

# The New Globalization

Bengal Chamber of Commerce + Ministry of External Affairs

Kolkata 29 September 2023

Shiv

Globalization will never go away, because natural resources , human capital, financial capital ,economic strength, military strength are not distributed equally.

2022	Country	Export value \$ Bln	Share in world merchandize exports
1	China	3593.6	14.7%
2	USA	2062.9	8.4%
3	Germany	1658.4	6.8%
4	Netherlands	770.3	3.1%
5	Japan	752.1	3.1%
6	Italy	700.3	2.9%
7	South Korea	683.6	2.8%
8	Belgium	636.4	2.6%
9	Hong Kong	611.5	2.5%
10	France	606.9	2.5%

2022	Country	Import value \$ Bln	Share in world merchandize imports
1	USA	3375.9	13.5%
2	China	2716	10.8%
3	Germany	1571.1	6.3%
4	Japan	905.1	3.6%
5	UK	816.3	3.3%
6	France	811.7	3.2%
7	Italy	743	3.0%
8	India	732.6	2.9%
9	South Korea	731.4	2.9%
10	Netherlands	712.8	2.8%

## Top 10 Countries Imports and Exports

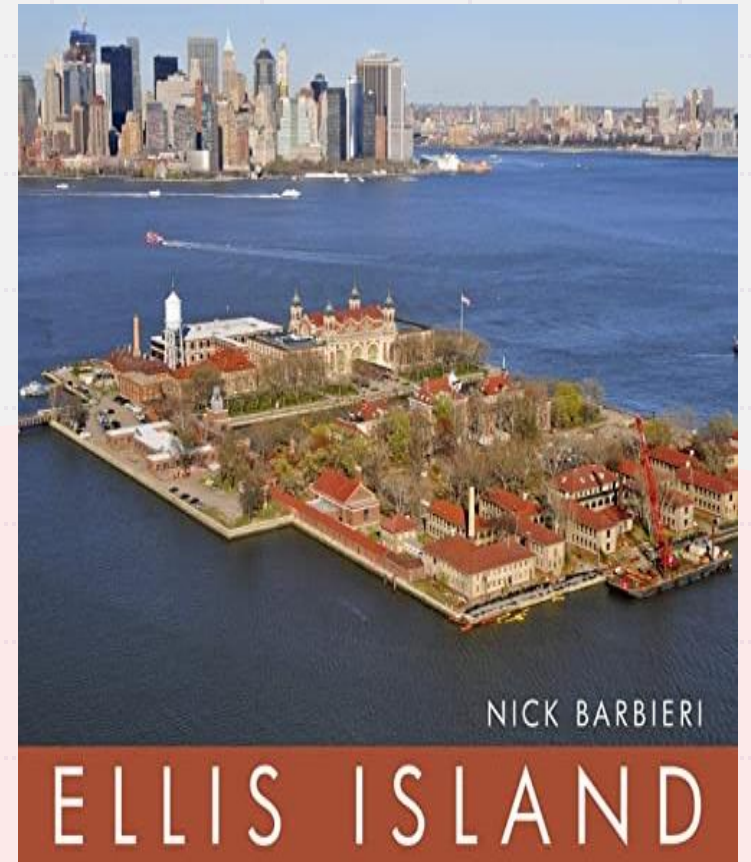
Services Exports: 2022 (US\$ Bn)		Services Imports: 2022 (US\$ Bn)	
USA	928.5	USA	696.7
UK	494.4	China	465.1
China	424.1	Germany	459.2
Germany	411.8	Ireland	372.8
Ireland	355.2	UL	317.1
France	337.2	France	285.8
India	309.4	Netherlands	264
Singapore	291.3	Singapore	258.6
Netherlands	272.9	India	249.5
Spain	168.3	Japan	209.6

