# MAGAZINE BUSINESS



America, Special

ISSUE 5

INFLUENCE



#### MAESTRO





## THE TSUBA

#### The Tsuba Blue timepiece

The first Tsuba timepiece, the Tsuba Blue, combines vintage wristwatch elements with modern materials. Its classic index and hands are enhanced by sapphire printing techniques, creating visual depth through reflections on the lacquer beneath the sapphire. The blue color evokes the blued steel seen in vintage watches.



#### The Tsuba Dong Son

The Tsuba Dong Son draws cultural influence from both Vietnamese and Japanese history. Tsuba Dong Son is a limited edition commemorating the 80th anniversary of Vietnam's National Day.

The 18K gold dial of the timepiece features graphical concentric symbols from Dong Son drums, paired with shaped hands bearing the forms of Dong Son spears and daggers. Discovered by archaeologists in 1924, the Dong Son culture was a Bronze Age civilisation that flourished in northern Vietnam between 1000 BC and the first century AD

Contact:

Switzerland: https://www.ps-horology.com

Vietnam: Miluxe Boutique

8B Hai Ba Trung Street, Hanoi

Tel: 024 39348989

#### GLOBAL B2BUSINESS MAGAZINE





## TSUBA TECHNICAL SPECIFICATION

The case is made in Le Locle, Switzerland from 316L stainless steel. Both front and back glasses are made from sapphire and the case is water resistant to three atmospheres. From 3 to 9 o'clock across the case excluding the winding crown the case measures 38.3mm and it is 8.91mm thick. The movement is made by Vaucher Manufacture in Fleurier, Switzerland, calibre 5401 with micro-rotor automatic. It measures in thickness 2.60 mm and in diameter 30.00 mm (13 %"). The number of components is 176, and the number of synthetic jewels 29 with a personalised tungsten micro-rotor, turning on a ceramic ball race. The power reserve lasts 48 hours, and the balance wheel is free-sprung. Balance frequency 3 Hz (21.600 A/h). The integrated bracelet has a butterfly deployment buckle.

Contact :Website:www.pshorology.com Email: horology.peter@gmail.com

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## HILAIRE HUBERT

## EDITOR-IN-CHIEF OF GLOBAL B2BUSINESS MAGAZINE

Dear readers,

We are honored to present this special issue of Global B2B Business Magazine, dedicated to an undeniable global leader: Donald Trump. Under the title "Donald Trump: The Global Leader and His Unmatched Influence", we explore the impact of this former U.S. president on the international stage, with in-depth analysis and reflections from experts Frank Khalifa and Morgan Palmer.

In this first section, Frank Khalifa, a Doctor in Law and Political Science, provides a detailed analysis of Donald Trump's return to the global stage, highlighting his political strategies and their lasting influence. Then, Morgan Palmer, strategic intelligence consultant and media executive, examines Trump's impact on the redefinition of the world order, particularly in the economic and geopolitical sectors.

But beyond this focus on Donald Trump, this issue delves into key sectors through exclusive interviews and analyses from influential experts in their respective fields. Here is a preview of the personalities shaping the world of tomorrow:

Robert Richards, CEO of Moonexpress, the titan of space exploration, offers a unique perspective on developments in the space sector. He discusses the impact of Moonexpress on space exploration and the future of commercial lunar missions.

Philippe Mariani, from Sophia Antipolis Technopole, talks about the impact of technological innovations in Europe and how the region is positioning itself as a global leader in innovation and new technologies.

Éric Villalonga, from Monaco Green Energy, unveils Monaco's ecological initiatives, and how the principality is standing out as a major player in the global energy transition.

Rashid Al Kamali, expert in sports marketing and new technologies, shares his views on the evolution of the sports and technology industries, and how these sectors are shaping the future of the Middle East and Africa.

Liliana Bakayoko, an attorney specializing in international business, explores contemporary legal issues, particularly in the areas of responsible governance and legal innovations on a global scale.

Thione Niang, a Senegalese entrepreneur and advocate for sustainable development in Africa, shares his projects for empowering African youth and promoting sustainable solutions in agriculture and renewable energy.

Stéphane Bernard and Cyril Cassignol, co-founders of RezzO Telecom, discuss their innovative solution that redefines resource management in the telecommunications industry.

Xavier Chauvin and Jean-Christophe Cloetens, founders of Datagenese, offer their perspective on cybersecurity and data protection in the digital age.

Mbaye Mangara, a Senegalese entrepreneur, talks about his company Monaco Black Car and his commitment to education and professional development in Africa.

René Marre, a culinary expert, analyzes the global gastronomic revolutions, explaining how innovation and cultural fusion are transforming the culinary industry. René will now contribute to each issue of Global B2Business Magazine, providing insights on the evolution of gastronomy and its impact on business and global culture.

This issue highlights the most influential voices on the global economic, political, and technological scene, offering a comprehensive analysis of current trends and challenges. The contributions of these visionary leaders will guide you through essential topics that are shaping the future of our planet.

Enjoy reading, and thank you for following Global B2B Business Magazine in this intellectual and exciting journey.



# REMAPPING THE WORLD ORDER: A GLADIATORS///A TCH

Since the dawn of modern international relations, a barely concealed supremacism has dictated the rules of the game. Some have self-proclaimed themselves as the "international community," relegating billions of human beings to mere spectators of the world's march forward. Those who today curse the arrival of a new American administration should first question themselves:

- 1. Have they ever challenged their own European hegemony over the dominated peoples?
- 2. Have they been outraged by their institutionalized arrogance, presenting themselves as the sole universal moral standard?

Let's take a quick look at UN institutions. Can we deny that organizations like the WHO have become instruments serving private conglomerates? If these entities are now wavering, is it truly a tragedy for humanity? These structures, meant to embody universality, have too often become accomplices to a unilateral and destructive vision of the world.

The strongmen of yesterday claim that democracy is threatened by Trump's rise. But what democracy are they referring to? The democracy of "double standards," of military interventions justified by hypocritical pretexts? The "world order" imposed through sanctions and destabilization? Do the Atlanticists and their "deep state" have any moral lessons to give the rest of the world, when violence has always been their language and chaos their tool? One of their projects has been to dismantle the traditional family model and elevate rather curious, provocative minorities as the standard-bearers of a so-called modernity.

BY Morgan Palmer
Strategic Intelligence Consultant
Media Executive
morganpalmer1977@gmail.com

Under their leadership, humanity has been impoverished through artificial inflation, orchestrated from plush salons like those of Davos. And now, when another powerful actor dares to challenge their hegemonic cartel, what should the eternally oppressed do? Shed tears in a concert of lamentations?

But let's not be mistaken: Trump's challenge to the established order is not merely about his personality but about his courage to stand up to entrenched powers that have long ruled with an iron grip while masquerading as champions of democracy. His administration's stance against globalist control, his focus on national interests, and his call to reassess the status quo have sparked necessary debates. He has become a symbol for those who are fed up with corruption and exploitation disguised as international cooperation.

Far from being a tyrant, Trump is a gladiator in this modern arena, ready to battle against forces that have long dictated the course of history. His leadership, often unconventional and misunderstood, represents the awakening of millions who believe in sovereignty, freedom, and the right to determine their own future without external interference. In this globalized world, where every nation has a voice and every citizen a choice, Trump's rise is a reminder that change is possible—no matter how unsettling it may seem to those who have thrived under the old order.

Let them hold on, for it is through the clash of gladiators that true progress emerges.



## THE RETURN OF "THE ELECTED ONE" TO THE GLOBAL POLITICAL AND ECONOMIC SCENE

GLOBAL B2BUSINESS MAGAZINE

The Return of "The Chosen One"!

It is in the Rotunda of the Capitol, in Washington, D.C., amid an exceptional polar cold, four years after the assault on the very same place on January 6, 2021, by protesters contesting the results of the 2020 U.S. presidential election, that Donald Trump will take the oath of office during the inauguration ceremony. On January 20, 2025, he will officially become the 47th President of the United States, following his victory over Kamala Harris on November 6.

At that moment, everyone will likely have in mind the image of the candidate with a bloodied face, a survivor of an assassination attempt on July 13, 2024, in Butler, Pennsylvania, during a political rally. Breaking free from the security team's melee, he raised his right fist in a victorious gesture and shouted to the world three times: "Fight! Fight! Fight!"

For all his supporters, Donald Trump is more than ever "the chosen one," blessed by divine Providence to overturn the global economic and political order. But Trump's baraka is, above all, his incredible energy to shake up the status quo and surround himself with figures like Elon Musk, who want to "turn the table" by challenging the weak and evasive statements of political leaders from the Old Continent. Their goal: to curb and put an end to the woke and anti-Zionist tsunami that emerged within American and European universities, infiltrated by Islamo-leftist ideology.

The deceitful statements of pseudo-politicians and far-left revisionists have managed to inflame the streets, particularly within the Palestinian movement, and to flood social media with hatred.

The rewriting of human history, in its crude attempt to delegitimize the very existence of the State of Israel within diplomatic circles and across social media, has unleashed waves of anti-Semitism and anti-Zionism—sentiments that were mistakenly believed to have been consigned to the dustbin of history. This revisionism blatantly disregards the two-thousand-year-old failure that was Auschwitz and the particularly cowardly and bloody terrorist attacks against Israel on October 7, 2023.

However, a lie may spread and multiply, but it never becomes the truth! Even before the future president-elect takes office, the Trump effect has already been felt. On January 7, 2024, during a press conference at Mar-a-Lago, his Florida residence, negotiations for the release of hostages accelerated, leading to a fragile and temporary ceasefire agreement. This truce came at the cost of a highly unbalanced exchange: hostages —whether alive or not—were traded for terrorists imprisoned in Israel for serious crimes. Meanwhile, countless young heroes and heroines sacrificed their lives in fierce battles in Gaza, Lebanon, and elsewhere, securing Israel an undeniable military victory.

Trump has spoken: if the hostages are not released by the day of his inauguration, "hell will break loose in the Middle East."

But could Trump also reshape the game on other geopolitical and economic fronts, particularly regarding Russia and China?



#### Make america great again!

It is widely known that Ukraine derives its main economic strength from agriculture (accounting for 15% of the national GDP and 20% of jobs). The country is the world's leading exporter of corn (15% of global supply), rye, and sunflower oil (50% of global production). It also ranks second in barley and sorghum exports, third in malt and oats, and fourth in wheat exports to the European Union (12% of global wheat production).

But Ukraine is also a nation of brilliant minds, fueling the rise of tech unicorns.

...and startups listed on NASDAQ in fields such as maintenance, civilian logistics, and military intelligence, targeting, surveillance, reconnaissance, counter-disinformation, weapon system automation, satellite image analysis, GPS data processing, voice recordings, and more.

