OBS | ONE BUSINESS SEASON

ONE VISION. STRATEGIC PARTNERSHIPS. LASTING IMPACT.

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OBS BUSINESS REVIEW

WEEKLY BUSINESS, DIPLOMACY & INNOVATION BRIEF

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EVENTS

CHINA-UAE AUTOMOTIVE PARTNERSHIP SIGNALS A NEW ERA OF GLOBAL BUSINESS COLLABORATION

The evolving relationship between China and the United Arab Emirates is increasingly moving beyond traditional trade toward deeper, integrated business ecosystems. A recent high-level discussion in Dubai between Dr. Mac Munir Ahmad Chaudhry and China's Deputy Consul General Yi Xian highlighted the growing potential for cooperation across the automotive, motor, technology and broader economic sectors.

From an OBS perspective, this development represents more than another bilateral business conversation. It reflects the kind of cross-border collaboration that will increasingly define the global economy: connecting manufacturing capabilities, investment, logistics, technology, distribution networks and international markets into one interconnected ecosystem.

China has established itself as a major force in automotive manufacturing, electric vehicles, mobility technology and large-scale industrial production. At the same time, the UAE has developed into a strategic gateway connecting Asia with the Middle East, Africa and international markets. The combination creates significant opportunities for companies looking not only to sell products, but to establish long-term regional operations and partnerships.

The opportunity extends across the entire automotive value chain. Future cooperation can include dealerships, distribution, spare parts, after-sales services, technical support, financing, technology partnerships and local representation. Such an approach transforms a simple buyer-seller relationship into a sustainable commercial ecosystem capable of generating investment, employment, innovation and long-term economic value.

This direction also aligns strongly with the philosophy behind OBS – One Business Season. OBS is designed around the idea that the future of international business belongs to ecosystems rather than isolated transactions

By bringing together governments, diplomatic missions, investors, corporations, entrepreneurs, manufacturers and industry leaders, OBS seeks to turn relationships and conversations into practical opportunities, strategic alliances and measurable economic activity.

GLOBAL BUSINESS INSIGHT

The China–UAE example demonstrates why this ecosystem approach matters. Manufacturing strength from one market can be combined with the logistics, investment infrastructure and geographic reach of another. Technology can connect both sides, while strategic business relationships can create access to entirely new markets.

For the automotive sector in particular, the opportunity is expanding rapidly. Recent China–UAE initiatives have also explored green automotive industrial parks and integrated logistics networks designed to connect Asia, the Middle East and Africa, including the use of AI-driven technologies and sustainable energy solutions.

For OBS, developments such as these reinforce a central message: global business is moving from competition between individual markets toward collaboration between ecosystems.

The next generation of international growth will belong to platforms that can connect the right people, capital, technology and markets at the right time. China and the UAE are demonstrating what that model can look like in practice.

OBS aims to be part of that transformation — building bridges between countries, industries and business communities, and helping convert global connections into sustainable economic opportunities.





STRATEGIC PARTNER

PARTNERSHIP

ASIAN TRADE TV JOINS OBS AS NATIONAL PARTNER, STRENGTHENING ASIA-GLOBAL BUSINESS CONNECTIVITY

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

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

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

Connecting Asia to the Global Business World

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

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

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

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

More Than an Event

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

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

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

The OBS Perspective

From the OBS perspective, this partnership reinforces a fundamental principle behind One Business Season: global business growth depends on connectivity.

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

Asian Trade TV becomes part of that connectivity network.

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

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

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



STRATEGIC PARTNER

PARTNERSHIP

SHAPING THE LEADERS OF TOMORROW A STRATEGIC PARTNERSHIP CONNECTING LEADERSHIP, INNOVATION AND GLOBAL OPPORTUNITY

The global business landscape is changing faster than ever. Technology is transforming industries, entrepreneurship is creating new economic opportunities, and emerging leaders are increasingly becoming the driving force behind innovation and social progress.

In this changing environment, OBS – One Business Season is proud to have the Creative Leadership Conference (CLC) as a strategic partner, strengthening the connection between global business, leadership, innovation and the next generation of changemakers.

The Creative Leadership Conference began in Pakistan as a platform designed to empower youth, professionals, entrepreneurs and emerging leaders through leadership, innovation and collaboration. Today, it has evolved into CLC Global, expanding its vision toward an international platform connecting leaders, innovators, entrepreneurs, policymakers and technology communities.

Where Leadership Meets Opportunity

For OBS, leadership development is an essential part of building a sustainable global business ecosystem.

Businesses need visionary leaders. Entrepreneurs need networks. Innovators need platforms. Young professionals need access to mentors and decision-makers. And emerging markets need individuals capable of thinking beyond traditional boundaries.

The partnership between OBS and CLC brings these priorities together.

CLC's focus on leadership, technology, startups, entrepreneurship and creative thinking complements the broader OBS mission of connecting businesses and institutions across borders. Its 2026 edition is designed to bring together policymakers, diplomats, CEOs, entrepreneurs, academics, innovators and emerging leaders for dialogue, networking and collaboration.

From Creative Thinking to Global Impact

The strongest business ecosystems are built when different disciplines come together.

Technology needs leadership. Entrepreneurship needs investment. Innovation needs collaboration. And young talent needs access to the international networks that can transform ideas into meaningful opportunities.

This is the space where CLC and OBS intersect.

CLC has built a history of bringing together youth leaders, educators, entrepreneurs and social innovators, while its current global direction places greater emphasis on international collaboration and cross-border leadership.

Through its strategic partnership with OBS, this leadership ecosystem becomes part of a much larger international business environment.

The OBS Perspective

At OBS, we believe the future of global business will be shaped by people who can think creatively, collaborate internationally and turn ideas into action.

That is why partnerships with leadership and innovation platforms are an important part of One Business Season.

The collaboration with Creative Leadership Conference adds a powerful human dimension to the OBS ecosystem — connecting established business communities with emerging leaders, innovators and entrepreneurs who will shape the markets of tomorrow.

As OBS brings together countries, companies, investors, governments and global business leaders, CLC represents an important bridge to the next generation.

The future does not simply need more leaders. It needs creative leaders who can connect ideas, people and opportunities across borders.

Together, OBS and Creative Leadership Conference are helping create that bridge.

OBS ONE BUSINESS SEASON | CREATIVE LEADERSHIP CONFERENCE

STRATEGIC PARTNERSHIPS



STRATEGIC PARTNERSHIPS

OBS × NATIONAL YOUTH LEADERSHIP PROGRAMME

The future of global business will not be shaped by established institutions alone. It will increasingly be shaped by a new generation of young leaders who understand technology, entrepreneurship, international collaboration and the changing needs of the global economy.