# 10 Events/ Forces that shaped globalization



EVENTS

# 1. Immigration starting 17th century - today 300 million immigrants



**TODAY - Job losses unacceptable,  
Retirement age? Workers to  
Retirees ratio**



# 2. Global Universities



29 JULY BENGAL CHAMBER



UNIVERSITY OF  
OXFORD

**TODAY - India needs to establish global standard Educational Institutions that benefit foreign students too.**





# 3. World War 2 1945 onwards



# TODAY - India needs to go up the value chain



**Hollywood**

**MISSION: IMPOSSIBLE**  
**MISSION: IMPOSSIBLE**

**007**

# TODAY - Indian films

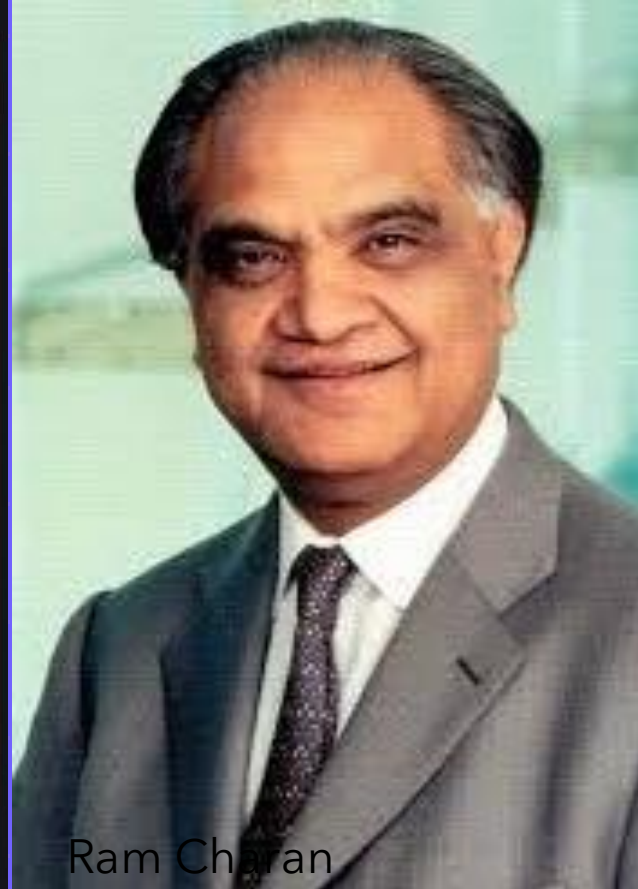




Drucker



Kotler



Ram Charan



CK Prahalad

## 5.1960 s-Management concepts went global Indian Management Gurus rule the roost

## 6. The Oil shock of 1973 Small Japanese cars won



# TODAY -India is home to many auto accessories



# 7. Ali vs Frazier 1974 - Rumble in the Jungle

1 Billion people watched this live