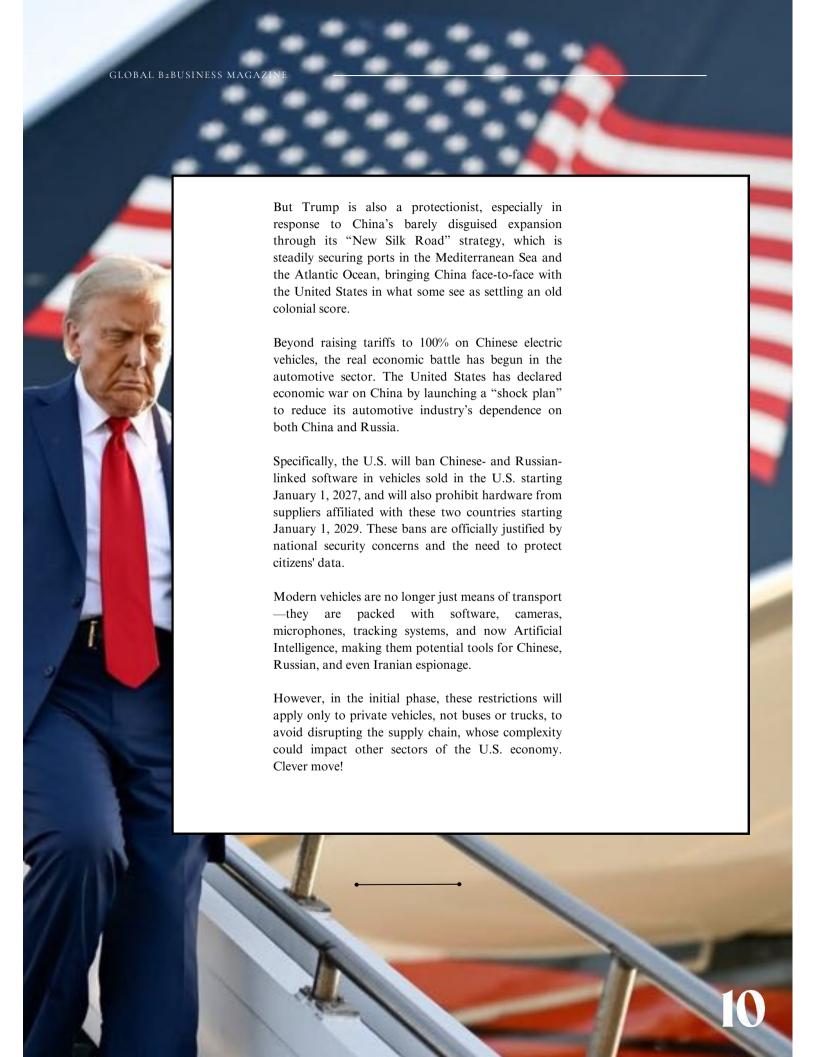
It becomes clear why Putin, under the pretext of NATO's expansion to Ukraine's borders, launched his aggression, unwilling to let go of what he saw as his prize, destined—in his eyes—to join the decadent Western civilization.

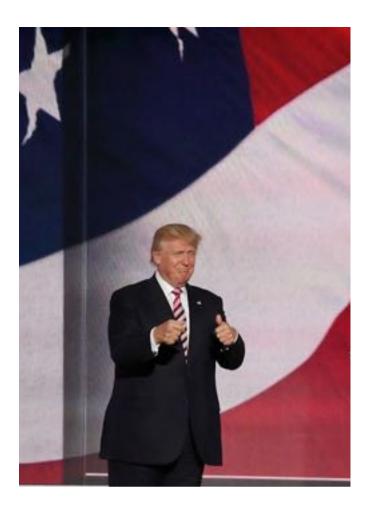
As a candidate, Donald Trump promised to end the war in Ukraine within 24 hours. But can his strategy truly shift the balance between Moscow and Kyiv?

Trump is not a pure isolationist—his Make America Great Again agenda remains a constant priority. While Biden's economic record has been generally positive, with most U.S. indicators in the green including economic growth around 3% (nearly twice as high as in the Eurozone), 16.5 million jobs created, and an unemployment rate of 4.2%—rising prices have become a major concern for Americans. This issue even played a crucial role in Trump's election victory.

In October 2024, U.S. inflation rebounded for the first time since March, reaching 2.6% year-over-year, up from 2.4% in September, surpassing the 2% target. Housing prices alone accounted for more than half of the monthly increase, while core inflation (excluding food and energy) stood at 3.3% year-over-year.

The surge in prices since 2021 has been a key factor in Trump's election, as 9 out of 10 voters expressed serious or moderate concerns about food costs, and about 8 out of 10 were worried about healthcare, housing, and gas prices. As a result, many punished the Democratic Party, seen as responsible for this inflation—now widely referred to as "Bidenflation."







Finally, regarding the complex relations with Europe, it is important to note that while the United States is the largest military and financial aid provider to Ukraine, having transferred 88 billion U.S. dollars to Kyiv, with Germany trailing behind with 15 billion dollars, Trump and the Republican camp question these transfers and believe they should decrease so that the European Union can take over and compensate for the shortfall.

However, while the European Union is "bravely" willing to take the lead, according to the remarks made by the European Union's foreign policy chief Kaja Kallas, the intentions of the European Commission may indeed face greater caution from several EU member states, constrained by political and economic tensions and by public weariness over the conflict and the incompetence of their political leaders. This is evident in France, where President Macron will not be attending the inauguration of the future President Trump.

In fact, it will be far-right figures, such as Italian Prime Minister Giorgia Meloni, Hungarian Prime Minister Viktor Orbán, Argentine President Javier Milei, and even Louis Aliot, vice president of the National Rally, who will be at the forefront of the inauguration ceremony.

Has the tide turned? It seems that the return of the "chosen one" to the political and economic scene is already a sign of a radical shift in the course of the global economy.



#### DR. FRANK KHALIFA

A certified senior professor of Economics and Management, holding a PhD in Political and Legal Sciences, and serving as a parliamentary assistant in France. frank.khalifa@gmail.com



Folk Form was conceived from a profound love for East Asian cultural heritage, with a special focus on Vietnam, and a desire to connect traditional values with the modern world. We believe that every motif, every historical relic, and every folktale holds a meaningful message about life, humanity, and nature. Folk Form was born to breathe new life into these cultural values, transforming them into an endless source of inspiration for a unique, sophisticated, and meaningful lifestyle.





Weave stories in patterns, weave passion into life.

# Global B2Business Magazine

# EXCLUSIVE INTERVIEW: ROBERT RICHARDS, THE TITAN OF SPACE EXPLORATION



ROBERT (BOB) RICHARDS IS A VISIONARY ENTREPRENEUR AND A DOMINANT FORCE IN SPACE EXPLORATION. AS THE CO-FOUNDER AND CEO OF MOON EXPRESS, HE IS DRIVING HUMANITY'S EXPANSION BEYOND EARTH, UNLOCKING THE MOON'S POTENTIAL FOR SCIENCE AND COMMERCE. A FOUNDING ARCHITECT OF THE INTERNATIONAL SPACE UNIVERSITY AND SINGULARITY UNIVERSITY, HE HAS SHAPED THE MINDS THAT WILL LEAD THE FUTURE OF SPACE. HIS CONTRIBUTIONS, INCLUDING WORK ON NASA'S PHOENIX MARS MISSION, HAVE REDEFINED THE LIMITS OF HUMAN AMBITION. WITH RELENTLESS INNOVATION, RICHARDS CONTINUES TO SHAPE THE DESTINY OF INTERPLANETARY EXPLORATION.

#### 1-Would you please give us an overview of your background?

While people usually associate me with the space industry and Singularity University, my roots are actually in music and entertainment, born to two professional musicians and growing up in and around the music industry in Toronto, Canada. I've been a parallel entrepreneur since I was a kid, with business ventures that have spanned space, music, entertainment, digital media, retail, hospitality, automotive, communications and publishing. Since a young age, I've been driven primarily by a passion for space exploration and the vision of humanity becoming a spacefaring, multiworld civilization. In many ways I'm an orphan of Apollo, part of a generation inspired by humanity's first steps on another world, only to have our Star Trekkie dreams collapse with the abrupt end of the Apollo program that had not been driven by vision, but by Cold War superpower politics. Disillusioned but disheartened, I became a student space activist while studying engineering, finding my way to graduate studies in space science at Cornell University where I became special assistant to Carl Sagan, who had inspired me with his Cosmos television series and became one of the most influential mentors in my life. Along the way I became a founder of several space organizations, including the International Space University (ISU), and launched a number of space companies on the bleeding edge of commercial space development, but ultimately partnering with NASA and other space agencies on missions to Mars, asteroids, and most recently, the exploration of the Moon, coming full circle back to my childhood inspirations.

## 2-We are all aware of your love and expertise in regard to our solar system and in particular the Moon. Can you tell as about it?

A not so alien looking world. Inspired by Carl and the renaissance of planetary science underway, my graduate work at Cornell was drawn to a corner of space science called 'comparative planetology', a macro-science of how planets work. Somewhat ironically, it was my passion for Mars that led me to rediscover the Moon, not for the science or the politics, but for the economics. In 2001 I had begun a new commercial space odyssey through a partnership with Canadian scientist-entrepreneur Alan Carswell and his company Optech to adapt their world leading lidar technology to space applications. In 2004 we were selected by NASA to provide an atmospheric lidar instrument to the Phoenix Mars lander mission that was planned to launch in 2007. Its primary goal was to study the history of water on Mars to help explain the planet's past climate change. Mars has been very Earth-like in its early history, but devolved into a frozen desert world for reasons that were largely a mystery.



With backing by the Canadian Space Agency and broad participation of scientists and industry across Canada, we designed and developed a \$30M toastersize lidar weather station that put the Canadian flag (and the first laser light show) on Mars. The Phoenix Mars mission checked a huge personal bucket list box, but also opened my eyes to the massive costs of government approaches to space exploration. Although considered a bargain by NASA standards, the \$420M Phoenix mission was driven largely by expansive government oversight and cost-plus contracts to large aerospace companies. For our part, we participated as a commercial partner under a fixed price contract with a small profit margin, but it was a one-off thing, not a viable business, and I started looking for business models for space exploration where commerce could become the driver. Then one moonlit night in the Mohave Desert I looked up at the Moon after taking it for granted for so many vears. I had just witnessed the dramatic winning of the \$10M Ansari XPRIZE for the first private spaceship flights to space, an awe- inspiring achievement of aviation pioneer Burt Rutan, backed by billionaire entrepreneurs Paul Allen and Richard Branson, who were also orphans of Apollo, except for the billionaire part. Fellow Canadian space enthusiast Jim Cameron was there, and music legend Quincy Jones, and Elon Musk, at that time a newcomer to the space industry who was working toward the launch of his first rocket with his crazy Mars-inspired start up called SpaceX - a lot of Apollo orphans, witnessing science fiction become reality in the birth of private spaceflight. That incredible and historic day, envisioned and made possible through the relentless passion and perseverance of my ISU co-founder and XPRIZE founder Peter Diamandis, fundamentally changed the notion of space as a government realm and opened it up to entrepreneurial visions and ventures.

Following the successful flights of SpaceShipOne, Peter was looking for a new XPRIZE space challenge to offer, but engendering the birth of personal spaceflight was proving to be a hard feat to top. XPRIZEs are about incentivizing private sector technology breakthrough's leading to new commercial opportunity, not government funded programs, so it wasn't obvious where to raise the bar from the first private spaceship sparking a new commercial spaceflight industry. Meanwhile, working closely with scientists on the Phoenix Mars mission, I'd been hearing some buzz about growing evidence of water on the Moon, which was surprising to me as I had come to view the Moon as a barren bygone world... From a transportation perspective, water is like the oil of the solar system. It can easily be broken down into hydrogen and oxygen, which are basic ingredients for rocket fuel. So if there really was a significant amount of water on the Moon, it would effectively be a gas station in the sky that could change the economics of space travel, maybe even bringing it within reach of venture capital and private sector business economics. Maybe...