Recognizing this, OBS – One Business Season is proud to welcome the National Youth Leadership Programme (NYLP) as a strategic partner, bringing together two complementary missions: building global business connections and empowering the leaders of tomorrow.

NYLP is focused on equipping Pakistan's youth with leadership skills, professional capabilities, a global mindset and opportunities for meaningful social impact. Its programmes have explored areas ranging from leadership and networking to digital communication, emerging technologies, AI, fintech, climate action and sustainability.

For OBS, this focus is highly aligned with the vision of One Business Season.

Connecting Youth with Opportunity

OBS is being developed as a global business ecosystem connecting entrepreneurs, investors, corporations, family offices, governments, institutions and business leaders across markets.

But an ecosystem is only as strong as the people who will carry it forward.

The partnership with NYLP creates an opportunity to place youth leadership at the heart of global business development. Young professionals and aspiring entrepreneurs need more than education; they need exposure to decision-makers, international networks, mentors, investors and real-world opportunities.

Through collaboration between OBS and NYLP, these connections can become part of a broader platform for learning, networking, innovation and international engagement.

From Leadership to Global Impact

NYLP's work demonstrates the importance of preparing young people not simply to participate in the economy, but to lead within it. Its programmes have emphasized practical leadership, cross-cultural collaboration, digital leadership, emerging technology and sustainable development.

These priorities complement the wider OBS vision of creating connections between people, markets and opportunities.

The partnership therefore represents more than an institutional association. It is a commitment to creating pathways through which young leaders can move from learning to networking, networking to opportunity, and opportunity to impact.

The OBS Perspective

For OBS, investing in youth leadership is investing in the future of the global business community.

The entrepreneurs, innovators, investors and corporate leaders of the next decade are today's emerging leaders. Giving them access to international perspectives and meaningful business networks can help create a more connected, innovative and opportunity-driven economy.

Together, OBS and NYLP can contribute to a platform where youth are not simply spectators of global business — they become active participants in shaping it.

As One Business Season brings together businesses and institutions from across the world, the partnership with NYLP adds an important dimension to the OBS ecosystem: the voice, energy and ambition of the next generation.

PARTNERSHIP

A STRATEGIC PARTNERSHIP CONNECTING YOUNG TALENT WITH GLOBAL OPPORTUNITY

The future of Pakistan's growth story depends heavily on its young people — their skills, ideas, ambition and ability to engage with an increasingly connected global economy.

Recognizing this potential, OBS – One Business Season is proud to have Volunteer Force Pakistan (VFP) as a strategic partner, bringing together a global business platform and one of Pakistan's growing youth-focused networks.

Volunteer Force Pakistan works to empower young people through skills development, leadership opportunities, education, networking and community engagement. Its stated vision is to build an enlightened Pakistan where empowered youth contribute to national progress, unity and prosperity.

Creating Pathways from Youth to Opportunity

The partnership with OBS creates a natural bridge between youth leadership and the international business ecosystem.

Young people today are entering a world shaped by technology, entrepreneurship, artificial intelligence, digital transformation and international collaboration. They need more than academic knowledge. They need access to networks, mentors, entrepreneurs, investors and institutions that can help turn potential into practical opportunity.

This is where the OBS platform creates significant value.

Through One Business Season, young leaders and aspiring entrepreneurs can become connected to a broader community of businesses, investors, corporations, governments and international stakeholders.

VFP's emphasis on leadership development and practical engagement complements this vision. Its programmes include leadership conferences, youth summits, skill-building initiatives and opportunities for young people to participate in projects and professional networks.

From Local Leadership to Global Impact

The partnership also reflects a wider shift in how youth leadership should be understood.

Leadership today is not limited to holding a position or title. It is about the ability to collaborate, innovate, solve problems and create meaningful impact.

Recent VFP initiatives have focused on connecting young people with leadership, technology, entrepreneurship and professional development. Its 2026 Future Youth Leaders Conference, for example, highlighted the importance of technology, digital innovation, skills and leadership in preparing Pakistan's youth for global competitiveness.

For OBS, these priorities are closely aligned with the broader purpose of creating an interconnected global business community.

The OBS Perspective

A truly global business ecosystem must include the leaders of tomorrow.

The partnership between OBS and Volunteer Force Pakistan therefore represents more than collaboration between two organizations. It represents a shared commitment to creating opportunities for young Pakistanis to learn, connect, participate and contribute to the future of business and society.

As OBS brings together international markets and business communities, VFP adds an important dimension to that ecosystem: the energy, talent and ambition of Pakistan's youth.

Together, the partnership can help create stronger bridges between youth, leadership, entrepreneurship and global opportunity.

OBS One Business Season | VOLUNTEER FORCE PAKISTAN

FEATURED ARTICLES

EDITORIAL

DRIVING UNPRECEDENTED GROWTH: INSIDE THE GLOBAL CAPITAL & REAL ESTATE ORIGINATION CHAPTER

In an interconnected world, true market leadership is no longer about isolated transactions—it is about the speed, security, and scale at which global capital meets institutional opportunity. Under the visionary leadership of Dr. MAC (Munir Ahmad Chaudhry), Chief Business Savior, One Business Season (OBS) has established a transformative ecosystem. I am deeply honored to lead the Global Capital & Real Estate Origination Chapter, an initiative designed to convert strategic conversations across our 95-group network into real-world, high-ticket deal flow.

Operational Focus: Precision, Speed, and Global Access Our chapter operates as an active, institutional deal-sourcing hub designed to serve family offices, corporate developers, and global capital partners across four primary pillars:

Real Estate Syndication (OBS Home): Sourcing exclusive off-market commercial properties, residential developments, and high-yielding real estate portfolios.

Private Equity & Debt Matching (OBC): Connecting high-growth enterprises and major capital-seeking developments with institutional funding sources.

High-Value Asset Monetization (One B. Auction): Structuring premium asset listings for rapid liquidations and cross-border trades.

Energy & Strategic Infrastructure (OBEX): Facilitating capital deployment into sustainable energy, solar PV, and tech installations.

