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ONE BUSINESS SEASON

EDITION 01
AUGUST 2026



WORLD'S LONGEST BUSINESS SUMMIT

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The World.

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 Borderless Future Through Global Collaboration

As we present the first edition of the One Business Season Monthly Magazine, I am proud to reflect on the remarkable progress our global network continues to achieve.

At One Business Season, our mission extends beyond connecting businesses. We are committed to building bridges between governments, industries, investors, entrepreneurs, and innovators who share a common vision of prosperity through collaboration. The partnerships highlighted in this edition demonstrate how strategic diplomacy and business leadership can work together to unlock new opportunities across continents.

This month, we have witnessed significant milestones through our growing engagements with international leaders, ambassadors, chambers of commerce, and industry stakeholders. These collaborations represent more than agreements—they symbolize trust, shared ambition, and a collective commitment to shaping a stronger global economy.

The automotive sector, international trade, investment promotion, and cross-border innovation remain key pillars of our expanding global agenda.

"A leader who stops learning stops leading. My doctorate is not a credential on a wall — it is a lens through which I see every room I enter and every hand I shake."
— Dr. MAC



As OBS continues to extend its presence across more than 60 countries, we remain focused on creating platforms where ideas become partnerships and partnerships become lasting economic impact.

As we look ahead, we remain committed to fostering innovation, strengthening global partnerships, and advancing economic diplomacy that benefits communities around the world. Together, we are not only connecting markets—we are building a future where collaboration knows no borders.

Thank you for being part of this journey. I invite you to continue shaping the future with One Business Season as we transform ideas into opportunities and partnerships into global success.

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



CEO INSIGHTS

Building a Borderless Future Through Global Collaboration

The global business landscape is set to witness an unprecedented convergence of leaders, capital, and innovation as One Business Season (OBS) prepares for its inaugural 100-day run from October 15, 2026, to January 22, 2027. This ambitious platform, envisioned as the "World's Longest Global Business Summit," aims to redefine international collaboration, specifically targeting critical areas like sustainable urban development and economic transformation. The initiative recently gained significant traction following discussions with Steve Severance, former Head of Masdar City, whose insights underscored the urgent need for resilient, technologically advanced cities and robust innovation ecosystems.

Severance's experience at Masdar City, a pioneering sustainable urban project, highlights a core tenet of OBS: the integration of environmental sustainability with economic vitality. The platform intends to serve as a catalyst for advancing the global smart cities agenda, drawing lessons from models like Masdar City and scaling them worldwide. This will involve dedicated forums on



Dr. Munir Ahmad Chaudary
CEO (One Business Season)

smart cities and sustainable infrastructure, alongside investment platforms specifically designed for clean energy and green technologies. The objective is clear: to accelerate the transition towards future-ready economies by fostering strategic partnerships between governments and private sector leaders, showcasing next-generation urban solutions to a global audience.

OBS is not merely a series of conferences; it aims to create a continuous ecosystem of engagement. Over its 100-day duration, the platform will host ten flagship global events, alongside over 40 UN and National Days, and more than 50 partner-led global events. This expansive structure is designed to attract a diverse array of participants, from global leaders and policymakers to sovereign wealth funds, family offices, and technology pioneers across more than 100 countries. Organizers anticipate a staggering reach of over one billion people globally, with participation from more than 10,000 companies and investors, and contributions from over 1,000 speakers and thought leaders. The ambition extends to drawing over one million physical and virtual visitors, ensuring a broad and deep engagement across sectors and geographies.

A key differentiator for OBS lies in its integration of direct commercial activity through One B. Auctions, an exclusive asset marketplace. This component is designed to bridge the gap between dialogue and deal-making, facilitating high-value global transactions. The marketplace will connect asset owners with a formidable network of global investors, including sovereign wealth funds, private equity firms, and ultra-high-net-worth individuals. The explicit target for One B. Auctions is to generate over $1 billion in transaction volume during the 100-day cycle, transforming OBS into a results-driven economic engine rather than just a forum for discussion. This strategic integration underscor-



-es a commitment to tangible outcomes, moving beyond theoretical conversations to concrete economic impact.

The vision for OBS extends beyond immediate transactions, aiming to cultivate long-term partnerships and deliver measurable global impact. The shared commitment emerging from discussions with experts like Severance emphasizes supporting the development of sustainable and smart city ecosystems, contributing to global economic transformation initiatives, and exploring strategic roles within the OBS framework. This collaborative spirit, bringing together diverse stakeholders, is seen as essential for bridging the gaps between nations, industries, and opportunities in an increasingly interconnected global economy. The journey ahead, as articulated by the architects of OBS, is not solely about business; it's about creating a lasting legacy, enabling profound transformation, and collectively shaping the future of the world economy.



Can Dr. MAC's One Business Season Unlock $100 Billion in Global Economic Value by January 2027



Dr. Munir Ahmad Chaudary
CEO (One Business Season)

The global business landscape, often characterized by flee--ting conferences and fragmented initiatives, is poised for a significant disruption. A new venture, dubbed One Business Season (OBS), is not merely an event but a 100-day economic engine, designed to run from October 15, 2026, to January 22, 2027. Spearheaded by Dr. Munir Ahmad Chaudhry, the "Chief Business Savior," this ambitious program aims to generate over $100 billion in economic value for each participating nation, promising a new era of cross-border collaboration and investment.

This isn't a typical trade show; OBS is envisioned as the operational core of the 1B.World Business Savior Ecosystem, a platform dedicated to revitalizing businesses and stimulating economies worldwide. The initiative stretches across more than 100 countries, creating an unprecedented convergence point for governments, diplomatic missions, sovereign wealth funds, family offices, global corporations, and individual investors. Dr. MAC's philosophy is straightforward: when the right confluence of people, capital, ideas, and opportunities occurs on a grand scale, economies undergo fundamental transformation.

At the heart of OBS lies an integrated infrastructure comprising 1B.World, the One Banking Ecosystem (1Be), One B. Auctions, and One Business Zone (1BZ). These interconnected platforms are designed to facilitate seamless deal-making, accelerate investment flows, foster innovation exchange, and forge international partnerships at a pace and scale rarely seen before. The organizers are not measuring success by attendance figures; instead, they are focused on tangible economic impact. Each host country and participating ecosystem is projected to unlock substantial value through foreign direct investment, strategic alliances, high-value asset transactions via One B. Auctions, and significant funding for startups. The initiative also anticipates a boost in tourism, hospitality, and global exposure, alongside the expansion of trade agreements and international business ventures.

To achieve these ambitious targets, OBS has meticulously structured its 100-day run. The program includes 10 flagship global events, over 40 UN and national business days, and more than 50 partner events scattered across the globe. It will feature contributions from over 1,000 global speakers and industry leaders, drawing in more than 10,000 companies and investors. The design ensures that every single day of the One Business Season functions as a live economic engine, where discussions swiftly transition into concrete executions, turning abstract ideas into actionable outcomes.

This global undertaking signals a departure from traditional, isolated business forums. OBS seeks to create a new economic paradigm defined by integrated global ecosystems, where finance, investment, technology, and markets coalesce into a unified system. The program adopts a hybrid global execution model, combining physical presence in key markets with extensive digital connectivity, ensuring participation transcends geographical limitations. A key feature is the promise of real-time deal flow, with platforms like One B. Auctions and 1Be

designed to convert conversations into immediate transactions, facilitating rapid investment, acquisition, and funding opportunities. Crucially, OBS aims for inclusive global participation, democratizing access to business opportunities for everyone from governmental bodies to nascent startups, from powerful sovereign funds to young innovators.





Dr. MAC emphasizes that this initiative is not merely about short-term gains but about creating lasting economic value, fostering institutional partnerships, and driving sustainable global growth. It is positioned as a foundational element of the 1B.World Business Savior Ecosystem, an ambitious $10 billion ecosystem with a vision to generate a $100 billion global economic impact.

The ultimate goal, according to its architect, is to revive businesses, activate investments, accelerate innovation, forge global partnerships, and ultimately cultivate a new generation of “Business Saviors.” As the calendar ticks towards late 2026, the global business community will be watching closely to see if Dr. MAC’s grand vision for One Business Season can indeed reshape the future of commerce.





Global Business Gears Up for Dr. MAC's 100-Day Summit Promising $100 Billion Economic Infusion

The world of international commerce is bracing for an unprecedented event, One Business Season (OBS), a 100-day global business summit slated to run from October 15, 2026, to January 22, 2027. Spearheaded by Dr. Munir Ahmad Chaudhry, known as Dr. MAC, this initiative is not merely another conference; it is being billed as the foundational "execution engine" of the 1B.World Business Savior Ecosystem, a platform with the ambitious goal of generating a $100 billion economic impact. This extensive gathering aims to fundamentally reshape how global business operates, fostering collaboration across more than 100 countries.

OBS distinguishes itself through sheer scale and an integrated approach designed to transcend traditional business forums. It intends to bring together an eclectic mix of governments, diplomatic missions, sovereign wealth funds, family offices, global corporations, and individual investors. Unlike conventional events measured by attendance figures, the metric for OBS success is its tangible economic impact. Each participating nation and ecosystem is projected to unlock over $100 billion in economic value, a figure derived from anticipated. foreign direct investment, strategic partnerships, and high-value asset transactions facilitated through its dedicated One B. Auctions platform.

The architecture supporting this colossal undertaking includes 10 flagship global events, over 40 UN and national business days, and more than 50 partner events worldwide. Thousands of global speakers, industry leaders, companies, and investors are expected to converge, creating a dynamic environment where ideas are not just discussed but actively translated into deals. The philosophy underpinning OBS is straightforward yet potent: significant economic transformation occurs when the right people, capital, innovative ideas, and opportunities align at a grand scale. This convergence, according to its architects, will accelerate startup funding, spur innovation, boost tourism, and facilitate new trade agreements

A central tenet of the OBS model is its commitment to creating a fully connected global business infrastructure. This is achieved through its integrated platforms, including 1B.World, the One Banking Ecosystem (1Be), One B. Auctions, and One Business Zone (1BZ). These systems are designed to enable seamless deal-making, efficient investment flows, rapid



Dr. Munir Ahmad Chaudary
CEO (One Business Season)



innovation exchange, and robust cross-border partnerships. The emphasis is on real-time transaction capabilities, moving beyond mere conversations to concrete investment, acquisition, and funding opportunities. This hybrid global execution model, combining physical presence in key markets with extensive digital connectivity, aims to ensure broad participation unhindered by geographical constraints.

Dr. MAC's vision extends beyond short-term gains, aiming for a legacy-driven impact that fosters long-term economic value and sustainable global growth. The OBS initiative is positioned as a pivotal compon-nt of the broader 1B.World Business Savior Ecosystem, an ambitious project aspiring to build a $10 billion ecosystem. This overarching framework seeks to revive struggling businesses, activate dormant investments, accelerate innovation, and forge enduring global partnerships. The ultimate goal, as articulated by Dr. MAC, is to cultivate a new generation of "Business Saviors" capable of navigating and shaping the future of global commerce.

This expansive summit represents a significant departure from fragmented, isolated business initiatives. By integrating finance, investment, technology, and diverse markets into a single, unified system, OBS aims to democratize access to global business opportunities for everyone from governments to nascent startups. The sheer ambition, coupled with a detailed execution model and the promise of substantial economic returns, positions One Business Season as a critical event for anyone tracking the future trajectory of international trade and investment. The countdown to October 2026 has begun, with the global business community keenly watching to see if this audacious experiment can indeed reshape the economic landscape.



Dr. MAC Munir Ahmad Chaudhry to Champion Global Unity at the London Peace Award Ceremony

OBS Founder and Chief Business Savior to Represent the Vision of Peace, Collaboration, and Sustainable Global Development on the International Stage

One Business Season (OBS) proudly celebrates another significant milestone in its journey of advancing global collaboration and economic diplomacy. Our Founder and Chief Business Savior, Dr. MAC Munir Ahmad Chaudhry, has been invited to participate as a Keynote Speaker and has been nominated for the International Humanitarian Peace Award 2026, to be presented during the prestigious London Peace Award Ceremony on 2 September 2026 in the United Kingdom.

This international recognition reflects not only Dr. MAC's leadership but also the growing global impact of the One Business Season movement. Through OBS, he has consistently championed the belief that economic progress, meaningful partnerships, and sustainable development are achieved by bringing together governments, businesses, investors, entrepreneurs, and communities under a shared vision of collaboration.

For OBS, this invitation represents an opportunity to showcase the organization's mission on one of the world's distinguished international platforms dedicated to peace, humanitarian values, and responsible leadership. Dr. MAC's participation highlights the important relationship between economic diplomacy and global harmony, demonstrating that business can serve as a powerful force for cooperation, opportunity, and positive social impact.

Throughout his leadership journey, Dr. MAC has worked to establish OBS as a global ecosystem that transcends traditional networking. Today, the platform connects organizations, institutions, and business leaders across more than 60 countries, creating opportunities for international trade, strategic investment, innovation, entrepreneurship, and cross-border partnerships. This growing global network reflects OBS's commitment to building bridges that strengthen economies while fostering mutual understanding among nations.

