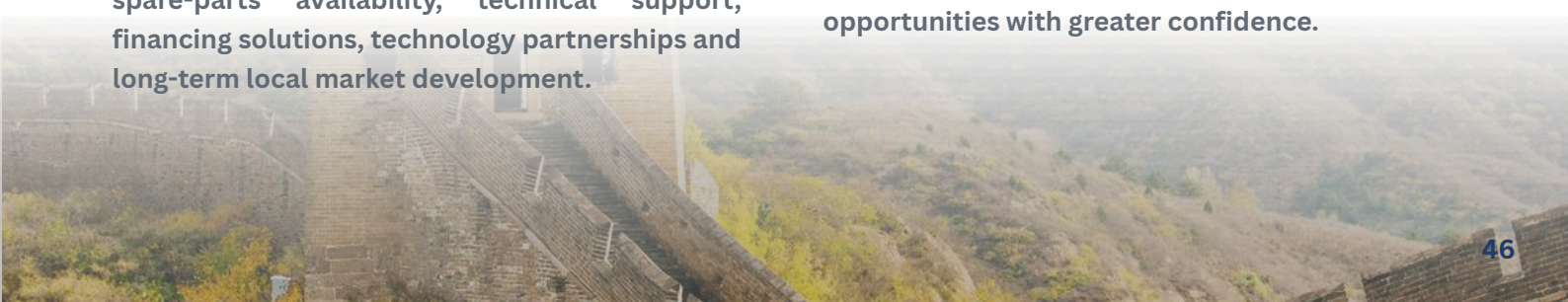
For the UAE, deeper engagement with Chinese automotive companies can complement its ambitions to strengthen advanced industries, mobility, logistics and technology while diversifying its economic base.

From Transactions to Long-Term Partnerships:

One of the key messages emerging from the discussion is the importance of moving beyond short-term commercial transactions toward long-term strategic relationships.

Successful international business requires more than products crossing borders. It requires trust, institutional relationships, local expertise, reliable distribution, investment and a clear understanding of the markets being entered.

The meeting between Dr. Chaudhry and Deputy Consul General Yi Xian highlighted the importance of these relationships in creating an environment where businesses can explore opportunities with greater confidence.



For OBS, this approach closely reflects its broader vision of building business connections across borders and transforming international relationships into practical commercial opportunities.

A Wider Economic Opportunity:

The significance of China–UAE automotive cooperation extends beyond vehicles themselves.

An expanding automotive ecosystem can generate opportunities across logistics, finance, technology, maintenance, spare parts, distribution, manufacturing, professional services and employment.

It can also encourage knowledge exchange and technology partnerships, creating opportunities for local businesses to participate in increasingly sophisticated global value chains.

The wider China–Gulf relationship is already moving toward a broader economic model encompassing capital, technology, manufacturing, logistics and clean energy rather than remaining concentrated on traditional energy trade.

Building the Next Automotive Corridor

The evolving China–UAE relationship demonstrates how strategic geography, industrial capability and investment can converge to create new economic corridors.





China brings manufacturing scale, technology and industrial expertise. The UAE brings capital, infrastructure, connectivity and access to regional markets. When these strengths are combined through trusted partnerships, the potential extends well beyond bilateral commerce.

For OBS, the development represents precisely the kind of cross-border opportunity that defines its mission: connecting business leaders, markets and institutions to create sustainable international growth.

The conversation in Dubai is therefore not simply about automobiles. It is about building the infrastructure, relationships and commercial ecosystems that could shape the next generation of mobility and economic cooperation between China, the UAE and the wider region.

As global business continues to move toward more interconnected and diversified economic corridors, the China–UAE partnership demonstrates the growing importance of collaboration between manufacturing powerhouses and strategic global hubs.

The road ahead is not only about moving vehicles across borders—it is about moving technology, investment, expertise and opportunity across economies.

OBS & #SOSWATER: Building Partnerships for a Water-Secure Future

In a significant step toward strengthening the role of sustainability within the global business ecosystem, OBS – One Business Season has entered into a strategic partnership with #SOSWATER.

The collaboration reflects a shared understanding of one of the defining challenges of the modern world: water security.

Water is no longer only an environmental concern. It is increasingly connected to economic growth, public health, agriculture, industry, investment, urban development and long-term business resilience. As climate pressures and population growth place greater demands on water resources, finding sustainable and innovative approaches to water management has become a global priority.

The OBS–#SOSWATER partnership brings this critical issue into the wider conversation around international business and sustainable development.

Water Security Is Economic Security:

Every economy depends on reliable access to water.

Industries require water for production. Agriculture depends on it for food security. Cities require sustainable water systems to support growing populations. Businesses need resilient infrastructure and responsible resource management to maintain long-term operations.

This makes water security an economic issue as much as an environmental one.

Research initiatives such as SosWATER focus on understanding the safe operating space of water-resource systems under changing climate and societal conditions, highlighting the need for integrated approaches to managing water resources.

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#SOSWATER

The OBS partnership creates an opportunity to bring this perspective into the international business ecosystem, encouraging greater awareness of the connection between resource sustainability and economic development.

Connecting Business with Sustainability

The future of business will increasingly be defined by how effectively organisations balance growth with responsibility.

Companies, investors and institutions are looking beyond short-term returns and increasingly considering questions of environmental resilience, resource efficiency and long-term sustainability.

Through its global network, OBS can help create conversations around these issues by connecting business leaders, investors, institutions, innovators and sustainability-focused organisations.

The partnership with #SOSWATER can contribute to this dialogue by highlighting the importance of responsible water management and encouraging stakeholders to explore solutions that support both economic development and environmental resilience.

From Awareness to Action

Strategic partnerships become meaningful when they move beyond statements and create opportunities for practical engagement.

The OBS–#SOSWATER collaboration provides a platform through which discussions around water security can potentially connect with business, investment and innovation.

This can include greater awareness of water-related challenges, knowledge exchange, identification of innovative solutions, stakeholder engagement and the development of cross-border connections around sustainable water management.

The objective is to encourage a shift from simply recognising the water challenge to building partnerships capable of addressing it.

A Global Challenge Requires Global Collaboration:

Water challenges do not stop at national borders.

Climate change, changing rainfall patterns, population growth, urbanisation and increasing

industrial demand can affect entire regions and interconnected economies. Addressing these challenges therefore requires collaboration between governments, businesses, researchers, investors, communities and international institutions.

This is where OBS's global business-networking philosophy becomes particularly relevant.

By bringing sustainability into conversations between international stakeholders, OBS can help ensure that environmental priorities are considered alongside investment, trade and economic development.

The partnership with #SOSWATER reinforces the idea that global business leadership must increasingly include responsibility for the resources on which economies depend.

Investing in a Resilient Future

For investors and businesses, sustainability is increasingly becoming a question of resilience.

Water scarcity can affect supply chains, agricultural production, manufacturing, energy systems and communities. Businesses that understand these risks early and invest in sustainable solutions can be better positioned to navigate an uncertain future.

At the same time, the growing need for water solutions creates opportunities for innovation across technology, infrastructure, research, conservation and resource management.

This creates an important intersection between sustainability and economic opportunity.

The OBS–#SOSWATER partnership can contribute to creating greater visibility around this intersection and encourage the development of relationships that turn knowledge and innovation into practical solutions.

Building a Water-Secure Business Future

The strategic partnership between OBS and #SOSWATER represents a step toward placing water security within the broader conversation about the future of global business.

It reinforces a simple but important principle:

Sustainable economies require sustainable resources.

As OBS continues to build connections across countries, industries and business communities, partnerships focused on critical global challenges can add a deeper dimension to its mission of building business without borders.

Water is fundamental to life. It is also fundamental to economic activity.

The future will belong to organisations and economies that recognise this connection and work collaboratively to protect, manage and innovate around one of the world's most essential resources.

Through the OBS–#SOSWATER partnership, a new opportunity emerges to connect business, sustainability, innovation and global collaboration—and to help shape a future where economic growth and responsible water stewardship move forward together.

A Strategic Collaboration Connecting Global Business with Sustainable Water Solutions



OBS & NEARCTIC LLC Join Forces to Expand Global Business Connections

A Strategic Partnership Linking Business Consulting, Market Development and International Opportunities

In another step toward strengthening its global business ecosystem, OBS – One Business Season has entered into a strategic partnership with NEARCTIC LLC, a business consulting and management firm with an international focus on business development, strategic alliances, branding, market development and cross-border opportunities.

The partnership brings together two organisations with a shared understanding of a rapidly changing global business environment: businesses need stronger connections, deeper market knowledge and strategic relationships to grow beyond borders.

For OBS, whose vision centres on building business without borders, the collaboration with NEARCTIC LLC represents an opportunity to further strengthen connections between entrepreneurs, companies, investors and international markets.