So in 2005, with the Phoenix lander well on its way to study water on Mars, and intrigued by the notion of water on the Moon, I convened an International Lunar Conference and invited the worlds leading lunar scientists and space agency officials to Toronto for a week to present the latest lunar news and discuss the value of a return to the Moon. To my surprise, everyone came. Over 300 delegates arrived from every spacefaring and space-aspiring nation, including Apollo heroes Buzz Aldrin and Jack Schmitt and a 30-member delegation from China. During that week I learned that there was indeed strong and growing evidence of water on the Moon, mostly in the form of ice concentrated at the poles, like Earth. But that's not all. I also learned that in the decades

since the Apollo era, robotic spacecraft had amassed evidence of natural resources of minerals and metals on and below the lunar surface, again very similar to Earth. But one of the strongest economic arguments was presented by my long time friend and Apollo 17 astronaut geologist Jack Schmitt, who had discovered evidence for himself as the first and still only scientist to explore the lunar surface. After returning from the Moon on what turned out to be the last Apollo mission, Jack became the leading proponent of Helium-3, an isotope of Helium that could fuel a practically limitless supply of clean fusion energy for planet Earth. He reasoned that He3, rare on Earth but abundant on the Moon, could be an economic game changer for the development of the Moon and the future of humanity. Peter gave the closing banquet keynote showing the lunar community how the Ansari XPRIZE had redefined the possible in private space travel. By the end of the week I had become convinced that Earths' sister world had massive and transformative economic potential, if the resource reserves could be proven and the transportation costs could by radically reduced. It was a classic business model very familiar to the mining industry. The idea of mining the Moon had been around in science fiction for decades, but now with the mounting evidence of water and valuable minerals and potential energy resources on the Moon, there was a potential business plan. Peter was convinced as well, and the next XPRIZE was developed as a lunar prize for the first private robotic lander to successfully land on the Moon, a high bar that had only been accomplished by government superpowers. Google founders Larry Page and Sergey Brin agreed to fund a \$30M prize purse, the largest in history, and the Google Lunar XPRIZE was announced in 2007. My first lunar company, Odyssey Moon, was the first to register. So thus began my journey to promote the Moon as Earth's '8th continent' amidst portents of a global Moonrush. After struggling to find lunar venture capital out of Canada, I moved to the US, learned the ways of Congress and NASA, and worked the corridors of politics while working the engineering with my second commercial lunar company 'Moon Express', partnered with the NASA Ames Research Center in Mountain View, California and venture funded primarily out of Silicon Valley (where the term 'Moonshot' refers to a bold idea...).

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View, California and venture funded primarily out of Silicon Valley (where the term 'Moonshot' refers to a bold idea...). A few years later, we had a lunar lander prototype design that we needed to build and test, and Florida offered us some economic development incentives to relocate the company to the 'space coast' where we had been offered the use of Cape Canaveral Launch Complex 17 as an engineering and test range. It was another full circle, since LC-17 was where the Phoenix mission had launched to Mars a decade earlier. So we switched coasts and thanks to a partnership with the NASA Kennedy Space Center, conducted the first ever test flights of a commercial lunar lander prototype at the Shuttle Landing Facility. Space shuttles had stopped landing a few years earlier, so it was a great place to test the vehicle's landing and 'hopping' capabilities.

After the tests, NASA placed our little 'MTV-1' robolander on display at the Kennedy Space Center Visitor Complex in a commercial partner exhibit adjacent to the 'rocket garden' where my earliest childhood memories of space-inspiration live. It's hard to express the gratitude, honor and privilege of having NASA's support. NASA is the most active US federal agency in partnering with the private sector. The commercial space industry that we see today wouldn't exist without NASA's mentoring and support. After solving some regulatory hurdles in Washington, DC, in 2016 the US government awarded Moon Express the first ever national authorization for a private mission to the Moon. It was new policy territory for the United States, going where no lawyer had gone before, with no governing laws or regulations in place or forms to fill out. It had taken a year of intergovernmental meetings in and around the US federal agencies and two Congressional testimonies to work out a way to do it. Our 'mission approval' framework is still used today to patch gaps in US policy for private space missions beyond Earth orbit.



#### 3-Today it seems like your entire attention is turned toward our planet Earth. Why is that?

Yes, full circle again. The Moon is back in style and in good hands these days, and my bet is on the first human mission to Mars launching within this decade, thanks to Elon and NASA. So after many years focused on these other worlds my attention has turned back to our home planet Earth. I always thought that our Earth-bound civilization would find its way and that humanity's existential imperative was to blaze trails to the stars to secure our long term future. But while I was pursuing ventures to other worlds, a lot of things changed back here on planet Earth. Human civilization is becoming increasingly threatened by anthropic catastrophe and for me the near term existential priority has become to help secure life as we know it on our home planet.



4 -How do you see Earth in a close and far future?

On a planetary scale, Earth is going to be just fine in the near term and long term. Earth has survived far worse than we humans - at most we could be considered a surface nuisance. Earth has gone through many phases of cataclysmic change and renewal throughout its multi-billion year life, and in each planetary epoch, life in general has adapted and found a way to survive and thrive. So the existential question is not about the planet, but about the planet's habitability for we humans. THAT's a different question. We need the planet. The planet doesn't need us. I believe that on a human timescale, the near term future of Earth will be what we choose to make it. The bad news is that we humans are currently contributing to the acceleration of a changing climate that's already impacting us and life on Earth as we know it. The good news on the other side of that coin is for good or bad, we humans have knowledge and technology that can impact Earth's climate. That's quite an incredible concept to me. We humans are now capable of planetary engineering. So to me the only near term existential question is if and when we humans will choose to reimagine a future that's in balance with the planetary environment that we depend on.

## 5-Now I want to go to more specific topic. I know that water has alway been of great interest to you. Can you tell us why?

Earth is a water planet. I've called water the oil of the solar system from an energy perspective, but it's also the fundamental basis of life as we know it. The presence of water is one of the first questions we have about other worlds, and much of our exploration of the solar system is driven by it, because where there's water, there could be life. What's unique about Earth is that to our knowledge it's the only planetary body in the solar system where water exists simultaneously and abundantly in all three of its natural states - liquid, ice and vapor supporting a diverse and complex ecosphere. So it's not so much the question of water itself as one of the complexity of life on Earth that water supports. From the planetary habitability perspective, healthy water ecosystems lead to healthy planetary environments and healthy inhabitants. Water is also one of the most prevalent and impactful 'greenhouse gasses' that contribute most to planetary heating and cooling. In some ways water is more impactful than carbon in the planetary thermostat system that regulates climate volatility. Oceans play a crucial role in mitigating climatic extremes by acting as the Earth's largest heat sink, absorbing roughly 90% of the excess heat generated by greenhouse gas emissions and helping to regulate global temperatures. Oceans also function as a significant carbon sink, absorbing a large portion of carbon dioxide from the atmosphere primarily through dissolving carbon dioxide in seawater, a process that is supplemented by the photosynthesis of marine algae on the ocean's surface.

So, on a planet that's two thirds water, no planetary housekeeping plan would be complete without attention to Earth's oceans and fresh water systems.





6-To which mission are you dedicating your time at the moment?

For all these reasons, I am now on a 'Mission to Planet Earth', applying what I've learned from other planets to try to understand our own home world and the comparative factors that are contributing to accelerating climate turbulence and an unnatural imbalance. From a macroscopic perspective, looking at the Earth and our economic dependencies as a system, I find it strange that while nature seeks balance and a diversity of life, we humans have developed a global economy based on imbalance and non-living things. However I am also seeing existential opportunity for an economic paradigm shift that's in alignment with nature and an abundant human future. This is what's inspiring me at the moment the possibility that humanity can become symbiotic with the planet, and that maybe, just maybe, a nature-positive global economy is a viable concept and not just science fiction. So this is where I am dedicating my time at the moment, mostly through PlanetaryX - an impact venture exploring regenerative finance blended with natural capital and traditional market-based economic mechanisms to incentivise the preservation and replenishment of Earth's natural assets while supporting monetary stability and growth aligned with nature. It sounds like science fiction, so in my experience that means it's possible.

> By Aldo Belkouar Journalist for Global B2Business Magazine



EXCLUSIVE INTERVIEW WITH PHILIPPE MARIANI, HEAD OF INTERNATIONAL RELATIONS AT THE SOPHIA ANTIPOLIS FOUNDATION"

A key figure in the international development of Sophia Antipolis, Philippe Mariani works to strengthen its global influence by fostering collaborations between research institutions, businesses, and startups. Committed to technological innovation, sustainability, and ethical development, he shares in this exclusive interview his vision for the future of the Technopole and the strategies that sustain its role as a leading innovation hub in Europe.

## 1.Sophia Antipolis has been at the forefront of technological innovation in Europe for several years. How do you see the role of the Technopole in shaping the future of innovation, and what are the main priorities you are focusing on for its growth?

Sophia Antipolis has indeed been a major player in Europe's tech scene. We intend to play a pivotal role in shaping the future by leveraging and contributing to key mega trends. Our unique ecosystem, combining research, industry, and a focus on ethical development, positions Sophia Antipolis as a key player in driving global advancements.

We are keen to be a strong player on the international scene, leading on these innovation mega trends, seeking a significant impact in areas such as the Internet of Things (IoT), Sustainable Biotechnology and Healthcare, Automotive & Transportation, Smart Cities, or Cybersecurity.

We seek to contribute significantly to the development of sustainable technologies. I was recently in South Korea as a keynote speaker at a world conference for Green Tech and its impact on society. I noticed that other innovation hubs in the world are actively developing research into renewable energy, energy efficiency, and circular economy models, as well as fostering startups that are developing green solutions.

## 2.With the rise of artificial intelligence and rapid technological advancements, how do you envision the future of innovation at the Technopole, and what role will AI play there?

Sophia Antipolis, as the leading European science & technology hub, isn't just riding the wave of the intelligence revolution – it's actively shaping it with a strong focus on ethical development and "Tech for Good." Beyond the cutting-edge algorithms and groundbreaking AI research, a growing movement within the technopole is committed to harnessing the power of technology for positive societal impact.

Our contributions, such as the latest participation at the WAICF (World Artificial Intelligence Cannes Festival) for bias mitigation and responsible AI deployment, are a demonstration that we are seeking to be a full player on the global scene for AI ethical development and the use of this transformative technology.

Our cluster-centric ecosystem is dedicated to responsible AI innovation. Leading research institutions are pushing the boundaries of machine learning, natural language processing, and computer vision, while simultaneously exploring the ethical dimensions of their work. Startups are emerging with AI-powered solutions designed to address real-world challenges.

#### "Sophia Antipolis: Europe's Leading Hub for Technological Innovation"

3.As of one of the largest innovation hubs in Europe, what do you consider the most pressing challenges in the tech sector today, and how is Sophia Antipolis addressing these?

That's a great question! The tech sector is facing a complex mix of challenges, and Sophia Antipolis is actively working to address many of them.. The rapid advancement of technology across all sectors presents incredible opportunities, but also a significant challenge: the widening digital divide.

As new technologies like AI, IoT, biotech, and advanced manufacturing transform industries, it's crucial to address the potential for a skills gap that could leave a substantial portion of the population behind. Bridging this divide is not just a matter of social equity; it's essential for maximizing the benefits of technological progress for everyone. The human capital element is paramount.

We need to equip individuals with the skills and knowledge necessary to thrive in a technologically advanced world. It's not just about creating tech specialists; it's about empowering everyone to understand and interact with technology in their daily lives and work. Generational alignment is also key. While younger generations may be more digitally native, older workers need support to adapt to the changing landscape. Lifelong learning initiatives, reskilling programs, and mentorship opportunities can help bridge the generational gap and ensure that everyone can participate in the technologically driven economy.