The London Peace Award Ceremony will bring together distinguished international leaders, policymakers, humanitarian advocates, diplomats, and business visionaries who share a common commitment to promoting peace, sustainable development, and international cooperation. As a keynote speaker, Dr. MAC will share the OBS philosophy that lasting prosperity is built through collaboration, trust, and inclusive economic growth—principles that continue to guide the organization's global initiatives.

This recognition also reinforces OBS's broader mission of creating meaningful impact beyond commercial success. Every strategic partnership, international forum, business summit, and investment initiative organized through OBS is designed to contribute to a more connected and resilient global economy where businesses thrive alongside communities and nations.

As OBS continues to expand its international footprint, moments like these inspire us to pursue even greater collaboration and innovation. Dr. MAC's participation at the London Peace Award Ceremony reflects the values that define One Business Season: visionary leadership, economic diplomacy, humanitarian responsibility, and an unwavering commitment to creating opportunities that benefit the global community.

INSTITUTE OF INTERNATIONAL PEACE LEADERS (IIPL)

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H.H. Sheikh Mohammed Bin Sultan Al Nahyan and OBS Forge Global Automobile Alliance, Eyeing Future Economic Transformation

One Business Season (OBS) continues to strengthen its position as a global platform for economic diplomacy by forging high-impact partnerships that connect governments, industries, and investors across continents. In a significant milestone for the organization's international mission, OBS has entered into a strategic collaboration with H.H. Sheikh Mohammed bin Sultan Al Nahyan, marking the beginning of a visionary alliance focused on shaping the future of the global automobile sector.

This partnership represents far more than cooperation within the automotive industry. It reflects a shared commitment to creating sustainable economic ecosystems that encourage innovation, industrial growth, cross-border investment, and long-term prosperity. Together, OBS and H.H. Sheikh Mohammed bin Sultan Al Nahyan aim to establish a global framework that connects manufacturers, investors, policymakers, technology leaders, and supply chain partners under one collaborative vision.

As industries worldwide undergo rapid transformation driven by electrification, artificial intelligence, smart manufacturing, and sustainable mobility, the need for stronger international cooperation has never been greater. Through this alliance, OBS seeks to bridge markets across Asia, the Middle East, Europe, and Africa, creating new opportunities for businesses to expand beyond borders while encouraging knowledge exchange and technological advancement.

The initiative aligns perfectly with OBS's mission of building lasting economic partnerships rather than isolated business events.

By bringing together key stakeholders from both the public and private sectors, the organization is creating an environment where strategic dialogue translates into tangible investments, joint ventures, and industrial development.

> **A strategic partnership that positions the automotive industry as a catalyst for international investment, innovation, and economic transformation.**

The automotive sector has long been recognized as one of the world's most influential economic engines, supporting millions of jobs while driving innovation across manufacturing, logistics, infrastructure, finance, and technology. OBS believes that strengthening international collaboration within this industry will generate ripple effects throughout the global economy, accelerating sustainable development and enhancing economic resilience.

This collaboration also reinforces the United Arab Emirates' growing role as a global hub for innovation, investment, and international business. By leveraging the UAE's strategic position and OBS's rapidly expanding international network, the partnership aims to unlock new trade corridors and encourage greater private-sector participation in future mobility projects.

For OBS, every partnership is built on a simple but powerful principle: meaningful relationships create meaningful economic progress. The alliance with H.H. Sheikh Mohammed bin Sultan Al Nahyan embodies this philosophy by combining visionary leadership with practical action to deliver long-term values.



As One Business Season continues to expand its presence across more than 60 countries, initiatives like this demonstrate the organization's unwavering commitment to connecting global opportunities with local impact. The future of mobility is no longer confined to technological advancement alone—it is being shaped by collaboration, strategic vision, and international partnerships.

With this landmark alliance, OBS once again reaffirms its role as a trusted catalyst for global economic transformation, opening new pathways for investment, industrial excellence, and sustainable growth while helping build a more connected and prosperous future for the international business community.



OBS and the Philippines Forge a Visionary Partnership for International Growth

A strategic engagement with H.E. Ambassador Alfonso Ferdinand A. Ver reinforces OBS's commitment to connecting nations, empowering businesses, and expanding global economic opportunities.

At One Business Season (OBS), we believe that the future of global prosperity is built through meaningful partnerships, visionary leadership, and economic diplomacy that transcends borders. This vision was further strengthened through our strategic engagement with H.E. Alfonso Ferdinand A. Ver, Ambassador of the Republic of the Philippines to the United Arab Emirates, whose commitment to advancing international trade and investment aligns closely with the mission of OBS.

The meeting marked another significant milestone in OBS's journey of connecting governments, industries, investors, and entrepreneurs across the world. More than a diplomatic engagement, it represented a shared determination to unlock new avenues for bilateral cooperation, encourage sustainable investment, and create stronger economic bridges between the Philippines, the United Arab Emirates, and the wider international business community.

The Philippines continues to emerge as one of Asia's most dynamic economies, driven by a young workforce, expanding industrial capabilities, digital innovation, and an increasingly attractive investment environment. Recognizing these strengths, OBS is committed to supporting initiatives that enhance trade connectivity and introduce Philippine enterprises to global markets through strategic partnerships and international collaboration.

Throughout the discussions, both parties emphasized the importance of economic diplomacy as a powerful instrument for sustainable development. By bringing together diplomatic institutions and private-sector leadership, OBS seeks to create practical opportunities that translate dialogue into investment, innovation, and long-term commercial partnerships.



As OBS continues to expand its global footprint across more than 60 countries, the Philippines represents an important partner within the Asia-Pacific region. The country's strategic location, competitive industries, and growing international outlook make it an ideal gateway for businesses seeking regional expansion and cross-border collaboration.

The partnership also highlights OBS's broader commitment to facilitating business-to-business and government-to-business engagement across key sectors, including manufacturing, infrastructure, logistics, technology, agriculture, renewable energy, tourism, and international trade. By creating platforms where decision-makers can connect directly, OBS helps transform diplomatic goodwill into measurable economic outcomes.



One Business Season views every international engagement as an opportunity to build long-term value rather than short-term agreements. Working alongside distinguished diplomatic leaders such as H.E. Ambassador Alfonso Ferdinand A. Ver strengthens our ability to connect global markets while promoting inclusive and sustainable economic growth.

As international commerce continues to evolve, OBS remains dedicated to serving as a trusted bridge between nations, helping businesses discover new markets, attract investment, and establish strategic alliances that contribute to shared prosperity. Our collaboration with the Republic of the Philippines is another reflection of this enduring mission.

Through partnerships founded on mutual respect, innovation, and a common vision for progress, One Business Season continues to expand its role as a global platform for economic diplomacy. Together with visionary leaders and international partners, OBS is helping shape a future where collaboration drives opportunity, investment fuels development, and global trade becomes a catalyst for lasting economic transformation.

OBS and Côte d'Ivoire Strengthen a Strategic Vision for Industrial Development

A forward-looking partnership that reinforces OBS's mission to connect global industries, unlock investment opportunities, and accelerate sustainable economic transformation.

One Business Season (OBS) continues to expand its global impact by creating strategic partnerships that connect nations through investment, innovation, and industrial collaboration. In another important milestone on this journey, OBS has strengthened its engagement with the Republic of Côte d'Ivoire, opening new pathways for cooperation in the automotive sector and laying the foundation for long-term economic growth.

This strategic initiative reflects OBS's unwavering commitment to transforming international dialogue into meaningful economic opportunities. By working alongside government leaders, industry stakeholders, and international investors, OBS is building bridges that enable countries to strengthen their industrial capabilities while creating new opportunities for businesses across global markets.

Côte d'Ivoire has emerged as one of West Africa's fastest-growing economies, with increasing investment in infrastructure, manufacturing, logistics, and regional trade. Recognizing the country's strategic position and economic potential, OBS views this collaboration as an opportunity to contribute to the development of a modern automotive ecosystem that supports industrial diversification, technology transfer, and job creation.

The automotive industry is rapidly evolving, driven by innovation in manufacturing, sustainable mobility, electric vehicles, and smart technologies. OBS believes that international cooperation is essential to ensuring that emerging economies benefit from these advancements. Through this partnership, the organization aims to facilitate knowledge exchange, encourage foreign direct investment, and connect global automotive leaders with opportunities in Côte d'Ivoire.

At the heart of this initiative is OBS's vision of creating an integrated international business network where governments, investors, manufacturers, and entrepreneurs collaborate to generate sustainable economic value.

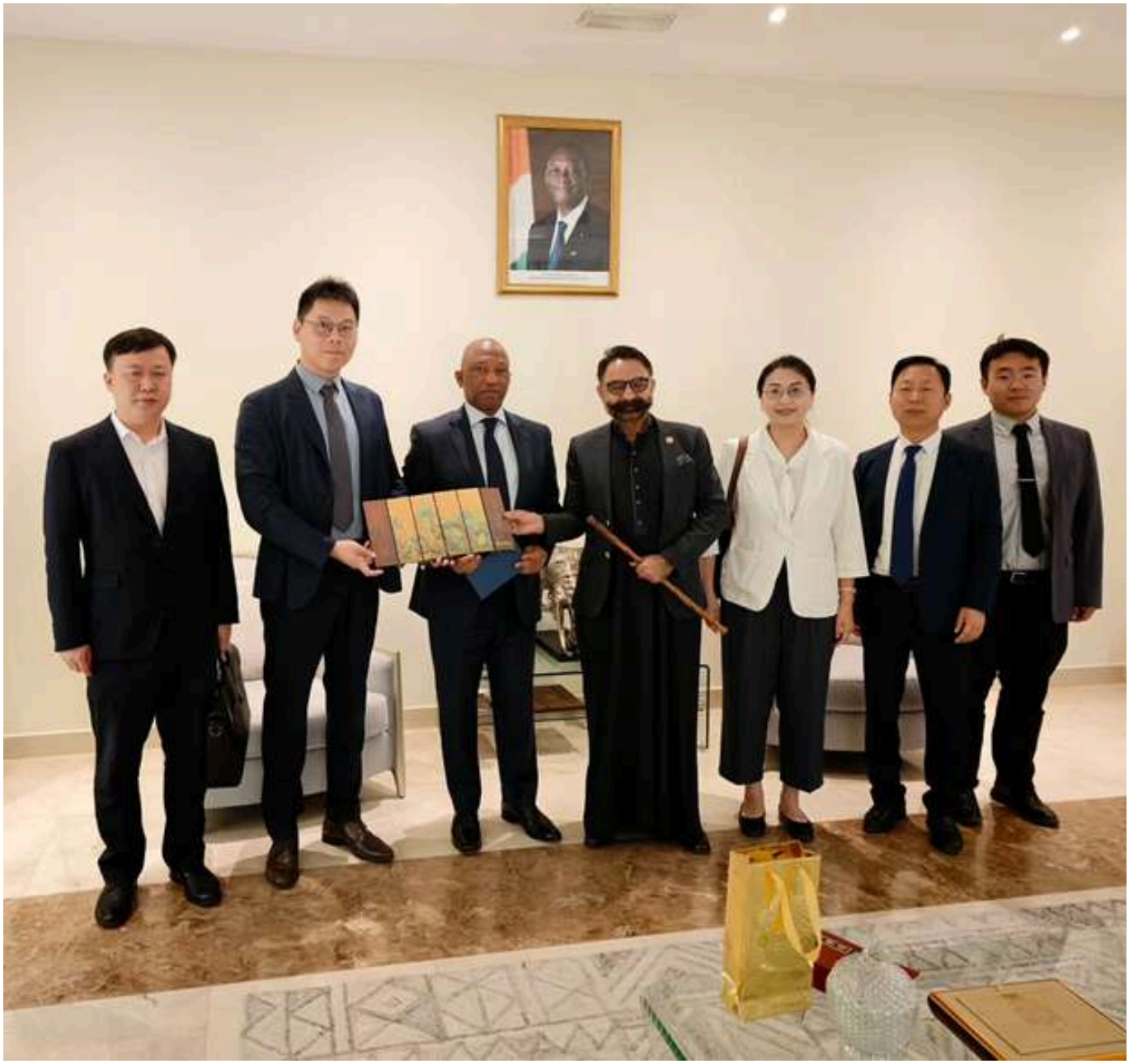


Rather than focusing solely on trade agreements, OBS seeks to establish long-term partnerships that encourage industrial development, strengthen supply chains, and support inclusive economic progress.

This collaboration also highlights the growing importance of Africa in the future of global commerce. As demand for industrial investment and manufacturing capacity continues to rise across the continent, OBS is committed to helping position African economies as competitive participants in international value chains. Côte d'Ivoire's ambition to expand its industrial base aligns closely with OBS's mission of promoting cross-border business cooperation and economic resilience.

By fostering dialogue between public institutions and the private sector, OBS creates platforms where ideas evolve into investments and partnerships become engines of economic transformation. Every engagement reinforces the organization's belief that sustainable growth is achieved through collaboration, innovation, and shared prosperity.

As OBS continues to expand its presence across more than 60 countries, partnerships such as this demonstrate the organization's dedication to connecting emerging markets with global opportunities. The collaboration with Côte d'Ivoire represents another step toward building an international ecosystem where industries can grow beyond borders, investment can flow more freely, and businesses can thrive through strategic cooperation.