Connecting Business Expertise with Global Opportunity

Today's businesses operate in an environment where entering a new market requires much more than a good product or service. Companies need strategic planning, market intelligence, strong positioning, reliable partnerships and an understanding of local business environments.

NEARCTIC LLC's consulting portfolio encompasses business consulting, investment advisory, management and operations, branding and marketing, strategic alliances, market development and international trade missions. The company describes its mission as helping businesses develop the strategies, tools and resources required for sustainable growth while creating positive social impact.

This expertise creates a natural point of connection with OBS's international business network.

Together, the partnership can help create stronger pathways for businesses seeking to explore new markets, develop international relationships and identify opportunities for collaboration.

From Connections to Strategic Alliances:

A central value of any global business network is its ability to transform introductions into meaningful relationships.

Strategic partnerships can open doors to new markets, investors, institutions and commercial opportunities. However, successful international expansion requires relationships built on trust, knowledge and mutual value.

This is where the OBS–NEARCTIC LLC partnership holds particular significance.

Rather than viewing international business simply as a series of transactions, the collaboration reflects a broader ecosystem approach—one where businesses can connect with the right stakeholders, understand market opportunities and develop relationships capable of supporting long-term growth.

Strengthening the USA–Latin America–Global Business Corridor:

NEARCTIC LLC has an established focus on international business development, particularly connecting markets across the United States, Latin America and other global business communities. Its public company profile highlights activities involving economic missions, business conferences, market development, international trade missions and strategic alliances.

NEARCTIC LLC
BUSINESS CONSULTING

This international orientation complements OBS's broader ambition to connect businesses across countries and regions.

The partnership can therefore create opportunities for greater cross-border dialogue, business introductions, investment conversations and knowledge exchange.

For entrepreneurs and companies looking to expand internationally, such connections can be particularly valuable because successful market entry often depends on understanding the people, institutions and networks that shape a particular market.

Business Growth with a Broader Purpose:

Modern business partnerships are increasingly expected to create value beyond financial returns.

Nearctic LLC's work also encompasses sustainability and environmental initiatives, alongside business consulting, branding, events and international development. Its portfolio includes initiatives connected to water sustainability, economic development and community engagement.

This broader perspective creates room for collaboration around business growth while also recognising the importance of sustainability, social impact and inclusive economic development.

For OBS, this aligns with an increasingly interconnected view of global business—one where economic opportunity and positive societal impact can move together.

Creating New Pathways for Entrepreneurs:

One of the greatest opportunities presented by the partnership is its potential impact on entrepreneurs and emerging businesses.

For a growing company, entering an international market can be challenging. Access to experienced advisors, international networks, market knowledge and strategic partners can significantly improve the ability to navigate that journey.

The OBS–NEARCTIC LLC relationship can contribute to creating these pathways by bringing together business knowledge, international connectivity and strategic opportunities.

It can also encourage businesses to think beyond their domestic markets and explore the possibilities created through international cooperation.

A Partnership Built for a Borderless Business Future

The global economy is becoming increasingly interconnected. Capital moves across borders. Talent works internationally. Technology allows companies to serve customers thousands of kilometres away. Partnerships can now be built between organisations that may never have operated in the same market before.

In this environment, strong business networks are becoming one of the most valuable assets an organisation can build.

The strategic partnership between OBS and NEARCTIC LLC strengthens that network by bringing together complementary capabilities and international perspectives.

It represents another step in OBS's continuing mission to build bridges between businesses, markets and decision-makers.

Ultimately, the partnership is about more than two organisations working together. It is about creating an environment where connections become collaborations, collaborations become opportunities, and opportunities contribute to sustainable global growth.

As OBS continues building business without borders, its partnership with NEARCTIC LLC adds another important link to that growing international ecosystem—opening new possibilities for business development, strategic alliances, market expansion and global collaboration.



OBS & EQUITURN Asset Management Forge Strategic Partnership to Expand Global Capital Opportunities

A strategic collaboration connecting a global business ecosystem with disciplined investment, capital management and international growth opportunities

In an increasingly interconnected global economy, the ability to connect businesses, investors, institutions and capital across borders has become a defining factor in sustainable economic growth. Recognizing the importance of these connections, One Business Season (OBS) has entered into a strategic partnership with EQUITURN Asset Management, creating a new avenue for collaboration across global business, investment and capital opportunities.

The partnership brings together two complementary strengths: OBS's growing international business ecosystem and EQUITURN's expertise in capital markets, asset management and strategic financial solutions. Together, the collaboration represents another step toward OBS's vision of building stronger bridges between businesses, investors and opportunities across markets.

Connecting Global Business with Global Capital

OBS has built its platform around the idea that business growth should not be limited by geography. Through its international network of entrepreneurs, investors, business leaders and institutions, OBS seeks to create an environment where meaningful relationships can develop into commercial opportunities.

EQUITURN brings a specialized financial perspective to this ecosystem. Its broader platform operates across capital advisory, investment banking, asset management and strategic solutions, while its asset-management operations focus on disciplined investment processes, portfolio construction, risk management and long-term capital stewardship.

The strategic partnership therefore creates a natural intersection between business connectivity and capital connectivity—two essential elements for businesses seeking to expand, scale and compete in international markets.

A Shared Focus on Long-Term Value:

Modern investment is increasingly driven by more than short-term opportunities. Investors and businesses are looking for strong governance, disciplined decision-making, strategic positioning and sustainable value creation.

EQUITURN's asset-management approach emphasizes research-driven investment decisions, defined risk parameters, diversification, liquidity awareness and ongoing governance. Its dedicated asset-management platform also highlights opportunities across private equity, credit, real assets, secondaries and co-investments.

This philosophy aligns with OBS's broader approach to business development: creating relationships that can generate meaningful and sustainable outcomes rather than simply producing short-term transactions.

The partnership can therefore serve as a platform for identifying areas where businesses, investors and capital providers can work together around carefully considered opportunities.

Opening Doors Across International Markets

One of the most important dimensions of the partnership is its potential to strengthen cross-border business connections.

EQUITURN operates from the United States with a broader international outlook and has identified expansion and coverage across regions including Europe, the Middle East and Latin America. Its platform also provides capabilities related to cross-border transactions, capital raising, private-market opportunities and strategic advisory.

For the OBS ecosystem, such capabilities complement its international network and its mission of bringing different markets and business communities closer together.

The collaboration can help create a stronger environment for conversations around investment, entrepreneurship, market entry, capital formation and strategic expansion—particularly at a time when businesses increasingly need international partnerships to access new markets and resources.

Building a Stronger Investment Ecosystem

At the heart of this partnership is a simple principle: business opportunities become more powerful when the right people, knowledge and capital come together.

OBS provides an ecosystem where business leaders and institutions can connect, exchange ideas and explore new possibilities. EQUITURN contributes a financial and investment perspective focused on structured capital solutions, disciplined asset management and strategic execution.

Together, these strengths can support a broader ecosystem in which entrepreneurs can discover opportunities, investors can engage with new markets and businesses can explore pathways for sustainable expansion.

This is particularly relevant for emerging businesses and established enterprises looking beyond their domestic markets. Access to the right networks and capital can play a significant role in transforming ambitious ideas into scalable ventures.

EQUITURN
Asset Management

X

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From Partnership to Possibility

The OBS–EQUITURN partnership reflects a wider evolution taking place in global business: partnerships are increasingly becoming vehicles for creating ecosystems rather than simply signing agreements.

The objective is not only to connect organizations, but to create opportunities for collaboration between capital, entrepreneurship, innovation and international markets.

Through this strategic relationship, OBS continues to expand the range of expertise and opportunities available within its global business ecosystem, while EQUITURN strengthens its engagement with a network focused on international business connectivity and growth.

A Shared Vision for the Future

As global markets continue to evolve, the future of business will increasingly depend on the ability to move knowledge, relationships and capital across borders responsibly and strategically.

The partnership between OBS and EQUITURN Asset Management represents a meaningful step in that direction. It brings together a global business platform and a specialized capital-management ecosystem with the potential to create new conversations, new connections and new opportunities.

For OBS, it reinforces the organization's commitment to “Building Business Without Borders.” For the wider business community, it represents another opportunity to connect ideas with investment, relationships with markets, and ambition with strategic capital.

As the partnership develops, its greatest value may ultimately be measured not simply by the transactions it enables, but by the business relationships, investment opportunities and long-term economic connections it helps create across borders.

OBS & HSK Group of Companies Forge Strategic Partnership to Strengthen Business Connectivity and Growth

A strategic collaboration bringing together business networks, professional services, investment opportunities and a shared vision for sustainable growth

In today's rapidly evolving business environment, strategic partnerships are becoming increasingly important for organizations seeking to expand their reach, strengthen their capabilities and create meaningful opportunities across markets. Recognizing the value of collaboration, One Business Season (OBS) has entered into a strategic partnership with HSK Group of Companies, opening a new chapter of cooperation focused on business connectivity, investment, professional services and growth opportunities.

