OBS | ONE BUSINESS SEASON

ONE VISION. STRATEGIC PARTNERSHIPS. LASTING IMPACT.

OBS BUSINESS REVIEW

WEEKLY BUSINESS, DIPLOMACY & INNOVATION BRIEF

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EVENTS

OBS LIVE: A NEW ERA OF BUSINESS MEDIA BEGINS

One Business Season (OBS) is set to enter a new chapter with the upcoming launch of OBS LIVE — One Business Media Network, a dedicated media platform created to connect voices, ideas, leaders, and businesses across the global business ecosystem.

Built around the vision of "Elevating Voices. Empowering Leaders. Connecting the World," OBS LIVE aims to provide a dynamic platform where business conversations, insights, leadership perspectives, and important developments can reach audiences beyond borders. The initiative represents an expansion of the OBS ecosystem into a dedicated media space designed to amplify meaningful stories and create greater visibility for the global business community.

OBS LIVE is envisioned as a multi-format media network, bringing together business television, business news, podcasts and interviews, live event broadcasting, live streaming, digital publications, and global digital media. Through these formats, the platform seeks to create opportunities for entrepreneurs, executives, investors, professionals, innovators, and emerging leaders to share their experiences, ideas, achievements, and perspectives.

At the heart of OBS LIVE is the belief that modern business is not limited by geography. Businesses increasingly operate across markets, leaders collaborate internationally, and ideas can influence communities around the world within moments. A dedicated business media network can therefore play an important role in connecting these conversations and giving them a wider platform.

The launch also complements the broader vision of One Business Season, which focuses on building connections across the international business ecosystem. By adding a dedicated media dimension, OBS LIVE can serve as a communication bridge between businesses, events, leaders, organizations, and audiences, helping important conversations move from individual platforms to a wider global stage.

From business stories and leadership conversations to live coverage of summits, forums, conferences, and other major engagements, OBS LIVE is positioned to bring greater visibility and accessibility to the activities shaping the business world. Its focus will be on professional, relevant, and engaging content that informs audiences while highlighting the people and organizations contributing to business growth and innovation.

PARTNERSHIP

BEYOND TRANSACTIONS: WHY TRUST REMAINS THE FOUNDATION OF GLOBAL BUSINESS

In a business environment increasingly shaped by quarterly targets, market fluctuations, rapid technological change, and cross-border competition, one principle continues to stand above the noise: lasting business success is built on relationships, not transactions alone.

This message has been recently underscored by Dr. MAC Munir Ahmad Chaudhry, whose approach to global business places trust, respect, collaboration, and long-term relationships at the heart of meaningful economic engagement. His perspective reflects an increasingly important reality in international business: opportunities may begin with a meeting, but sustainable partnerships are built through credibility and mutual confidence.

For One Business Season (OBS), this philosophy is particularly significant. OBS is being developed around the idea that global business should move beyond short-term interactions and create an ecosystem where businesses, entrepreneurs, investors, institutions, and leaders can build relationships that continue long after a meeting or event has ended. Recent discussions surrounding OBS have similarly emphasized the importance of creating enduring bridges between regions and turning dialogue into meaningful cooperation.

In today's interconnected economy, trust has become a strategic asset. Businesses entering new markets need partners who understand local environments, cultures, regulations, and opportunities. Investors need confidence in the people and institutions they work with. Governments and organizations require reliable networks capable of transforming conversations into practical outcomes.

This is where relationship-driven business ecosystems can make a difference.

Rather than viewing international markets simply as destinations for products, capital, or services, OBS promotes a broader perspective—one in which people and relationships are the foundation of economic connectivity. The objective is to bring diverse stakeholders together and create an environment where collaboration can develop naturally through shared interests, professional credibility, and long-term engagement. Dr. MAC's broader leadership philosophy also emphasizes building bridges between nations, institutions, and business communities. His recent engagements across international markets have highlighted the importance of connecting regions through investment, trade, innovation, and partnerships based on shared objectives.

For OBS, this principle is central to its vision of creating a global, chapter-based business ecosystem. The ambition is not simply to connect people once, but to establish networks that can continue generating conversations, partnerships, investment opportunities, and knowledge exchange throughout the year.

The lesson for today's business leaders is clear: numbers measure performance, but relationships create longevity. Markets will change, technologies will evolve, and business cycles will rise and fall. The partnerships that endure are those built on integrity, respect, reliability, and a genuine commitment to creating value for all sides.

As OBS moves toward its next phase of global expansion, this philosophy remains at the center of its mission: to connect people before transactions, build trust before expectations, and create partnerships designed for the long term.

Because the future of global business will not be built by isolated transactions—it will be built by trusted relationships, shared vision, and meaningful collaboration.



BUSINESS & LEADERSHIP

GLOBAL TALENT MOBILITY: BUILDING BRIDGES BETWEEN PEOPLE, MARKETS AND OPPORTUNITY

The global economy is entering an era in which human capital is becoming as strategically important as financial capital. As businesses expand across borders and countries compete for skilled professionals, the movement of talent is increasingly becoming a key driver of economic growth, investment, innovation, and international cooperation.

A recent discussion between *Dr. MAC Munir Ahmad Chaudhry*, recognized for his work and perspectives on global human capital, and His Excellency Jeff M. Goonawardena, Chairman of the Sri Lanka Bureau of Foreign Employment and former Consul General, highlights this changing landscape. Their conversation explored how international talent mobility can move beyond the traditional concept of labour migration and become a powerful mechanism for connecting economies.

From the perspective of One Business Season (OBS), this development reflects an important principle: global business is ultimately about connecting people, capabilities, and opportunities. As companies search for specialized skills and emerging markets seek greater international exposure, effective talent mobility can create pathways that benefit both individuals and economies.

The discussion also highlights the evolving role of institutions responsible for foreign employment. Rather than focusing solely on recruitment and placement, modern talent-mobility systems can contribute to worker protection, skills development, certification, market access, and the creation of sustainable international opportunities.

This creates a much broader vision of what an internationally mobile professional can represent. A skilled professional working abroad can become more than an employee; they can become a bridge between economies, contributing through knowledge transfer, investment, entrepreneurship, technology, mentorship, and business development. In this model, diaspora communities become valuable economic connectors between their home countries and international markets.