OBS Building Stronger Economic Bridges Between Uganda and the UAE

At One Business Season (OBS), we believe that lasting economic transformation begins with meaningful partnerships. Every connection we establish is guided by a vision of creating stronger trade relationships, encouraging investment, and empowering businesses to thrive across borders. This vision was further reinforced through our strategic initiative to deepen economic ties between Uganda and the United Arab Emirates, demonstrating how international collaboration can unlock sustainable growth and shared prosperity.

Uganda has emerged as one of Africa's most promising investment destinations, supported by a rapidly expanding economy, abundant natural resources, a youthful workforce, and an increasingly business-friendly environment. At the same time, the United Arab Emirates continues to serve as one of the world's leading gateways for global commerce, innovation, and international investment. By bringing these two dynamic economies closer together, OBS is helping create a platform where opportunity meets ambition.

One Business Season continues to connect nations through economic diplomacy, creating new opportunities for businesses, investors, and governments across global markets.

The initiative reflects OBS's commitment to transforming diplomatic engagement into tangible economic outcomes. Rather than simply facilitating discussions, OBS works to build long-term partnerships that encourage investment, strengthen bilateral trade, and foster collaboration between governments, private enterprises, and industry leaders. This approach aligns with the growing momentum in Uganda–UAE economic relations, where both nations are expanding cooperation across sectors including infrastructure, manufacturing, agriculture, logistics, tourism, energy, and technology.

As a global business platform operating across more than 60 countries, OBS recognizes that sustainable development depends on connecting markets with the right investors, expertise, and strategic networks. Through initiatives like this, the organization creates opportunities for entrepreneurs, corporations, and policymakers to engage in meaningful dialogue that leads to investment, innovation, and long-term economic value.

The strengthening of Uganda–UAE relations also reflects a broader shift in global commerce, where international partnerships are increasingly focused on value creation rather than transactional trade. OBS is proud to contribute to this transformation by facilitating collaborations that encourage industrial development, knowledge exchange, and cross-border business expansion.

A key priority for OBS is ensuring that emerging economies have access to global investment ecosystems. Uganda's strategic location in East Africa, expanding infrastructure, and commitment to economic modernization position it as an attractive destination for international investors. Through its extensive global network, OBS is committed to helping showcase these opportunities while connecting Ugandan businesses with partners with partners from the Middle East, Europe, Asia, and beyond.

This collaboration also reinforces the role of economic diplomacy in addressing today's global challenges. By creating trusted platforms where governments and businesses can work together, OBS helps strengthen commercial relationships that generate employment, encourage innovation, and contribute to inclusive economic development. Every partnership represents another step toward building resilient economies capable of competing in an increasingly interconnected world.



OBS Builds Strategic Partnership with Armenia to Expand Trade, Investment, and International Collaboratio



Through economic diplomacy and cross-border partnerships, One Business Season is helping position Armenia as a gateway to new markets and sustainable global growth.

At One Business Season (OBS), our mission extends beyond facilitating business meetings—we are committed to creating lasting partnerships that unlock economic opportunity, strengthen international cooperation, and connect nations to the global marketplace. Our growing engagement with Armenia is a reflection of this vision, demonstrating how strategic collaboration can transform emerging opportunities into long-term economic success.

Situated at the crossroads of Europe, Asia, and the Middle East, Armenia holds a unique strategic position in global trade. With an expanding innovation ecosystem, a highly skilled workforce, and increasing focus on export-led growth, the country offers significant potential for international investors and businesses seeking access to new regional markets. Armenia is actively strengthening its position as a regional trade and logistics hub through initiatives that enhance connectivity and international commerce.

Recognizing these strengths, OBS has taken an active role in building partnerships that connect Armenian enterprises with international investors, industry leaders, and government institutions. By creating platforms for dialogue and collaboration, OBS is helping businesses explore new commercial opportunities while encouraging sustainable investment and cross-border cooperation.

Our approach is founded on the belief that economic diplomacy is one of the most powerful drivers of development. Through meaningful engagement with public and private sector stakeholders, OBS transforms conversations into action—facilitating business partnerships, encouraging knowledge exchange, and supporting initiatives that strengthen industrial and commercial ecosystems.

For Armenia, this collaboration represents an opportunity to expand its international business footprint while showcasing its growing capabilities in technology, manufacturing, tourism, agriculture, and innovation. For OBS, it reinforces our commitment to connecting emerging markets with global opportunities, ensuring that businesses have access to the networks and partnerships needed to compete internationally.

As global supply chains evolve and businesses seek reliable, diversified markets, strategic partnerships have become more important than ever. OBS is committed to helping create these connections by bringing together decision-makers from across governments, investment institutions, and the private sector. Through our expanding international network, we enable businesses to build relationships that lead to



investment, joint ventures, and long-term commercial growth.

This initiative also reflects OBS's broader vision of creating an interconnected global business community where collaboration replaces competition as the driving force behind sustainable development. Every partnership we establish contributes to a stronger international ecosystem built on trust, innovation, and shared prosperity.

With a presence spanning more than 60 countries, OBS continues to expand its role as a trusted platform for international economic cooperation. Our work in Armenia demonstrates how strategic engagement can help nations strengthen their global competitiveness while opening new pathways for investment, trade, and innovation.

As we continue building bridges between businesses and governments around the world, OBS remains dedicated to empowering economies through collaboration. Our partnership with Armenia is another important step toward creating a future where borders become gateways to opportunity, industries grow through international cooperation, and economic diplomacy serves as the foundation for inclusive and sustainable global progress.

OBS and Thailand Open New Horizons for the Automotive and Tyre Industries

At One Business Season (OBS), we believe that the strongest economies are built on collaboration, innovation, and a shared vision for the future. Every partnership we establish is guided by a commitment to creating meaningful economic opportunities that transcend borders and empower industries to thrive in an increasingly interconnected world. Our growing collaboration with Thailand marks another significant milestone in this mission, opening new pathways for global trade and industrial cooperation within the automotive and tyre sectors.

Thailand has earned international recognition as one of Asia's leading automotive manufacturing hubs, supported by a highly developed supply chain, world-class production capabilities, and a strong export-oriented economy. The country continues to position itself as a regional leader in future mobility, electric vehicle production, and advanced automotive technologies, creating significant opportunities for international collaboration and investment.

Recognizing this tremendous potential, OBS is committed to building strategic partnerships that connect Thai industries with businesses, investors, and institutions across the Middle East, Europe, Africa, and beyond. Our objective extends beyond facilitating trade—we seek to establish long-term relationships that promote industrial innovation, encourage investment, and create sustainable economic value for all stakeholders.



By connecting international markets with industrial expertise, One Business Season is strengthening the future of global trade, innovation, and sustainable economic growth.

The automotive and tyre industries are among the most influential sectors in the global economy, driving technological advancement, manufacturing excellence, logistics, and employment. As these industries continue their transformation through electric mobility, smart manufacturing, and sustainable production, international cooperation has become more important than ever. OBS is proud to play a role in bringing together governments, manufacturers, investors, and industry leaders to explore new opportunities that support this transformation.

Through this initiative, OBS is creating a platform where knowledge, technology, and investment can move freely across borders. By encouraging dialogue between public institutions and private enterprises, we help convert strategic discussions into practical business opportunities, joint ventures, and long-term partnerships that contribute to industrial growth and economic resilience.

This collaboration also reflects OBS's broader vision of strengthening economic diplomacy through sector-focused engagement. Rather than approaching international trade as isolated transactions, we believe in developing integrated business ecosystems where industries can collaborate, innovate, and expand together. Thailand's expertise in automotive manufacturing and tyre production provides an excellent foundation for building new international supply chains and enhancing cross-border commercial relationships.

As OBS continues to expand its global presence across more than 60 countries, initiatives such as this reinforce our role as a trusted platform for international business cooperation. We remain committed to connecting emerging opportunities with global markets while supporting industries that contribute to sustainable development, technological progress, and long-term prosperity.



OBS Strengthens Strategic Partnerships Connecting Africa, Asia, and the Middle East

At One Business Season (OBS), we believe that the future of global prosperity lies in collaboration without borders. Every partnership we build is guided by a single vision—to unite governments, business leaders, investors, innovators, and institutions into one powerful ecosystem capable of creating lasting economic impact.

This vision continues to take shape as OBS expands its strategic network across Africa, Asia, and the Middle East, reinforcing its position as a catalyst for international business cooperation. Under the leadership of Dr. Mac Munir Ahmad Chaudhry, OBS is building relationships that extend far beyond traditional networking, creating an interconnected platform where ideas become investments, partnerships become opportunities, and collaboration becomes sustainable economic growth.

The growing network of OBS reflects a new approach to global business diplomacy. Rather than focusing on isolated events or short-term engagements, OBS is creating a continuous ecosystem where diplomatic leaders, government representatives, private enterprises, family offices, manufacturers, entrepreneurs, and global investors work together to address shared economic ambitions.

By strengthening relationships across three strategically important regions, OBS is opening new channels for international trade, industrial collaboration, technology exchange, investment promotion, and cross-border innovation. These partnerships create opportunities for businesses of every size to expand into new markets while contributing to sustainable economic development and long-term regional prosperity.

The vision championed by Dr. Mac Munir Ahmad Chaudhry is built on a simple yet powerful principle: meaningful relationships create meaningful economies. Every dialogue facilitated by OBS is designed to encourage trust, promote mutual understanding, and establish partnerships capable of delivering measurable impact for industries and communities alike.

Today, OBS continues to grow as one of the world's most dynamic platforms for international collaboration, bringing together leaders from more than 60 countries under a shared commitment to innovation, investment, and inclusive growth. From high-level diplomatic engagements to sector-specific business initiatives, every new partnership strengthens the global network that OBS is carefully building.



As the world becomes increasingly interconnected, economic success will depend on the ability to bridge regions, cultures, and industries. OBS is proud to play that role—connecting Africa's emerging opportunities, Asia's industrial strength, and the Middle East's investment leadership into one collaborative ecosystem where businesses can grow, nations can cooperate, and prosperity can be shared.

For OBS, partnerships are not simply agreements—they are the foundation of a stronger global economy. Together with visionary leaders and strategic allies, we remain committed to building bridges that inspire innovation, accelerate investment, and create opportunities that extend far beyond borders.



OBS, China, Ethiopia, and Triangle Venture Unite to Shape the Future of International Trade and Investment



At One Business Season (OBS), we believe that the world's greatest opportunities emerge when visionary partners come together with a shared commitment to progress. Every strategic alliance we build is designed to create lasting economic value, strengthen international cooperation, and unlock new possibilities for businesses, governments, and investors across the globe. This vision was further advanced through the landmark collaboration between OBS, China, Ethiopia, and Triangle Venture—a partnership that represents a new model for global economic cooperation. By bringing together the manufacturing strength of China, the emerging economic potential of Ethiopia, and the strategic investment expertise of Triangle Venture, OBS is helping create an integrated platform for sustainable growth, innovation, and cross-border.



The partnership reflects OBS's commitment to transforming international dialogue into measurable economic outcomes. Rather than focusing solely on trade agreements, OBS creates long-term ecosystems where governments, private enterprises, investors, and industry leaders collaborate to develop new industries, strengthen supply chains, and encourage investment across strategic sectors.

China continues to play a leading role in global manufacturing, technology, and industrial innovation, while Ethiopia is rapidly emerging as one of Africa's most attractive investment destinations, supported by expanding infrastructure, industrial parks, and a growing manufacturing base. This combination creates significant opportunities for international businesses seeking access to new markets and diversified supply chains. Ethiopia has continued to attract major international investment in manufacturing and infrastructure, with Chinese companies expanding their presence in strategic sectors that support industrial development.

OBS serves as the bridge that connects these complementary strengths. Through our international network, we facilitate meaningful dialogue, encourage strategic partnerships, and create platforms where investment, innovation, and knowledge can flow across borders. By aligning public-sector vision with private-sector expertise, OBS enables partnerships that deliver long-term value for businesses and national economies alike.

The inclusion of Triangle Venture further strengthens this initiative by bringing additional commercial expertise, entrepreneurial leadership, and investment capabilities to the partnership. Together, the four partners are working toward a shared objective: building a resilient global business ecosystem that supports industrial development, technological advancement, and sustainable economic growth.

This collaboration also reflects OBS's broader philosophy that the future of international commerce will be driven by partnerships rather than competition. In an increasingly interconnected global economy, success depends on the ability to connect industries, regions, and institutions through trust, shared purpose, and strategic collaboration.

As OBS continues to expand its presence across more than 60 countries, partnerships like this reinforce our role as a global catalyst for economic diplomacy and international business development. Every collaboration strengthens our mission of connecting continents, empowering industries, and creating opportunities that benefit businesses, communities, and future generations.

The alliance between OBS, China, Ethiopia, and Triangle Venture is more than a strategic partnership—it is a blueprint for the future of global economic cooperation. By bringing together diverse strengths under one shared vision, we are helping build a world where innovation drives prosperity, investment creates opportunity, and international collaboration becomes the foundation of sustainable growth.

Together, we are not simply building partnerships—we are building the future of global business.