The partnership brings together the international business ecosystem of OBS and the diversified capabilities of HSK Group of Companies. Based in Islamabad, HSK Group operates across several areas including IT services, real estate consultancy, legal consultancy, investment advisory, and glass and aluminium solutions.

Together, OBS and HSK Group aim to create stronger connections between businesses, professionals, investors and institutions while encouraging collaboration that can translate into practical business opportunities.

Connecting Businesses Through a Stronger Ecosystem

OBS has established itself around a simple but powerful concept: Building Business Without Borders. Its ecosystem brings together entrepreneurs, investors, business leaders, institutions and organizations with the objective of creating connections that extend beyond geographical and industry boundaries.

The partnership with HSK Group adds another dimension to this ecosystem by bringing together a diversified business organization with expertise spanning multiple professional sectors.

HSK Group's presence across technology, real estate, legal consultancy, investment advisory and other business services reflects the increasingly interconnected nature of modern commerce.

This diversity creates opportunities for businesses to explore collaboration from different angles—whether through professional services, investment conversations, technology, property, advisory support or new commercial relationships.

Creating Opportunities Through Collaboration

At the heart of the OBS–HSK partnership is the belief that strong business relationships can become catalysts for growth.

In a competitive global economy, companies increasingly need access to more than products and services. They need trusted networks, strategic partners, market knowledge and opportunities to connect with the right stakeholders.

Through its global business platform, OBS provides an environment where these connections can take place. HSK Group contributes a diversified professional and business-services perspective, creating the potential for meaningful interaction between different sectors of the economy.

The partnership therefore represents more than an institutional association. It is an opportunity to create a platform where ideas can be exchanged, businesses can identify areas of mutual interest and new relationships can develop into long-term collaborations.

Strengthening Investment and Business Connectivity:

Investment remains one of the most important drivers of economic development and business expansion. HSK Group's involvement in investment advisory and its wider business portfolio provides an additional link between the OBS ecosystem and opportunities related to capital, enterprise and market development.

For entrepreneurs and business leaders, stronger access to professional networks can help transform potential opportunities into structured initiatives. For investors and institutions, connections with credible business communities can provide greater visibility into emerging sectors and new areas of cooperation.

This is where the strategic value of the partnership becomes particularly important: connecting business ambition with the relationships and expertise needed to move forward.

Bridging Diverse Sectors:

One of the strengths of the partnership is the diversity of sectors represented within the HSK Group ecosystem.

Technology, real estate, legal services, investment and construction-related solutions increasingly overlap in today's business environment. Digital transformation influences real estate. Investment decisions require legal and financial expertise. Infrastructure and property development depend on technology and specialized services.

By bringing diverse areas of expertise into a broader business ecosystem, the OBS–HSK partnership can encourage cross-sector conversations and create opportunities that may not emerge within isolated industries.

This approach is closely aligned with the OBS philosophy of building one ecosystem, one network and one business season—where businesses can connect not only within their own sectors but also across industries.

From Strategic Partnership to Long-Term Impact:

The value of a strategic partnership is ultimately measured by what it creates beyond the signing of an agreement.

For OBS and HSK Group, the opportunity lies in developing relationships that can support business growth, encourage investment conversations, facilitate professional collaboration and connect organizations with wider markets.

As the global business environment becomes increasingly interconnected, organizations that can build strong ecosystems will be better positioned to identify opportunities and respond to emerging challenges.

The OBS–HSK partnership reflects this direction by bringing together complementary strengths and creating a foundation for continued cooperation.

Building Business Without Borders

The partnership between OBS and HSK Group of Companies represents another step in OBS's ongoing mission to bring businesses, investors, professionals and institutions closer together.

By combining OBS's international business network with HSK Group's diversified business capabilities, the collaboration creates potential pathways for new relationships, investment opportunities, professional cooperation and cross-sector growth.

As both organizations move forward, the partnership carries a broader message for the business community: growth becomes more meaningful when it is built through collaboration, shared knowledge and strong relationships.

In an era where opportunities can emerge from any market and across any industry, strategic partnerships such as this one demonstrate the importance of creating ecosystems where businesses can connect, collaborate and grow together.

For OBS, it is another expression of its vision of Building Business Without Borders—connecting people, businesses and opportunities to help shape a more collaborative and globally connected future.



OBS Expands into Tanzania, Building a New Tanzania–UAE–Africa Global Business Corridor

A NEW CHAPTER CONNECTS EAST AFRICA WITH THE UAE AND THE WIDER GLOBAL BUSINESS ECOSYSTEM

The expansion of OBS – One Business Season into Tanzania marks an important new chapter in the organization's vision of building business connections across borders. The move brings Tanzania into the growing OBS ecosystem and creates a strategic bridge between East Africa, the United Arab Emirates and international markets.

The expansion is being led by Dr. MAC Munir Ahmad Chaudhry, Chief Business Savior of OBS, together with Mr. Said Maulid Rukemo, National Business Savior – Tanzania. Their shared objective is to strengthen connections between Tanzanian entrepreneurs, investors, corporations, professionals and international business communities.

Connecting Tanzania with Global Opportunity

Tanzania occupies an important position within East Africa, offering access to a growing economy and a wider regional market. At the same time, the UAE has established itself as one of the world's major centers for international trade, investment, logistics and business connectivity.

The OBS expansion brings these two strategic environments closer together.

Rather than viewing Tanzania and the UAE as separate markets, OBS is positioning them as connected points within a wider business corridor—one capable of linking African enterprises with international capital, expertise, partnerships and markets.

This reflects the core OBS philosophy of "Building Business Without Borders."

From Networking to a Business Ecosystem:

The Tanzania expansion is designed to go beyond traditional business networking.

OBS's chapter-based model seeks to create permanent communities where entrepreneurs, investors, corporations, institutions and professionals can continue building relationships throughout the year. The objective is to transform connections into partnerships and partnerships into tangible economic opportunities.

For Tanzania, this creates a platform through which local businesses can gain greater international visibility while exploring relationships with companies and investors from the UAE, Africa and other global markets.

For international businesses, Tanzania can provide an important gateway for understanding opportunities within East Africa.

Opportunities Across Key Sectors

The emerging Tanzania–UAE corridor has the potential to support cooperation across a wide range of industries, including logistics, infrastructure, renewable energy, agribusiness, mining, technology, manufacturing, tourism and financial services.

The OBS model also places particular emphasis on SMEs, youth entrepreneurship and women-led enterprises—areas that can play a significant role in building inclusive and sustainable economic growth.

The goal is not simply to attract investment into one market. It is to create an environment where businesses can exchange knowledge, identify partners, explore new markets and develop long-term commercial relationships.

Tanzania–UAE–Africa–Global

The significance of this expansion extends beyond Tanzania and the UAE.

Africa is increasingly becoming an important destination for global investment, entrepreneurship and innovation, while the UAE continues to serve as a major international gateway connecting businesses and capital across continents.

OBS's presence in Tanzania therefore contributes to a broader vision: creating a Tanzania–UAE–Africa–Global Business Corridor



where capital, knowledge, technology and entrepreneurial opportunities can move more effectively between markets.

This approach reflects OBS's broader ambition to connect different regional ecosystems rather than treating countries as isolated business destinations.

A New Chapter for OBS:

The establishment of OBS in Tanzania represents more than the opening of another chapter. It demonstrates the organization's continuing evolution into a global, chapter-based business ecosystem.

As OBS expands its presence across markets, its mission remains centered on creating connections that can generate investment, trade, partnerships, knowledge exchange and long-term economic value.

Dr. MAC Munir Ahmad Chaudhry has summarized the philosophy behind the Tanzania expansion with a simple message: “Friendship creates the bridge. Business creates the opportunity. Partnership creates the future.”

That message captures the significance of the new Tanzania chapter.

With Tanzania joining the OBS global family, a new bridge is being built between East Africa and the wider world—one designed not merely for business today, but for stronger partnerships, greater opportunity and shared economic progress in the years ahead.



EDITORIAL

Investments in Brazil



By Alípio Carlos Tavares Labão (Member of Sustainability Board, São Paulo Chapter)

The United States is by far the country that invests the most in Brazil, amounting to US$ 245 billion, equivalent to 28% of the country's total foreign investments. Next are the Netherlands with US$ 146 billion, Luxembourg with US$ 79 billion, France with US$ 63 billion, and Spain with US$ 61 billion. It is worth noting the growing American interest in rare and critical minerals in Brazil, since it has the second largest reserve in the world, only behind China.