For OBS, this perspective aligns closely with the idea of developing a global business ecosystem where relationships and opportunities extend beyond national boundaries. Connecting entrepreneurs, investors, professionals, institutions, and business leaders can help create the networks necessary for stronger international cooperation.

The future of global talent mobility will therefore require collaboration between governments, businesses, investors, recruitment organizations, educational institutions, financial institutions, chambers of commerce, and technology platforms. Together, these stakeholders can help build systems that connect the right skills with the right markets while creating sustainable economic value.

The conversation between Dr. MAC Munir Ahmad Chaudhry and Jeff M. Goonawardena offers an important reminder for the international business community: talent is not simply a workforce—it is a strategic bridge between nations.

As OBS continues to promote global business connectivity, conversations around human capital, international mobility, and cross-border opportunity will remain increasingly important. The next generation of global growth may depend not only on where capital moves, but also on where talent goes, what knowledge it carries, and which new connections it creates along the way.



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

OBS ECOSYSTEM



BUSINESS

ONE BUSINESS SEASON: BUILDING A GLOBAL BUSINESS ECOSYSTEM

In a world where business opportunities increasingly cross borders, industries, and markets, One Business Season (OBS) is emerging as a platform focused on bringing the global business community closer together. Built around the idea of connection, collaboration, and opportunity, OBS seeks to create an environment where entrepreneurs, business leaders, organizations, investors, professionals, and emerging talent can engage with one another on a global scale.

At its core, OBS represents more than a single business event. It is envisioned as an extended global business ecosystem, creating opportunities for meaningful interaction throughout the business year. By bringing different sectors and communities into one connected environment, OBS aims to encourage relationships that can develop into partnerships, collaborations, investment opportunities, knowledge exchange, and long-term business growth.

The importance of such an ecosystem is becoming increasingly clear. Modern businesses are no longer limited by geographical boundaries. Entrepreneurs can build international partnerships, investors can explore opportunities across markets, and organizations can access new networks through digital platforms and international events. However, meaningful connections still depend on people meeting, exchanging ideas, building trust, and developing relationships.

OBS is designed around the principle that business connectivity should be continuous rather than limited to a single meeting or occasion. Through its broader ecosystem, the platform seeks to create opportunities for leaders and organizations to remain connected, discover new possibilities, and participate in a wider international business conversation.

Another important dimension of OBS is its emphasis on global chapters and community-driven participation. A chapter-based approach can provide businesses and professionals with a local point of connection while remaining part of a wider international network. This creates the possibility of connecting local business communities with international markets, ideas, and opportunities.

For entrepreneurs and growing businesses, such networks can provide valuable exposure and access to people beyond their immediate market. For established organizations, they can create opportunities to explore partnerships and strengthen their international presence. For professionals and emerging leaders, they can provide platforms for learning, networking, visibility, and collaboration.

OBS also reflects the changing nature of business events themselves. Today's successful business platforms increasingly combine networking, leadership, knowledge, media, partnerships, and visibility rather than focusing on a single format. The result is an environment where participants can engage with a business community before, during, and after major gatherings.

This broader approach is particularly important as businesses navigate a rapidly changing global economy shaped by technology, entrepreneurship, investment, innovation, and international cooperation. Creating spaces where these different areas intersect can help transform individual conversations into wider business relationships.

For the OBS community, the ultimate objective is straightforward: to connect people, businesses, markets, and opportunities through a global platform built around collaboration.

As One Business Season continues to develop its international presence, its vision is centered on creating a stronger and more connected business ecosystem—one where relationships can grow across borders and where every connection has the potential to become a new opportunity.

ONE BANKING ECOSYSTEM

BUSINESS

1BE: BUILDING THE FUTURE OF BANKING THROUGH ONE UNIFIED ECOSYSTEM

The financial services industry is undergoing a fundamental transformation as technology continues to reshape the way people, businesses, and institutions interact with money. At the center of this transformation is 1Be, a future-focused FinTech initiative built around the vision of a One Banking Ecosystem—a unified platform designed to bring banking, payments, financial services, and technology together within a seamless digital environment.

According to 1Be, the traditional financial landscape remains fragmented across multiple platforms, institutions, and technologies. The company aims to address this challenge by creating an integrated ecosystem that simplifies financial interactions while providing the infrastructure required for a rapidly evolving digital economy. Its approach combines traditional banking principles with modern FinTech capabilities, with a strong emphasis on trust, scalability, innovation, security, and long-term sustainability.

A key element of the 1Be vision is its unified banking platform, which is designed to connect banking, payments, and financial services within a single ecosystem. By reducing fragmentation and complexity, the platform seeks to create greater operational efficiency while allowing financial institutions and businesses to operate within a more connected technological environment.

Security and compliance also sit at the heart of the platform's philosophy. 1Be describes its approach as compliance-first, with governance, data protection, security, and regulatory alignment embedded into its infrastructure. This is particularly important as financial technology continues to expand across jurisdictions where regulatory requirements and consumer expectations are constantly evolving.

Another important dimension of 1Be is its focus on ecosystem partnerships. The platform is designed to support collaboration among financial institutions, FinTech providers, technology companies, banks, enterprises, and emerging financial models. This partnership-driven approach reflects the broader direction of the financial industry, where innovation increasingly depends on interconnected ecosystems rather than isolated institutions.



From the perspective of One Business Season (OBS), initiatives such as 1Be represent an important part of the wider conversation surrounding the future of global business. Financial infrastructure is fundamental to international commerce, investment, entrepreneurship, and economic connectivity. As businesses become increasingly digital and cross-border, accessible and adaptable financial ecosystems can play a significant role in supporting the next generation of business growth.

1Be's roadmap reflects this long-term ambition, with development phases focused on expanding integrated financial services, strengthening partnerships, enhancing digital capabilities, and ultimately pursuing global scalability in alignment with applicable regulatory frameworks and approvals.

For the OBS community, the emergence of future-ready FinTech ecosystems highlights an important trend: the future of business will increasingly depend on the ability to connect financial services, technology, institutions, and people through intelligent and trusted platforms.

With its vision of combining traditional finance with modern FinTech, 1Be positions itself within this evolving landscape—working toward a more unified, scalable, and technology-driven model for financial services.