**TODAY -India Pakistan Cricket match - @ 2 billion people watch it live**



## 8. Live Aid for Africa 1985 - global philanthropy, winners rock bands!

# 9. The Gulf War 1991 – 24 x 7 news

**Winner CNN**

CNN

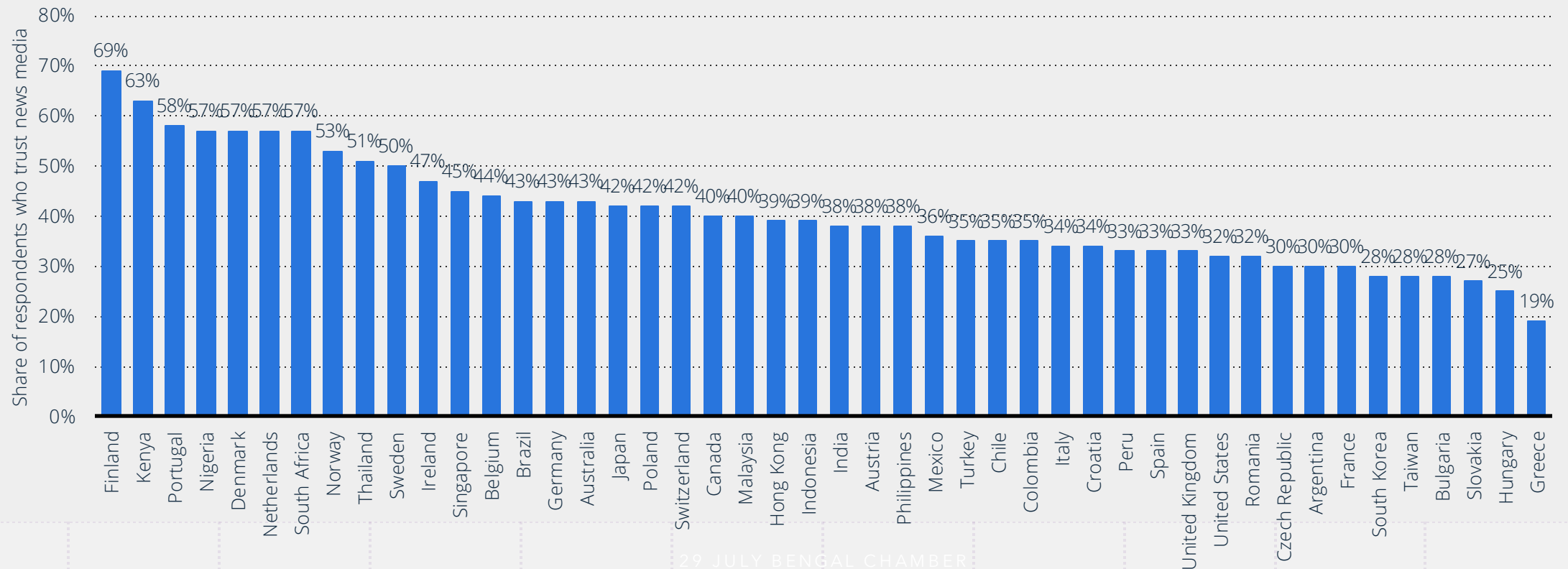
BAGHDAD UNDER  
HEAVY BOMBARDMENT

WING 57TH FBW IN SOUTH WEST ASIA CITY OF BAGHDAD

# Trust in Global media

Share of adults who trust news media most of the time in selected countries worldwide as of February 2023

## Trustworthiness of news media worldwide 2023



# 10. The GSM standard

## Price of Non Standard



**Nationalism > Regionalism > Globalism**

# Nationalism scores

Country	Ranking	% people who think their country is the best
USA	1	41%
India	2	36%
Australia	3	34%
UAE	4	27%
Thailand	5	25%
Saudi Arabia	6	25%
Philippines	7	15%
Indonesia	8	14%
UK	9	13%
Denmark	10	13%
Malaysia	11	11%
Finland	12	11%
Norway	13	11%
Hong Kong	14	8%
Sweden	15	7%

1. Source: World Population Review

# Soft Power

Global Soft Power Index: 2023

Country	Rank	Score
USA	1	74.8
UK	2	67.3
Germany	3	65.8
Japan	4	65.2
China	5	65.0
France	6	62.4
Canada	7	60.7
Switzerland	8	58.5
Italy	9	56.6
UAE	10	55.2
India	28	47.0