Among the main Middle Eastern investors in Brazil are the countries that make up the Cooperation Council for the Arab States of the Gulf – as well know as Gulf Cooperation Council –, with a standout being the United Arab Emirates, Saudi Arabia, and Qatar.

The United Arab Emirates have investments in Brazil, with the Abu Dhabi sovereign fund (Mubadala) holding about $6 billion. These investments are mainly in energy, sanitation, power grids, and oil refining.

Saudi Arabia recently announced that it intends to invest between $10 billion and $15 billion in Brazil, focusing on critical minerals mining, renewable energy, food security, and defense technology deals. Just in critical minerals mining, about $1.3 billion.

Qatar has already invested around $5 billion in various strategic sectors like energy, the financial market (through the sovereign fund QIA), and aviation, among others.

According to what has been reported by the press, since 2024 Dubai – as the main financial and global hub – intended to inject over US$ 15 billion into infrastructure and logistics, energy and biofuels, agribusiness and industry, defense, and technology with Brazilian companies.

For comparison, China, as our biggest trading partner (Trade Finance), invested $ 6.1 billion last year, that after a 45% increase compared to the previous year. Their investment focus is on mining and electricity.

Through the São Paulo Chapter, we see a huge potential for business and partnerships. Currently, we have started prospecting with several of these sectors in Brazil, which we believe have great possibilities to be presented on our global OBS platform, attracting strategic partners, partners, investors, as well as counterparts for existing and upcoming operations.

In fact, we have been following projects/business cases involving negotiations between Brazilian companies and countries in Europe and Africa interested in investing in technology and innovation developed by Brazilians.

In the economic field this year, however, since delinquency among legal entities in Brazil has risen a lot, makingopeninghem attractive to be acquired fully or partially for a fraction of their value, and since the real interest rate for public debt financing (80% of GDP) is around 9% per year, corporations are very interested in obtaining partnerships and financing from abroad, opening up a road of possibilities for investors everywhere.

We at São Paulo Chapter see this moment, therefore, as a real field of transactions to be started through our OBS business platform – the Global Business Ecosystem.



The Future of Business: What Will Winning Companies Look Like in 2030?



By Aasim Aslam Awan
CEO, Tri-Mesh Marketing
Official Social Media Partner, OBS – One Business Season

The future of business is often presented as a world of robots, artificial intelligence fully automated companies, and offices without people. While technology will certainly transform the way businesses operate, the real future may be far more practical—and far more human.

By 2030, successful companies will not necessarily be the ones with the most advanced technology or the largest workforce. They will be the businesses that understand how to combine technology with good leadership, strong customer relationships, adaptable teams, and a clear understanding of what their market actually needs.

The shift has already begun.

Artificial intelligence is changing how companies analyze information, create content, communicate with customers, and manage everyday tasks. Remote and hybrid work have changed expectations around where and how people work. Digital platforms have made it possible for even small businesses to reach international customers. At the same time, consumers have become more informed, more demanding, and less willing to remain loyal to businesses that fail to deliver a good experience.

The question is no longer whether business will change.

The question is: Which businesses will be ready for that change?

AI Will Become a Business Tool—Not a Business Strategy:

Artificial intelligence is likely to become one of the most important business technologies of the decade. However, by 2030, simply saying that a company "uses AI" will not be impressive.

AI will increasingly become an ordinary business tool, much like email, cloud software, or digital payments are today.

Companies will use AI to analyze customer behavior, automate repetitive processes, support employees, identify market opportunities, improve forecasting, and provide faster customer service. This can allow businesses to accomplish more without constantly increasing their operational costs.

But technology alone will not create a successful company.

A business can have access to the best AI tools and still make poor decisions. The competitive advantage will come from knowing where technology should be used, where human judgment is necessary, and how the two can work together.

The companies that benefit most from AI will not necessarily be those that automate everything. They will be those that automate the right things.

Smaller Teams, Greater Productivity:

The traditional idea of business growth has often been connected to hiring more people, opening more offices, and increasing physical infrastructure.

That model is already changing.

Digital tools and automation allow businesses to accomplish tasks that once required significant amounts of administrative time. As technology becomes more capable, companies may be able to operate with smaller but more specialized teams.

This does not necessarily mean that people will become less important.

In many cases, the opposite may happen.

When technology takes care of repetitive work, employees can spend more time on activities that require creativity, communication, strategic thinking, problem-solving, and relationship building.

The future workplace may therefore focus less on how many people a company employs and more on how effectively those people are able to create value.

Remote Work Will Become More Purposeful

Remote work is another area where the business world has

already experienced a major shift.
By 2030, the debate may no longer be about whether companies should be remote or office-based. Instead, businesses will increasingly ask a more practical question:
What type of work is best done together, and what type of work can be done effectively from anywhere?
Some activities benefit from face-to-face collaboration, while others can be performed efficiently through digital platforms.
This will likely lead many organizations toward flexible working models rather than a single approach for everyone.
The companies that succeed will be those that focus on outcomes, accountability, communication, and employee performance rather than simply measuring how many hours someone spends sitting in an office.
Customers Will Expect More:
Technology is also changing the customer.
Today's customers can compare prices, read reviews, research competitors, contact businesses through multiple channels, and switch providers with relatively little effort.
By 2030, expectations will likely be even higher.
Customers will expect businesses to respond quickly, communicate clearly, provide convenient digital experiences, and understand their individual needs.
Personalization will become increasingly important. Customers will not simply ask, "What are you selling?"
They will ask, "Why should I choose you?"
Businesses that provide a good product but a poor customer experience may struggle to retain customers. In contrast, companies that consistently make the customer journey easier, faster, and more trustworthy will have a significant advantage.
Trust Will Become More Valuable
There is another side to the rise of technology that businesses cannot ignore: trust.
As AI-generated content, automated communication, and digital interactions become more common, customers may increasingly value authenticity and transparency.
People will still want to know who stands behind a business.
They will want reliable information, responsible use of their data, honest communication, and real accountability when something goes wrong.
This means that technology may actually increase the importance of human trust rather than eliminate it.
A company can automate a customer response, but it cannot automate genuine credibility.
By 2030, reputation may become one of the most valuable assets a business can build.
Global Opportunities Will Become More Accessible:
One of the most significant changes in the modern business environment is that geography is becoming less restrictive.
A small company with a strong digital presence can now reach customers, partners, suppliers, and talent in different countries without maintaining a physical presence in every market.
This opportunity is likely to expand further by 2030.
International business will not be limited to large corporations. Entrepreneurs and small-to-medium businesses will increasingly have access to global markets through digital platforms, cross-border services, online payments, international partnerships, and remote teams.
However, entering a global market will require more than simply translating a website.
Successful international businesses will need to understand local cultures, customer expectations, regulations, communication styles, and market conditions.
The future may belong to businesses that can think globally while operating intelligently at the local level.
Adaptability Will Become a Competitive Advantage
Markets rarely remain still.
Consumer preferences change. New technologies emerge. Competitors introduce new business models. Economic conditions shift. Regulations evolve.
A company that depends entirely on one product, one market, or one way of doing business may become vulnerable when circumstances change.
This is why adaptability will become one of the most important characteristics of successful companies.

ABOUT THE AUTHOR

Aasim Aslam Awan
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Official Social Media Partner, OBS – One Business Season
"Building Digital Bridges for Global Business Growth."

FROM NATIONAL TALENT TO GLOBAL PERFORMANCE

Why Countries Must Invest in Their Athletes Before the World Sees Their Potential

Every country has sporting talent.

In cities, schools, univ--ersities and communities across the world, there are young athletes with the ability, determination and ambition to compete at the highest level. Yet only a small percentage will ever reach their true potential.

The difference is often not talent. It is opportunity, development and access.

International sporting success does not begin when an athlete walks into a stadium wearing the colours of their country. It begins years earlier—with the quality of coaching they receive, the environment in which they train, the education surrounding their development, the competitions they are exposed to and, importantly, whether someone was prepared to invest in them.

For countries serious about improving their international sporting performance, athlete development cannot be left to chance.

It must become a strategy.

SPORTING SUCCESS IS BUILT BEFORE THE PODIUM:

When we celebrate an international champion, we see the final result. What we do not always see are the thousands of hours of training, specialist coaching, strength and. conditioning, nutrition, performance analysis, mental preparation, education, competition exposure and financial investment that came before it.

Countries that consistently perform at the highest levels of international sport understand this.

Talent identification is only the beginning.

Finding an exceptional 17-, 18- or 20-year-old athlete means very little if there is no structured pathway to take that athlete from potential to performance.

This is precisely the gap that XFE Elite Sport Academy is working to address.

Based in South Africa and built around international athlete development, XFE combines high-performance sport with education, personal development and international exposure.

Our objective is not simply to make an athlete train harder.