OBS recognizes 1Be as part of the emerging conversation around financial innovation, digital transformation, and the infrastructure required to support a more connected global business ecosystem.

BUSINESS

OBC: CONNECTING QUALIFIED INVESTORS WITH VETTED GLOBAL OPPORTUNITIES

As global investment continues to evolve, access to credible opportunities, transparent information, and well-structured transactions has become increasingly important for investors and businesses alike. OBC is positioning itself within this evolving landscape as a curated private investment marketplace designed to connect qualified investors with internally vetted opportunities across multiple sectors.

Operating from the United Arab Emirates, OBC describes itself as the dedicated investment platform of the Office of H.H. Sheikh Abdulhakim Al Maktoum Group Holdings FZC, bringing together qualified investors and projects that have passed its internal review process. Its stated focus is to provide investors with access to opportunities across areas including real estate, renewable energy, technology, infrastructure, AI, healthcare, consumer and retail, logistics, and other emerging sectors.



A defining feature of the OBC model is its emphasis on internal vetting and transparency. According to the platform, sponsors and investment structures undergo a multi-stage review before opportunities are made available. Projects are presented with risk classifications and projected returns, while investors can review available information before deciding whether an opportunity fits their objectives.

The platform also places significant emphasis on the relationship between investors and project sponsors. Rather than operating solely as a self-service marketplace, OBC states that investors engage with specialists during onboarding and again when they express interest in a particular project. This approach is intended to provide greater clarity around investment objectives, risk appetite, investment horizon, and the individual characteristics of each opportunity.

Another central component is escrow-protected settlement. OBC states that investor capital is transferred to a dedicated escrow account following the completion of the required agreements, with funds released only after relevant ownership and documentation requirements have been verified. The platform also provides portfolio monitoring and analytics to allow investors to follow their investments after deployment.

For project owners, OBC offers a separate pathway designed to take opportunities through review, structuring, and investor presentation. The platform states that approved projects can be matched with investors according to their sector and investment preferences, while project structures can be established through UAE-based special purpose vehicles where appropriate.

From the perspective of One Business Season (OBS), platforms such as OBC represent an important development within the wider global business ecosystem. Modern businesses increasingly require access not only to markets and customers, but also to suitable capital, strategic partners, and international networks. Creating structured channels between qualified capital and credible business opportunities can therefore contribute to stronger cross-border business connectivity.

This becomes particularly relevant as investment opportunities increasingly span geographical boundaries. Real estate developments, renewable-energy projects, technology businesses, infrastructure initiatives, and emerging platforms can attract international capital when investors have access to appropriate information, structures, and professional guidance.



BUSINESS

1B.WORLD: BUILDING A GLOBAL ECOSYSTEM FOR BUSINESS, INNOVATION AND SUSTAINABLE GROWTH

As the global economy becomes increasingly interconnected, businesses and leaders are looking beyond traditional markets to find new opportunities for collaboration, investment, innovation, and expansion. 1B.World has emerged with a vision centered on creating a global business ecosystem that brings together visionaries, investors, innovators, companies, and institutions across borders.

According to its official platform, 1B.World is designed as an international ecosystem for global collaboration, knowledge exchange, strategic partnerships, and investment opportunities, with an ambition to support sustainable economic growth. The platform presents a vision extending across more than 100 countries and 300 cities, while aiming to build a community capable of connecting businesses and opportunities on a global scale.

At the heart of the 1B.World concept is the belief that the future of business requires more than individual companies operating independently. It requires an interconnected environment in which businesses can access international networks, investors can discover opportunities, innovators can collaborate, and leaders can exchange knowledge across geographical and sectoral boundaries.

The platform identifies business empowerment, community building, and finance and investment as major components of its mission. It aims to support businesses seeking international growth while creating a wider community focused on trade, investment, innovation, and collaboration.

1B.World also extends its ecosystem into several strategic areas, including Finance & Investments, Health & Wellness Technologies, and Smart Technologies & AI Integration. These divisions reflect some of the sectors increasingly shaping the future global economy, from new financial models and venture funding to healthcare innovation, artificial intelligence, and smart-city technologies.

Another important element of the platform is its focus on business expansion. 1B.World highlights strategic market access, international partnership networks, AI and digital transformation, and opportunities designed to help startups and growing enterprises expand across multiple markets.

Its philosophy also extends beyond conventional economic activity. Through its International Community initiative, 1B.World incorporates a social and human-centered dimension into its broader ecosystem, emphasizing humanitarian values, inclusion, ethical responsibility, and community-driven impact.

The platform's editorial vision similarly reflects its ambition to rethink how global commerce operates. Its published material promotes concepts such as “Business Without Borders,” digital trust, cross-border partnerships, ethical capital access, and network-based collaboration. The underlying idea is that technology can help reduce unnecessary friction between businesses and markets while creating stronger foundations for international cooperation.

From the perspective of One Business Season (OBS), this vision is closely aligned with the broader evolution of the international business ecosystem. Today's businesses increasingly require access to global networks, strategic relationships, capital, technology, and knowledge. Platforms that bring these elements together can contribute to a more connected environment for entrepreneurship and economic development.

The significance of 1B.World therefore extends beyond its digital platform. Its broader proposition is about creating an ecosystem where business, investment, technology, innovation, and human development can intersect. This approach reflects a growing movement toward collaborative models of global economic growth rather than isolated business activity.

BUSINESS

OBS HOME: CONNECTING REAL ESTATE, INVESTMENT AND GLOBAL PROPERTY OPPORTUNITIES

The global real estate industry is evolving beyond traditional property transactions. Today, investors, developers, businesses, and individuals increasingly require access to international markets, reliable professional services, investment opportunities, and interconnected networks that can support them throughout the property journey. OBS Home is positioned within this evolving landscape as a real estate platform designed to bring property, investment, development, brokerage, and related services together within one broader ecosystem.

OBS Home describes itself as a real estate agency focused on helping clients discover residential and property opportunities, while its wider platform extends into properties, projects, businesses, investment opportunities, auctions, and exclusive deals. This creates a broader proposition than a conventional property-listing website, connecting real estate activity with business and investment opportunities.