## 4. What importance do you place on collaboration between private companies, research institutions, and public entities to drive technological breakthroughs? Could you share examples of successful collaborations within the Technopole?

Collaboration between private companies, research institutions, and public entities is absolutely essential for driving technological breakthroughs. It's the engine that fuels innovation and translates discoveries into real-world applications.

Many companies in Sophia Antipolis collaborate with research institutions like INRIA and EURECOM on joint research projects. These collaborations often lead to breakthroughs in areas like AI, cybersecurity, and next-generation networks. Sophia Antipolis is home to several clusters and competitiveness hubs, which bring together companies, research institutions, and public entities in specific sectors. These clusters facilitate networking, collaboration, and joint projects, fostering innovation and economic growth.



5. You are involved in various initiatives to accelerate innovation. Could you tell us about the most exciting projects currently being developed at the Technopole?

Sophia Antipolis has won the bid to host the next International Association of Science Parks and Areas of Innovation (IASP) World Conference in 2026.

This prestigious event, bringing together leading science park professionals, tech leaders, and policymakers from around the globe, marks a significant milestone for Sophia Antipolis and holds profound implications for the global innovation landscape.

We wish to brand the event on the theme "TECH FOR HUMANITY." This theme signifies the growing importance of collaborative innovation, ethical technology development, and sustainable practices in shaping the future of our world.

It positions Sophia Antipolis at the forefront of this movement, solidifying its role as a key driver of global innovation. We hope to meet you there!

6. Global tech giants, such as Elon Musk and Mark Zuckerberg, have become key players in shaping public policy. How do you see the evolution of the relationship between politics and technology in the current world, and how does the Technopole navigate this intersection?

The rise of global tech giants, with figures like Elon Musk and Mark Zuckerberg at their helm, has dramatically reshaped the relationship between politics and technology. No longer are these two spheres distinct; they are increasingly intertwined, with tech companies having significant influence over public policy and often governments struggling to keep pace with rapid technological advancements.

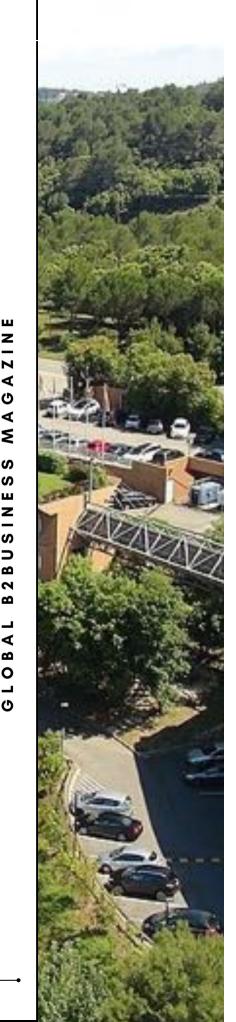
This evolution presents both opportunities and challenges. On the one hand, tech companies possess vast resources and expertise that can be invaluable in addressing societal challenges, from climate change to healthcare. Their innovations can drive economic growth and imuprove quality of life.

On the other hand, their growing power raises concerns about data privacy, algorithmic bias, misinformation, and the potential for monopolies. The ability of tech platforms to amplify certain voices and suppress others also has profound implications for democratic discourse.

The relationship is complex and constantly evolving.

We seek to play a role in fostering a more informed and nuanced understanding of the challenges and opportunities that lie ahead. Our focus on ethical tech, open dialogue, and collaboration is essential for navigating this complex landscape and ensuring that technology serves humanity, not the other way around.





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## 7. What role does the Technopole play in supporting start-up development and fostering entrepreneurship in the technology and innovation sectors?

We provide a comprehensive ecosystem designed to support startups from ideation to scale-up.

We will shortly launch a new "Sophia Antipolis Innovation Liaison Programme," offering resources, mentorship, and connections to help them thrive.

This commitment to fostering entrepreneurship is further amplified by new strategic alliances with global innovation hubs, including MIT (Massachusetts Institute of Technology), Research Triangle Park (RTP), and Here East in London. These strategic alliances mark a significant advancement in Sophia Antipolis's ongoing commitment to cultivating a robust global ecosystem for technology startups.

By establishing connections with these innovation hubs in the United States and the United Kingdom, for example, we offer a platform for opportunities & expansion.

This collaborative approach not only facilitates access to key international markets but also fosters the exchange of expertise, resources, and best practices, thereby accelerating startup growth and solidifying Sophia Antipolis's position as a leading global center for technological innovation.

## 8. As the global economy undergoes rapid transformations, how do you think the next big technological revolution will manifest, and how is Sophia Antipolis preparing for it?

The next big technological revolution is likely to be a confluence of several key trends, rather than a single disruptive technology. It will be characterized by the increasing convergence of physical, digital, and biological worlds, creating a hyper-connected and intelligent environment

## 9. How do you see the future of work in the age of technological advancements and increasing automation? What steps is the Technopole taking to address these developments?

The future of work in the age of technological advancements and increasing automation is complex and transformative. While automation will undoubtedly reshape the job market, it's not simply about job losses. It's about job transformation and the emergence of new roles that we can't even fully imagine today.

## 10. Finally, in your opinion, what makes Sophia Antipolis unique as an environment for technological growth, and why should it continue to be a focal point for global innovation?

Sophia Antipolis possesses a unique model of factors that make it an exceptional environment for technological growth and a crucial focal point for global innovation. It has been for more than 50 years; It's not just a collection of tech companies; it's a thriving innovation ecosystem carefully cultivated over decades. In Europe and the world; we offer a compelling value proposition for global innovation, strengthening international collaboration through our stratégic international alliances strategy.

We are a truly international hub, a melting pot of talent and ideas from over 80 nationalities. This diverse makeup is a key ingredient in its success as a leading science & technology park for technological growth and global innovation.



# Éric Villalonga is a prominent leader in renewable energy and sustainable development. As the founder and president of Monaco Green Energy, he is committed to driving innovation and responsible energy transition. He also serves as the president of the Monaco Renewable Energy and Ecology Employers Chamber, supporting businesses in their ecological commitments for over two decades. A member of the Board of Directors of Green Cross France and Territories since 2016, he became its president in 2024, succeeding Jean-Michel Cousteau, further reinforcing his dedication to a greener and more resilient economy.

Eric Villalong

EXCLUSIVE INTERVIEW WITH ÉRIC VILLALONGA: MONACO AT THE FOREFRONT OF ECOLOGICAL TRANSITION

#### MONACO GREEN ENERGY: A LEADER IN ECOLOGICAL TRANSITION

1-You founded Monaco Green Energy and the Monegasque Chamber of Renewable Energy and Ecology in 2012. What was your initial vision and how has it evolved over the years?

The initial vision behind this creation was not only to represent the energy and ecology sector but also to pool Monegasque expertise to serve project and market demands both in the principality and, primarily, internationally.

## 2- How has your experience in communication and organizing international events helped you promote renewable energy in Monaco?

As with any promotional effort, it's essential to identify key communication channels and their networks.

Additionally, aligned with our business expertise, we began providing guidance and support for ecological and energy transitions.

This initial phase of listening and engaging in field/business exchanges is crucial as it naturally leads to questions that require concrete, tailored solutions.

The satisfaction of our partners then acts as a catalyst, enhancing our communication reach and CEREM's reputation for being both accessible and respectful, which often leads to spontaneous collaboration requests.

## 3- As a Board Member of Green Cross France & Territoires, how do you perceive the evolution of environmental policies in France and Europe?

As a board member and President of Green Cross France & Territoires since November 2024, I have mixed feelings about the current situation.

On one hand, we observe strong ideological momentum around ecological issues, particularly in France. This often results in ad hoc positions being taken either due to political necessities or to align with supranational regulations. However, while some of these are obviously welcome, others are unfortunately no longer suitable or adapted. The source of this dissonance is very often due to a disconnect from reality in its temporal context. In such cases, public interest becomes the unfortunate collateral of this kind of posturing.

The "Old Continent" seems to be full of knowledge, innovations, motivation, and great endurance from its entrepreneurial actors serving the environment. However, these actors are still not considered by governments as the locomotives of ecological change. There is thus an undeniable observation: while other countries in the world are positioning themselves for a harmonious environmental transition, Europe is largely struggling with environmental transition.

Its expertise is being offered to other territories while the gap with ground reality continues to widen.

Many economic, social, security, and other issues take precedence over environmental positions. But isn't the environment – our environment – inherent in our daily lives? In every particle of our societal, national, and continental structures?

#### La conférence CEREM de Venise



#### GLOBAL B2BUSINESS MAGAZINE

#### 4-Monaco plays a key role in ocean preservation. Can you tell us about its involvement in the One Ocean Summit 2025?

In an approach connected to the official preparations for UNOC 2025, Monaco is extremely involved in ocean preservation.

Indeed, Monaco benefits from numerous companies combining ecology and technology, with one of their added values being adaptation to the maritime domain.

This is the case with CEREM, which brings together companies offering solutions dedicated to energy, water and waste treatment, and also mastering artificial island concepts that are at the forefront of eliminating ocean plastic inputs.

But this is also the case with MonacoTech, the Monegasque government incubator for technological solutions aligned with oceans, as well as the de facto involvement of the Centre Scientifique de Monaco (CSM), which is a world reference regarding the marine environment.

#### 7-Can Monaco become a global model for green energy and ecological transition?

As you know, Monaco is a city-state. The Principality takes its ecological transition to heart by regularly optimizing its processes and allocations in terms of public transport, waste collection, urban heating systems, and energy savings. The next challenge is obviously the optimization of local green energy that is controlled in terms of cost.



#### 5-What specific initiatives will Monaco highlight during this event?

How can we strengthen collaboration between Monaco, Nice, and other cities committed to ocean protection?

Monaco will host, as a preamble to the event in Nice, the finance component of UNOC 2025.

Initiatives to bring together companies dedicated to oceans with technological added value are underway between Monaco and certain French cities.

The common denominator is sharing solutions serving the maritime domain.

This cluster is taking shape alongside this upcoming summit, but its destination goes beyond this event and is part of a constructive longevity.

## 6-You are a strong advocate of technological monitoring as a driver of industrial and ecological innovation. Which recent advances seem most promising to you?

We are increasingly noticing in terms of research that Low Tech solutions are the most relevant. There are of course costs that represent 50% of feasibility, but also the ability to export and duplicate assembly models simply and effectively in any territory, particularly coastal or island territories in the context of oceans.

Simple and recent research innovations in agriculture, energy, and transportation.

## 8-What are the main obstacles to the widespread adoption of renewable energy in the Principality and beyond?

Today, the vast majority of renewable energies still require land use. Monaco has a permanent shortage of space and must think about marine solutions or small-scale solutions distributed throughout the territory.

This is notably one of the monitoring and research subjects that CEREM and its members are working on.

#### 9-What do you think will be the major environmental trends for the next 10 years?

From the shores of the Mediterranean facing the African continent, one observation is clear: the importance of recreating harmonious territories and avoiding the effects of population aggregation in coastal areas quickly suffocated by urbanization.

Also, following the example of what India has already undertaken, the creation of new responsible and autonomous urban areas uncorrelated from large metropolises stands out as an unavoidable alternative for these next 10 years. Another is the increasingly pressing projection of terrestrial extensions onto the seas. Indeed, floating territories receiving population, agriculture, and complete economic fabric in perfect respect of their environment, relieving overcrowded coastal areas.