It is to develop the complete athlete.

That means combining sport-specific high-performance training with strength and conditioning, nutrition, mental resilience, anti-doping education, First Aid, programme design, video and performance analysis, recovery, leadership development and internationally aligned education.

Because an athlete's future should never depend entirely upon whether he or she wins the next competition.

We want athletes to return home not only as better competitors, but as better educated, more disciplined and more capable young people who can contribute to the future of sport in their own countries.

FROM INDIVIDUAL SPONSORSHIP TO NATIONAL DEVELOPMENT:

There is enormous value in sponsoring an individual athlete.

But imagine the impact of developing an entire group of athletes from one country.

XFE is inviting governments, corporations, investors, sporting organisations, foundations and development partners around the world to consider a different approach to sports sponsorship.

Instead of waiting until an athlete has already become successful before investing in them, invest in creating that success.

A country could identify a group of talented young athletes across its priority sports and place them into a structured international development programme.

Depending on the country's objectives, this could involve 30, 60 or 90 athletes, or another

appropriately selected group, participating in a coordinated development initiative.

Athletes can be identified through national or regional selection processes and brought to South Africa for intensive high-performance development and education.

This transforms sponsorship from a once-off contribution into something far more powerful:

a national athlete-development investment.

The country is no longer supporting only today's competitors. It is deliberately developing tomorrow's athletes, coaches, sporting professionals, leaders and role models.

A MODEL FOR YOUTH DEVELOPMENT:

This philosophy is already reflected in international development initiatives being advanced by XFE.

Our proposed Pakistan Youth Development Initiative, for example, demonstrates how sport can form part of a much broader national-development strategy.

The concept is to identify talented young people, provide them with structured high-performance training and education in South Africa, expose them to international standards and then allow that knowledge and experience to flow back into their country.

The long-term value extends far beyond the athletes themselves.

A developed athlete can inspire another generation.

An educated athlete can later become a coach, manager, administrator, entrepreneur or mentor.

Knowledge acquired internationally can be transferred into clubs, schools, academies and communities at home.

This creates a multiplier effect.

Develop the athlete. Develop the person. Strengthen the sport. Ultimately, strengthen the country.

WHAT DOES SUCCESS LOOK LIKE?

The sporting world naturally measures success through medals, rankings, records and trophies.

Those outcomes matter. XFE is unapologetically performance-driven. We want the athletes who train with us to become stronger competitors and we want partner countries to improve their ability to compete internationally.

But meaningful development should also be measured beyond the podium.

Success can include measurable improvements in athletic performance; progression into elite, professional or national pathways; educational and sporting qualifications completed; international competition and training exposure; stronger understanding of nutrition, recovery and anti-doping; leadership development; employment opportunities; and knowledge transferred back into the athlete's home sporting system.

When properly structured, sports development becomes an investment in human capital as well as national performance.

AN INVITATION TO THE PRIVATE SECTOR

Governments and sporting federations cannot carry the responsibility alone.

The international business community has an extraordinary opportunity to participate.



Companies spend significant amounts every year sponsoring competitions, professional teams and athletes who have already achieved public recognition.

Those investments have commercial value.

But there is another question worth asking:

What if your organisation helped create the next generation of champions?

Corporate sponsorship of a national athlete-development initiative provides an opportunity to associate a company with something much deeper than a single event.

It can represent youth development, education, opportunity, national pride and measurable social impact.

A sponsor can become part of the athletes' journey before the world knows their names.

For businesses seeking meaningful Environmental, Social and Governance initiatives, youth-development programmes, national partnerships or high-impact social investment opportunities, sport provides an exceptionally powerful platform.

And when those athletes eventually walk into an international arena carrying their country's flag, the organisations that invested in their

development become part of that story.

BRINGING WORLD-CLASS DEVELOPMENT HOME

Sending athletes to South Africa does not have to be the final objective.

For some countries, it can be the beginning.

XFE Elite Sport Academy is also opening discussions with countries, investors and strategic partners interested in developing international-standard high-performance sport and education institutions within their own countries.

Every country is different.

The priority sports may be different. The infrastructure requirements may be different. The population, culture, economy and national sporting objectives will certainly be different.

For that reason, the answer should not be to copy and paste one academy into another country.

The objective is to work with local stakeholders to create a model suited to that country's needs while applying international standards in athlete development, education and high-performance sport.

Such partnerships can potentially include athlete-development systems, coach development, education and qualifications, high-performance training, sport science, performance analysis, leadership development and international collaboration.

Most importantly, they can create long-term national capacity.

Instead of continually sending generations of athletes elsewhere to access world-class development, countries can progressively build that capability at home.

SPORT AS A BRIDGE BETWEEN NATIONS

Sport has an extraordinary ability to cross boundaries that politics, language and geography sometimes cannot.

Athletes from different cultures can train together, compete against one another and still leave the field with mutual respect.

Education creates the same opportunity.

When the two are combined, we create something much larger than an academy.

We create international relationships.

We create knowledge exchange.

We create economic opportunities.

We create young ambassadors who understand cultures beyond their own.

And we create partnerships between governments, businesses, sporting organisations and communities that might otherwise never have existed.

This philosophy closely complements the international partnership approach promoted through OBS – One Business Season, whose global platform is built around connecting governments, investors, businesses and institutions across borders and creating sustainable opportunities through collaboration.

THE QUESTION FOR EVERY COUNTRY

The question is not whether your country has talented athletes.

It does.

The more important question is: How many of them will never reach their potential because the right opportunity never reached them?

That is a question for governments.

It is a question for sporting federations.

It is a question for corporations.

And it is a question for investors and leaders who have the ability to create opportunities that can change lives.

If a country wants better international sporting results tomorrow, investment in athlete development must begin today.

AN OPEN INVITATION TO PARTNER

XFE Elite Sport Academy invites governments, national sporting bodies, corporations, investors, foundations and development partners to work with us in identifying and developing the next generation of athletes.

The opportunity can begin with sponsoring a selected group or national team to undertake high-performance development and education in South Africa.

It can grow into a structured, multi-year national athlete-development initiative.

And for countries seeking something even more permanent, the conversation can extend to partnering with XFE to establish an international-standard sport, performance and education model within their own country.



The objective remains the same:
To turn national potential into measurable international performance.
Every medal begins somewhere.
Every champion was once an unknown athlete with potential.
And behind almost every great sporting success story was someone—a government, a coach, a federation, a company, an investor or an individual—who decided that the potential was worth investing in before the result was guaranteed.
Don't simply sponsor the podium. Help build the athlete who will stand on it.

ABOUT THE AUTHOR

Helena Calitz is the Founder and Chief Executive Officer of XFE Elite Sport Academy, President of the OBS South African Chapter, an award-winning business and sport leader, and holds an MBA in Global Business (CEO).
With a career spanning international sport, tertiary education, athlete development and global business, she has received multiple awards and recognitions for her leadership and contributions across these fields. Her work is focused on creating sustainable international partnerships that provide talented athletes with access to high-performance development, education and opportunity.
Through XFE Elite Sport Academy, her vision extends beyond developing individual athletes to helping countries strengthen their sporting ecosystems, develop future leaders and create long-term pathways through which sporting potential can be transformed into measurable international performance.
I think this is stronger than listing the awards in this particular article. If you give me the names of your most important awards, though, I can tell you whether one of them is significant enough that we should specifically name it.



Helena Calitz (CEO of XFE Elite Sport Academy)



ASSOCIATION FOR THE PROMOTION OF TALENT IN SPORTS & CULTURE AND FOR BILATERAL EXCHANGE BETWEEN AUSTRIA AND INDIA

Our association will be a platform for young talents, creative artists, entrepreneurs, and scientists from Austria, India, and Europe. Together, with our enthusiasm and the passion, which we developed over the past decades, we want to connect education, art, sports, and business, promote new ideas, and realize projects that enrich our cultures and advance future fields. We believe that connecting people across borders builds bridges, fosters friendships, and opens up new opportunities.

OUR MISSION & VISION:

Guided by the conviction, that the encounter and cooperation between people of different cultures form a vital foundation for mutual understanding, education, innovation, and peace, we have come together to establish this association. Our mission is to promote the exchange of young talents in the fields of sports, film, music, arts, and other cultural disciplines. In doing so, we seek to strengthen networks, broaden educational opportunities, and foster innovative business initiatives between Austria and India.

Furthermore, we are committed to advancing joint projects in tourism, education, and culture, as well as supporting bilateral initiatives such as economic and creative summits, festivals, artistic residencies, and collaborations in music and sports.