A central feature of OBS Home is its marketplace approach. Users can explore properties for sale and rent, development projects, business opportunities, investment opportunities, auctions, and exclusive deals. The platform also provides search tools designed around location, property type, pricing, size, floors, bedrooms, bathrooms, and amenities, making it possible to explore opportunities according to individual requirements.

The platform's wider ecosystem includes several interconnected areas, including the Global Property Exchange, Global Brokerage Network, Global Developers Alliance, Tourism & Hospitality, Global Investment Exchange, Finance & Capital, Business Auctions, Exclusive Deals Club, Artificial Intelligence & IT, Green & Renewable Energy, and Smart Cities & Sustainability. This structure reflects an approach in which real estate is viewed not as an isolated industry, but as part of a much larger business and investment environment.

OBS Home also presents a range of professional services covering real estate services, travel and tourism, business setup and advisory, finance and capital solutions, exclusive deals, and auctions.

Such a combination can create opportunities for businesses and investors to explore property alongside the wider services and sectors that influence real estate development and investment.

For property owners and developers, the platform provides a pathway to present properties and projects to a wider audience. Its dedicated property-submission function reflects the objective of bringing property supply together with potential buyers, investors, and other participants within the marketplace.

From the perspective of One Business Season (OBS), this ecosystem approach is particularly relevant to the changing nature of global business. Real estate is deeply connected to finance, investment, infrastructure, tourism, technology, sustainability, and international trade. A platform capable of bringing these areas closer together can contribute to stronger business relationships and greater visibility for opportunities across markets.

The international dimension is also reflected in OBS Home's multi-currency functionality, which includes PKR, AED, VND, EUR, and USD, supporting an environment intended to accommodate users engaging with opportunities across different markets.

Ultimately, OBS Home represents a vision of real estate that extends beyond buying and selling property. It seeks to create a connected environment where properties, projects, developers, investors, businesses, financial solutions, and professional services can interact within a broader ecosystem.

As global property markets continue to evolve, platforms that connect real estate with investment, technology, sustainability, and international business networks may become increasingly important. OBS Home is positioning itself within this transformation with the ambition of creating a more connected marketplace for property and business opportunities.

OBH
One Business Home

BUSINESS

OBS TRAVEL: CONNECTING GLOBAL BUSINESS AND TRAVEL OPPORTUNITIES

Travel is no longer simply about reaching a destination. In today's interconnected world, travel brings together business, tourism, hospitality, events, investment, culture, and international relationships. OBS Travel is positioned as a comprehensive digital travel platform designed to bring multiple travel and mobility services together within one connected ecosystem.

The platform provides users with access to a broad range of travel-related services, including hotels, tours, flights, car rentals, events, boats, spaces, and visa-related services. By bringing these categories together, OBS Travel aims to simplify the process of discovering and arranging different elements of a journey through a single digital platform.

Accommodation is a central component of the platform, with users able to search for hotels and other spaces according to destination and travel dates. OBS Travel also highlights special offers and a large selection of properties, giving travelers the ability to explore accommodation options alongside other parts of their journey.

Beyond accommodation, the platform features a dedicated tour marketplace, offering experiences and organized journeys across different destinations. Its current platform showcases travel experiences ranging from city and cultural activities to longer multi-destination journeys, reflecting the growing demand for experiences that go beyond traditional sightseeing.



OBS Travel also incorporates flight and transportation services, allowing users to search for flights based on departure and destination cities or airports. Car rental services provide another layer of mobility, while boat listings extend the platform into marine and leisure travel.

An additional feature is the inclusion of events and spaces, creating opportunities for users to discover and participate in activities while traveling. This is particularly relevant to the wider OBS ecosystem, where business travel, conferences, networking, and international events can play an important role in connecting professionals and organizations across markets.

The platform also provides a visa search function, allowing users to explore visa-related options according to destination country and visa type. Together with flights, accommodation, transportation, tours, and events, this creates a broader travel-planning environment rather than a platform focused on a single component of a journey.

From the perspective of One Business Season (OBS), OBS Travel represents an important extension of the global business ecosystem. International business depends heavily on mobility. Leaders travel to conferences, entrepreneurs explore new markets, investors meet potential partners, and organizations establish relationships across borders. Making travel services more accessible and interconnected can therefore support the broader movement of people, ideas, and opportunities.

The platform's global orientation is also reflected in its destination and travel content, with listings and experiences covering locations across the United States, Europe, and other markets. Its travel-content section further provides destination-oriented articles and travel inspiration for users planning future journeys.

Ultimately, OBS Travel reflects a broader vision of travel as a gateway to global connection. By bringing accommodation, experiences, transportation, events, spaces, and travel-related services into one digital environment, the platform aims to make international movement more convenient while supporting the wider ecosystem surrounding modern travel.

As the global economy becomes increasingly mobile, platforms that connect people with destinations, experiences, businesses, and opportunities will continue to play an important role. OBS Travel is positioned within this transformation, providing a digital gateway for travelers and professionals looking to explore the world and remain connected across borders.

BUSINESS

OBS LIFE: CONNECTING FOOD, AGRICULTURE AND GLOBAL OPPORTUNITY

As global food systems continue to evolve, the future of agriculture increasingly depends on stronger connections between production, technology, investment, processing, logistics, and international markets. OBS Life is positioning itself as a dedicated global platform designed to bring these elements together and create new opportunities across the food and agritech ecosystem.

Operating with a focus on Food, Agriculture, Agritech and the UAE, OBS Life aims to connect farmers, agribusinesses, investors, technology providers, exporters, buyers, and industry experts across borders. Its vision is built around creating a connected environment where businesses can collaborate, develop opportunities, access markets, and contribute to a more efficient and sustainable global food system.

From the OBS perspective, the importance of OBS Life extends beyond agriculture as an individual sector. Food security, international trade, technology, investment, and supply-chain development are increasingly interconnected. By bringing these areas together within one ecosystem, OBS Life seeks to support greater collaboration across the complete agro value chain.

The platform highlights opportunities ranging from sustainable and smart farming to agro-processing, investment, contract farming, cold-chain logistics, import and export, and digital agriculture. Technologies such as AI, IoT, drones, automation, and precision agriculture are also identified as important components of modern agricultural development.