OBS Expands Its Global Network, Positioning Romania as a Gateway for International Trade, Investment, and Economic Collaboration

At One Business Season (OBS), we believe that geography becomes opportunity when it is connected through vision, partnership, and purpose. As our international network continues to grow across more than 60 countries, we remain committed to building strategic bridges that unite businesses, governments, and investors across continents. Our engagement with Romania represents another important step in fulfilling this global mission.

Situated at the crossroads of Europe, Asia, and the Middle East, Romania offers exceptional potential as a regional hub for trade, logistics, manufacturing, innovation, and investment. Recognizing these strengths, OBS is working to establish meaningful partnerships that position Romania as a key gateway for businesses seeking to expand into new international markets while strengthening economic cooperation between Europe and the wider global business community.

For OBS, this initiative is about more than market expansion—it is about creating an ecosystem where collaboration drives sustainable development. By bringing together policymakers, business leaders, investors, entrepreneurs, and industry experts, we are laying the foundation for partnerships that generate long-term economic value and encourage cross-border innovation.

Romania's rapidly developing economy, strategic location within the European Union, skilled workforce, and growing industrial capabilities make it an ideal partner for international businesses looking to diversify supply chains and access emerging opportunities. These strengths align perfectly with OBS's vision of connecting high-potential economies with global investors and commercial partners. Romania continues to strengthen its role as a bridge for international investment and business cooperation between Europe and the Middle East through strategic economic forums and cross-border initiatives.

As OBS expands its international footprint, Romania serves as an important link between European markets and our growing partnerships across the Middle East, Africa, and Asia. Through our global platform, we facilitate business dialogue, encourage investment promotion, and create opportunities for enterprises to establish meaningful international relationships that extend far beyond individual transactions.

Our approach is built on the belief that economic diplomacy is most effective when supported by strong private-sector collaboration. Every partnership established through OBS is designed to transform strategic conversations into practical outcomes—whether through investment facilitation, joint ventures, technology exchange, industrial cooperation, or market expansion.

The Romania initiative also reflects OBS's long-term commitment to building an interconnected global business ecosystem where businesses of every size can benefit from trusted international networks. By fostering collaboration across industries such as manufacturing, infrastructure, technology, logistics, agriculture, renewable energy, tourism, and innovation, OBS continues to create platforms that support sustainable economic growth and shared prosperity.

Every new partnership strengthens our vision of a world where opportunities are not limited by borders but expanded through cooperation. Romania's strategic position, combined with OBS's international network and commitment to economic diplomacy, creates a powerful foundation for future investment, industrial development, and commercial success.

As One Business Season continues to connect nations across continents, our partnership with Romania demonstrates what can be achieved when vision is matched with collaboration. Together, we are creating new pathways for trade, opening doors for international investment, and building stronger economic bridges that will benefit businesses.



Connecting Brazil and the UAE Through Strategic Collaboration

At One Business Season (OBS), we believe that strong partnerships have the power to reshape economies and create opportunities that extend far beyond national borders. Every collaboration we facilitate is built on a shared vision of connecting governments, business leaders, investors, and innovators to create sustainable economic growth. Our initiative to strengthen economic ties between Brazil and the United Arab Emirates is another milestone in that journey. As two influential economies with complementary strengths, Brazil and the UAE present immense opportunities for international cooperation. Brazil's leadership in agriculture, manufacturing, renewable energy, mining, and innovation, combined with the UAE's position as a global investment and logistics hub, creates a powerful foundation for long-term economic partnership. The two countries continue to deepen cooperation across trade, investment, logistics, sustainability, and advanced technologies, while also pursuing broader economic integration through regional trade initiatives.

Recognizing this potential, OBS has taken an



active role in bringing together key stakeholders from both nations to encourage meaningful dialogue and strategic collaboration. Our objective is not simply to facilitate meetings but to create an ecosystem where governments, businesses, and investors can work together to transform opportunities into measurable economic outcomes.

Through our international platform, OBS promotes partnerships that support foreign direct investment, industrial cooperation, technology exchange, and market expansion. By connecting public institutions with private-sector expertise, we help businesses identify new opportunities, build trusted relationships, and establish long-term commercial alliances that contribute to sustainable development.

The Brazil–UAE partnership also reflects OBS's broader commitment to economic diplomacy. In today's interconnected world, economic growth is increasingly driven by collaboration rather than competition. OBS serves as the bridge that enables this collaboration by creating spaces where ideas become investments, innovation becomes industry, and partnerships become lasting engines of prosperity.

One Business Season is proud to connect continents, strengthen economies, and shape a future where collaboration drives global prosperity.



STRATEGIC MOUS

OBS and Lahore Chamber of Commerce & Industry Forge a Strategic Alliance for Trade, Investment, and International Growth

One Business Season (OBS) continues to expand its mission of connecting economies through strategic partnerships with the signing of a Memorandum of Understanding (MoU) with the Lahore Chamber of Commerce & Industry (LCCI). This landmark agreement represents another significant milestone in OBS's vision of building a globally connected business ecosystem that empowers enterprises, promotes investment, and accelerates sustainable economic growth.

As one of Pakistan's most influential business institutions, LCCI has long played a pivotal role in representing the country's private sector and promoting commercial development. By joining forces with OBS, the Chamber becomes part of an international platform dedicated to strengthening trade relations, encouraging innovation, and creating meaningful opportunities for businesses to expand beyond borders.

The Memorandum of Understanding was signed by Mr. Faheem ur Rehman Saigol, President of the Lahore Chamber of Commerce & Industry, and Mian Sardar Ali Gehlan, Board Member and Director of One Business Season. The agreement reflects a shared commitment to advancing international business cooperation and supporting economic development through collaborative action.

For OBS, this partnership is more than a formal agreement—it is the beginning of a long-term collaboration designed to connect Pakistan's entrepreneurial community with a global network spanning more than 60 countries. Through this alliance, OBS and LCCI will work together to facilitate business-to-business (B2B) and business-to-government (B2G) engagements, encourage foreign direct investment, support startup and SME development, and create

A landmark partnership that strengthens Pakistan's connection to the global business ecosystem while creating new opportunities for entrepreneurs, investors, and industries worldwide.



pathways for cross-border partnerships that generate lasting economic value.

A key objective of the collaboration is to strengthen Pakistan's presence in international markets by providing businesses with greater access to global investors, strategic partners, trade missions, and international business forums. By leveraging OBS's worldwide network, Pakistani enterprises will have enhanced opportunities to showcase their capabilities, explore new markets, and establish partnerships that contribute to long-term commercial success.

The agreement also reflects OBS's commitment to promoting innovation and knowledge exchange as essential drivers of economic progress. Through joint initiatives, workshops, business summits, and networking platforms, both organizations will encourage the sharing of expertise, industry best practices, and emerging technologies that help businesses remain competitive in an increasingly interconnected global economy.

As OBS continues to expand its international footprint, partnerships with leading chambers of commerce remain central to its mission of building bridges between governments, industries, investors, and entrepreneurs. The collaboration with LCCI reinforces the organization's belief that sustainable economic development is achieved through trusted relationships, strategic cooperation, and a shared vision for prosperity.

This partnership will also contribute to strengthening economic ties between Pakistan, the United Arab Emirates, and the wider international business community, opening new channels for investment, trade, and industrial collaboration. Together, OBS and LCCI are creating an environment where businesses can grow with confidence, innovation can flourish, and opportunities can cross borders.



The signing of this Memorandum of Understanding is another step forward in OBS's journey to build a truly global business ecosystem—one where collaboration replaces competition, partnerships drive progress, and economic diplomacy creates lasting impact.

One Business Season signs strategic MOU with the Islamabad Chamber of Commerce and Industry

A Strategic Partnership Advancing Trade, Investment, Innovation, and International Market Access

At One Business Season (OBS), every partnership we establish is guided by a single purpose—to build stronger economic connections that empower businesses, create investment opportunities, and accelerate sustainable growth across borders. Our strategic Memorandum of Understanding (MoU) with the Islamabad Chamber of Commerce & Industry (ICCI) is another significant milestone in achieving this vision, reinforcing OBS's commitment to connecting Pakistan's business community with the global marketplace.

The agreement marks the beginning of a long-term collaboration between OBS and ICCI, bringing together one of Pakistan's leading chambers of commerce and the rapidly expanding international OBS ecosystem. Operating across more than 60 countries, OBS continues to create a platform where governments, chambers of commerce, investors, entrepreneurs, and industry leaders collaborate to transform business relationships into lasting economic opportunities.

Signed on behalf of OBS by Brigadier R. Muhammad Aslam Khan and on behalf of the Islamabad Chamber of Commerce & Industry by Mr. Sardar Tahir Mehmood, President of ICCI, the Memorandum of Understanding establishes a framework for strengthening international trade, promoting investment, supporting entrepreneurship, and expanding cross-border commercial cooperation.

For OBS, this partnership is more than a formal agreement—it is an investment in Pakistan's future as an active participant in the global economy. Through this collaboration, businesses connected with ICCI will gain greater access to international markets, strategic investors, business forums, trade missions, and a worldwide network of commercial partners. By connecting



local enterprises with global opportunities, OBS aims to help businesses grow beyond traditional boundaries while contributing to long-term economic development.

The partnership focuses on several strategic priorities, including promoting bilateral trade and investment, facilitating business networking, supporting small and medium-sized enterprises (SMEs), encouraging innovation, and creating platforms for knowledge exchange. Joint business summits, investment forums, capacity-building initiatives, and international networking programmes will further strengthen cooperation between Pakistan's private sector and the wider OBS community

This collaboration also reflects OBS's belief that chambers of commerce play a vital role in shaping economic progress. By working closely with institutions such as ICCI, OBS strengthens the bridge between local business communities and international markets, ensuring that entrepreneurs, startups, manufacturers, exporters, and investors have the resources and connections needed to compete on a global stage.



As OBS continues to expand its international footprint, strategic partnerships with leading business institutions remain central to our mission of advancing economic diplomacy and sustainable development. Every agreement signed strengthens a growing ecosystem built on trust, collaboration, and shared prosperity—where businesses are empowered to innovate, invest, and succeed beyond borders.

The OBS–ICCI partnership is another step toward creating a more connected global business community. Together, we are building new pathways for trade, investment, entrepreneurship, and international cooperation, ensuring that businesses from Pakistan have greater opportunities to engage with the world and contribute to a stronger global economy.

Together, OBS and the Islamabad Chamber of Commerce & Industry are transforming collaboration into opportunity—building partnerships today that will shape the future of international business tomorrow.

HERITAGE, VISION & ECONOMIC DIPLOMACY

Quaid-e-Azam's Vision: Inspiring Pakistan's Global Engagement Through Economic Diplomacy

OBS reflects on how the enduring principles of Pakistan's founder continue to inspire international collaboration, economic partnerships, and a shared vision for global prosperity.



At One Business Season (OBS), we believe that the strongest economies are built upon visionary leadership, meaningful partnerships, and a commitment to peace and cooperation. These values closely reflect the principles championed by Quaid-e-Azam Muhammad Ali Jinnah, whose vision for Pakistan continues to inspire the country's role in international diplomacy and global economic engagement.

Quaid-e-Azam envisioned a Pakistan that would cultivate friendly relations with nations around the world while contributing positively to international peace, cooperation, and prosperity. His belief in dialogue, mutual respect, and constructive engagement remains highly relevant in today's interconnected global economy, where collaboration has become the foundation of sustainable development.

At OBS, we see these principles reflected in our own mission. Through strategic partnerships, business diplomacy, investment forums, and international networking, we strive to create opportunities that connect governments, businesses, entrepreneurs, and investors across continents. Our growing global ecosystem is founded on the belief that economic progress is achieved not through isolation but through cooperation and shared purpose.

As Pakistan continues to strengthen its international presence, the values established by its founding father provide an enduring framework for engagement with the world. Today, economic diplomacy plays an increasingly impor-

-ant role in attracting investment, expanding trade, encouraging innovation, and fostering stronger relationships between nations. OBS is proud to contribute to this vision by creating platforms where dialogue leads to partnership and partnership leads to sustainable growth.

Operating across more than 60 countries, OBS has built an international network that connects



business leaders, chambers of commerce, policymakers, investors, and innovators. Every partnership we establish reflects the same spirit of openness and cooperation that has long been central to Pakistan's engagement with the international community.

The principles of Unity, Faith, and Discipline continue to inspire individuals and institutions working toward national progress and global cooperation. These ideals remind us that meaningful development requires collective effort, ethical leadership, and a commitment to serving communities with integrity.

OBS believes that the future of international business lies in building bridges between cultures, industries, and economies. By encouraging investment, supporting entrepreneurship, and facilitating cross-border collaboration, we are helping create opportunities that benefit businesses while strengthening relationships between nations.

As we continue expanding our global footprint, we remain inspired by the timeless vision of Quaid-e-Azam—a vision rooted in peace, cooperation, and progress. It serves as a reminder that economic diplomacy is not only about trade and investment; it is about building trust, fostering understanding, and creating a future where nations prosper together.

At One Business Season, we proudly carry this spirit forward by connecting people, promoting partnerships, and advancing a more collaborative and prosperous global economy.



STRATEGIC COLLABORATION

Empowering the OBS ecosystem through innovative partnerships that enhance communication, technology, marketing, and global business engagement.