CHAPTER TRANSACTION & SYNDICATION FLOW

[STEP 1: SUBMISSION] Your Deal or Investor Mandate Submitted to Chapter Desk | ▼

[STEP 2: STRUCTURE & VERIFY] Global Capital Origination Chapter Desk Validates & Structures | ▼

[STEP 3: DEPLOYMENT] OBS Platforms & Family Office Network Deployment (OBS Home • OBC • One B. Auction) | ▼

[STEP 4: EXECUTION] Closed Transaction, Revenue Generation & Profit Share

The Opportunity: Why You Should Co-Syndicate With Us

Our chapter is built on open collaboration and mutual profit-sharing. Whether you are a Chapter President, a Family Office principal, or a strategic business broker, this platform provides direct infrastructure to monetize your deal pipeline:

- **For Project Owners & Developers:** Present your verified, high-ticket mandates directly to our global investor registry for rapid capital deployment.



BY NAUMAN AMJAD KHAN
CHAPTER PRESIDENT | GLOBAL CAPITAL & REAL ESTATE ORIGINATION CHAPTER

- **For Investors & Family Offices:** Gain exclusive access to vetted, off-market investment opportunities before they reach the wider public market.
- **For Chapter Leaders:** Co-syndicate deals through our chapter desk with complete noncircumvention protection and transparent commission structures. A Vision of Gratitude and Action I extend my sincere appreciation to Dr. MAC for constructing this unmatched global framework and entrusting me to spearhead this chapter. His vision empowers us all to step up not merely as observers of global commerce, but as active architects of international wealth creation. The door is open. The capital is ready. The infrastructure is live. Let us connect, structure, and close together.



FEATURED ARTICLE

FEATURED ARTICLE

BARZANI GRAND MOSQUE: A LEGACY OF FAITH, COEXISTENCE, AND A BRIGHTER FUTURE FOR ERBIL

The laying of the foundation stone of the Barzani Grand Mosque in Erbil this year by His Excellency Masrour Barzani, Prime Minister of the Kurdistan Region, represents far more than the beginning of a major religious construction project.

It can become a symbol of faith, peaceful coexistence, cultural identity, social responsibility, and the ambitious future that the Kurdistan Region envisions for Erbil.

At a time when many parts of the world continue to face religious, ethnic, and social divisions, Kurdistan can send a different message to the international community:

Faith can coexist with respect. Identity can coexist with diversity. Development can coexist with humanity.

Prime Minister Masrour Barzani: A Vision Focused on the Future

His Excellency Masrour Barzani, as Prime Minister of the Kurdistan Region, has placed significant emphasis on economic development, infrastructure, investment, modernization, institutional reform, and strengthening the Kurdistan Region's connections with the international community.

His leadership reflects an understanding that the future of Kurdistan cannot depend solely on natural resources.

The Kurdistan Region also needs modern infrastructure, international investment, tourism, education, technology, healthcare, advanced urban development, private-sector growth, and strong international partnerships.

From this perspective, the Barzani Grand Mosque can be viewed as part of a broader vision for Erbil: a city that preserves its history and cultural identity while confidently embracing modern development.

The decision to establish such a landmark project also demonstrates the importance placed on cultural and social institutions within the wider development of the capital.

A Mosque with a Message Beyond Religion

The Barzani Grand Mosque is a place of worship for Muslims, but its message of peaceful coexistence can belong to everyone.

The Kurdistan Region is home to Muslims, Christians, Yazidis, and followers of other faiths, as well as diverse ethnic and cultural communities.

The strength of a society is demonstrated when people of different religions, languages, cultures, and backgrounds can live together with dignity and mutual respect.



HUSSSEIN AWDAL ZUBER
BUSINESS & INVESTMENT STRATEGIST
15-08-2026

This is one of the most important messages that Erbil can offer the world:

- Faith without hatred.
- Identity without exclusion.
- Development without forgetting humanity.

A Landmark That Can Become an International Symbol

The Barzani Grand Mosque has the potential to become much more than a place of prayer.

With appropriate educational, cultural, scientific, and social facilities, it can develop into a destination that connects generations, knowledge, culture, and community life.

Such a vision fits naturally into the future of Erbil as a city that aspires to become not only an administrative capital, but also an important economic, cultural, tourism, and international hub.

Why International Investors Should Take Erbil Seriously

For international investors, social stability and respect among different communities are not merely ethical considerations. They are also important components of a healthy investment environment.

Investors need cities where they can:

•Develop long-term projects;

•Access growing markets and skilled human resources;

•Benefit from improving infrastructure;

•Establish regional business operations;

•Build partnerships with local institutions and companies;

•And have confidence in long-term economic opportunities.

Erbil has the potential to offer these opportunities.

The development-oriented policies of the Kurdistan Regional

FEATURED ARTICLE

Government, together with Prime Minister Masrour Barzani's emphasis on economic growth and investment, can provide an important message to both domestic businesses and international investors:

Kurdistan is open to serious, long-term investment.

Erbil: A Gateway to New Opportunities

Investment in Erbil should not be viewed simply as the construction of individual buildings.

The city has the potential to become a platform for the development of:

International hotels, commercial centers, hospitals, universities, technology companies, tourism projects, residential developments, logistics facilities, energy projects, financial services, and modern urban infrastructure.

Investors who enter the Erbil market today have the opportunity not only to participate in existing economic activity, but also to help shape the next generation of the city's development.

This is where effective leadership and long-term economic policy become particularly important.

Leadership That Can Turn Potential into Opportunity

Prime Minister Masrour Barzani carries a significant responsibility: to transform Kurdistan's geographical position, human resources, natural assets, and entrepreneurial potential into a sustainable and competitive economy.

Strengthening infrastructure, supporting the private sector, attracting international companies, encouraging tourism, improving the business environment, and expanding international economic relations can all contribute to strengthening Erbil's position on the regional economic map.

Within this broader vision, landmark projects such as the Barzani Grand Mosque can contribute to the identity and international image of the Erbil of tomorrow.

A city that respects its history while building its future.



A Message from Erbil to the World

Erbil can send a clear message to the international community:

Kurdistan is a land of coexistence.

A person can remain proud of his or her faith while respecting another person's faith.

A society can protect its cultural identity while opening its doors to the world.

A historic city can preserve its heritage while becoming modern, international, and economically competitive.

And a region can transform its challenges into opportunities through stability, cooperation, investment, and responsible leadership.

The Barzani Grand Mosque: The Foundation of a Greater Message

The foundation stone laid this year for the Barzani Grand Mosque may one day be remembered as more than the beginning of a religious building.

It can become a symbol of a period in which Erbil sought to bring together faith, culture, coexistence, development, and investment.