A significant part of the OBS Life vision is its emphasis on global food trade. The platform covers international opportunities across commodities and food products including grains and cereals, fruits and vegetables, spices and herbs, dairy products, plantation products, processed foods, and organic and natural products. It also highlights the importance of sourcing, warehousing, cold-chain logistics, distribution, compliance, and market access in strengthening international food trade.

For OBS, this represents another important dimension of its broader ecosystem vision: creating platforms that connect specialized industries with the people, resources, technology, and markets required for sustainable growth.

OBS Life's vision also places strong emphasis on food security, sustainable agriculture, modern technology, value addition, global market access, and inclusive growth. These priorities reflect the growing need for agricultural ecosystems that can not only increase production, but also improve efficiency, reduce waste, strengthen farmer incomes, and create new opportunities across international markets.

With its global headquarters identified in Sharjah, UAE, OBS Life provides a platform for collaboration, sourcing, investment, international trade, and food and agritech opportunities. Its positioning reinforces the role of the UAE as an important gateway for connecting businesses and markets across regions.

OBS Life represents a vision of one connected global agro network—where agriculture meets technology, investment meets opportunity, and local production can reach international markets.



BUSINESS

OBS TECH: CONNECTING INNOVATION, INVESTMENT AND GLOBAL OPPORTUNITY

Technology is rapidly transforming the way businesses operate, governments deliver services, and economies compete in the global marketplace. Recognizing the importance of this transformation, OBS Tech has been positioned as the technology and innovation pillar of the OBS Global Ecosystem, bringing together governments, enterprises, investors, innovators, startups, universities, research institutions, and technology leaders within one international network.

OBS Tech is built around a clear purpose: connecting technology with business, investment, expertise, and global markets. Rather than functioning solely as an events or exhibition platform, it is designed as a year-round digital and physical ecosystem supporting technology sourcing, business matchmaking, project development, investment facilitation, strategic partnerships, market access, innovation programs, and industry collaboration.

The platform focuses on five strategic sectors shaping the future of technology: AI Systems, Digital Infrastructure, Communications, Aerospace Technologies, and Innovation & Emerging Technologies. These areas encompass artificial intelligence, robotics and automation, cloud computing, cybersecurity, telecommunications, 5G and 6G, satellite systems, aviation, blockchain, quantum computing, software, smart cities, and other future-focused technologies.

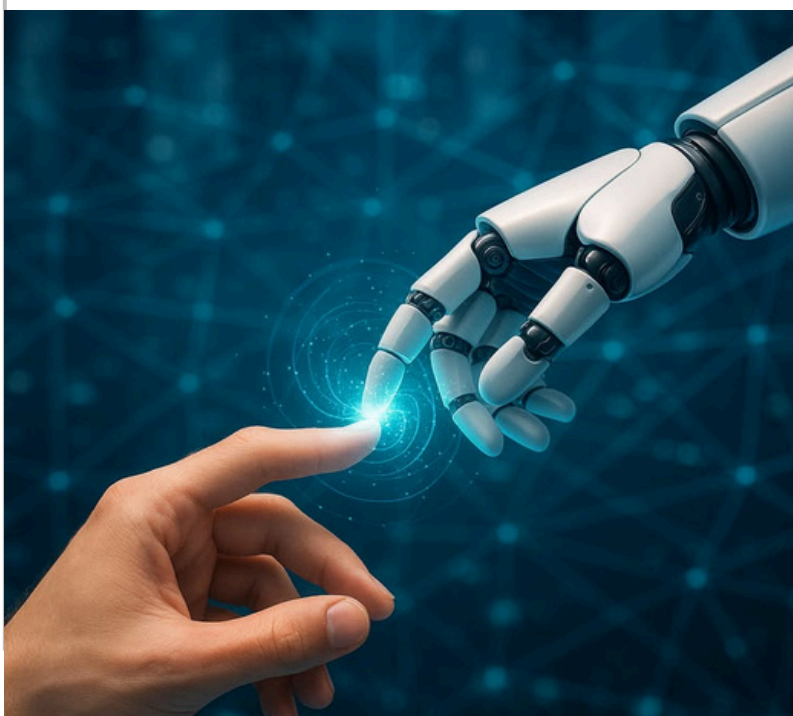
A key component of the OBS Tech vision is its ability to connect technology providers with real commercial opportunities. Through its proposed Global Technology Marketplace, companies can showcase solutions, identify buyers and implementation partners, respond to technology requirements, and explore opportunities in regional and international markets. The platform also supports digital transformation projects by helping governments, corporations, and institutions identify suitable technology providers and develop implementation partnerships.

Investment and market access form another important part of the ecosystem. OBS Tech is designed to connect technology startups, scale-ups, and project owners with investors and strategic partners, while providing support around investor readiness, venture profiling, pitching opportunities, strategic introductions, and potential funding partnerships. Technology companies seeking international expansion can also access country-entry support, distributor identification, government and enterprise introductions, trade missions, and local partnership development.

Knowledge exchange and international engagement are equally central to the platform. OBS Tech's planned programs include technology summits, AI forums, aerospace and satellite forums, cybersecurity roundtables, innovation exhibitions, startup competitions, investor meetings, executive leadership sessions, and technical workshops. These initiatives are intended to create visibility, learning opportunities, strategic connections, and potential deal flow across the technology ecosystem.

From the broader OBS perspective, OBS Tech represents another step toward building an interconnected global business ecosystem. It is designed to work alongside other OBS platforms, connecting technology with finance, business hubs, energy, property, travel, agriculture, health, and global trade.

The long-term ambition is clear: to develop an influential global technology and AI ecosystem where innovation can move beyond ideas and into partnerships, investment, implementation, and international opportunity. As OBS Tech develops its global chapters, partnerships, marketplace, events, and innovation programs, it aims to provide a structured environment for the people and organizations shaping the next generation of technology.



BUSINESS

OBEX – ONE BUSINESS ENERGY EXCHANGE: POWERING ENERGY INVESTMENTS



The global energy landscape is undergoing a significant transformation, creating new opportunities at the intersection of energy, capital, sustainability, and investment. In response to this evolving environment, OBEX — One Business Energy Exchange is positioned as a global platform designed to bring energy markets and investment opportunities together within a unified ecosystem.