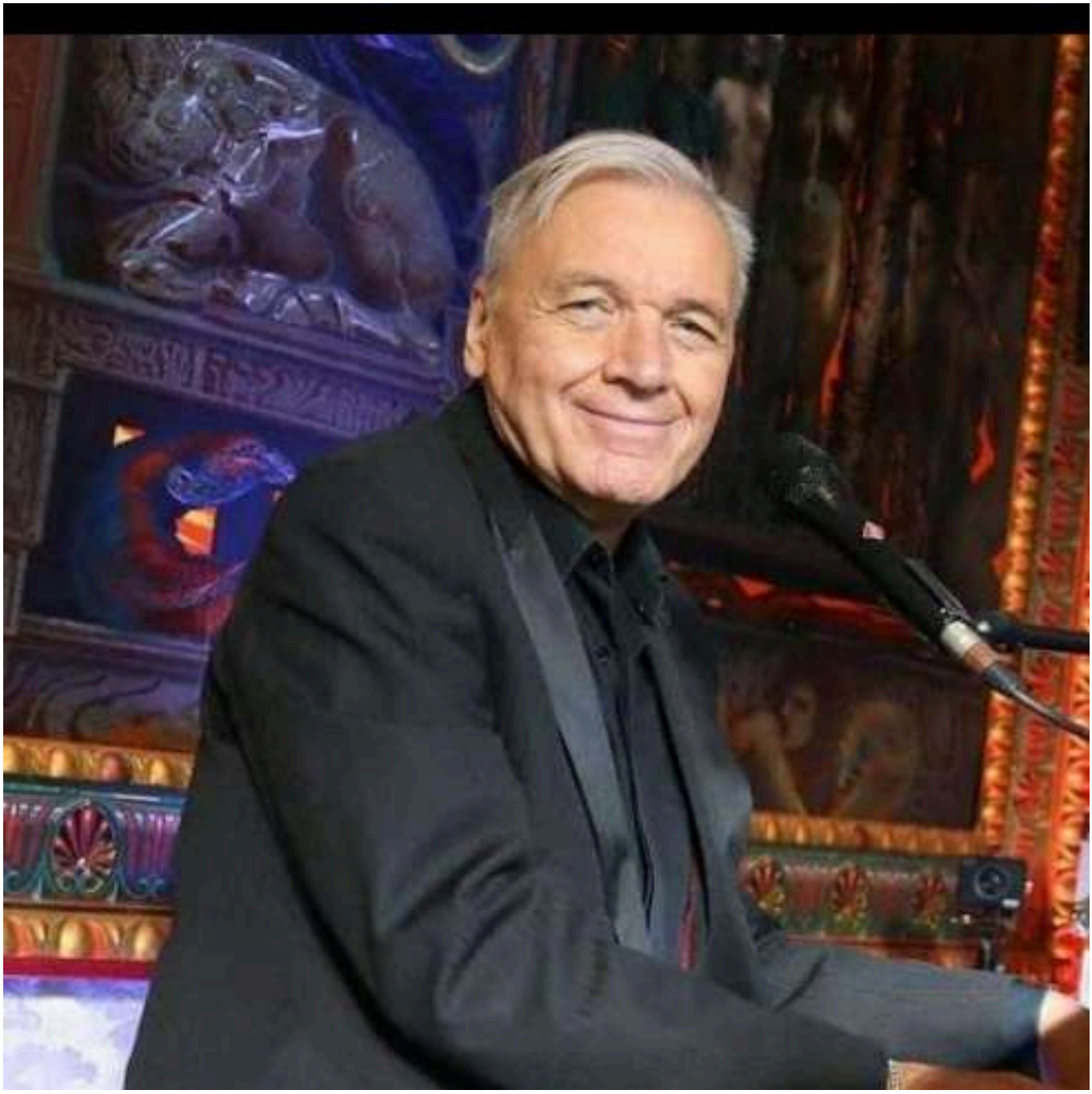
A particular emphasis is placed on cultivating partnerships between Austria and India across the areas of business, culture, and science, including industrial cooperation in future-oriented sectors such as biotechnology, medical technology, environmental technologies, and renewable energy. The association affirms its commitment to the European values of human dignity, freedom, democracy, equality, the rule of law, and the protection of human rights, including the rights of minorities. Equally, we are dedicated to the goals of climate action and sustainability in alignment with the principles and directives of the European Union.

PROVIDING STRATEGIC GUIDANCE ON SPORTS DEVELOPMENT PROGRAMS AND INITIATIVES. OFFERING SUGGESTIONS AND INSIGHTS FOR NURTURING TALENTS ACROSS MULTIPLE SPORTS, CULTURE AND BUSINESS CATEGORIES. ADVISING ON SPONSORSHIP AND INVESTMENT OPPORTUNITIES, COLLABORATIONS, AND PARTNERSHIPS TO SUPPORT GROWTH. MENTORING AND INSPIRING YOUNG TALENTS TO ACHIEVE EXCELLENCE.



Erwin Rader

“With extensive experience, vision, and commitment to sports, culture & entrepreneurship, our promise is, that we will make an invaluable addition to Austria and to Europe for all Talents, who believe, guidance will play a crucial role in their shaping, while creating sustainable opportunities for these Talents at every level.” (ref.: Gerd Saalfrank & Erwin Rader)and with honourable cooperation of ROBERT WERNER Member of the Vienna State Opera, Tenor, Pianist & Composer As artist known internationally for the painter Ernst Fuchs, the tenor José Carreras, the magician Siegfried (from Siegfried and Roy), and for the Italian world star on the ice Carolina Kostner, who implements the music “Solamente per Carolina” composed by Robert Werner. Music is his life and therefore the extremely versatile artist feels at home in numerous genres. His many trips abroad took him, among other things, to Zurich, Leipzig, Berlin, Venice, Paris, Munich, Bolzano and even to China and Japan andsoon toIndia.



“A strategic direction to the bilateral relationship is not limited to economic cooperation and investment alone. We will work to combine our strengths in areas such as infrastructure development, innovation, renewable energy, hydrogen, water and waste management, artificial intelligence, and quantum technology. To connect the youth and ideas of both countries, the startup bridge will be accelerated."

(ref.: P.M. Narendra Modi during his last state visit to Vienna in 2024)

The New Rules of SEO: Why Search Success Now Depends on Trust, Not Tricks

Search Engine Optimization has undergone more change in the last five years than in the previous fifteen. What began as a game of keyword density and backlink counting has matured into a discipline that blends technical precision, content strategy, and a genuine understanding of what searchers actually want.

For businesses and marketers still treating SEO as a checklist of old tricks, the results are increasingly disappointing. For those who understand where the discipline is heading, SEO remains one of the most reliable, cost-effective ways to build sustainable online visibility.

This article breaks down what SEO looks like today, why the fundamentals still matter even as algorithms evolve, and how businesses can build a strategy that produces consistent, long-term organic traffic rather than short-lived spikes.

Why SEO Still Matters in a Crowded Digital World:

Every year, someone predicts the death of SEO. Social media would replace search. Then paid ads would make organic ranking irrelevant. More recently, AI-generated answers and chat-based assistants have been framed as the next disruptor. Yet search engines still process billions of queries every day, and the vast majority of online experiences — research, shopping, learning, comparing — still begin with a search bar.



By Fiza Arslan, SEO Specialist

What has changed is not whether SEO matters, but what "ranking well" actually requires. Search engines have become far better at understanding intent, context, and quality. This means SEO is no longer about gaming an algorithm; it's about genuinely serving the person on the other end of the query. Businesses that internalize this shift consistently outperform competitors still stuck in outdated tactics.

The Three Pillars of Modern SEO:

Effective SEO strategy rests on three interconnected pillars: on-page optimization, off-page authority building, and technical health. Neglecting any one of these creates a weak link that limits overall performance, no matter how strong the other two are.

1. On-Page SEO: Speaking the Searcher's Language

On-page SEO refers to everything you control directly on your website — content, structure, and metadata. The foundation starts with keyword research, but not in the outdated sense of stuffing a target phrase into every sentence. Modern keyword research is about understanding searcher intent: is someone looking to buy, to learn, to compare, or to solve an immediate problem?

Once intent is clear, content should be structured to answer it directly and thoroughly. This means:

- Clear, descriptive title tags and meta descriptions that accurately represent page content and encourage clicks.
- Logical heading structure (H1, H2, H3) that helps both readers and search engines understand the flow of information.
- Comprehensive, well-organized content that answers the query completely rather than forcing readers to visit multiple pages or competitors' sites.
- Internal linking that guides users to related, useful content and helps search engines understand site architecture.
- Optimized images, including descriptive alt text and compressed file sizes for faster loading.

The common thread across all of these elements is usefulness. Search engines increasingly reward content that genuinely helps the reader, and penalize content that exists purely to rank.

2. Off-Page SEO: Building Authority Through Reputation:

If on-page SEO is about what you say, off-page SEO is about what others say about you.