This provides a way to find a positive second life for marine plastics.

The greening of cities through the reintroduction of green spaces. These contribute to cooling neighborhoods, the return of ornithological species, and the creation of air flows sweeping away pollution.

The reforestation of arid spaces in temperate zones and increased ocean protection through the expansion of existing or artificial and reasoned island territories.

## 11-What message would you like to convey to decision-makers and entrepreneurs wishing to invest in sustainable development?

My message is to not necessarily rely only on incentive and voluntarist policies issued by governments but to primarily refer to realistic feedback from end users and territories to identify real needs in terms of sustainable development. It is this centering that will allow for accuracy in implications and investments and respond with the necessary assets to numerous and immediate needs.

#### 10-How do you envision the future of Monaco Green Energy and its impact on Monaco's energy transition?

Monaco Green Energy is a fabulous vector for innovation, both in terms of research and referencing energy innovations.

This immediate energy transition can only be played out through a mix of renewable energy solutions capable of approaching 100% autonomy at the lowest cost.

MGE has long-term experience regarding the adaptability of energy solutions to a multitude of territories and configurations as diverse as they are varied.

This experience is an asset for Monaco and its environmentally respectful development.



Jean-Michel Cousteau & Éric Villalonga Explorer and filmmaker dedicated to the ocean.

## Thank you!



Rashid Al Kamali is Co-Founder of Royal Front Investment also one of the pioneer and experts in Sports Marketing Acquisitions & Investment in the Middle East, with over 30 years of knowledge & network to create Investment Opportunities & Commercial Structures Using New Technology for many business units; along with designing strategies to meet the commercial objectives.

After Graduation from Guildford Colleague in UK 1990; and higher education, he started his career with UAE FA, and Sport Clubs in developing and building his experience with commercial acquisitions, organizing and supporting mega events with local and international bodies such as: IOC, FIFA, FINA, BWF, FIA and BSWW and Dubai Sports Council.

His passion for business development, and unique work experience between government and private sectors has helped him gain international recognition and respect for his contribution towards the international Associations. Additionally, he has been very active in increasing the commercial value for many products in the region from millions of dollars in the early 90s to Hundreds of Millions in 2010-2018; whilst also striving to Develop the Sport business, he has been engaged with Property, Health care, Crypto, Blockchain industry, and New Technology adding great value for many Stakeholders.

His passion for sport and High technology triggered him to create the first Intl conference for Artificial Intelligence in Sport then his involvement in developing sport NFT, Crypto in the ME, plus promoting the value of Technology in association with entertainment.

New Technology, Ai, Universal Currency is the future, with the challenges that entertainment industry has to sustain the fan engagement and continues loyalty, High Tech has the answer.

Global Economy has many Serious Issues related to Governance and transparency in Commercial plans so Blockchain and Crypto Exchange has the answer, plus the Consumers have many different age segment, and you may have noticed that statistics are clearly indicating that consumers are No longer loyal unless they see the dynamic value of the products, then satisfaction is been achieved.

#### The tech revolution is set to boost global growth and stability:

We are on the brink of a technological revolution that will empower productivity & Creativity, boosting global growth and raise incomes around the world, create Social and Global Economic Stability, as well as sustainable development and prosperity.

Entrepreneurs are seeking new environments and industries to invest their time and energy in creating new business models.

Many Economists and experts are saying the Global Economy has been shifting from the West to the East since 2008, but we are witnessing something different, The World Economy Moving from the West and East to Middle East and later to Africa.

In January 17, 2025, World Economic Outlook (WEO) published that the Global growth is projected at 3.3 percent both in 2025 and 2026, going back to 2021 it was 6.0 percent, and that means the global economy will be settling at a low growth rate every year, in which it will be insufficient to foster sustained Global Economic Development, However the projection in the ME and later in Africa is different, since UAE & Saudi Arabia are Shaping the future of Technology and AI, Leveraging decentralized technology to empowering creativity, Leading social media innovation.

In 2021 UAE had 600k Companies registered. Today we have 1.2 million Registered, Dubai is working on a road traffic solution Initiative called (20 Minutes moving from one location to another), in 2024 Dubai has attracted 18 million Tourist.

UAE has entered in the ear of creating social media content creation which has a value of \$155 Billon USD, expected to reach to \$525 B in the few years to come, to clarify the importance let's look at the Global Cinema industry which has a value close to \$100 Billon , Agriculture industry has a value of \$400 Billion , that is why I say the Social media Economy can create a global economic impact ,social media is not an optional it is a handshake ,that is why UAE has set a goal to attract 10 thousand Influencer to live in UAE.

Coming to the AI industry In 27 Jan 2025, the stock market lost \$2 Trillion of value in 7h after the DeepSeek application performance, \$570 Billion loses in Japan Stock Market, \$367 Billion loses in crypto, and more losses by many other AI Tech cooperation's, We are facing the Gray Swan effect crises Globally, but in reality the effect is less in ME and Africa.

## THE GOLDEN AGE OF PROSPERITY IN THE MIDDLE EAST & AFRICA IS COMING

#### Global Economy is shifting focus to the Middle East and Africa:

GCC want to be the most Important Economy power in the silk road between Asia, Europe and Africa, and the only way to do that is by becoming the Hub for Ai Chips Production, Considering that Ai has Two Rooms one for training the brain, second for make the decision, and since the Chips for training the brain are the most important one and must be exported from ether USA or China, so then the competition is very high on both side to collect better share of the global market value and control.

UAE has the Highest number of Millions Migration in the past three years with total number of 67 thousand Milliners resident so far, and that has been achieved by following the UAE leadership vision to Build Cities on attractive promises such as premier lifestyle, Security & Safety, Tax friendly, good Health Care and Education.

That is why in 2024 China lost 15200 Milliners, India lost 4300 Milliners, UK lost 9500 Milliners, and the outcome has been 6700 Migrated to UAE, 3800 Migrated to USA, 3500 Migrated to Singapore, 3200 to Canada, and 3500 to Australia. 60% of these Millionaires are Entrepreneurs.

#### Abu Dhabi aims to be the first fully Al-native city by 2027.

Abu Dhabi has been awarded as the richest city in the World with capital of \$2.3 Trillion as per Global SWF report, Abu Dhabi has four main Sovereignty Fund with Assts value of \$1.78 Trillion in Capital and in 2024 invested \$58 Billion in industries such, Financing, AI, New Technology, Environmental Science.

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Moving on into the world of Artificial Intelligence and the power within to brings prosperity for the global community.

As per IDC Global Report, (Artificial Intelligence Will Contribute \$19.9 Trillion to the Global Economy through 2030 and Drive 3.5% of Global GDP in 2030, Of this, \$6.6 trillion is likely to come from increased productivity and \$9.1 trillion is likely to come from consumption-side effects. impacting industries like contact center operations, translation, accounting, and machinery inspection).

I remember in 2023 Goldman Sachs, predicts that AI will eventually replace 300 million full-time jobs globally and affect 1/5th of employment. 45% of total economic gains by 2030 will from come product enhancements. stimulating consumer demand. This because AI will drive greater product variety, with increased personalization, attractiveness and affordability over time.

The generative AI technology that operates our mobile devices, to self-driving cars, to enhancing shoppers experience, this rapid advancement of generative AI technology has been a Shock as we have noticed with Deepseek achievement.

We are discovering a new journey of generative AI's strength, scope, and abilities. It indicates that generative AI is ready to revolutionize roles and improve efficiency, that brings us to the fact turning Disruption into Opportunity

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a \$6 million DeepSeek AI startup is competing with 100 Million Dollar investment by OpenAI, Nvidia, Alphabet, Anthropic, Microsoft and Meta, OpenAI's models cost over \$100 per million tokens, DeepSeek's cost? Less than \$4 per million tokens.

DeepSeek has shattered the assumption that AI's progress must come with skyrocketing energy demand and deep pockets, this brings to the surface the fact Reinvention. good educational institutions and training programs will make the impossible Possible. The emphasis will shift from high-cost infrastructure to teaching practical AI skills, empowering younger generation to contribute and super lifting the AI industry. This will be happening also in quantum computing, biotechnology and renewable energy too.

#### UAE and Saudi Arabia are leading in technology and Al advancements:

Abu Dhabi (UAE) has allocated a staggering \$3.3 billion to become the world's first fully AI-native city by 2027, G42 Group has invested \$6.6 billion in a partnership with OpenAI in Developing Ai in UAE market.

Also, Microsoft Invested \$1.5 Billion G42 in a deal that will see G42 use Microsoft's cloud services with advanced AI chips in a UAE facility that is run by Microsoft to be a data center.

EDGNEX Data Centre by DAMAC, a DUBAI Based Group a provider of digital infrastructure, and Vodafone Turkey announced a joint venture to establish an advanced data center in Izmir, Turkey, with an estimated investment of \$100m. also 15-megawatt (MW) data center in Jakarta, Dammam and Riyadh that will deliver 55MW by 2025 and in Amman Jordan.

DAMAC Group has announced a \$20Billion investment in USA Ai Infrastructure, The investment will be on building new data centers in Texas, Arizona, Oklahoma, Ohio, Illinois, Louisiana, Michigan, and Indiana to support artificial intelligence and cloud services, to ensure high-speed connectivity and energy-efficient designs, Also last year DAMAC invested a \$50m in AI, an American AI startup founded by Elon Musk, and Mistral, a French AI firm.

Saudi Arabia has launches \$100 Billion AI initiative to lead in global tech

SCAI, is wholly owned by the Public Investment Fund, and acts as PIF's arm to support its strategy and national priorities for innovation.

Also looking into the NEOM city project (short for "new future") by Saudi Arabia that will be a similar size to Belgium and have more robots than humans. The \$500 billion sustainable city is in north-west Saudi Arabia on the boarder of Jordan, Israel, Egypt, will create around 460,000 jobs and add an estimated \$48 billion to the country's GDP.



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#### Dubai is emerging as a crypto hub, with substantial growth in crypto transactions:

Finally, I believe it's important to talk about Dubai with its blockchain regulation and Crypto. With innovation Dubai has become a leading city in the ME to attract Crypto Industry, According to Chain lysis' Geography of Crypto Report 2024, the UAE saw a 42% year-on-year growth in crypto transactions, receiving \$34 billion between July 2023 and June 2024, That is why Dubai Virtual Assets Regulatory Authority (VARA) was created to provide full transparency and support framework for crypto businesses.

This is where we see DMCC and REIT Development have announced the launch of world first ever 'Crypto Tower' in (JLT). This 17-storey project will support DMCC's rapidly expanding community of blockchain, DeFi, Web3, and Crypto companies, as a global hub for innovation and advanced technologies, Also Dubai's regulatory environment offers significant advantages for crypto startups.

The city provides fast, cost-effective ways to establish legal infrastructure, making it an attractive destination for businesses in the crypto space.

#### · Summary and Conclusion:

This executive summary of what is happening in the ME proves If you are not engaged actively in AI, you will lose your business, and future belong to people how understand how to use Ai to process successfully, so developing new strategies and AI solutions will bring us a lot of opportunities, it also presents significant amount of risk, which is not clear today, because technology is revolving so fast and we're all not able to catch up with. So, we must still relay on Human being intelligence and wisdom.