"CONNECTING GLOBAL BUSINESS THROUGH DIGITAL INNOVATION."

OBS Embraces the Digital Era Through Strategic Partnership with Tri-Mesh Marketing.

In today's rapidly evolving business landscape, global influence is no longer built solely through conferences, meetings, or traditional networking. The digital world has become the foundation of international communication, business visibility, and meaningful collaboration.

Recognizing this transformation, One Business Season (OBS) has entered into a strategic partnership with Tri-Mesh Marketing, appointing the company as its Official Social Media Partner.

This collaboration represents OBS's commitment to embracing digital innovation as an essential part of its global mission. As OBS continues to unite entrepreneurs, investors, government representatives, diplomats, business leaders, and organizations across continents, effective digital communication plays a vital role in connecting these opportunities with the world.



With more than a decade of experience, Tri-Mesh Marketing is an international digital marketing company providing strategic marketing, branding, content development, SEO, web solutions, and digital communication services to businesses across multiple industries and international markets. The company's expertise aligns with OBS's vision of building a globally connected business

ecosystem where innovation, collaboration, and opportunity transcend geographical boundaries.

Rather than simply sharing updates, this partnership is focused on creating a stronger digital presence for the global business community. Every milestone, strategic alliance, investment opportunity, international summit, and success story becomes part of a broader narrative that inspires collaboration and encourages cross-border economic growth.

As the world continues its digital transformation, OBS remains committed to evolving alongside it—combining international business leadership with modern digital communication to strengthen global connectivity and create lasting impact.

Together, OBS and Tri-Mesh Marketing are helping shape a future where technology, communication, and collaboration bring the global business community closer than ever before.





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TRI MESH MARKETING
Empowering Beauty & Lifestyle Growth

At One Business Season, we proudly carry this spirit forward by connecting people, promoting partnerships, and advancing a more collaborative and prosperous global economy.

EDITORIAL

RECYCLING





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

UNESCOannually celebrates in May the World Environment Day. This important celebration aims to raise awareness among the global population about the importance of collecting, sorting, and properly disposing of recyclable materials, such as plastics, paper, glass, aluminum, and electronic components, reinforcing the global relevance of this practice. This awareness is something that should be intrinsic to people, considering that, with the evidence around quality of life and the appreciation of human beings and natural resources, it is essential to establish a healthy relationship among everyone, starting from the perspective of an evolving society for environmental management.

The economy has been considered unsustainable, draining non-renewable resource sources, with new technologies and process automation, where, from an environmental point of view, there is no balance between what is consumed and what is preserved. In fact, in many companies, sustainable development has been becoming part of the strategic plan and management, taking on a commitment to socio-environmental quality, starting to preserve nature and its resources, and thus resulting in various improvements in their production cycles, their image, and, consequently, their results. Accordingly, recycling has become important in all these manufacturing aspects. Individuals, in the same way, have increasingly become aware of the importance of recycling—as well as reusing and reducing recyclable materials—throughout society. So, recycling is one of the essential foundations in the search for more sustainable development, which is about meeting the needs of the current generations without compromising the resources of future generations, in other words, maintaining their ability to survive and continue, and having a lasting society.

This concept is based on three interconnected pillars: economic growth, social equity, and ecological balance.

And it is a billion-dollar operation with prospects for even greater expansion, given that in many places people still haven't realized the importance of, besides preserving nature and human well-being, treating it as a well-managed profitable business that involves all areas of society.

The global market value for recycling services and processing is estimated to be between US$ 220 billion and US$ 273 billion, with projections to reach over US$ 380 billion in the next decade. When looking at the broader waste management and resource recovery chain,

the global market exceeds the range of US$ 600 billion to US$ 1.5 trillion. Additionally, studies show that about US$ 200 billion in valuable recyclable materials are still wasted and thrown away each year worldwide, according to data released by Business Research Insights in May this year.

The global challenge is to coordinate the different organizations involved in a joint effort, in addition to seeking financial and human resources for better management of environmental issues.

It is still a false dilemma to think that environmental protection requirements are an obstacle to production growth; nonetheless, companies are already affected by increasing consumer concerns and legal requirements, in some ways allowing them to foresee what needs to be done to avoid harming the community, preserving resources, and taking a proactive stance towards society. At the same time, it is undeniable that society has been organizing itself to improve the environment (especially air and water quality), and recycling is already a reality for a large part of the population served by public agencies. In the outskirts of big cities, especially in developing countries, but not only there, the lack of sanitation, access to quality drinking water, and so on complicates the whole process of better socio-environmental development. So, the aspect of social equity stops being just an ideological issue and becomes an integral, and never exclusive, part of a sustainable society.





The environment is increasingly seen as an opportunity to open new job markets, generating income. An eco-efficiency mindset shows a big need for acquiring knowledge in the business environment, covering everything from technical factors for adopting environmental management to knowing innovative and accessible technologies to speed up this process.

So, follow this process as a business where everyone profits, while staying aware that companies protect the environment they're part of and, consequently, their own image.

How The Aging Market Changes How People Live.



By Dr. Graciela De Oto

As people live longer, housing changes from a property asset to a business opportunity characterized by neighborhood, flexibility, and changing consumer needs.

For many years, living long meant just one thing: lifespan. Now, that idea is not sufficient anymore. Since huge numbers stay fit and working past usual retirement times, living long is turning into a major economic power of the current century.

The long-life economy is changing sectors like health care, banking, travel, and tech now. Housing is fast adding to that group. Seniors do not just want easy houses anymore; they need places aiding freedom, good health, and real social ties. These wishes are making needs for goods and services that did not exist ten years back.

A very notable instance involves the growth of coliving. Originally designed for youthful workers, the concept has evolved into flexible living for active elders seeking seclusion without loneliness. It mixes personal rooms with common areas and help, giving another choice compared to normal owning homes plus care facilities. The reason it works comes from reacting to shifting ways of life rather than building design itself.

For business executives, this marks a change requiring attention. The opportunity extends much beyond building a house. Systems that facilitate longer, better, and more connected lifestyles are developed with the help of hotels, healthcare organizations insurance companies, tech businesses, and insurance companies, tech businesses, and investors. Because aging influences how people make purchases, the offer shifts from real estate to activities, convenience, and a sense of community.



This pattern is supported by data. In 2050, one in six global individuals will surpass sixty-five years old, yet the group above fifty could become a massive market rarely seen before. Firms still seeing this segment merely as retirees might miss out on rapid growth areas for new products and needs.

The real lesson from the aging economy is that people are living differently in addition to living longer. Businesses that understand this shift will be able to create products, services, and organizations that reflect the aspirations of a generation that is changing the notion of aging. Future housing developments may depend less on floor area and more on value generated from a sense of belonging.



Digital Diplomacy: How Marketing Is Linking Countries, Companies, and New Opportunities

Inn today's connected world, diplomacy is no longer confined to state meetings, official visits, or policy talks. The internet has created a new kind of influence: Digital Diplomacy. It's where branding, communication, and technology bring together companies, governments, investors, and founders across borders.

A brand's online footprint has become its international reputation. Before a call is booked or a deal is considered, people Google. A polished website, active social channels, and consistent messaging build credibility long before anyone shakes hands.

Modern marketing isn't only about pushing products. It's about earning trust, telling a clear story, and opening pathways to work across countries. Through digital channels, organizations can share their mission, highlight their values, and reach audiences anywhere, without being limited by location.

This is exactly where initiatives like OBS – One Business Season make a difference. By bringing together business leaders, founders, investors, diplomats, and industry communities worldwide, OBS shows how purposeful networking paired with clear communication can fast-track global partnerships.

With digital diplomacy, organizations can exchange ideas, spotlight innovation, and draw in investment through open, professional outreach.



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

Working in digital marketing and global business communications, I've seen how one online introduction can grow into a lasting partnership across continents. Thoughtful content, steady branding, and genuine engagement can create opportunities that once depended only on in-person networking.

The companies that will lead tomorrow are those that understand visibility, credibility, and collaboration. Digital diplomacy is connecting cultures, industries, and economies, opening new paths for growth worldwide.

OBS – One Business Season embodies that vision by uniting global business communities on one platform — where ideas turn into partnerships, partnerships turn into opportunities, and those opportunities support long-term, sustainable growth.



As technology keeps reshaping global trade, the organizations that prioritize communication, innovation, and collaboration will define the next era of international business.

The future of diplomacy isn't just happening in boardrooms and conference halls. It's happening online, every day.

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"Building Digital Bridges for Global Business Growth."



XFE ELITE SPORT ACADEMY: DEVELOPING GLOBAL ATHLETES, EMPOWERING NATIONS

In a world where global collaboration is increasingly recognized as the foundation of sustainable development, sport and education remain two of the most powerful tools to unlock opportunity, transform lives, and unite nations.

XFE Elite Sport Academy, based in South Africa, stands at the intersection of these pillars—offering a world-class international athlete development program designed not only to produce elite performers, but to develop leaders, professionals, and future contributors to their countries' growth.

A Global Model for Athlete Development

XFE Elite Sport Academy provides international athletes with a fully integrated high-performance experience, combining:

- Elite-level sports training
- Accredited education and certifications
- Life skills and personal development
- International exposure and competition
- Full support including accommodation, medical care, and visa assistance

This holistic approach ensures that every athlete leaves the program not only stronger physically, but equipped with education, discipline, and career pathways beyond sport.



A Call to Governments, Investors & Sponsors

Across many countries, talented athletes are limited not by ability—but by access to opportunity.

XFE Elite Sport Academy invites:

- Governments
- Private investors
- Corporate sponsors
- Development agencies

to partner in sponsoring athletes to participate in this transformative program.

By sponsoring athletes, stakeholders are not simply funding sport—they are:

- Investing in youth development
- Creating future leaders and role models
- Strengthening national sporting performance
- Contributing to social and economic upliftment



Driving National Development:

A powerful example of this vision is the youth development initiative model, as proposed in countries such as Pakistan.

This initiative focuses on:

- Identifying talented athletes across regions
- Providing full sponsorship for international training and education
- Supporting cultural integration and personal development
- Returning athletes to their home countries as skilled professionals and ambassadors

The impact goes far beyond sport. It creates:

- Employment opportunities
- Community upliftment
- Increased international representation
- Stronger national pride and unity
- This model demonstrates how strategic investment in youth can transform entire ecosystems.



Expanding the Vision: Partnering with Countries Worldwide

While athletes can travel to South Africa for development, XFE Elite Sport Academy is also opening the door to a larger opportunity:

- Building Institutions Within Your Country
- For countries seeking long-term impact, XFE offers partnerships to:
- Establish local high-performance training academies
- Implement international-standard education programs
- Develop coaching, management, and sports science capacity
- Create sustainable, self-sufficient sport ecosystems

Through these partnerships, countries can bring world-class systems directly to their athletes, ensuring lasting development and independence.

Building a Future Without Borders

Aligned with global initiatives focused on "Building Business Without Borders," XFE Elite Sport Academy contributes to a broader vision—where:

- Talent is not limited by geography
- Opportunity is accessible across nations
- Partnerships drive real, measurable impact
- Sport becomes more than competition—it becomes a platform for diplomacy, development, and global unity.



Helena Calitz (CEO of XFE Elite Sport Academy)

Call to Action

XFE Elite Sport Academy welcomes:

- Countries ready to sponsor their athletes
- Investors seeking high-impact development projects
- Institutions looking to establish world-class academies locally

Together, we can build a future where every talented athlete has the opportunity to succeed—regardless of where they come from.

ABOUT THE AUTHOR

Helena Calitz is the CEO of XFE Elite Sport Academy and a global leader in sport development, education, and international partnerships. With extensive experience across high-performance sport, athlete development, and global program implementation, she is dedicated to creating opportunities that empower youth, transform communities, and build sustainable international collaborations.



What Southeast Asia Teaches the World About Trade, Infrastructure, and Economic Diplomacy



By Manahil Raziullah (International Relations Graduate & Graphic Designer)

In today's interconnected world, infrastructure is no longer just about roads, railways, and ports—it is about influence, opportunity, and economic transformation. Across Southeast Asia, two of Asia's largest powers, India and China, have adopted different approaches to strengthening regional connectivity. While India's Act East Policy (AEP) emphasizes strategic partnerships, institutional cooperation, and capacity building, China's Belt and Road Initiative (BRI) focuses on large-scale infrastructure investments that rapidly reshape regional trade corridors.

My research explores how these two initiatives are transforming Southeast Asia and what governments, businesses, and investors can learn from their different models of engagement. More importantly, it highlights why connectivity has become one of the defining forces of international business in the twenty-first century.

Southeast Asia occupies one of the world's most strategic geographic positions. Home to some of the busiest maritime routes and fastest-growing economies, the region serves as a bridge between the Indian and Pacific Oceans. As global supply chains continue to evolve, countries within ASEAN have become increasingly important partners for international trade, manufacturing, logistics, and investment.

Recognizing this strategic importance, both India and China have introduced ambitious regional initiatives aimed at strengthening economic ties and expanding connectivity. Although they share the common objective of improving regional integration, their methods, priorities, and long-term implications differ considerably.