The centerpiece of off-page strategy remains backlinks — links from other websites pointing to yours — but the emphasis has shifted dramatically from quantity to quality.

A single link from a respected, relevant, high-authority publication carries far more weight than dozens of links from low-quality or unrelated sites. In fact, spammy backlink profiles can actively hurt a site's rankings. Effective off-page strategies today center on digital PR and guest contributions placed with reputable industry publications, paired with genuine relationship-building among journalists, bloggers, and industry influencers. Earning citations through original research, proprietary data, or expert commentary gives other sites a real reason to reference your work, while actively managing online reputation — reviews, brand mentions, and overall sentiment — matters more than ever, since search engines increasingly factor broader brand trust signals into rankings.

This is precisely why authentic engagement matters more than automated link-building schemes. Search engines have become adept at identifying manipulative link patterns, and the penalties for getting caught can undo years of progress.

3. Technical SEO: The Foundation Nobody Sees

Technical SEO is the least glamorous pillar, but arguably the most foundational. No amount of excellent content or authoritative backlinks will help a website that search engines struggle to crawl, index, or load quickly. Core technical considerations start with site speed and Core Web Vitals, which measure loading performance, interactivity, and visual stability, all of which directly affect both rankings and user experience. Mobile-friendliness is equally critical, since the majority of searches now happen on mobile devices and search engines primarily index the mobile version of a site.

A secure, accessible architecture — HTTPS, clean URL structures, and properly configured robots.txt and XML sitemaps — keeps a site crawlable and trustworthy, while structured data (schema markup) helps search engines understand content context and can unlock rich results like star ratings, FAQs, or product details directly in search listings. Left unchecked, crawl errors and broken links quietly erode a site's authority over time, which is why ongoing monitoring matters as much as the initial setup.

Technical SEO audits should be a recurring practice, not a one-time fix, since websites evolve constantly through new content, plugin updates, and design changes.

The Shift Toward Search Intent and Experience:

Perhaps the most important evolution in SEO is the growing emphasis on user experience as a ranking factor in its own right. Search engines have moved beyond simply matching keywords to genuinely evaluating whether a page satisfies the person who searched for it.

This means bounce rate, time on page, and how naturally a visitor moves through a site all feed into how search engines assess quality. A page that ranks first but fails to keep visitors engaged will eventually lose its position to a competitor that better satisfies user intent — even if that competitor has fewer backlinks or a lower domain authority.

Content depth has also become more important than content length for its own sake. A 3,000-word article stuffed with filler performs worse than a focused, well-organized piece that fully answers the question at hand. Search engines are increasingly capable of distinguishing genuinely useful content from padded, keyword-driven filler.

E-E-A-T: Experience, Expertise, Authoritativeness, and Trust:

One of the most influential frameworks shaping modern SEO is E-E-A-T — Experience, Expertise, Authoritativeness, and Trustworthiness. While not a direct ranking algorithm in the technical sense, it reflects the standards search engines use to evaluate content quality, particularly for topics that affect people's health, finances, or safety.

Demonstrating E-E-A-T means showcasing genuine, first-hand experience with a topic rather than relying on secondhand research, highlighting author credentials and expertise clearly on the page, and steadily building a reputation as an authoritative source through consistent, high-quality output over time. Transparency, accuracy, and clear sourcing throughout content tie all of this together, giving both readers and search engines reason to trust what they find.

For businesses, this means investing in original insights, case studies, and expert-authored content rather than relying solely on generic, templated articles.

Local SEO: Winning the "Near Me" Search:

For businesses with a physical presence or a regional service area, local SEO deserves particular attention. Optimizing a Google Business Profile, maintaining consistent business information (name, address, phone number) across directories, and actively managing customer reviews can dramatically improve visibility for location-based searches. Local SEO often delivers a faster and more measurable return than broader national strategies, since it targets searchers who are close to making a decision.

Common SEO Mistakes That Undermine Results

Even well-intentioned SEO efforts can fall short due to a few recurring mistakes. Many businesses chase quick wins through manipulative tactics that deliver short-term gains but risk long-term penalties, or neglect the mobile experience despite mobile traffic dominating most industries. Others skip analytics altogether, leaving them unable to tell which strategies are actually working, or treat SEO as a one-time project rather than an ongoing, iterative process. Perhaps most common of all is fixating exclusively on rankings while losing sight of conversions, engagement, and overall business impact — the metrics that actually matter.

Building a Sustainable SEO Strategy

The businesses that succeed with SEO long-term treat it as an integrated part of their broader digital strategy, not a separate technical task handled in isolation. This means aligning SEO goals with content. marketing, user experience design, and overall brand positioning.

A sustainable approach typically starts with thorough keyword and competitor research to understand the landscape, followed by regular technical health audits that catch and fix issues early. From there, it means producing genuinely useful, well-researched content on a consistent schedule, building authority through authentic relationships and quality backlinks, and continuously monitoring performance data to adjust strategy based on real results rather than assumptions.

The Bottom Line:

SEO today rewards businesses that prioritize genuine value over manipulation, and consistency over shortcuts. The technical elements — site speed, mobile optimization, structured data — remain essential, but they now serve a larger goal: creating an experience that search engines recognize as trustworthy because real users find it genuinely useful.

For businesses willing to invest in this more holistic approach, the payoff is significant: sustainable organic visibility that compounds over time, rather than volatile rankings that disappear with the next algorithm update. In an increasingly noisy digital landscape, that kind of durable, earned visibility has never been more valuable.

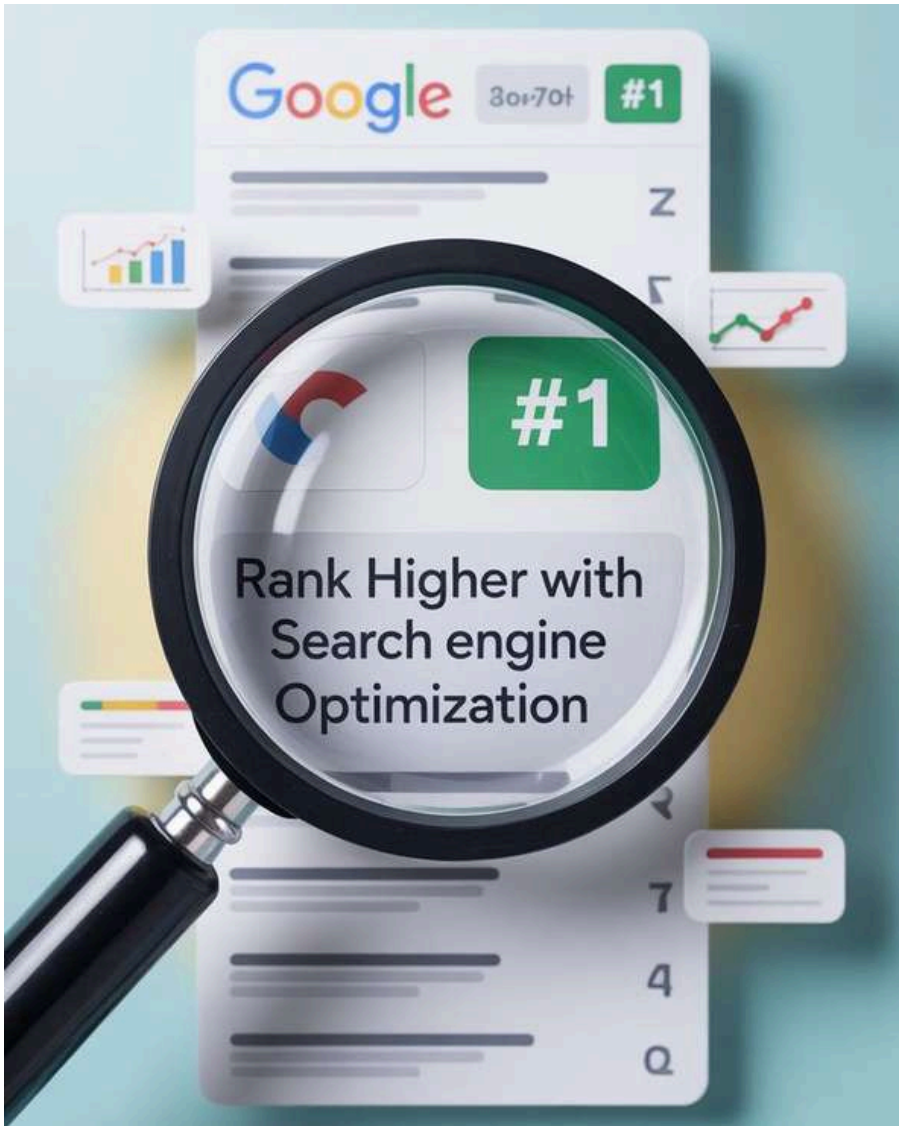


PHOTO GALLERY OF THE MONTH
















DOUBLE ROAD
VIP










BERSAIL
Great Partner
SHANDONG
FLYING
MAX PLU
KORYO
























ROADSHINE
HONGTYRE GROUP
ROADSHINE
HONGTYRE GROUP
ROADSHINE
HONGTYRE GROUP
RS602


FR818
FR828
FR876



ibne yousaf®

FAMILY OFFICE

LEGACY • INVESTMENT • IMPACT



Private Global Enterprise. *Generational Impact.*

Ibne Yousaf Family Office is a private global enterprise and strategic development institution with a legacy of excellence spanning nearly a century.