In this journey, the leadership of Prime Minister Masrour Barzani and the Kurdistan Regional Government will remain important in shaping the Region's economic and development agenda.

If this path continues through stronger infrastructure, a predictable investment environment, transparency, respect for the rule of law, private-sector participation, and international partnerships, Erbil can strengthen its position as one of the region's emerging centers for investment and economic activity.

An Invitation to the World's Investors

Now is the time for international investors, corporations, entrepreneurs, hotel groups, financial institutions, healthcare organizations, technology companies, and development partners to look closely at Erbil.

Erbil is not only a historic city. It is a city of emerging economic opportunities.

The Barzani Grand Mosque can become one of the symbols of this future: a future in which faith is accompanied by peace, identity by respect, development by humanity, and investment by confidence in tomorrow.

Erbil: A city with thousands of years of history, visionary leadership, and opportunities that are only beginning to emerge.

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250 YEARS OF THE AMERICAN EXPERIMENT: AN UNFINISHED JOURNEY | 1776-2026

Two hundred and fifty years ago, a group of colonial rebels signed a document in Philadelphia that fundamentally wagered the future on a single, radical idea: that liberty is an inherent human right. It was a breathtaking vision, but it was also born out of a massive contradiction. The very hands that drew up the blueprint for American freedom were, in many cases, holding other human beings in chains.

That is the real story of America. It isn't a clean, straight march toward progress, nor is it a flawless fairytale of democracy. It is a messy, centuries-long tug-of-war between a magnificent promise and the brutal realities of human nature.

If you look closely at American history, the rights we take for granted today weren't handed down gracefully from on high. They had to be wrestled from the hands of power by ordinary people who refused to take "no" for an answer. Think of the families who stood on the cobblestones during the Haymarket riot in 1886, demanding nothing more radical than an eight-hour workday and the right to come home safe to their children. Their sweat and sacrifice built the modern workplace, turning the grinding gears of the Industrial Revolution into a society that eventually learned to value human dignity over raw economic output.

Think also of Seneca Falls in 1848. A small group of women dared to demand the right to vote, kicking off a grueling 72-year war of attrition. Generation after generation of women marched, endured public mockery, and filled prison cells just to secure a basic say in their country's future. Yet, even when the 19th Amendment passed in 1920, the job wasn't done. For millions of Black women, Native Americans, and minorities, the ballot box remained locked behind poll taxes, literacy tests, and physical intimidation. It took another massive wave of courage—the Civil Rights Movement of the 1960s—to finally put teeth into that promise with the Voting Rights Act of 1965. One victory laid the ground for the next, proving that expanding freedom is a continuous relay race, not a single event.

This relentless drive to innovate and adapt is precisely what propelled America beyond its own borders, transforming it into a global engine of science, culture, and intellect. The same country that was once a collection of agrarian colonies became the nation that rebuilt war-torn Europe through the Marshall Plan, conquered the skies to land a man on the Moon in 1969, and gave birth to the digital age through the creation of computing and the internet.



BY SADAT CHOUDHARY

It is a history marked by soaring achievements, but also by deep moments of shared grief and resilience—from the defining trauma of September 11, 2001, to the complex global conflicts in Afghanistan and Iraq that shaped the geopolitical landscape for a generation.

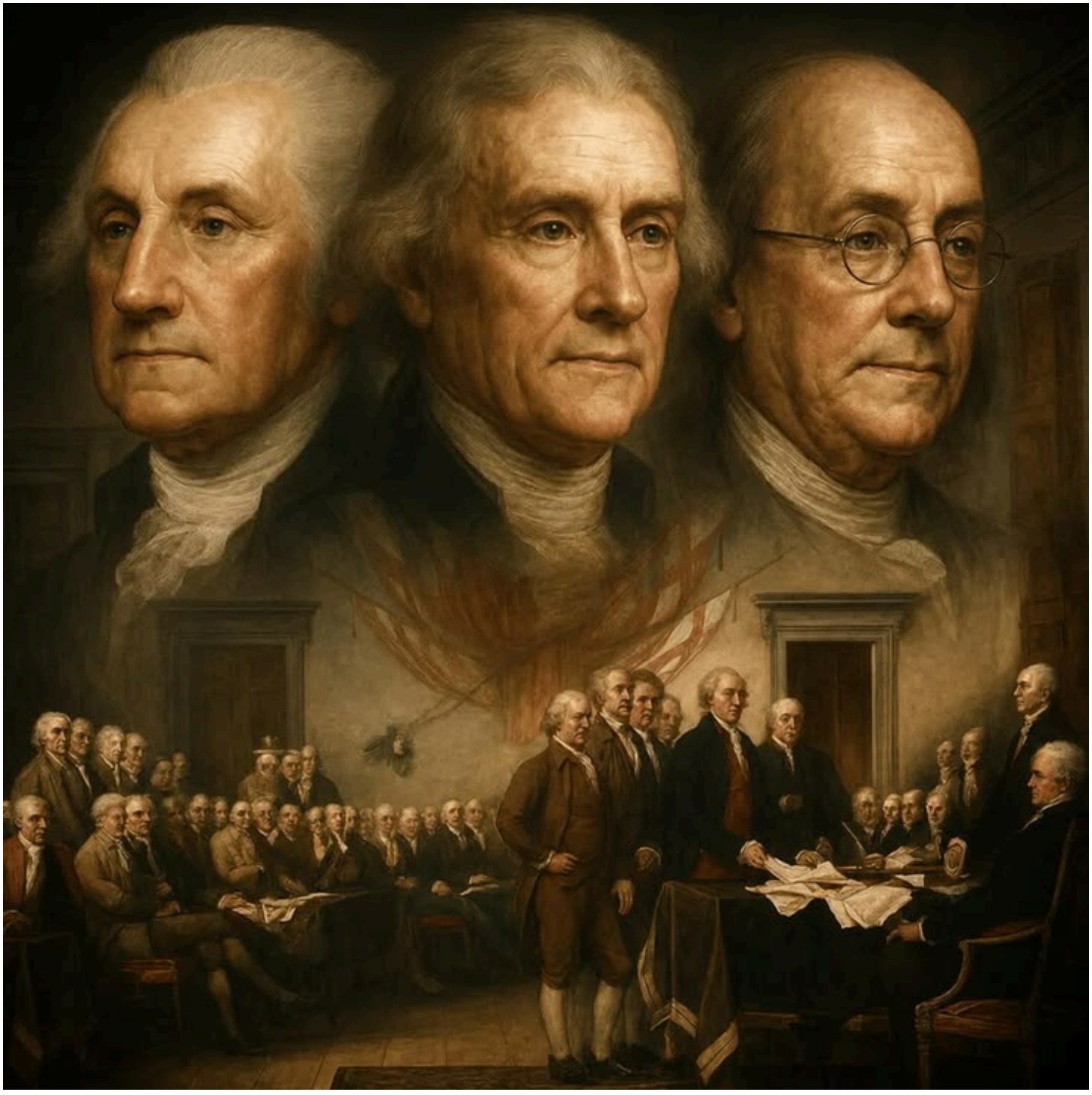
This unique duality is why the "American Dream" still holds such a powerful grip on the global imagination. It's not because the country is perfect—far from it. It's because America provides a grand stage where progress is legally possible if you are willing to fight for it. For the millions of immigrants, students, and entrepreneurs who look toward its shores every year, the draw isn't a guarantee of wealth; it's the stubborn, beautiful belief that effort, education, and perseverance can carve out an opportunity unavailable anywhere else. For generations of newcomers, America has offered not a flawless reality, but an unmatched horizon of possibility.