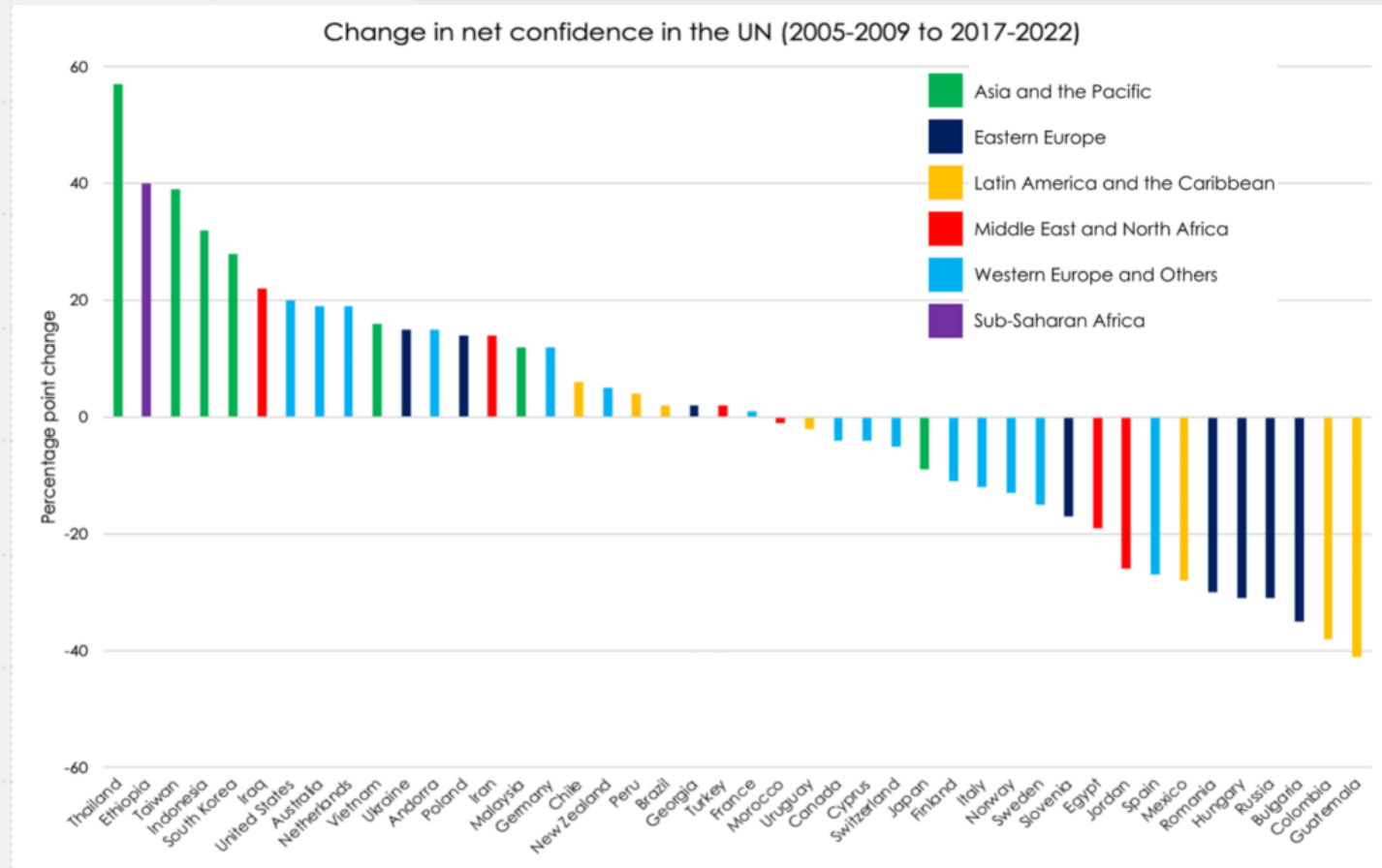
# Passport strength - C B I

## Strongest Passport Rankings: 2023

Country	Ranking	#Access to countries
<b>Singapore</b>	<b>1</b>	<b>192</b>
<b>Germany</b>	<b>2</b>	<b>190</b>
<b>Japan</b>	<b>3</b>	<b>189</b>
<b>France</b>	<b>3</b>	<b>189</b>
<b>UK</b>	<b>4</b>	<b>188</b>
<b>Switzerland</b>	<b>5</b>	<b>187</b>
<b>USA</b>	<b>8</b>	<b>184</b>
China	64	80
<b>India</b>	<b>81</b>	<b>57</b>

# Faith in global institutions Dropping - UN

1. One consistent finding across surveys is that trust and confidence in the UN are generally higher than for other multilateral institutions such as the IMF and International Criminal Court and for regional organisations like EU and African Union



# New Globalization is about



**National Interests**



**Regional co-operation, Alliances**



**Digital power with citizens**



**Soft power**



**Activist consumers, Activist investors**