We must learn collaboration and teamwork to complement each other's strength, we should provide new education system that can foster highly skilled team members, Unity in Diversity and Universal currency is one way forward, why not creating global economy with the human race prosperity goal to achive, at the end of the day we are all the citizen of the planet earth, Countries and Corporations need each other to build a better future for our next generations.



Liliana Bakayoko is a distinguished business law expert known for her innovative approach to corporate governance and legal strategy. With a strong background in international law and a deep understanding of regulatory frameworks, she has built a reputation for guiding businesses through complex legal landscapes. Passionate about responsible governance, she combines legal expertise with a forward-thinking vision, helping organizations navigate the challenges of modern business while ensuring compliance and sustainability.

## REVOLUTIONIZING

## SHAPING THE FUTURE OF BUSINESS LAW THROUGH INNOVATION AND RESPONSIBLE GOVERNANCE.

1. Could you introduce yourself to our readers and tell us about your career as a lawyer specializing in international law?

I am Liliana Bakayoko, an international business lawyer with over 20 years of experience dedicated to providing strategic legal solutions to companies operating in France and globally. My firm offers a comprehensive range of personalized legal services, helping businesses navigate complex legal environments, seize growth opportunities, mitigate risks, and achieve their strategic objectives in an everevolving global market.

I have been honored with several international awards:

- With votes from a global readership across 163 countries, I have been awarded the Best International Business Law Firm 2025 prize as part of the Global 100 Awards.
- I have been honored with the title of Empowered Woman of the Year 2025 and the Best International Business Lawyer of the Year 2024 award by the International Association of Top Professionals, based in New York.
- I have also received the Business Lawyer of the Year Global award for 2024 from International Elite 100 Global.
- My law firm has been recognized as the Best International Business Law Firm 2024 EMEA by the Corporate Vision Global Business Awards.
- I have been named International Business Lawyer of the Year in France by several prestigious international organizations, including Leaders in Law, Global Law Experts, Advisory Excellence, and Acquisition International (Leading Adviser Awards).
- USA Today has recognized me as one of the Top Outstanding Lawyers to Know About.
- Microsoft MSN has named me one of the Top 10 Self-Made Entrepreneurs, ranking me second.
- I have been selected by Advisory Excellence, Leaders in Law, and Global Law Experts as their exclusively recommended and endorsed International Business Law Expert in France on a global level.

Beyond awards, my firm's active participation in globally renowned legal networks allows me to collaborate with law firms in over 150 countries, offering clients seamless cross-border legal support. My areas of expertise include business law, corporate law, IT law, digital law, artificial intelligence (AI), and intellectual property law, with a particular focus on technological innovation and strategic business development.

At the core of my legal philosophy is the Positive Perception of the Law, a concept I have developed to redefine how businesses interact with legal frameworks. Rather than seeing the law as a constraint, this approach empowers companies to leverage it as a strategic tool for innovation, growth, and competitive advantage. This approach shifts the conversation from "What are the legal restrictions?" to "What do we want to achieve, and how can we shape the legal landscape to support our vision?" By embracing this perspective, businesses can turn legal challenges into competitive advantages and drive transformative change in their industries.

As a strong advocate for neurorights and AI legal personhood, I work at the intersection of law, technology, and ethics, developing frameworks to ensure AI accountability and protect trade secrets in the digital age. My expertise in digital law and AI regulation makes me a sought-after advisor for companies seeking to navigate the legal challenges of the Fourth Industrial Revolution.

Additionally, I serve as an international investment, government relations, and business development consultant for a U.S.-based multinational specializing in technology-focused strategic consulting. In this role, I bridge the gap between businesses and governments, fostering economic growth and regulatory innovation.

Throughout my career, my mission has remained clear: empowering businesses to use the law as a foundation for success. By helping companies envision bold strategies, challenge conventional norms, and align legal frameworks with their aspirations, I support them in leading markets, shaping regulations, and building a future where innovation and law evolve together.

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## 4. Why has responsible governance become a key pillar for large organizations operating internationally?

Responsible governance has become essential for multinational companies as it ensures legal compliance, risk management, stakeholder trust, and long-term business sustainability.

Key reasons include:

- Regulatory Compliance: Companies must adhere to anti-corruption, data privacy, and ESG regulations to avoid legal and financial risks.
- Investor & Stakeholder Trust: Transparent governance builds confidence among investors, shareholders, and customers, strengthening reputation and stability.
- ESG & Corporate Social Responsibility: Businesses must integrate sustainability and ethical labor practices to meet rising global expectations.
- Technology & AI Governance: The responsible use of AI and data-driven decision-making is now a key component of corporate governance.
- Competitive Advantage: Strong governance enables resilience, innovation, and adaptability in a rapidly evolving legal environment.

## 6. How are technological innovations transforming the legal landscape of international business?

Technological innovations are reshaping international business law by introducing new compliance challenges, regulatory frameworks, and legal opportunities. Key transformations include:

- AI and Automation in Compliance: Businesses leverage AI-driven compliance tools to monitor regulatory risks, streamline contract management, and enhance due diligence.
- Data Privacy and Cybersecurity Laws: Global regulations like GDPR, CCPA, and AI governance frameworks are evolving to protect data and ensure ethical AI deployment.
- Blockchain and Smart Contracts: Decentralized technologies enhance transparency and efficiency in international transactions, raising new legal considerations for enforcement and jurisdiction.
- Intellectual Property in the Digital Age: The rise of AI-generated content and digital assets is challenging traditional IP frameworks, requiring new legal protections.

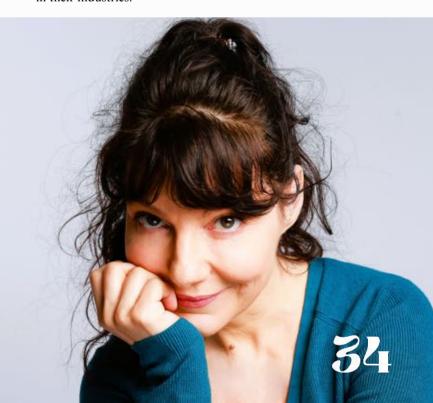
As an expert in IT law and digital governance, I help businesses navigate these changes and use legal frameworks as strategic tools for innovation and compliance—a core principle of my Positive Perception of the Law.

## 5. What are, in your opinion, the best practices for integrating responsible governance while pursuing economic growth objectives?

Integrating responsible governance while pursuing economic growth requires a strategic approach that enhances profitability, corporate reputation, and resilience. The best practices include:

- Aligning Compliance with Corporate Strategy: Embedding legal compliance and ethics into business operations through strong governance frameworks, risk assessments, and ethical leadership.
- Integrating ESG Principles: Setting measurable sustainability goals, ensuring transparent reporting, and investing in social responsibility initiatives that benefit both the company and society.
- Leveraging Technology for Risk Management: Using AI-driven compliance tools, enhancing cybersecurity, and developing ethical AI policies to ensure regulatory alignment.
- Fostering Legal Awareness and Proactive Engagement: Training employees on regulatory updates, taking a forward-thinking approach to industry regulations, and ensuring business innovation aligns with legal best practices.
- Engaging with Stakeholders for Stronger Governance: Establishing transparent communication channels, collaborating with regulators, and maintaining ethical business practices through accountability measures.

Through my Positive Perception of the Law, I encourage businesses to view governance as a driver of strategic growth, rather than a constraint. Companies that integrate these principles will be better positioned for long-term success and leadership in their industries.



#### 7. What should companies do to anticipate and quickly adapt to technological and regulatory changes?

To anticipate and quickly adapt to technological and regulatory changes, companies should:

- Stay Informed & Proactive: Monitor global regulatory trends, emerging technologies, and industry best practices.
- Integrate Legal Strategy into Business Planning: Ensure compliance and risk management are embedded in corporate decision-making.
- Leverage Technology: Use AI-driven compliance tools, automated reporting, and cybersecurity measures to stay ahead of regulatory demands.
- Foster Agility & Innovation: Encourage a culture of adaptability, continuous learning, and strategic foresight to navigate evolving legal landscapes.
- Engage with Regulators & Industry Experts: Participate in policy discussions, collaborate with legal professionals, and contribute to shaping future regulations.

Through my Positive Perception of the Law, I help companies transform legal challenges into opportunities, ensuring they remain resilient, competitive, and legally secure in a rapidly changing environment.

#### 8. You have received many awards throughout your career. What do these distinctions mean to you, and how have they impacted your professional journey?

I am truly honored to have received multiple international awards throughout my career. These distinctions represent not only recognition of my work in international business law but also validation of my commitment to innovation, strategic legal thinking, and the Positive Perception of the Law.

Beyond personal achievement, these awards have strengthened my global reach. They also serve as motivation to continue shaping the legal landscape, advocating for AI governance, digital law, and business-driven legal strategies that empower companies to thrive.

I see these distinctions not as an endpoint but as an encouragement to keep pushing boundaries, fostering legal innovation, and helping businesses turn legal frameworks into strategic enablers.

## Thank you!

BY ALDO BELKOUAR JOURNALIST FOR GLOBAL B2BUSINESS MAGAZINE







1. Your personal journey is impressive: born into a family of 28 children in Senegal, then immigra ng to the United States with only \$20. What key lessons have you learned from this journey to inspire today's youth?

My journey has taught me that resilience, vision, and faith are the most powerful assets anyone can have. Arriving in the U.S. with only \$20, I learned quickly that hard work, persistence, and a willingness to serve others open doors. I want young people to understand that their circumstances do not define their future. What matters is their mindset, their ability to adapt, and their commitment to their dreams. I always say: "Dream big, work hard, and never give up." Success is not about where you start but how determined you are to keep moving forward.

#### 2. You played a key role in Barack Obama's campaigns. How did this experience influence your vision of leadership and poli cal engagement?

Working on President Obama's campaign was a defining moment in my life. It showed me the power of grassroots organizing and the importance of inclusive leadership. I saw firsthand how young people, when given a voice and a mission, can change the course of history. This experience shaped my belief that leadership is not about titles but about service and impact. It reinforced my commitment to empowering young leaders globally, ensuring they understand that they, too, have a role to play in shaping their nations and communities.



3. Give1Project operates in 34 countries to promote youth leadership and entrepreneurship. What concrete results have you observed through this project, and what are your future goals?

Through Give1Project, we have helped thousands of young people start businesses, develop leadership skills, and become agents of change in their communities. Many alumni have gone on to become successful entrepreneurs, government leaders, and social innovators. Our biggest achievement is not just in the numbers but in the mindset shift we have created—young people now see themselves as problem-solvers, not victims of circumstance.

Going forward, I want to scale this impact further by integrating more digital skills training and creating stronger partnerships with universities and businesses to ensure that African youth have access to global opportunities.

4.Fermes JeufZone aims to strengthen food security and self-sufficiency in Africa. What are the major challenges you've encountered in the African agricultural sector, and how do you overcome them?

The biggest challenges in African agriculture are lack of access to financing, outdated farming techniques, and weak infrastructure. Many young people also view agriculture as an una rac ve sector. To overcome this, we are redefining agriculture as a business and a wealth-crea ng industry through JeufZone. We focus on modernizing farming, introducing technology, and building local supply chains to reduce dependence on imports. We also engage young people in agribusiness by showing them that farming is not just about survival—it's about economic empowerment and food sovereignty.



### 5.With Akon Ligh ng Africa, you have contributed to providing solar electricity to 18 African countries. How do you perceive the long-term impact of renewable energy on the con nent's development?