As the United States crosses this monumental 250-year mark, the experiment goes on. History reminds us that freedom isn't a monument cast in bronze that stands forever on its own; it's a living thing that has to be protected, argued over, and renewed by every single generation. The rights enjoyed today across communities, workplaces, and cultures were earned through decades of peaceful advocacy, fierce public debate, and extraordinary personal sacrifice. In celebrating a quarter-millennium of independence, the world isn't just watching a nation mark time—it is witnessing the enduring resilience of a democratic experiment that, despite its flaws, continues to inspire the global pursuit of freedom, opportunity, and hope.

About the Author

Sadat Choudhary is a Canadian entrepreneur and media executive dedicated to bridging cultures and advancing global dialogue. As the founder of Red Media Circle and the International Sister Cities Initiative (ISCI), his work centers on cultural diplomacy, international relations, and public policy. Through his commentary and leadership, Sadat examines the historical struggles and shared values that shape modern democratic societies, advocating for community development and cooperation on the world stage.

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FEATURED ARTICLE

BEYOND HEADLINES: PAKISTAN'S PLACE IN A CHANGING WORLD



By Sadat Choudhary | Canada

Living in Canada has taught me something that has become increasingly relevant in today's turbulent world: societies become stronger not simply because they possess economic or military power, but because they cultivate trust, dialogue, and respect for different perspectives.

Canada is often described as a multicultural success story. While no country is without challenges, one lesson stands out: sustainable peace is built by bringing people together, not by pushing them further apart.

That lesson is equally important for international relations.

Over the past few weeks, global attention has remained fixed on the dangerous confrontation involving Iran, Israel, and the United States. The possibility of a wider regional conflict has worried governments, businesses, and ordinary families across the world.

Amid this uncertainty, Pakistan once again found itself under the international spotlight.

A recent hearing in Washington drew significant attention when an American senator questioned Pakistan's credibility and raised concerns regarding reports about alleged Iranian aircraft activity involving Pakistani territory. Yet what received far less attention was the measured response from senior American military and defence officials, who chose not to publicly validate those allegations, instead referring to classified intelligence and ongoing diplomatic efforts.

That distinction deserves careful consideration.

Democracies naturally accommodate differing political opinions. Senators, ministers, military leaders, diplomats, and intelligence officials often approach complex international issues from different perspectives. One politician's statement should not automatically be interpreted as the official position of an entire government.

Unfortunately, headlines rarely capture that nuance.

As someone who has spent years promoting international cooperation through media and cultural diplomacy, I believe Pakistan deserves to be assessed on verified actions rather than assumptions or political rhetoric.

Pakistan has repeatedly demonstrated its ability to engage constructively during regional crises. Whether facilitating dialogue in Afghanistan, supporting humanitarian efforts, strengthening relations with Gulf countries, maintaining a strategic partnership with China, or engaging with Western allies, Pakistan continues to occupy a unique geopolitical position.

That role comes with responsibilities.

It also comes with scrutiny.

Every major power evaluates Pakistan through its own strategic interests. Washington views Pakistan through the lens of regional security. Beijing sees Pakistan as a key partner in connectivity and economic cooperation. The Gulf states value deep historical, religious, and economic ties. Europe increasingly looks toward Pakistan through trade, migration, and climate cooperation.

Each perspective is different. Pakistan's challenge is to maintain credibility with all of them.

The timing of recent political remarks in Washington was particularly noteworthy, coinciding with President Donald Trump's high-level visit to China for discussions with President Xi Jinping. At a time when global powers were exploring ways to manage escalating tensions and prevent a broader regional conflict, every public statement carried diplomatic significance.

Rather than reacting emotionally, Pakistan should respond with quiet confidence.

Confidence comes from knowing your value.

Pakistan is far more than a country defined by security challenges or geopolitical competition. It is a nation of over 240 million people, rich in culture, history, entrepreneurship, resilience, and human potential.

Unfortunately, while international debates focus on Pakistan's strategic importance, we often overlook the conversations we should be having at home.

Recent reports involving alleged drug-related activity among members of Pakistan's privileged social circles have sparked widespread public debate. The story is bigger than any one individual. It raises uncomfortable questions about the pressures facing young people, the influence of social media, and the growing disconnect between material success and meaningful purpose. This is not a problem unique to Pakistan.

Canada, too, continues to grapple with mental health challenges, addiction, youth isolation, and the impact of digital culture. Every society faces its own tests.

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The difference lies in how societies respond.. Do we invest only in enforcement, or do we also invest in prevention?

Do we create more opportunities for young people to participate in sports, arts, volunteerism, entrepreneurship, cultural exchange, and civic leadership?

Or do we allow another generation to drift toward isolation?

As someone who has devoted much of his professional life to cultural diplomacy through Red Media Circle and the International Sister Cities Initiative Organization (ISCI), I have witnessed the extraordinary impact of people-to-people engagement.

A student exchange can change perceptions.

A cultural festival can build friendships.

A business delegation can create jobs.

A sister-city partnership can strengthen cooperation for decades.

These initiatives may never dominate international headlines, yet they quietly achieve what political confrontation often cannot and they build trust.

That is why I believe Pakistan's greatest opportunity lies not only in diplomacy between governments but also in diplomacy between people.

