

A photograph of four business professionals in an office setting. A woman on the left is talking on a mobile phone. A man in the center is smiling and looking at a document. A woman on the right is looking at a laptop. A man on the far right is looking towards the center. They are all dressed in business attire. The background is a blurred office environment with large windows.

# **BUSINESS ACUITIES**

**MARCH 2022**

**INTERNATIONAL BUSINESS**

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# INTERNATIONAL BUSINESS



Some key aspects to consider in international business include:

## 1. Global Economy:



The state of the global economy, including factors such as economic growth, inflation, and exchange rates, can significantly impact international business operations. Monitoring

economic indicators and trends can help businesses make informed decisions.

## 2. Trade Policies:



Trade policies and agreements between countries play a crucial role in international business. Changes in tariffs, trade agreements, and regulations can affect import/export processes, supply chains, and market access. Staying updated on trade policies is essential for businesses engaged in international trade.

### 3. Market Entry and Expansion:

When venturing into international markets, businesses need to consider market research, cultural differences, legal frameworks, and competitive landscapes. Assessing these factors is vital for successful market entry and expansion strategies.

### 4. Technology and Digital Transformation:



Technology continues to shape international business by enabling global communication, streamlining logistics, and providing

access to new markets. Embracing digital transformation can enhance efficiency, customer reach, and competitiveness.

### 5. Risk Management:



International business involves various risks, including political instability, currency fluctuations, legal challenges, and cultural differences. Implementing effective risk management strategies, such as hedging against currency risk or diversifying markets, is crucial for mitigating potential challenges.

## SPECIFIC EVENTS AND DEVELOPMENTS :



the specific events and developments that actually took place in March 2022:

### 1. COVID-19 Pandemic:

The COVID-19 pandemic continued to have a significant impact globally in early 2022. Vaccination efforts were underway in many countries, with some regions experiencing ongoing waves of infections and implementing various public health measures to mitigate the spread of the virus.

### 2. Economic Recovery:

Many countries were focused on recovering from the economic impacts of the pandemic. Governments and central banks implemented various fiscal and monetary policies to stimulate economic growth and support businesses and individuals affected by the crisis.

### 3. Geopolitical Landscape:



Geopolitical dynamics and relationships among nations continued to evolve. Factors such as trade disputes, political tensions, and diplomatic negotiations influenced global affairs.

#### 4. Climate Change and Sustainability:



Climate change remained a prominent concern, with ongoing discussions and initiatives aimed at mitigating its effects and transitioning to more sustainable practices. Climate conferences and international agreements continued to be important focal points.

#### 5. Technological Advancements:

Advancements in technology, including artificial intelligence, robotics, and

renewable energy, continued to shape various industries and societies. The digital transformation across sectors was expected to progress, with innovations impacting areas such as healthcare, transportation, and communication.

#### 6. Sports and Cultural Events:



March is typically a month when various sports and cultural events take place around the world. This could include sporting competitions, festivals, exhibitions, and other events

that contribute to the global cultural calendar.

## GEOPOLITICAL:



**1. Regional Conflicts:**  
Ongoing conflicts, such as those in Syria, Yemen, and Afghanistan, were likely to continue to have geopolitical implications and regional repercussions.

### 2. US-China Relations:

The relationship between the United States and China remained a focal point in global geopolitics, with issues related to trade, technology, and strategic competition shaping the

dynamics between the two countries.

**3. European Union:**  
Developments within the European Union, including discussions around Brexit, migration, and internal cohesion, continued to impact the geopolitical landscape in Europe.

### 4. Middle East:



The Middle East remained a region of interest due to conflicts, political transitions, and economic dynamics, with key players such as Saudi



Arabia, Iran, Israel, and Turkey playing important roles.

## 5. Russia-Ukraine Conflict:



Tensions between Russia and Ukraine have been a significant geopolitical concern, and their relationship continued to be closely monitored leading up to September 2021.

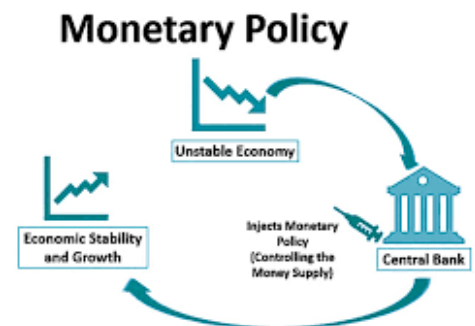
## ECONOMIC IN MARCH:

### 1. Economic Recovery:

Many countries were expected to continue their efforts toward economic

recovery from the COVID-19 pandemic. Governments and central banks were implementing stimulus measures, fiscal policies, and monetary policies to support businesses, boost employment, and encourage economic growth.

### 2. Inflation and Monetary Policy:



Inflationary pressures were being closely monitored. Central banks were expected to carefully manage their monetary policies to balance economic growth and inflation control. The timing and extent of interest rate

adjustments were anticipated to be influenced by inflationary trends.

### 3. Digital Transformation:



The digital transformation of businesses and industries was projected to continue at an accelerated pace. Increased adoption of digital technologies, automation, and artificial intelligence was expected to reshape various sectors and contribute to productivity improvements.

### 4. Trade and Global Supply Chains:

The recovery of global trade and supply chains was expected to continue in 2022, with countries working toward resolving trade disputes and disruptions caused by the pandemic. Diversification of supply chains and reshoring initiatives were also being explored by some nations.

### 5. Sustainable Practices and ESG:



Environmental, Social, and Governance (ESG) considerations were gaining importance in the business

world. Companies were expected to focus on sustainable practices, ethical investments, and ESG reporting to meet changing consumer preferences and regulatory requirements.