Renewable energy is a game-changer for Africa. When we launched Akon Ligh ng Africa, knew that energy was the founda on growth. With electricity, businesses economic can operate, students can study at night, and hospitals can func on efficiently. In the long term, renewable energy will reduce dependency fossil fuels. create jobs, and enable industrializa on in ways never seen before. Africa has the resources—sun, wind, and water—to lead the world in clean energy solu ons. What we need now is stronger government support investment in local manufacturing to ensure the sustainability of these solu ons.

### 6. You've o en shared your vision for a be er future for Africa and the world. What role does your faith play in this vision, and how does it help you face the challenges of today's world?

Faith is my founda on. It gives me strength in difficult moments and reminds me that my mission is bigger than myself. I believe we are all called to serve and to use our talents to improve the lives of others. My faith also keeps me grounded—it reminds me that every challenge is temporary and that persistence and belief in a greater purpose always lead to victory.

#### 7. Some might say you are selling a dream to the African youth. How do you respond to that, and how do you ensure your ini a ves have a las ng and concrete impact?

I understand the skepticism, but I don't sell dreams I create real, tangible opportunities. Everything I do, from GivelProject to JeufZone, is driven by action, not just words. When people claim something is impossible, I prove them wrong with results.

More than anything, I believe in fostering self-reliance. Young people don't need charity; they need knowledge, tools, and access to opportunities. My mission is to empower them to build their own success, ensuring a lasting impact that extends far beyond me.

#### 8. You are an accomplished author with six books. How do you use wring to share your experiences and inspire the leaders of tomorrow

Writing allows me to document my journey, share lessons, and inspire those who may never meet me in person. My books serve as a roadmap for young leaders, showing them that no matter where they come from, they can achieve greatness.

Each book is designed to challenge, educate, and empower readers, equipping them with the tools to navigate leadership, entrepreneurship, and personal growth. Through storytelling, I aspire to shape the next generation of African leaders and global changemakers, ensuring they step forward with confidence and purpose.

#### BUILDING A PROSPEROUS, SELF-SUFFICIENT AFRICA: FAITH, ACTION, AND EMPOWERMENT

9. What is your ul mate goal, your driving mo va on behind everything you do? What pushes you to keep going further?

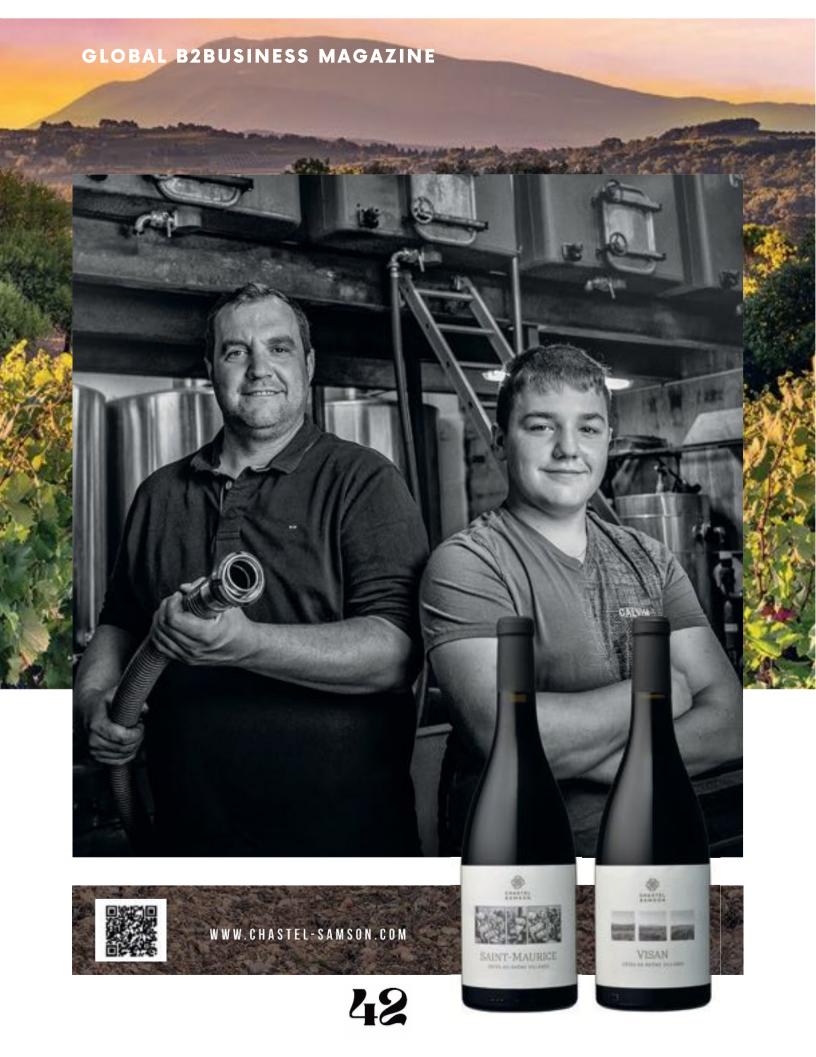
My ul mate goal is to see a self-sufficient, prosperous Africa led by its own people. I want to build ecosystems where young Africans don't have to leave their countries to succeed. What drives me is the knowledge that there is so much work to do and that every effort, no ma er how small, makes a difference. I am also driven by the youth I meet—their hunger for change, their dreams, and their resilience. As long as there is work to be done, I will keep pushing forward.

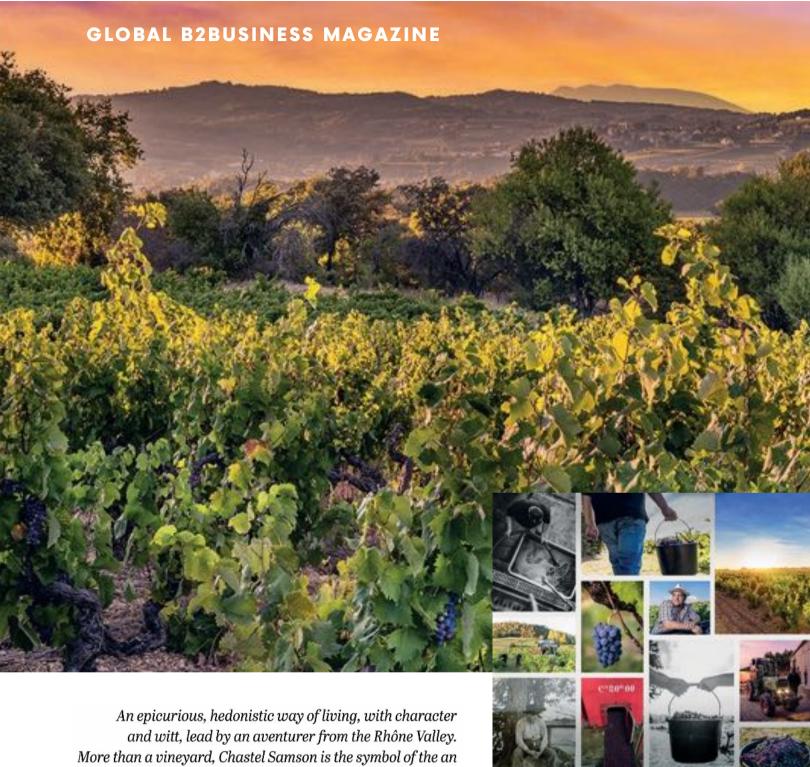
10. Global B2Business Magazine upholds strong values and recognizes the importance of faith in the journey of many people. In your case, what is your rela onship with God, and how does your faith influence your mission and ac ons?

My rela onship with God is personal and deeply rooted in gra tude. I believe everything I have achieved is by His grace, and every challenge I have faced was a lesson meant to strengthen me. Faith is not just about believing—it is about ac ng with integrity, serving others, and staying commi ed to a purpose greater than oneself. Every decision I make, every ini a ve I launch, is guided by a sense of service and responsibility to those who need it most. Faith is my anchor, and it keeps me moving forward with hope and determina on.

THIONE NIANG WITH JOE BIDEN, THE 46TH PRESIDENT OF THE UNITED STATES, DISCUSSING LEADERSHIP AND GLOBAL IMPACT.







An epicurious, hedonistic way of living, with character and witt, lead by an aventurer from the Rhône Valley. More than a vineyard, Chastel Samson is the symbol of the an authentic way of living, a human adventure made possible by a passionate leader in the vines: inspiring and modernizing the meridional.

#### AUTHENTIC WAY OF LIVING

IN OUR RHÔNE VALLEY VINEYARDS





CYRIL CASSIGNOL PRESIDENT OF REZZO



STÉPHANE BERNARD DIRECTOR OF DEVELOPMENT AT REZZO

#### REZZO Redefining the Future of Telecommunications

Stéphane Bernard and Cyril Cassignol, long-time friends from Marseille, are the co-founders of Rezzo Telecom. With a strong background the telecommunications sector, they initially worked as employees before venturing into entrepreneurship. Their journey began with different telecom operator companies, where they gained experience in direct sales. Their combined technical and commercial expertise, along with a shared vision, led them to develop LUCY, an innovative solution designed to simplify telecom resource management and address the industry's challenges. Their story is a testament to their commitment to improving the telecom landscape by providing partners with streamlined, effective tools and services.

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# INNOVATION SIMPLICITY SUPPORT

#### 1- Could you tell us how the idea of Rezzo Telecom came about and what your journey was before creating it?

The idea of Rezzo was born from our own experience in the telecommunications sector, where we gained solid expertise both commercially and technically. Over the years, as entrepreneurs, we noticed several challenges: conflicts between different sales channels, fragmented management of tracking tools for products, services, and incidents, and complex billing systems that were poorly adapted to market realities. Driven by the desire to meet the concrete needs of our partners, we decided to create a unique solution. This is how the concept of Rezzo Telecom was born, with the development of the LUCY software, designed to simplify the management of resources, internet connections, mobility, landline telephony, customer management, and billing in the white-label telecom world. This journey, which began in 1998 and culminated in the creation of REZZO in 2016, truly reflects our commitment to turning our challenges into opportunities to offer a more personalized and efficient service.

#### 2-How does Rezzo Telecom revolutionize the telecommunications sector?

Rezzo revolutionizes the sector by offering an integrated and simplified approach to managing telecom activities. Rather than imposing a range of scattered tools on resellers, our solution centralizes:

- -Client fleet and resource management,
- -Unified billing for all products in the catalog,
- -Tailored technical and commercial support.

This unification not only eliminates conflicts between sales channels and administrative complexity but also increases the responsiveness and competitiveness of operators and integrators. By offering a 100% indirect white-label solution, we also avoid internal competition, thus promoting harmonious growth in an ever-evolving market.

#### 3-What sets Rezzo Telecom apart from other telecom operators?

Rezzo stands out with an integrated approach that is firmly focused on simplifying the daily operations of its partners. Here are the key points:

Unique and centralized solution: With our LUCY management software, we centralize client fleet management, resource coordination, and billing for all products in the catalog. This eliminates the need for multiple tools and simplifies operational management.

100% indirect approach: Unlike some operators, we do not compete with our own partners. This strategy ensures complete transparency and fosters trust-based relationships with resellers, integrators, and IT service providers (ESNs).

Tailored support: We offer a human, responsive, and personalized service, both technically and commercially. This support helps our partners focus on their core business and optimize their growth.

These combined strengths make Rezzo a preferred partner in an ever-evolving sector, enabling our clients to improve their efficiency and competitiveness.