With the vision of "Powering Energy Investments," OBEX focuses on connecting key areas of the modern energy economy, including energy trading, carbon credits, green investment, and sustainable infrastructure. The platform aims to provide an integrated environment where energy-related opportunities can meet capital and investment, supporting the development of a more sustainable future.

At the heart of OBEX is energy trading, an essential component of the global energy market. By creating a dedicated business exchange around energy, OBEX seeks to provide a platform through which energy-related commercial opportunities can be explored and developed within a broader investment ecosystem.

Another important area is the growing carbon market. As businesses and economies place increasing emphasis on sustainability and climate-related objectives, carbon credits have become an important part of the transition toward lower-carbon development. OBEX incorporates carbon credits as one of its core areas, reflecting the growing relationship between environmental responsibility and financial opportunity.

Green investment represents another key pillar of the OBEX vision. Investment in sustainable energy and environmentally focused initiatives is increasingly becoming an important part of long-term economic development. OBEX seeks to bring this investment perspective into the energy ecosystem, creating greater alignment between capital, sustainability, and future-focused projects.

The platform also highlights sustainable infrastructure investment, recognizing that the transition toward a more sustainable economy requires significant investment in infrastructure.

From energy-related developments to broader sustainable systems, infrastructure provides the foundation on which future economic growth can be built.

OBEX brings these areas together under one overarching concept: where energy meets capital for a sustainable future. Rather than viewing energy, investment, carbon markets, and sustainability as separate areas, the One Business Energy Exchange presents them as interconnected components of a broader global business ecosystem.

From the perspective of One Business Season (OBS), OBEX represents an important extension of the wider OBS vision—creating specialized platforms that connect businesses, investors, opportunities, and industries. By focusing specifically on the energy and sustainability landscape, OBEX adds an energy-focused dimension to the growing OBS ecosystem.

As the global economy continues to move toward more sustainable models of growth, the ability to connect energy opportunities with investment, carbon markets, and sustainable infrastructure will become increasingly important. OBEX is positioned around this opportunity, with a clear focus on creating a dedicated exchange for the energy investment landscape.

EDITORIAL

THE CONNECTIONS THAT REALLY MATTER IN BUSINESS



BY DR. GRACIELA DE OTO

I have attended more networking events than I could possibly count. Conferences, business meetings, international forums, dinners, receptions, roundtables. I have exchanged thousands of business cards and, more recently, probably just as many LinkedIn connections. Some of those encounters became friendships. Some became projects. A few opened doors I could never have anticipated. And many, of course, went nowhere.

Over time, this has changed the way I think about networking. I no longer believe the objective is to meet as many people as possible. The real value is in meeting the right people — and giving them a reason to remember you.

Years ago, access to international business circles was much more difficult. Geography mattered. Introductions mattered. Being part of a certain organization or knowing the right person could determine whether you entered the room at all.

Today, that room has become much larger.

I can be in Buenos Aires in the morning and have a conversation with someone in Europe, Africa, Asia or the United States before lunch. An entrepreneur running a relatively small business can speak directly with people she might never have been able to reach twenty years ago.

Technology has made the introduction easier.

But there is something technology cannot manufacture: trust. And this is where I think we sometimes misunderstand modern networking.

Connecting is easy. Building a relationship is not. Anyone can send a message on LinkedIn. Anyone can collect hundreds or thousands of contacts. We can attend an event, take photographs with important people and leave with a phone full of new numbers. But how many of those people would answer our call six months later?

That, for me, is a much better measure of a network.

What Women Have Taught Me About Networking

Working with women entrepreneurs has influenced my thinking about this enormously. I have watched women create networks in very different countries and economic environments. What interests me is not simply the size of those networks, but what happens inside them. A woman introduces another woman to a potential client.

Someone shares information about an opportunity. A business owner recommends another entrepreneur even though there is no immediate benefit for herself.

One connection creates another. Eventually, something that began as a conversation becomes a small ecosystem. I have experienced this myself many times. Some of the most valuable professional opportunities in my life did not come from formal negotiations. They began with a conversation, an introduction or someone saying, "You two should know each other." That sentence can be surprisingly powerful. It also reminds us that networking works best when we stop treating every new person as a potential transaction. If I enter a conversation thinking only, What can this person do for me?, I have already limited the relationship. A much more interesting question is:

What could we create together?

Sometimes the answer is business.

Sometimes it is an introduction.

Sometimes it is an idea.

And sometimes there is no immediate answer at all. The relationship simply develops over time. That is perfectly fine. Not every coffee needs to become a contract.

Your Reputation Travels Before You Do

There is another part of networking that I believe has become increasingly important in international business.

Reputation. We live in an extraordinarily connected world. Before meeting someone, we can usually learn something about their work, their organization and their professional history. The same is true for us. Our reputation often arrives at a meeting before we do. This means credibility cannot be built only when we need something.

It is built through small things: keeping our word, answering messages, making introductions, acknowledging other people's contributions and being consistent in the way we treat people regardless of their position. These gestures may seem insignificant. They are not. People remember how we make them feel, but in business they also remember whether they can rely on us.

That is relationship capital. And unlike a list of contacts, relationship capital grows every time trust is confirmed.

Beyond the Business Card

I don't think business cards will disappear completely. Nor will conferences, networking breakfasts or international forums. Human beings will always look for reasons to meet one another.

But perhaps we should stop measuring networking by how many people we meet. A powerful network is not necessarily a large one. It is a network where people answer each other's calls. Where an introduction means something because the person making it has credibility. Where opportunities circulate rather than being guarded. And where relationships survive even when there is no immediate business to be done. Technology will continue to give us extraordinary ways to connect across countries and cultures. But technology can only make the introduction. What happens after that is still profoundly human. Because in the end, the most valuable question in networking may not be Who do you know?

It may be:

Who trusts you enough to open a door — and for whom would you do the same?