China's Belt and Road Initiative represents one of the largest infrastructure programmes in modern history. Through investments in railways, highways, ports, industrial zones, and energy projects, the initiative has significantly enhanced physical connectivity across Asia. Landmark projects such as the China–Laos Railway and the Jakarta–Bandung High-Speed Railway demonstrate China's ability to deliver large-scale infrastructure that can stimulate trade, improve transportation efficiency, and support regional economic development.

However, these achievements have also generated important discussions regarding debt sustainability, financial dependence, environmental considerations, and project transparency. For many participating countries, the challenge lies in maximizing the economic benefits of infrastructure while maintaining long-term fiscal resilience and national policy autonomy.

India's Act East Policy presents a different model of regional engagement . Rather than emphasizing rapid infrastructure expansion alone, the policy focuses on strengthening diplomatic relationships, improving regional cooperation, promoting trade, enhancing institutional partnerships, and supporting capacity-building initiatives. Projects such as the India–Myanmar–Thailand Trilateral Highway reflect India's gradual but partnership-oriented approach to regional connectivity.

Although implementation has progressed more slowly than many of China's flagship projects, India's strategy has been widely recognized for encouraging collaboration based on mutual trust, regional ownership, and long-term institutional engagement.

One of the central findings of this research is that neither model should be viewed as universally superior. Instead, both offer valuable lessons for countries seeking sustainable economic development.

Large-scale infrastructure can unlock significant opportunities for trade, investment, tourism, and industrial growth. At the same time, successful connectivity requires careful planning, financial sustainability, environmental responsibility, transparent governance, and inclusive stakeholder participation. Sustainable development is achieved not only by constructing physical infrastructure but also by building institutions, strengthening partnerships, and ensuring that local communities benefit from economic progress.

For ASEAN member states, balancing these competing opportunities has become a defining feature of regional diplomacy. Rather than choosing between competing powers, many countries have adopted pragmatic strategies that allow them to engage with multiple through partners while safeguarding national interests.

This approach demonstrates the growing importance of strategic autonomy in an increasingly interconnected international system.

The findings of this study also carry valuable lessons beyond Southeast Asia. Around the world, governments and international organizations are investing heavily in cross-border infrastructure, digital connectivity, logistics, and trade facilitation. Success in these initiatives will depend not only on financial investment but also on trust, transparency, and meaningful international collaboration.

These lessons closely align with the mission of One Business Season (OBS).

its global platform, OBS connects governments, investors, chambers of commerce, entrepreneurs, and industry leaders across more than 60 countries creating opportunities for international trade, investme-

-nt, innovation, and economic diplomacy. While infrastructure projects create physical connections, platforms such as OBS create the human and institutional networks that enable businesses to grow beyond borders.

As global markets become increasingly interconnected, collaboration will remain the foundation of sustainable prosperity. Whether through strategic partnerships, investment initiatives, or regional connectivity projects, the future belongs to those who build bridges rather than barriers.

The experience of Southeast Asia demonstrates that economic diplomacy is no longer simply an instrument of foreign policy—it has become a driver of global business transformation. By combining strategic vision with responsible investment and international cooperation, nations can create connectivity that benefits not only economies but also future generations.





Brazil: The Next Global Hub for AI Data Centers and Sustainable Digital Infrastructure



Martha Bello

ABOUT THE AUTHOR

Martha Bello serves as President of the OBS São Paulo Chapter and a Member of the Investment Council. A Biomedical Scientist, Business Administrator, Journalist, and Author, Martha Bello specializes in neuroscience, communication, and human development.

The Digital Revolution Is Reshaping the Global Economy

The world is entering a new era in which digital infrastructure has become as essential as transportation, energy,and telecommunications were during previous industrial revolutions. Artificial Intelligence (AI), cloud computing, big data, quantum computing, biotechnology, financial technologies, and the Internet of Things (IoT) are rapidly transforming every sector of the economy. Behind all these innovations lies one critical asset: the data center.

Brazil's Strategic Competitive Advantages

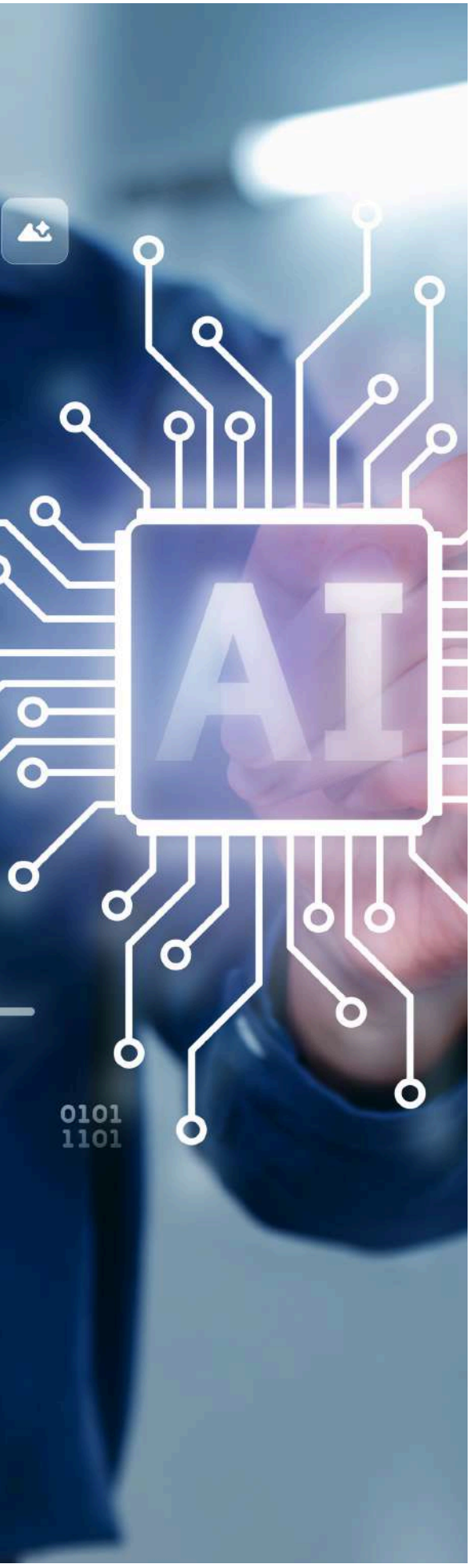
Few countries combine the natural, economic, and technological advantages that Brazil possesses.

The country benefits from one of the world's cleanest electricity matrices among major economies, supported primarily by hydroelectric generation and increasingly complemented by wind, solar, and biomass energy. This renewable energy profile represents a significant competitive advantage as global technology companies seek to reduce carbon emissions and achieve ambitious Environmental, Social and Governance (ESG) commitments.

Brazil also offers continental-scale territory, abundant freshwater resources, an expanding telecommunications network, a domestic market of more than 200 million people, internationally recognized universities, and a growing digital economy. These characteristics create an attractive environment for hyperscale cloud providers, AI companies, and international infrastructure investors seeking long-term, sustainable growth opportunities.

Its strategic geographic location, combined with expanding submarine cable connections linking South America to North America, Europe, and Africa, further strengthens Brazil's position as a potential digital gateway for Latin America.





Energy: The Foundation of Artificial Intelligence

Artificial Intelligence is transforming electricity into one of the world's most valuable strategic resources.

Training and operating advanced AI models requires enormous computational power, supported by thousands of high-performance processors operating continuously. As a result, energy availability, reliability, and sustainability have become decisive factors in selecting locations for large-scale data centers.

Brazil's renewable energy portfolio provides an important advantage. The combination of hydroelectric reservoirs, rapidly expanding wind and solar generation, and biomass creates a diversified and resilient energy system capable of supporting future digital infrastructure.

However, maintaining this advantage will require continued investment in transmission networks, smart grids, energy storage technologies, and modern electrical infrastructure capable of meeting the growing demands of AI-driven facilities.

In the coming years, emerging technologies such as Small Modular Reactors (SMRs) may also complement renewable sources by providing reliable, low-carbon electricity for mission-critical computing environments, further strengthening energy security for digital infrastructure.

Beyond Technology: Building an Innovation Ecosystem

The economic impact of a modern data center extends far beyond the facility itself.

ach new investment stimulates engineering, construction, telecommunications, cybersecurity, renewable energy, software development, advanced manufacturing, education, and scientific research. It creates high-skilled jobs, attracts foreign direct investment, increases tax revenues, and strengthens regional innovation ecosystems.

The convergence of digital infrastructure with sectors such as biotechnology, agritech, healthcare, financial services, and advanced manufacturing positions data centers as catalysts for broader economic transformation.

Rather than viewing them simply as technology projects, governments should recognize data centers as strategic national infrastructure capable of accelerating productivity, innovation, and international competitiveness.



Challenges That Must Be Addressed

Despite its considerable advantages, Brazil faces important challenges that require coordinated action.

Expanding digital infrastructure will depend on faster regulatory processes, modernization of transmission networks, increased international connectivity, enhanced cybersecurity, workforce development, and long-term investment policies that provide certainty to global investors.

Equally important is the need to integrate energy planning, digital infrastructure, environmental sustainability, education, and industrial policy into a coherent national strategy capable of supporting long-term economic development.

Public-private partnerships will play a decisive role in achieving this transformation.

A Vision for Brazil 2040

History demonstrates that nations capable of anticipating technological transitions become the economic leaders of future generations.

The twenty-first century will not be defined solely by natural resources or industrial production. It will be defined by digital infrastructure, computational capacity, artificial intelligence, and sustainable energy.

Brazil possesses nearly every strategic asset required to become one of the world's leading AI infrastructure hubs: abundant renewable energy, territorial scale, engineering expertise, growing digital demand, expanding international connectivity, and extraordinary environmental resources.

If supported by strategic planning, regulatory modernization, infrastructure investment, and international cooperation, Brazil can evolve from being one of Latin America's largest digital markets into one of the world's principal platforms for Artificial Intelligence and sustainable digital infrastructure

The opportunity is not simply to build more data centers.

The opportunity is to build the foundation of Brazil's next cycle of economic development—one driven by innovation, knowledge, sustainability, and global competitiveness.

The digital economy is no longer the future.

It is the present.

And Brazil has every opportunity to help shape what comes next.







Building Investment Ecosystems: The Future of Global Economic Growth

The global economy is changing rapidly. Today's investors are no longer looking only for individual projects; they are looking for integrated ecosystems where governments, businesses, innovators, financial institutions, and entrepreneurs work together to create long-term value.

Investment is no longer just about capital. It is about building trust, creating partnerships, and developing sustainable opportunities that generate economic impact for communities.

As President of the OBS Investment Chapter, I believe our mission is to connect ideas with investment, businesses with strategic partners, and opportunities with the right investors. By bringing together family offices, investment funds, corporations, entrepreneurs, and public institutions, we can accelerate innovation and unlock new opportunities across emerging markets.

Africa and the MENA region are entering a new era of development. From renewable energy and water infrastructure to smart cities, agriculture, digital transformation, and sustainable industries, these regions offer significant opportunities for responsible investment and international collaboration.



By Dr. Nawar Boussaid
President, OBS Investment Chapter

The OBS Investment Chapter aims to become a bridge between investors and high-impact projects by promoting transparency, strategic partnerships, and cross-border cooperation. Success will not be measured by the number of meetings we organize, but by the investments we facilitate, the partnerships we create, and the positive economic impact we generate.