It creates, develops and invests in businesses and communities that drive sustainable growth, empower people and build a stronger future.

OUR STRATEGIC DIVISIONS

Three powerful divisions. One unified vision. Building ecosystems that empower communities and create lasting legacy.



01 | COMMUNITY STORES

BY COMMUNITY • FOR COMMUNITY

Modern retail and commercial ecosystems that provide quality products, trusted brands and convenient access — creating value, employment and economic growth.



02 | COMMUNITY DEVELOPERS

SMART CITIES • REAL ESTATE • INFRASTRUCTURE

Intelligent, sustainable and future-ready communities delivered through smart cities, real estate development and world-class infrastructure.



03 | LEGACY PRO.

HOUSE OF STRENGTH & LEGACY

Premium lifestyle collections that embody elegance, craftsmanship and timeless identity — created for those who live with purpose and leave a legacy.

More Than Business. A Lasting Legacy.

GLOBAL REACH

STRATEGIC PARTNERSHIPS

SUSTAINABLE GROWTH

COMMUNITY IMPACT

suits | FINANCE • TAX • BANKING

YOUR GLOBAL PARTNER IN BUSINESS STRUCTURING.

INTERNATIONAL ADVISORY ECOSYSTEM

Global Structuring. One Coordinated Ecosystem.



Suits Global is a European-based international advisory group operating at the intersection of finance, legal structuring, accounting management, international tax and cross-border business infrastructure.

Rather than offering isolated services, the group unifies banking, residency, operational structuring and international expansion within one coordinated framework designed for commercially functional, legally aligned and scalable global operations.



OUR CORE PRINCIPLES

INTERNATIONAL SCALE

Structures designed for multi-jurisdiction expansion and long-term growth.

OPERATIONAL PRECISION

Finance, legal, tax, accounting and banking aligned within one system.

STRATEGIC PARTNERSHIPS

Trusted relationships built around scalability and sustainable value.

SPECIALIZED DIVISIONS

SUITS FINANCE
Finance • Tax • Banking

SUITS LEGAL
Legal • Compliance • Structure

SUITS BOOKS
Accounting • Reporting • Visibility

More than services.
A global ecosystem
for your next chapter.

INTEGRITY | EXPERTISE | LONG-TERM VALUE

NEW AIRPORT CITY
Near New Islamabad International Airport.

A Visionary Destination for a Brighter Tomorrow

New Airport City Islamabad

THE NEXT CHAPTER OF PAKISTAN'S PROSPERITY

A visionary residential and commercial destination designed as a self-sustaining community—bringing together luxury, innovation, sustainability and nature.



PRIME LOCATION
Connected to New Islamabad Airport and the CPEC Economic Zone.

SECURE INVESTMENT
NOC-approved development with a transparent investment process.

SMART ACCESS
Dedicated interchange and signal-free access via a 300-ft road at M-14.

MODERN LIFESTYLE
World-class residential, commercial, and recreational facilities.

SUSTAINABILITY
Designed for a greener, healthier and more sustainable future.

A LEGACY IN THE MAKING

2,500+

Strategically positioned in the Twin Cities vicinity, the development is envisioned to establish a new benchmark for modern urban living in Pakistan.

Luxury Living.
Smart Investment.
A Sustainable Future.

RINO invest® Group

REAL ESTATE | WEALTH | COMMODITIES | TRADING

GLOBAL EXPERTISE.
LOCAL INSIGHT.
LASTING VALUE.

A proven bridge between Europe and the Gulf.



REAL ESTATE • WEALTH MANAGEMENT
COMMODITIES • TRADING

RINO Invest Group unites real estate, legal, asset management and commodities expertise under one platform — connecting capital and lifestyle across two dynamic regions.

OUR HERITAGE

20+
Years in the market

2
Continents, 3 operating locations

500+
Clients served

30+
Years of legal backing

OUR SPECIALIST UNITS

REAL ESTATE BROKERAGE

Premium residential and commercial properties across key markets.

WEALTH & ASSET MANAGEMENT

Strategic wealth solutions for long-term growth and security.

COMMODITIES TRADING

Reliable access to global commodity markets and trade opportunities.

LEGAL & REGULATORY

Expert guidance, compliance and trusted legal support across jurisdictions.

More than services.
A global partnership for your future.

EUROPE TO THE GULF

TRUSTED PARTNERSHIPS

PREMIUM OPPORTUNITIES

SUSTAINABLE GROWTH

ECO | LEX | LEGAL®

LEGAL CONSULTANCY

LOCAL EXPERTISE.
GLOBAL PERSPECTIVE.
YOUR LEGAL PARTNER.



ABOUT US

Trusted Legal Solutions for a Global Future.

Eco Lex Legal operates across the United Arab Emirates, Spain, and Switzerland, providing comprehensive legal solutions for public and private sector companies, institutions, investors, and individuals looking to expand their businesses globally.

We anticipate and manage risks before they occur, safeguarding our clients' interests and helping them make the right decisions at the right time.

Your Goals. Our Expertise. Global Reach.

UAE • SPAIN • SWITZERLAND

THREE JURISDICTIONS.
ONE PARTNER.

OUR SERVICES

LEGAL ADVISORY
Strategic guidance for complex legal challenges.

COMPLIANCE & REGULATORY
Stay compliant. Operate with confidence.

BUSINESS EXPANSION
Legal support for cross-border growth and investment.

DISPUTE RESOLUTION
Effective solutions for lasting outcomes.

INDIVIDUAL SERVICES
Personalized support for your unique needs.

OUR TRACK RECORD

30+ YEARS OF EXPERIENCE

3 GLOBAL OFFICES

11 SPECIALIZED SERVICES

500+ CLIENTS SERVED

"Strategic legal advice for a more secure tomorrow."

Yunyao Aerospace

OBSERVE / CONNECT / EMPOWER

BUILDING A SAFER, SMARTER PLANET

Yunyao Meteorological Constellation



A 90-satellite global weather sensing network delivering full-dimension, high-precision atmospheric and ionospheric data — closing the gap in minute-level global meteorological monitoring.

MULTI-INDUSTRY APPLICATIONS

Renewable Power Forecasting
Generation output modelling for a cleaner tomorrow.

Power Trading Decisions
Market decision system for smarter energy management.

Ocean Weather Routing
Deep-sea navigation with greater accuracy.

Aviation Weather Assurance
Flight safety support for every journey.

Water Conservancy Response
Emergency hydrology for a more resilient world.

Global Profile Data Products
Atmospheric & ionospheric insights for a connected planet.

REAL-TIME DATA / GLOBAL COVERAGE / A SUSTAINABLE FUTURE



47
SATELLITES IN ORBIT
as of Apr 2026

90
CONSTELLATION TARGET
network plan

2019
FOUNDED IN TIANJIN
China

ASFA HOLDING

PROVEN EXPERTISE, TIMELESS STRUCTURES.

Founded in 1970, ASFA Holding has evolved from its excavation and infrastructure roots into a trusted international construction group. Backed by more than five decades of technical experience, strong financial capacity, a modern machinery fleet and multidisciplinary engineering teams, the company delivers complex infrastructure and superstructure projects for public and private clients.



OUR CORE EXPERTISE

INFRASTRUCTURE

Large-scale civil works that support connectivity, industry and sustainable urban development.

SUPERSTRUCTURE

Complex buildings engineered for performance, functionality, durability and lasting value.

ENGINEERING POWER

Integrated expertise, advanced machinery and disciplined project coordination from concept to delivery.

INTEGRITY | LOYALTY | SINCERITY | DILIGENCE

55+
YEARS OF EXPERT EXPERIENCE

35
LISTED GLOBAL MARKETS

Global reach.
Proven delivery.

OBS ONE BUSINESS SEASON

THE FUTURE IS BORDERLESS.

Connect with the network driving global impact.



GLOBAL NETWORKING

Connect with visionary leaders, innovators, and investors across the globe.

EXPERT INSIGHTS

Access exclusive analysis on emerging markets, investment, and policy.

BORDERLESS OPPORTUNITIES

Drive your business forward with cross-border partnerships.

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