The Pakistani diaspora has an important role to play in this effort. Millions of Pakistanis living in Canada, the United Kingdom, Europe, the Gulf, and North America contribute every day to their adopted countries while maintaining strong ties to their homeland. They are not merely ambassadors of Pakistan's culture, they are bridges between nations. The world today does not need more suspicion.

It needs more understanding. It does not need more division. It needs more dialogue. Pakistan cannot control every narrative written about it, nor should it attempt to respond to every criticism. What it can control is the consistency of its actions. Credibility is earned through responsible diplomacy. Trust is built through engagement. Respect grows through integrity.

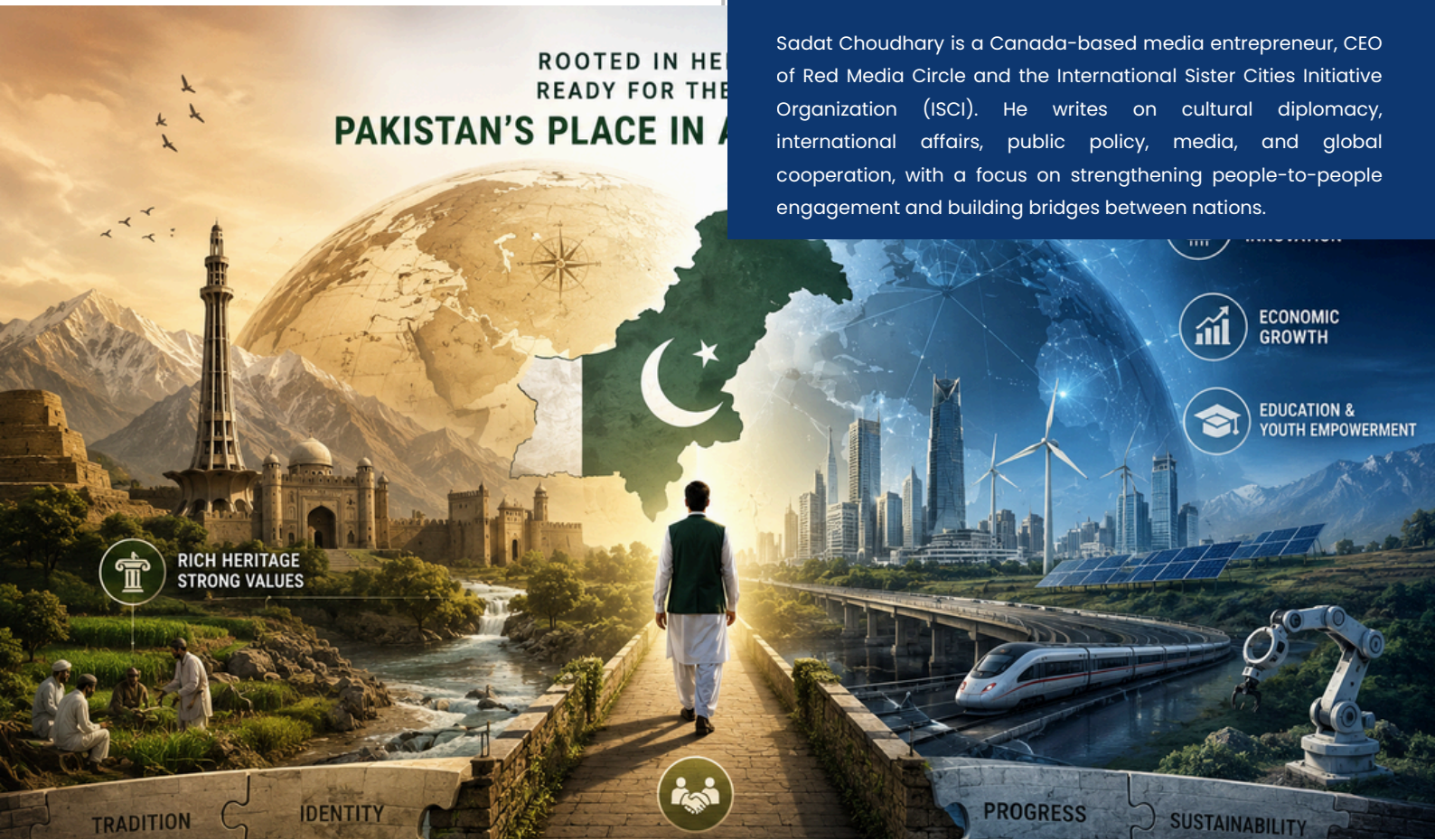
As the international landscape continues to evolve, Pakistan has an opportunity to define itself not as a country caught between competing powers, but as a nation capable of connecting them.

That is a role worthy of our history.

More importantly, it is a role worthy of our future.

About the Author

Sadat Choudhary is a Canada-based media entrepreneur, CEO of Red Media Circle and the International Sister Cities Initiative Organization (ISCI). He writes on cultural diplomacy, international affairs, public policy, media, and global cooperation, with a focus on strengthening people-to-people engagement and building bridges between nations.



FEATURED ARTICLE

FEATURED ARTICLE

CULTURE AS A BRIDGE IN TIMES OF TURMOIL

The world is watching with bated breath as tensions between the United States and Iran escalate, sending shockwaves from the Middle East to North America, Europe, Asia, and Africa. Oil prices surge, inflation tightens household budgets, and the ordinary citizen feels the impact in ways that are immediate and personal , from higher energy bills to disrupted trade and travel. It is a stark reminder that global politics touches every home, every family, and every community.

Yet even amid such uncertainty, there is hope in the simple but powerful act of connection. Culture, in its many forms, has always been a bridge, one that survives beyond borders, politics, or conflict. The Pakistan Sister Cities Initiative exemplifies this principle, linking communities across continents and creating opportunities for education, trade, and cultural collaboration. Cities in North America, Europe, Asia, and Africa become more than names on a map; they are living networks of people exchanging ideas, values, and experiences.

Through these partnerships, we witness the transformative power of engagement. When a young student in Toronto shares her music with peers in Lahore, or when artisans in Nairobi collaborate with entrepreneurs in Athens, the exchange is both practical and profoundly human. It builds empathy, mutual understanding, and resilience, qualities the world desperately needs in times of tension.

My work with Red Media Circle has consistently reinforced this truth. From Sufi music festivals in Lahore to international expos connecting Pakistan with global cities, these events are more than showcases; they are catalysts for dialogue, commerce, and cultural diplomacy. Business and culture are intertwined: partnerships founded on respect and shared vision thrive long after events conclude.