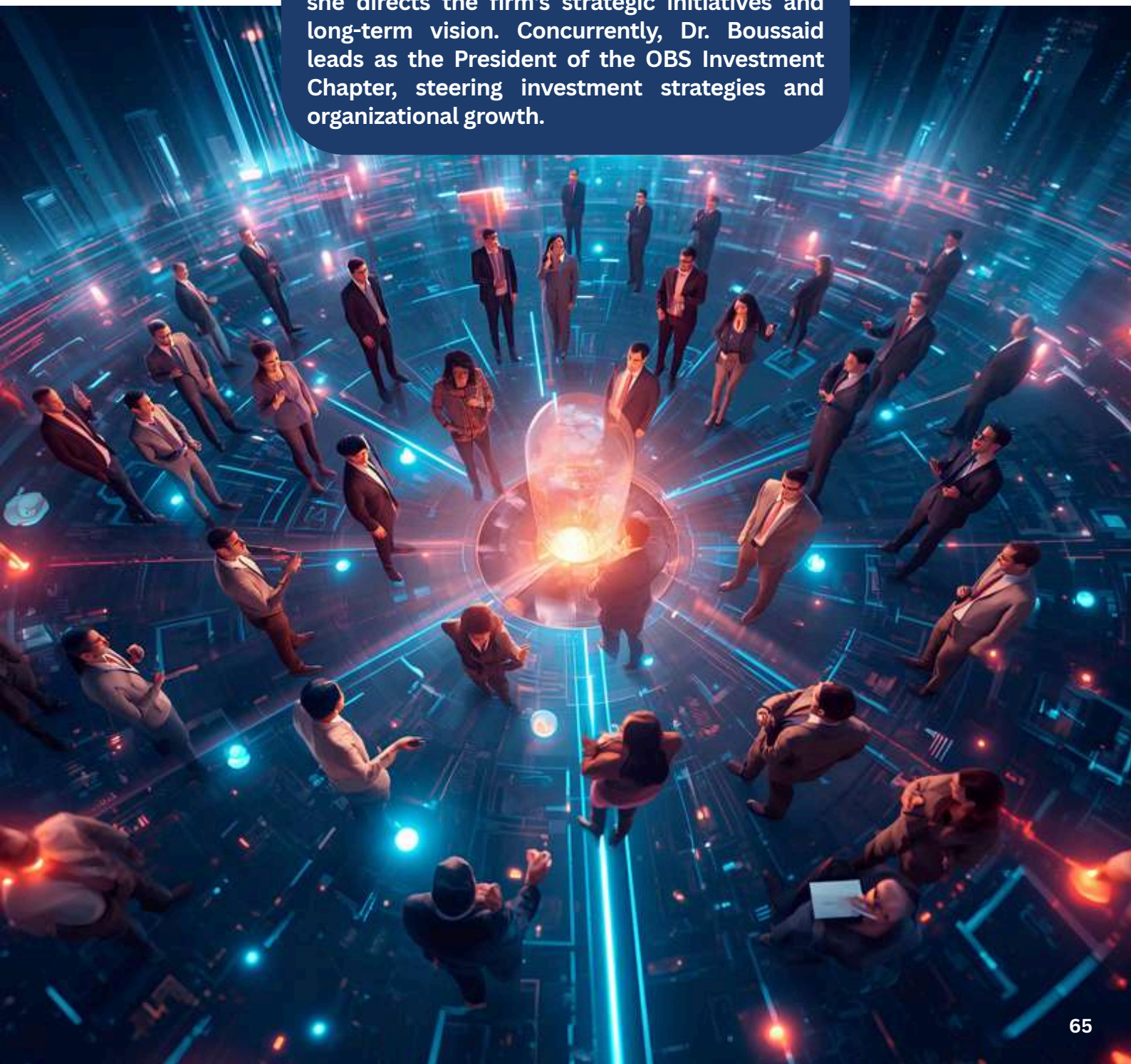
I extend my sincere appreciation to Dr. MAC Munir Ahmad Chaudhry, Founder of OBS One Business Season, and the entire OBS leadership team for their trust and confidence. I am honored to contribute to this global vision and to work alongside leaders who believe that collaboration is the foundation of sustainable growth.

The future belongs to those who build ecosystems not just networks.

Together, let us transform opportunities into lasting impact.

ABOUT THE AUTHOR

Dr. Nawar Boussaid brings extensive leadership and executive vision to the financial and corporate sectors. She serves as the Chairwoman and CEO of Shadid Capital, where she directs the firm's strategic initiatives and long-term vision. Concurrently, Dr. Boussaid leads as the President of the OBS Investment Chapter, steering investment strategies and organizational growth.



Exponential vs Natural Evolution

On AI, the Human Eye, and the Future of Media Production

I. Two Clocks, Ticking at Different Speeds

There are two clocks running in the world right now, and they are not synchronized. One is the clock of natural evolution; the clock that shaped the human eye over hundreds of millions of years so it could distinguish a ripe fruit from a poisonous one, a friendly face from a threatening one, a story worth remembering from noise worth forgetting. This clock moves in geological time. It does not update overnight. What it produces, it produces slowly, and what survives its filter tends to survive for a very long time, because it has been tested against reality itself, generation after generation, with no room for a rollback.

The other clock is exponential. It is the clock of computation; transistors, parameters, training runs, doubling and compounding until capabilities that seemed a decade away arrive in a season. This clock does not test its output against millions of years of survival. It tests against a loss function, a benchmark, a market. It does not care whether what it produces means anything. It only cares whether it works, and "working" gets redefined every few months.

For most of human history these two clocks were, for practical purposes, the same clock. The tools we made to tell our stories, a chisel, a camera, a film reel, moved roughly at the pace of a human life. A director could



Philip Hazou
Founder, elanak.com | Digital Transformation & AI Media Specialist

master an instrument and use that mastery for forty years. A visual language, once learned, stayed legible.

That is no longer true. And nowhere is the mismatch between these two clocks more visible, more consequential, and more strangely intimate than in the field of media, of images, of the stories we tell each other about who we are.



II. What Natural Evolution Actually Optimized For

Before comparing the two, it's worth being honest about what biological evolution actually built, because it is not what we usually assume.

Evolution did not optimize the human eye and mind for truth. It optimized them for survival-relevant pattern recognition. We are exquisitely good at detecting a face in a cloud, a threat in a shadow, a lie in a hesitation, not because these detections are always accurate, but because in an ancestral environment, false positives were cheap and false negatives were fatal. We evolved to be moved by rhythm, by symmetry, by the rise and fall of a human voice telling a story around a fire, because the tribes that told stories well. That transmitted memory, warning, and meaning efficiently, outlived the tribes that didn't.

This is the deep, quiet genius embedded in every frame a skilled cinematographer composes, every pause a great editor leaves before a cut, every note a mother instinctively knows will comfort a crying child. It isn't taught first; it's *recognized*. A person with twenty-five years behind a lens isn't just accumulating technique, they are slowly aligning their instincts with something ancient: a felt sense of what a human nervous system finds beautiful, true, or unbearable to look away from. That alignment cannot be rushed. It is earned the way a river carves a canyon, through repeated contact, not through force.

This is natural evolution's great advantage: whatever it produces is, almost by definition, compatible with the human beings who will receive it. A story structure that has worked since Gilgamesh works because it fits something structural in how we process meaning. It is slow, but it

III. What Exponential Evolution Actually Optimizes For

AI's advancement runs on a completely different selection pressure. It is not selected by generations of survival. It is selected by speed of iteration; how fast a system can be trained, tested, shipped, and improved against a metric.

This gives it a superpower natural evolution will never have: compression of time. A cinematic look that once took a lighting crew a full day to build can now be approximated in seconds. A rough idea in a founder's head: ”I want an ad that feels like a memory, sun-bleached, a little imperfect”, can become a moving image before the coffee gets cold. What took studios and years now takes prompts and minutes. This is not a small thing. It is arguably the largest expansion of creative reach in the history of media. The tools of cinema, once reserved for those with capital, crews, and access, are becoming available to anyone with a clear enough vision and the patience to ask the machine the right question, again and again, until it understands what they mean.

But here is the cost, and it is not a small one either: exponential systems are optimized for output, not for meaning. They can generate a face, but they did not spend a childhood learning to read one. They can produce a thousand variations of a story in an afternoon, but they carry no memory of what it costs a person to actually live through loss, love, or longing, the raw material every good story is, in the end, made from. What they produce is often technically flawless and experientially hollow, the uncanny valley not of the face but of the feeling: images that are correct in every measurable way and still, somehow, say nothing.

This is the paradox at the center of this whole comparison. Natural evolution is slow but deeply aligned with us. Exponential evolution is fast but has to be taught alignment, every single time, by a human who already has it.

IV. The Battlefield: Media, Social, and the Image

Nowhere does this tension play out more visibly than in media production and social content, because this is the field where the two clocks are now forced to collaborate whether they like it or not.

The pros of the exponential side are real and should not be dismissed by nostalgia:

- Democratization. A small business, a solo creator, a regional brand that could never afford a studio can now produce a visually competent ad. The floor of quality has risen dramatically. This is, in the most literal sense, power redistributed, an ad made by your own hand, not a studio's.
- Velocity of iteration. Social media rewards testing, dozens of versions of a hook, a thumbnail, a cut, to find what resonates. AI makes this kind of rapid, almost evolutionary A/B testing of creative itself possible at a scale no human team could sustain.
- Access to imagination. A person can now visualize the interior of their own mind, a memory, a dream, a "what if”, without needing to hire a crew to build it. That is not nothing. That is closer to what art was always meant to do.

But the cons are equally real, and they are the kind that natural evolution, over millions of years, quietly built defenses against; defenses that exponential speed simply outruns:

- Semantic satiation. When everything can be generated instantly, the eye starts discounting all of it. A flood of technically perfect images produces, paradoxically, visual numbness. The brain that once found meaning in scarcity now scrolls past abundance without registering any of it.
- The erosion of authorship as trust. Humans evolved to trust a story more when they could sense a real person behind it, a shared risk, a shared stake. When audiences can no longer tell whether a face, a voice, a "testimonial" is real, the ancient trust-heuristics evolution gave us for reading sincerity stop working. Trust doesn't scale exponentially. It still moves at the old, slow, biological speed.
- The homogenization risk. Because these systems learn from patterns of what has already worked, left unchecked they tend to regress toward an average of taste, an aesthetic middle that is technically pleasing and creatively inert. Natural evolution produces astonishing outliers, a Fellini, a regional oud melody nobody else could have written, precisely because biological variation is genuinely random and environment-specific.

Exponential systems, trained on the same global data, risk

- flattening the very cultural specificity, a Beiruti street at dusk, a Levantine wedding song, that made a story worth telling in the first place.
- Speed outrunning meaning. A generation growing up inside an environment of infinite, instant content may develop attention and emotional processing shaped for velocity rather than depth, a mismatch between an ancient nervous system built for scarcity and a machine built for abundance.



V. Neither Clock Should Run Alone

The mistake would be to think this is a competition with a winner. It isn't. It's a partnership between two systems that are good at exactly what the other one is bad at.

Exponential AI is extraordinary at generating options, infinite variations, infinite speed, infinite access. What it cannot do on its own is know which option matters. That judgment, the almost invisible sense of this frame, not that one; this pause, not that one; this story, because it is true to something real, and not that one, because it flatters but doesn't move, is still, and may always be, a product of the slow clock. It is what twenty-five years of watching real human faces under real studio lights, of standing in a field with refugee children and learning that even sunglasses can build a wall between two people, actually teaches a person that a machine, trained only on pixels, cannot yet learn on its own.

The most interesting creative work being made right now, and likely for the next stretch of this transition, isn't coming from people who reject the exponential tool, nor from those who surrender their judgment to it entirely. It's coming from people positioned exactly at the hinge between the two clocks: fluent enough in the machine's exponential fluency to move at its speed, but anchored enough in the slow, evolved, deeply human sense of what actually resonates to know which of the machine's thousand offers is the one worth keeping.

Call it, if you like, a new kind of craft: not the mastery of a single slow instrument anymore, but the mastery of "taste under acceleration" knowing, in a world that can generate anything, what is actually worth making.

VI. Closing Thought

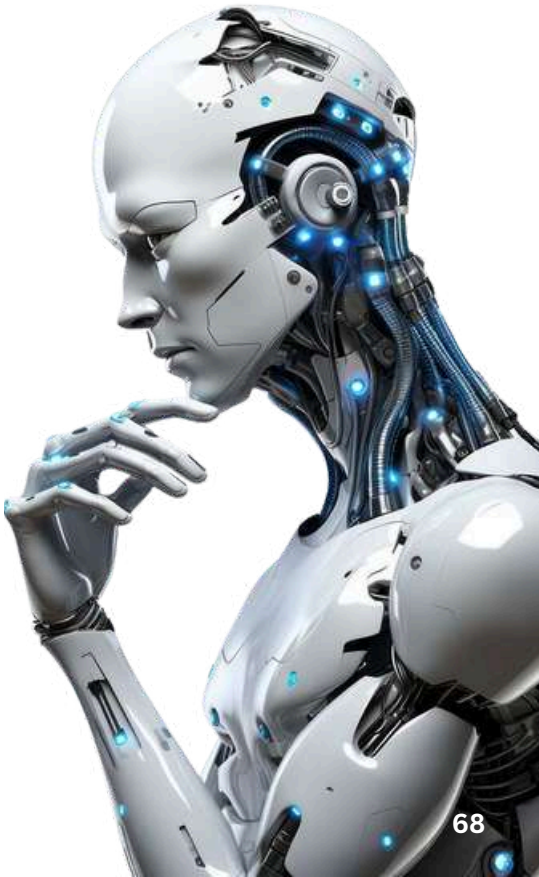
Natural evolution gave us millions of years to learn what a human face, a human silence, a human story, truly feels like when it is real. Exponential evolution is now compressing that knowledge into tools that can produce the appearance of all three in seconds.

The question this leaves every storyteller, every brand, every creative director facing a blank frame is not "human or AI." It is older than that, and it was always the real question: what is worth saying, and how do we still recognize truth when it moves this fast?

The clocks are not going to synchronize.

Our task is to learn to read both of them at once.







Why the UAE Remains One of the World's Best Investment Destinations in 2026

A Strategic Outlook for Investors, Entrepreneurs, Family Offices & Global Businesses

The United Arab Emirates continues to strengthen its position as one of the world's most attractive investment destinations. Despite global economic uncertainty, geopolitical challenges, and higher interest rates worldwide, the UAE has maintained economic resilience through diversification, innovation, investor-friendly regulations, world-class infrastructure, and a stable business environment.

Today, investors are increasingly choosing the UAE not only as a place to do business but also as a long-term base for wealth preservation, regional headquarters, and international expansion.

Why Investors Continue Choosing the UAE

1. Strong Economic Growth

According to the International Monetary Fund (IMF), the UAE economy is expected to continue growing, supported by both oil and, increasingly, non-oil sectors. Economic diversification remains one of the country's biggest strengths.