FEATURED ARTICLE

THE WORLD IS CHANGING. THE PEOPLE CONNECTING IT ARE CHANGING TOO



By Sadat Choudhary | Canada

Why Canada, Pakistan and the UAE may be part of a much bigger global story The world feels smaller than it did a generation ago, yet somehow more divided. A business can be registered in Canada, operated by people in Pakistan, financed through the Gulf and serve customers on three continents. A young person can study in Toronto, build a professional network in Dubai and launch a technology venture with a team in Lahore. A cultural event can begin in Islamabad and find an audience in Mississauga, London or Abu Dhabi within hours. Borders still matter. But they no longer tell the whole story. Something deeper is happening beneath the headlines of geopolitics, trade disputes, artificial intelligence and economic uncertainty. People are building their own connections across borders, and those connections are increasingly becoming economic, cultural and strategic assets. This is where I see an interesting relationship developing between Canada, Pakistan and the United Arab Emirates. Not because these three countries form some formal geopolitical bloc. They do not. Rather, because each represents a different part of the emerging global ecosystem. Canada represents opportunity, education, technology, institutions and one of the world's most diverse immigrant societies. Pakistan represents people, talent, entrepreneurship, culture and a strategic location linking South Asia with the wider region.

The UAE represents capital, connectivity, logistics, global business and a remarkable ability to bring different parts of the world into the same room. The interesting question is not what each country can do alone. It is what becomes possible when their people begin connecting with one another. We are entering the age of the connector. For much of modern economic history, countries competed primarily by building their domestic strength. Today, domestic strength remains important, but connectivity has become a form of strength in its own right. The most successful global cities are not necessarily those that produce everything themselves. They are the places that connect talent, capital, ideas, technology and markets. Dubai and Abu Dhabi understand this exceptionally well.

Toronto has its own version of that advantage. And Pakistan has something that is often underestimated: millions of people whose lives and relationships already stretch across borders. This is why the diaspora is becoming so important. A Pakistani Canadian is not necessarily choosing between two identities or two economies. Increasingly, that person can participate in both. A Canadian entrepreneur can have a partner in Pakistan. A Pakistani technology company can seek Canadian expertise. A Canadian investor can explore opportunities in Pakistan through trusted relationships. A UAE-based company can become the bridge connecting both markets to the wider Middle East. The world is increasingly being built through these networks. Canada and Pakistan have an opportunity in front of them There is a particularly interesting moment developing in Canada-Pakistan relations. In July 2026, Canadian Foreign Minister Anita Anand visited Pakistan, the first visit by a Canadian foreign minister in almost two decades. The two governments discussed trade and investment, people-to-people connections and a Foreign Investment Promotion and Protection Agreement. They also identified areas including clean energy, mining, critical minerals, agriculture, emerging technologies and sustainability for greater cooperation.

Those developments are important But government agreements alone do not create successful relationships.

People do.

Businesses do.

Universities do.

Cities do.

Entrepreneurs do.

Diaspora communities do.

Canada and Pakistan already have a substantial human connection. More than 300,000 Canadians of Pakistani origin live in Canada, creating a community that understands both countries in ways that no government department or diplomatic mission ever could. That human connection should be treated as an economic and cultural asset. Not as a statistic. Pakistan's story needs to become bigger than its headlines Pakistan has spent years being discussed internat-

-ionally through the language of politics, security and crisis. Those issues are real, but they are not the entire country. There is another Pakistan. It exists in the young software developer working late into the night. It exists in the exporter trying to reach a new market. It exists in the university student who wants an international career. It exists in the family business trying to become a global company. It exists in the artist, filmmaker, designer, engineer, doctor and entrepreneur who sees the world not as a collection of closed borders, but as a network of possibilities. That Pakistan deserves to be seen. And more importantly, it deserves pathways to participate. The country's international future cannot depend entirely on how others describe it. It must also depend on what Pakistan builds, whom it partners with and how consistently it demonstrates credibility. The UAE has become more than a regional hub The UAE's transformation is one of the most interesting economic stories of our time. Its importance today is not simply about oil. It is about connectivity.

Air connectivity.
Financial connectivity.
Digital connectivity.
Logistics.
Investment.
Tourism.
Technology.
International business.

The UAE has deliberately built an environment in which people from very different parts of the world can meet, invest, trade and establish relationships.

Canada clearly recognizes this importance. In July 2026, Canada and the UAE announced the conclusion of negotiations for a Comprehensive Economic Partnership Agreement. Canada identifies the UAE as its top export market in the Middle East, while bilateral merchandise trade reached approximately $3.5 billion in 2025.

The Canada-UAE investment relationship has also entered a new phase. Their Foreign Investment Promotion and Protection Agreement came into force in May 2026, providing a framework intended to give investors greater predictability and protection. These developments tell us something important. The Gulf is no longer simply a destination for Western companies. It is becoming part of the architecture through which global business is organized. That creates possibilities for Pakistan as well. The missing link is often the human relationship.

We talk constantly about trade agreements. We talk about investment. We talk about technology. We talk about artificial intelligence. But behind every successful international transaction there is usually something much less technical: trust. People invest where they have confidence. Businesses expand where they understand the environment. Partnerships develop where people know one another. This is why cultural diplomacy, sister-city relationships, student exchanges, business delegations, media and community engagement deserve more serious attention. They are often treated as secondary activities. I believe they are foundational. A cultural festival may introduce two communities. A student exchange may create a friendship. A business delegation may create a first meeting. A sister-city initiative may create an institutional relationship. Years later, those relationships can produce something much larger. Sometimes diplomacy begins not with a minister, but with two ordinary people sitting across a table and discovering that they have more in common than they expected. Artificial intelligence will not replace relationships There is an irony in the age of AI. We are becoming more technologically connected while simultaneously worrying about becoming less human. Artificial intelligence can translate languages, analyze markets, automate processes and connect people faster than ever. But it cannot completely replace trust. It cannot replace cultural understanding. It cannot replace the credibility that comes from knowing someone personally.

The countries that benefit most from AI will not necessarily be those with the most powerful algorithms alone. They will also be those capable of connecting technology with people, education, investment and international markets

For Pakistan, that means developing talent. For Canada, it means connecting innovation with international opportunity. For the UAE, it means continuing to turn its position as a physical crossroads into a digital and intellectual crossroads. And for all three, it means understanding that technology is a tool. People remain the network. The diaspora is becoming a global economic force Perhaps this is the biggest change we are not discussing enough. Migration used to be viewed primarily through employment, settlement and remittances. That model is becoming outdated. Today's diaspora communities carry something much more valuable: connections. They carry knowledge of markets. They carry languages. They carry cultural understanding. They carry professional networks. They carry family relationships. They carry trust.