The current global landscape underscores the urgency of such efforts. Conflict, sanctions, and economic instability may dominate headlines, but they also highlight the importance of grassroots initiatives that empower ordinary people to engage constructively. Sister Cities programs, youth exchanges, and cultural collaborations create pathways for communities to weather global crises, turning vulnerability into opportunity.

Canada, Pakistan, Europe, Asia, and Africa share not only trade and strategic interests but also human stories, aspirations for peace, prosperity, and dignity. Sister Cities initiatives provide a tangible framework for these stories to flourish, connecting leaders, entrepreneurs, and young innovators across continents.



By Sadat Choudhary | Cultural Diplomat, Activist, Entrepreneur, and CEO, Red Media Circle | Canada

Ultimately, the measure of global diplomacy is not in the treaties signed in capitals but in the relationships nurtured at the human level. When citizens connect across cultures, understanding deepens, stereotypes fade, and the bridges we build endure far longer than the conflicts that make headlines.

In uncertain times, culture is both a shield and a compass — protecting us from division, guiding us toward collaboration, and reminding us that even in a fractured world, we are more alike than we are different. Sister Cities partnerships are living proof that diplomacy starts with people, and that lasting peace is built one connection at a time.



FEATURED ARTICLE

FEATURED ARTICLE

THE NEW ERA OF GLOBAL BUSINESS: WHY STRATEGIC PARTNERSHIPS MATTER MORE THAN EVER

The global business landscape is changing faster than ever. Markets are becoming more connected, technology is removing geographical barriers, and businesses are no longer limited by the opportunities available within their own borders.

In this new environment, strategic partnerships have become one of the most powerful drivers of growth.

A successful partnership is not simply about signing an agreement or exchanging business cards. It is about bringing together different strengths, experiences, networks, and ideas to create opportunities that neither side could achieve alone.

Today, entrepreneurs, investors, companies, institutions, and industry leaders are increasingly looking beyond their local markets. They are searching for reliable international connections, new investment opportunities, trusted partners, and platforms where meaningful business relationships can develop.

This is where global business ecosystems play an important role.

Organizations such as OBS – One Business Season demonstrate the value of creating a platform where business communities from different countries can connect, communicate, and collaborate. Through international summits, networking opportunities, business meetings, investment discussions, and strategic partnerships, such platforms can help transform introductions into meaningful relationships.

The real strength of international networking lies in what happens after the meeting.

A conversation can become a partnership.

A partnership can become an investment.

An investment can create new businesses.

And those businesses can open opportunities for entire communities.

This is why modern businesses must think beyond traditional marketing. Visibility is important, but credibility, communication, relationships, and collaboration are becoming equally important.

Digital platforms have also changed the way these relationships are built. A company can now introduce its vision to an international audience within seconds. Professional branding, social media, digital communication, and consistent storytelling can create familiarity and trust before the first physical meeting ever takes place

However, technology cannot replace genuine relationships.



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

It can open the door, but trust is what keeps the door open.

The future of global business will therefore belong to organizations and leaders who understand both sides of the equation: digital connectivity and human collaboration.

For developing markets especially, international partnerships can create access to new knowledge, technology, investment, distribution networks, and global customers. For established businesses, these partnerships can provide access to emerging markets and fresh ideas.

This creates a two-way opportunity — countries and businesses do not simply compete in the global economy; they can also collaborate to build it together.

OBS – One Business Season represents this evolving approach by bringing business communities together across borders and creating opportunities for dialogue, networking, partnerships, and long-term collaboration.

As the world becomes increasingly interconnected, the question is no longer simply “How can we grow?”

The more important question is:

“Who can we grow with?”

The businesses that understand the power of strategic partnerships today will be the ones better positioned to lead tomorrow.

FEATURED ARTICLE

FEATURED ARTICLE

AFRICA GLOBAL EVENTS SUMMIT 2026 "EMPOWERING AFRICA THROUGH DIASPORA TRADE, CULTURE & INVESTMENT" 30TH SEPTEMBER - 2ND OCTOBER 2026 | LA PALM ROYAL BEACH HOTEL, ACCRA, GHANA

OUR VISION

An Africa where the Global African Diaspora is fully integrated as the Sixth Region of Africa, co-creating wealth, innovation, and sustainable prosperity across the continent.

OUR MISSION

To mobilize Africa's global diaspora as strategic partners in driving investment, expanding trade, and co-designing sustainable development solutions that create measurable impact across the continent by 2030.

OUR OBJECTIVES

Investment | Trade | Culture & Heritage | Sustainable Development

Aligned with AU Agenda 2063 & UN Sustainable Development Goals

Accra, Ghana – The State of the African Diaspora [SOAD], Office of the Prime Minister, in collaboration with OBS Networks, hosts the landmark Africa Global Events Summit 2026.

Under the leadership of His Excellency Professor Dr. Luis George-Tin, Prime Minister of the State of the African Diaspora, and the International Summit Director and his team, the summit convenes global investors, entrepreneurs, manufacturers, diplomats, Chambers of Commerce, Royals, Princes, and allied delegations from the Arab Gulf for a historic "Home Coming Tour".

Through a Cooperation MOU with Bilateral and Multilateral relations with the Government of Ghana, SOAD is charting the way forward for the Diaspora across Africa.

"The future of investment is Africa."

8 STRATEGIC SECTORS FOR INVESTMENT & PARTNERSHIP

1.Manufacturing & Industrialization

Joint ventures in agro-processing, pharmaceuticals, construction materials, and consumer goods.

2.Health Sector Turnaround

Hospitals, medical manufacturing, telemedicine, and AI-driven health solutions.



Amb. J Boadi Nana-Atoo, Executive Chairman, El-ecojay Investment Holding Ltd | Office of the Prime Minister, SOAD

4. Eco-Tourism & Blue/Ocean Economy

Sustainable tourism, coastal development, marine resources, and eco-resorts.

5. Agriculture & Agri-Business

Smart farming, food security, value chains, and export-ready agribusiness.

6. Smart Cities & Innovation

Flagship focus on AI and Smart City Projects – including AI MAKTOUN, positioned as one of the biggest Smart City innovation investments in UAE. The project will attract worldwide investors in technology, real estate, green energy, and digital infrastructure.

7. Heritage Africa Culture Displays

African arts, music, fashion, cuisine, and heritage to promote cultural diplomacy and tourism.

8. Diaspora Connects: Academic & Research Exchange

Knowledge transfer, research partnerships, innovation hubs, and scholarships with African institutions.