2. Diversified Economy

The UAE has successfully reduced dependence on hydrocarbons through investments in:

- Real Estate
- Financial Services
- Logistics
- Artificial Intelligence
- Manufacturing
- Tourism
- Healthcare
- Renewable Energy
- Digital Economy
- FinTech

The non-oil economy now represents the majority of national economic activity, reflecting years of successful diversification.

3. World-Class Infrastructure

The UAE offers:

- Modern ports
- International airports
- Free zones
- Smart cities
- Advanced telecommunications
- Excellent road connectivity
- Efficient logistics networks

These assets make the UAE a preferred gateway connecting









Asia, Europe, and Africa.

4. Attractive Tax Environment

The UAE continues to offer an internationally competitive tax environment, including:

- Competitive corporate tax framework
- No personal income tax
- Extensive Double Taxation Agreements
- Strong investor protection laws

These policies continue attracting multinational corporations, family offices, and international entrepreneurs.

5. Real Estate Market

The UAE property sector continues attracting investors because of:

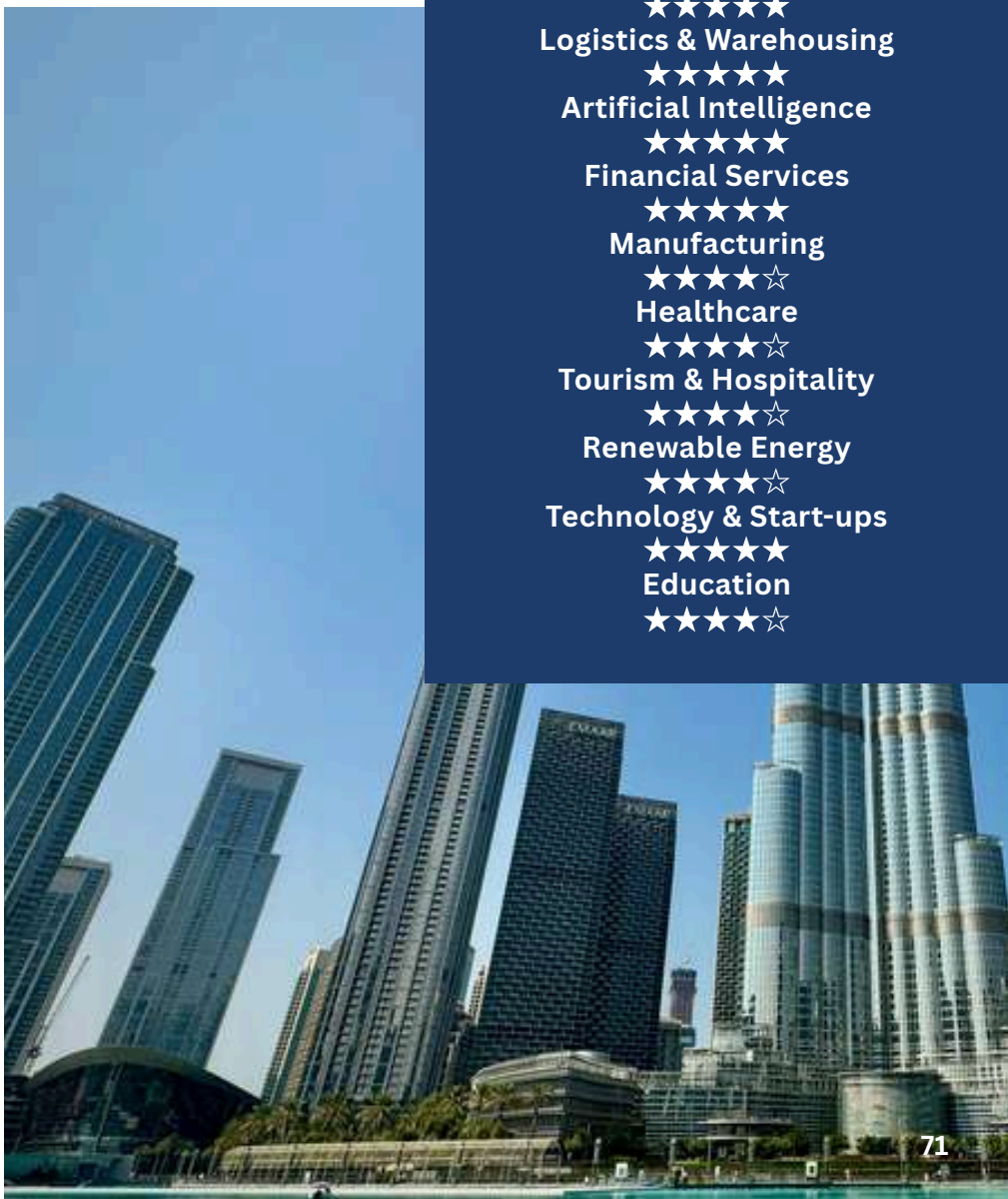
- Strong rental demand
- Population growth
- Foreign ownership opportunities
- High-quality developments
- Expanding commercial and industrial sectors

Demand remains particularly strong in:

- Residential developments
- Grade-A office space
- Warehousing
- Logistics facilities
- Industrial properties

High-Growth Investment Sectors

Sector	Investment Potential
Real Estate	★★★★★
Logistics & Warehousing	★★★★★
Artificial Intelligence	★★★★★
Financial Services	★★★★★
Manufacturing	★★★★☆
Healthcare	★★★★☆
Tourism & Hospitality	★★★★☆
Renewable Energy	★★★★☆
Technology & Start-ups	★★★★★
Education	★★★★☆



Why Global Businesses Are Relocating to the UAE?

Key reasons include:

- Political stability
- Transparent regulations
- Ease of doing business
- Global connectivity
- Highly skilled international workforce
- Advanced digital government services
- Access to regional markets
- Long-term economic vision

Opportunities for Investors

- The UAE presents attractive opportunities in:
- Commercial office buildings
- Industrial warehouses
- Free zone businesses
- Hospitality assets
- Healthcare investments
- Family offices
- Mergers & acquisitions
- Private equity
- Technology ventures
- Strategic partnerships



By Shiza Huma
CEO Al Baraka Group
(Al Baraka Properties I Baraka Corporate Services)



Conclusion

The UAE has established itself as far more than an oil-based economy. Through visionary leadership, strategic diversification, and continued investment in infrastructure and innovation, it has become one of the world's leading destinations for business and investment.
For investors seeking stability, global connectivity, strong infrastructure, and long-term growth, the UAE remains one of the most compelling markets in the Middle East and globally.

PHOTO GALLERY OF THE MONTH





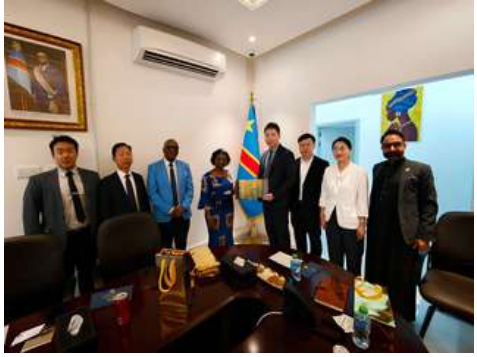
















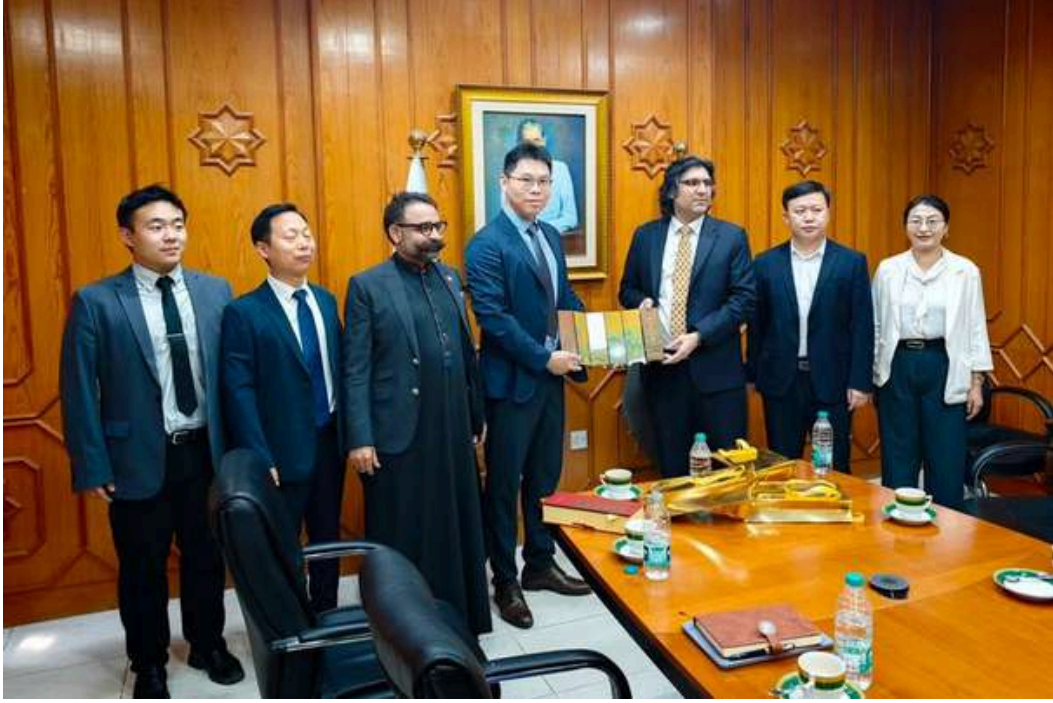































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TIME. HERITAGE. LEGACY.

Inspired by the grandeur of Ottoman, Mughal and Arabian heritage. Each timepiece is a masterpiece of artistry, tradition and timeless royalty.

ROYAL HERITAGE | ARTISTIC DETAILING | LIMITED EDITION | COLLECTIBLE VALUE | TIMELESS ELEGANCE



EMERALD ROYAL | OBSIDIAN BLACK | MIDNIGHT BLUE | IVORY GOLD | ROYAL GREEN | PLATINUM SILVER



A LEGACY OF ROYALTY.

CRAFTED THROUGH STRENGTH & LEGACY.

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LP.



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FASHION

CRAFTED THROUGH
STRENGTH & LEGACY



TIMELESS DESIGNS | PREMIUM FABRICS | PERFECT FIT | HERITAGE CRAFTSMANSHIP | ROYAL QUALITY















ELEGANCE FOR HIM. GRACE FOR HER.

A LEGACY THAT LIVES ON.

LP.

LEGACY PRO.

BY IBNE YOUSAF

SINCE 1935

THREE LEGACIES.
ONE HERITAGE.



PREMIUM INGREDIENTS

EXTRAIT DE PARFUM LONG LASTING

INSPIRED BY HERITAGE CRAFTED FOR TODAY

CAREFULLY SELECTED

STRENGTH & LEGACY IN EVERY DROP

CRAFTED THROUGH STRENGTH & LEGACY

LP.

LEGACY PRO.

LEATHERCRAFT

EXECUTIVE WALLET

OBSIDIAN BLACK

CRAFTED THROUGH
STRENGTH & LEGACY



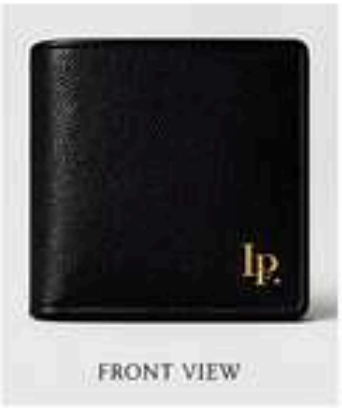
PREMIUM FULL GRAIN LEATHER

HAND STITCHED FOR DURABILITY

MULTIPLE CARD COMPARTMENTS

RFID BLOCKING TECHNOLOGY

EXQUISITE GOLD FINISH



FRONT VIEW



BACK VIEW



INTERIOR VIEW



SIGNATURE GOLD EMBLEM

SLIM. SOPHISTICATED. TIMELESS.

CRAFTED THROUGH STRENGTH & LEGACY

CASH COMPARTMENT

COIN POCKET

MULTIPLE CARD SLOTS

RFID PROTECTION

Zeebaish

BY HAMEEDA

TIMELESS ELEGANCE

CRAFTED FOR YOU



TAILORED TO
PERFECTION



WHERE MIDNIGHT
MEETS MOLTEN GOLD



BECAUSE GIVING
SOMETHING BEAUTIFUL

PREMIUM QUALITY FABRICS

EXQUISITE EMBROIDERY

ELEGANT & TIMELESS DESIGNS

MODERN MODEST STYLE

MADE WITH PASSION

FOLLOW US

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EMBRACE ELEGANCE.
BE YOU.


Zebaish

OBS | ONE BUSINESS SEASON

BUILDING BUSINESS WITHOUT BORDERS

One Business Season (OBS) is a global platform dedicated to fostering international partnerships, driving trade, and creating sustainable opportunities across 60+ countries.

60+ COUNTRIES CONNECTED	STRATEGIC PARTNERSHIPS WORLDWIDE	DRIVING TRADE & INVESTMENT GROWTH	EMPOWERING BUSINESSES GLOBALLY



"The world is full of opportunities. Our mission is to connect them to the right people. TOGETHER, WE GROW."

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