FEATURED ARTICLE

A Pakistani Canadian living in Mississauga may have a business contact in Dubai and a manufacturing connection in Lahore. That person is not simply living between three places. They are potentially connecting three economies. The same phenomenon is occurring throughout the world.

Indian, Chinese, African, Arab, Filipino, Latin American and countless other diaspora communities are creating transnational networks that governments are increasingly recognizing as valuable. This could become one of the defining economic trends of the coming decades. Perhaps we need to rethink what diplomacy means Traditional diplomacy will always matter. Governments must negotiate. Ambassadors must represent their countries. Treaties and agreements provide essential frameworks. But diplomacy is becoming much bigger than government. A university can be diplomatic. A business delegation can be diplomatic. A film festival can be diplomatic. A sister-city partnership can be diplomatic. A young entrepreneur introducing two companies from different countries can be diplomatic. A diaspora professional creating a relationship between communities can be diplomatic. This is people-to-people diplomacy. And in a world where political relationships can change quickly, these human relationships can provide continuity. They can survive elections. They can survive economic cycles. They can survive disagreements between governments. Because friendship between people is not the same thing as an agreement between governments. A triangle of opportunity This is where I see Canada, Pakistan and the UAE differently. I do not see them as three countries that need to become closer simply for the sake of diplomacy. I see three very different ecosystems that can complement one another. Canada has talent, education, technology, capital and institutional credibility. Pakistan has a vast pool of human potential, entrepreneurship, cultural influence and geographic relevance. The UAE has capital, infrastructure, connectivity and an international business mindset. The opportunity is to connect those strengths. A Canadian technology company could work with Pakistani developers and access Gulf markets. A Pakistani manufacturer could use Canadian expertise and the UAE as a regional gateway. A UAE investor could discover opportunities through Canadian and Pakistani networks. Universities could develop exchanges. Cities could establish partnerships. Young entrepreneurs could build businesses that operate across all three markets.

Cultural organizations could create relationships that eventually lead to economic cooperation. None of this requires a grand geopolitical declaration.

It requires people willing to connect the dots. The future may belong to those who build bridges The world is entering a complicated period. Geopolitical competition is intensifying. Supply chains are being reconsidered. Technology is transforming employment and business. Countries are looking for new markets and more resilient partnerships. Investors are becoming more selective. At the same time, emerging markets are attracting renewed investor interest, with global capital increasingly looking beyond traditional destinations. In such an environment, countries cannot afford to think only in terms of isolation or competition. They need trusted partners. They need diverse networks. They need people who understand different cultures. And they need institutions capable of turning relationships into practical outcomes. That is why I believe the most important word for the next phase of globalization may not be competition. It may be connection. Canada, Pakistan and the UAE each have something valuable to contribute to that conversation. But ultimately, countries do not connect themselves. People do. And perhaps the greatest opportunity of our generation is to become better at doing exactly that. To build bridges where others see borders. To create relationships where others see differences. To find opportunity where others see distance. And to remember that in an increasingly complicated world, the ability to connect people may be one of the most valuable forms of leadership we have.



FEATURED ARTICLE

FEATURED ARTICLE

MONEY CAN BUY ACCESS, BUT TRUST CREATES OPPORTUNITY

In global business, access has never been easier. A message can reach someone on the other side of the world within seconds, a virtual meeting can connect two companies thousands of miles apart, and a social media profile can introduce a business to an entirely new market. Yet despite all this connectivity, one thing remains difficult to build: trust.

Money can open a door, but trust determines whether that door stays open.

In many business conversations, success is measured through financial investment, market size, revenue, or resources. These are undoubtedly important, but behind almost every successful long-term business relationship is something less visible and far more valuable: confidence in the person or organization on the other side.

A company may have an impressive product, a strong financial position, or an ambitious expansion plan. But when entering a new market, businesses often ask a more fundamental question: Can we trust the people we are dealing with?

This question becomes even more important when business crosses borders. Different cultures, regulations, languages, expectations, and business practices can create uncertainty. In such an environment, a trusted relationship can reduce that uncertainty more effectively than any presentation or proposal.

This is why a genuine introduction can sometimes be more valuable than hundreds of cold emails.

When someone introduces a business leader with confidence and credibility, they are not simply sharing a contact. They are transferring a portion of their own reputation. That makes trust a unique form of business currency. Unlike money, it cannot simply be transferred from one account to another. It has to be earned through consistency, transparency, professionalism, and genuine intent.

The digital age has made visibility easier, but credibility harder.

Today, almost every business can create a website, build a social media presence, publish content, and present itself to a global audience. The real challenge is convincing people that there is substance behind that visibility. Reputation is no longer created only through offices, conferences, and formal meetings.

It is built through every interaction — every message, every commitment, every follow-up, and every promise that is either kept or broken.

This is where relationships become more powerful than transactions.

A transaction may create immediate financial value, but a relationship can create opportunities repeatedly. One trusted connection can lead to another introduction, a new market, a strategic partnership, an investment opportunity, or even an entirely new business idea. Over time, these relationships form something much larger than a network. They create an ecosystem of shared trust and opportunity.



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

This is also why global business communities have an increasingly important role to play. When entrepreneurs, investors, institutions, professionals, and business leaders come together with a genuine willingness to collaborate, the value created goes beyond individual deals. Knowledge is exchanged, cultures are understood, opportunities are discovered, and relationships develop across borders.

OBS – One Business Season reflects this broader idea of connecting business communities and creating an environment where relationships can develop into meaningful opportunities. The real strength of such an ecosystem is not simply the number of people within it, but the quality of relationships that exist between them.

The future of international business will not be built solely by those with the largest resources. It will increasingly belong to those who can build the strongest relationships, maintain credibility, and create trust across boundaries. Because money can create access. Trust creates opportunity.

And when trust is combined with vision, collaboration, and the right global connections, an opportunity can become a partnership — and a partnership can become something much bigger than business itself.

OBS WEEKLY GALLERY















OBS WEEKLY GALLERY















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
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- 50+ GLOBAL PARTNERS EVENTS
- 1,000+ SPEAKERS
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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.

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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.



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