[AI MAKTOUN SPOTLIGHT BOX]

FLAGSHIP SMART CITY INVESTMENT: AI MAKTOUN

Positioned as one of the biggest Smart City innovation investments in Africa.

Attracting worldwide investors in technology, real estate, green energy, and digital infrastructure.

INVEST NOW | PARTNER WITH SOAD

GLOBAL PARTICIPATION

Arab Gulf Sovereign Investors | Chambers of Commerce | Diplomats & Royals | Diaspora Entrepreneurs | Academic Institutions

In partnership with OBS Networks: Investor Matchmaking | B2B Sessions | Policy Dialogues | Cultural Showcases

FEATURED ARTICLE

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AWARDS & RECOGNITION

Honoring policy makers, business leaders, cultural ambassadors, and Diaspora champions advancing AU Agenda 2063 and UN SDGs.

Amb. J Boadi Nana-Atoo, Executive Chairman,
El-ecojay Investment Holding Ltd |
Office of the Prime Minister, SOAD

"Under H.E. Professor Dr. Luis George-Tin, and in cooperation with the Government of Ghana, we are building an ecosystem for wealth, heritage, jobs, and transformation."

SPONSORSHIP & EXHIBITOR PACKAGES

PLATINUM | GOLD | SILVER

Branding, Exhibition Space, Speaking Opportunities, B2B Access, Cultural Showcase Participation

Contact us for full package details

CALL TO ACTION

Join us to tap into Africa's $3 trillion opportunity.

For partnership, sponsorship, cultural participation, and delegation registration:

Email: ghsoad2026@gmail.com
Tel: +233 249 499 515





OBS GLOBAL PHYSICAL EVENTS CALENDAR

EVENTS CALENDAR

OBS GLOBAL EVENTS CALENDAR 2026-2027: CONNECTING CONTINENTS THROUGH 28 INTERNATIONAL SUMMITS

Spanning 100 days across 28 countries, the OBS Global Agenda is designed to create unprecedented opportunities for business leaders, investors, entrepreneurs, and policymakers. Structured around five transformative phases—Ignite, Connect, Innovate, Expand, and Legacy—the summit aims to foster international partnerships, promote innovation, and drive sustainable economic growth.

Through business forums, investment summits, startup competitions, and government engagements, OBS is building a truly borderless ecosystem where ideas, industries, and opportunities converge on a global scale.



OBS - ONE BUSINESS SEASON AT A GLANCE

- THE WORLD'S LONGETS BUSINESS BESINOSO SUMMIT
- 30 FLAGSHIP EBENTS ANNUALLY
- 50+ GLOBAL PARTNERS EVENTS
- 1,000+ SPEAKERS
- 10,000+ INVESTORS
- 1M+ VISITORS

OBS | ONE BUSINESS SEASON

ONE VISION. STRATEGIC PARTNERSHIPS. LASTING IMPACT.

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OFFICE OF H.H. SHEIKH ABDULHAKIM AL MAKTOUM
GROUP HOLDINGS FZC
Sharjah UAE

CALL TO ACTION

JOIN OBS

STEP INTO A NETWORK OF ONE BILLION PEOPLE

Become an official member of One Business Season and gain exclusive entry to the world's most results-driven business platform. Connect with over 10,000 companies, access private deal rooms, and position your enterprise directly in front of global decision-makers looking to trade across 100 nations.

BECOME A STRATEGIC PARTNER

ALIGN WITH THE VISIONARIES OF GLOBAL TRADE

Position your institution alongside elite anchors like the Lahore Chamber of Commerce and Industry. As a Strategic Partner, your organization will co-create frameworks for high-value B2B and B2G opportunities, driving economic diplomacy and facilitating market connectivity across more than 60 countries.

SHARE INVESTMENT OPPORTUNITIES

LIST YOUR PROJECT ON THE $1 BILLION MARKETPLACE

Do you have a project ready for global scale? Submit your venture to the exclusive One B. Auctions asset marketplace. We seamlessly match thoroughly vetted projects in smart infrastructure, green energy, and technology with sovereign funds and private equity firms targeting substantial economic returns.



LAUNCH AN OBS CHAPTER

ANCHOR THE ECOSYSTEM IN YOUR CITY

Follow the trailblazing path of our São Paulo Chapter and lead the charge in your region. By launching a local OBS Chapter, you establish a powerful regional hub, positioning yourself as the primary gatekeeper for cross-border investments, sustainable technology partnerships, and local macroeconomic growth.

ATTEND UPCOMING EVENTS

EXPERIENCE TEN FLAGSHIP GLOBAL FORUMS

Maximize your reach by participating in our extensive 100-day calendar, featuring 10 flagship events, 40+ National Days, and dozens of specialized forums. Engage directly with over 1,000 thought leaders to explore sustainable smart cities, cleantech investments, and the digital innovations transforming the global economy.

REFER NEW MEMBERS

MULTIPLY THE POWER OF OUR GLOBAL NETWORK

The true value of a global ecosystem compounds through collective growth. Introduce fellow visionaries, high-growth startups, and influential asset owners to the OBS network. By expanding our community, you help strengthen the cross-continental pipelines that make our 100-day summit a results-driven engine of shared prosperity.



OBS | ONE BUSINESS SEASON

ONE VISION. STRATEGIC PARTNERSHIPS. LASTING IMPACT.

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OFFICE OF H.H. SHEIKH ABDULHAKIM AL MAKTOUM
— GROUP HOLDINGS FZC —
Sharjah UAE

THANK YOU

FOR BEING PART OF

ONE BUSINESS SEASON

Building Business Without Borders



TOGETHER, WE **CONNECT MINDS, OPPORTUNITIES,** AND **INNOVATION**
TO CREATE A STRONGER, SMARTER, AND MORE UNITED TOMORROW.

ONE COMMUNITY
Global minds.
Shared vision.

ONE PURPOSE
Stronger together.
Greater impact.

ONE SEASON
One platform.
Endless opportunities.

ONE FUTURE
Building tomorrow,
today.

SEE YOU IN THE NEXT EDITION!

Let's continue building business without borders.

STAY CONNECTED. STAY INSPIRED. STAY AHEAD.

THE WORLD'S LONGEST BUSINESS SEASON
55+ COUNTRIES
ONE PLATFORM

30+
FLAGSHIP EVENTS ANNUALLY

50+
GLOBAL PARTNERS & CHAPTERS

1,000+ SPEAKERS
300,000+ INVESTORS
1M+ VISITORS

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