#### 4-Rezzo aims to expand internationally. What are the first countries you are targeting and why?

We plan to first expand into markets with strong growth in the telecom sector, where the demand for unified management solutions is rapidly increasing. Specifically, we are focusing our efforts on these geographic areas: Western Europe, overseas territories and departments, as well as certain countries in Africa. Thanks to the cultural and economic proximity to France, these regions offer a dynamic and growing market, where the fragmentation of operators creates a real opportunity for a centralized solution like LUCY.



#### **GLOBAL B2BUSINESS MAGAZINE**

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#### 5-What are the main challenges you face in this global expansion, and how do you plan to overcome them?

The main challenges of our global expansion lie in adapting to local regulations.

Each country has its own regulatory requirements regarding telecommunications and data management. Therefore, we must adapt our LUCY solution to ensure it complies with local laws while maintaining its simplicity and efficiency.

#### 6-How do you integrate new technologies like 5G, AI, or blockchain into your services?

At Rezzo, technological innovation is at the heart of our strategy. We proactively integrate cutting-edge technologies to enhance the performance of our services and meet the expectations of the global market.

We leverage 5G to offer ultra-fast connectivity and minimal latency. This enables our LUCY solution to efficiently manage an increasing number of connected devices and support IoT applications and real-time communications, which are essential for modern operators.

The integration of AI is central to the development of our LUCY software, particularly in areas such as automated responses and the integration of bots, for example, to handle requests made to support or sales administration. 7-What economic impact do you think Rezzo Telecom can have on the global telecommunications market in the coming years?

Rezzo is positioned to make a significant economic impact on the global telecommunications market in the years to come. By centralizing management through its LUCY software and integrating cutting-edge technologies (such as 5G, AI, and blockchain), we aim to transform the telecom operators' value chain. Specifically, our solution:

Reduces operational costs by eliminating the need for multiple tools and simplifying billing and client fleet management, allowing our partners to achieve significant economies of scale.

Enhances efficiency and competitiveness: Centralized and automated management enables better responsiveness, optimized technical support, and greater commercial agility.

Accelerates digital transformation: The integration of new technologies fosters innovation and allows operators to position themselves advantageously against increasingly dynamic competition.

Stimulates growth in emerging markets: By expanding into high-potential regions (such as overseas territories and Africa), we contribute to energizing rapidly transforming markets, creating new economic opportunities and jobs.

In summary, by offering an all-in-one solution tailored to the current and future challenges of the industry, Rezzo can not only optimize the performance of its partners but also positively influence the entire value chain in the telecommunications sector on a global scale.

8-What are your priorities regarding user experience, customer service, and what message would you like to share with those who are not yet familiar with Rezzo Telecom and those who would like to join the adventure?

At Rezzo, we put the user at the heart of our approach, prioritizing innovation, simplicity, and personalized support. In terms of user experience, we designed our software LUCY with an intuitive and user-friendly interface to allow our users to manage their telecom fleet autonomously and efficiently. We also offer tailor-made support through dedicated teams, providing training and technical assistance adapted to each partner's needs. The responsiveness of our customer service is essential; we are committed to quickly resolving any issues and anticipating our users' needs. Finally, continuous innovation is part of our DNA: we constantly collect feedback from our clients to improve our tools and procedures.

To those who are not yet familiar with Rezzo, we invite you to discover LUCY, a unique solution that centralizes the management and billing of telecom activities, thus simplifying the daily operations of operators and partners. And to those who wish to join the adventure, we are looking for passionate talents, ready to take on challenges and contribute to our international expansion. Together, we can redefine industry standards, integrate cutting-edge technologies, and transform the telecommunications market.

Interview by Valeria Rubino Journalist for Global B2Business Magazine NEW YORK March 1, 2025.



# Datagenese

Datagenese was founded by two experts with extensive experience in finance, strategic intelligence, and security. Xavier Chauvin, a specialist in wealth management and international financial solutions, has worked with high-networth clients and led major operations in banking and technology sectors. Jean-Christophe Cloetens, a former senior officer in France's Ministries of Defense and Interior, has spent over three decades in intelligence and security, specializing in counterterrorism and organized crime. Together, they have developed a cutting-edge monitoring solution to protect public figures from digital threats.

Datagenese is a leading provider of Open-Source Intelligence (OSINT) solutions, specializing in global data collection and analysis. By integrating AI and machine learning, we continually enhance the precision of our algorithms, ensuring consistent accuracy and enabling proactive detection and mitigation of emerging fraud and security threats.

#### **GLOBAL B2BUSINESS MAGAZINE**

#### PROTECTING REPUTATION AND SECURITY: DIGITAL MONITORING WITH DATAGENESE

In the digital age, public figures face constant threats that can jeopardize their reputation and security. Business leaders, influencers, artists, lawyers, and politicians must contend with the increasing risks of cyberattacks, misinformation, and identity theft.

Protecting data and personal image has become a top priority in a world where information spreads uncontrollably, and the dangers of the Web, Deep Web, and Dark Web are everpresent.

While the publicly accessible Web already poses vulnerabilities due to data leaks and hacking, the Deep Web and Dark Web amplify these risks by providing a marketplace for cybercriminals. On these clandestine platforms, stolen databases, confidential information for sale, and forums organizing harassment campaigns, extortion attempts, and targeted attacks can be found. Social networks, though essential for communication and visibility, also serve as tools for manipulation and disinformation, potentially causing significant damage to public figures' image and integrity.

Recent events highlight the magnitude of these threats. In January 2025, an attempted kidnapping of YouTuber Inoxtag and his father was thwarted in Île-de-France. That same year, the co-founder of a crypto-assets company and his partner were kidnapped for a ransom of 10 million euros in Bitcoin. In December 2024, an influencer's father was abducted and held hostage, with the kidnappers demanding a ransom. In August 2023, streamer TeufeurS' father was kidnapped by criminals posing as delivery personnel. These incidents demonstrate that media exposure is not just about visibility but also comes with real dangers that can impact personal and family life.

Given these growing risks, active monitoring of the Web, Deep Web, and Dark Web is essential to prevent identity theft, detect fraud attempts, and anticipate threats before they become critical.

Enhanced vigilance helps ensure personal security by identifying compromising information and malicious activities in real time, preventing them from escalating into dangerous situations.

Datagenese stands out as a key solution for public figures looking to safeguard their reputation and security. With advanced technology and a team of experts specializing in reputation monitoring and cybersecurity, Datagenese continuously analyzes millions of sources in over 160 languages worldwide. This proactive approach enables swift action to curb the spread of harmful information, prevent fraud attempts, and provide optimal protection against online threats.

Founded by renowned experts in finance, strategic intelligence, and security, Datagenese offers

tailored support to anticipate risks and protect the integrity of public figures. By integrating constant monitoring and rapid response to emerging threats, Datagenese serves as an essential safeguard in a world where digitalization continues to heighten the dangers of cybercrime.

In January 2025, Datagenese setting up its Balkan subsidiary in the Albanian capital, Tirana. To help it to do this, Datagenese contacted a number of individuals known for their involvement in the Franco-Albanian business sector. Hazis Vardar, a Franco-Albanian who runs several Parisian theatres, has been appointed chief executive of the new company, while Julien-Gérard Roche, a French businessman who is particularly influential in Albania, is chairman of the Franco-Albanian Chamber of Commerce and Industry.

In middle 2025, Datagenese has project to open its subsidiary in Morocco, to offer its OSINT solutions to North Africa and on the African continent.

PHONE NUMBER: +33686730436

E-MAIL: cloetens@datagenese.com



XAVIER CHAUVIN

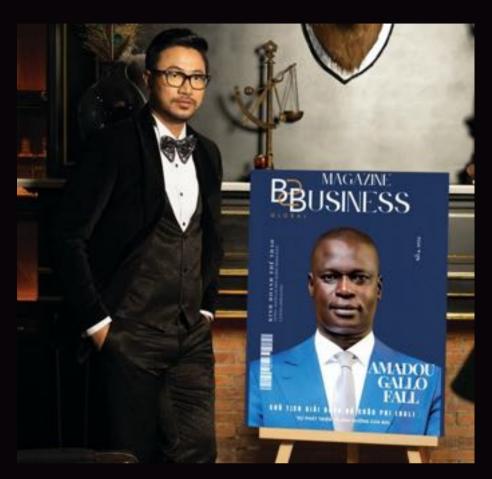


JEAN-CHRISTOPHE CLOETENS



# GLOBAL B2BUSINESS EVENTS Vietnam

#### GLOBAL B2BUSINESS MAGAZINE EXPANDS TO VIETNAM: A STRATEGIC CHOICE FOR INTERNATIONAL GROWTH



Global B2Business Magazine continues its expansion and has chosen Vietnam as its new anchor point in Asia. This launch marks a significant milestone for our institutional magazine, which is already distributed in over 72 countries through embassies, consulates, universities, chambers of commerce, and airports.

Vietnam was a strategic choice due to its rapid economic growth and increasing integration into the global economy. As one of the most promising markets in Asia, the country attracts more and more investors and businesses looking to establish a presence in the region.

With a booming economy, a young and connected population, and a strong appeal for trade, Vietnam stands out as a key player in international commerce. Its growing role in free trade agreements and its strategic positioning make it an essential hub for business in the Asia-Pacific region.

To better serve the local market and enhance our impact, Global B2Business Magazine is now available in Vietnamese. This translation reflects our commitment to accessibility and cultural and economic adaptation.

Our mission remains the same: to connect thought leaders, institutions, and businesses worldwide by providing insightful analysis, exclusive interviews, and international perspectives.

This feature on Vietnam highlights our dedication to staying close to major economic players and offering a platform for exchange to drive growth and innovation.

We extend our sincere gratitude to Henri Hubert, Artistic Director of Global B2Business Magazine and CEO of Le Nom Events, one of the leading event agencies in Vietnam. His expertise, creative vision, and dedication have been instrumental in the success of this launch.

Vietnam is just the beginning of a broader expansion in Asia, and we look forward to continuing this journey with you.

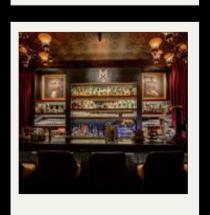
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Event organized by Le NOM EVENTat the Sofitel Saigon Hotel in Ho Chi Minh City.







#### INNOVATION, EXPANSION, AND COMMUNITY IMPACT

3. In 2024, you expanded your operations to New York and Miami, and you have plans to grow in Dakar and Abidjan. What motivated your decision to internationalize your businesses, and how do you see the challenges and opportunities in these new markets?

Expanding to New York and Miami was driven by my ambition to position Monaco Black Car as a global player. These cities are strategic markets with high demand for luxury and premium mobility. Dakar and Abidjan reflect my deep connection to my roots and my desire to contribute to Africa's economic growth. While these new markets come with cultural and logistical challenges, they also present opportunities to demonstrate that excellence knows no borders.

# FROM MONACO TO THE USA AND AFRICA, AN ENTREPRENEURIAL JOURNEY OF EXCELLENCE AND IMPACT

1. To begin, could you introduce yourself and tell us about your journey before becoming an entrepreneur, as well as the values that have guided you throughout your entrepreneurial path?

My name is Mbaye Mangara, and I am of Senegalese origin. I hold a degree in Economic and Social Administration as well as a master's in Organizational Management from the University of Nice. My journey has been guided by three core values: hard work, humility, and resilience. Before becoming an entrepreneur, I worked in various sectors, which gave meabroad understanding of business. These experiences, combined with my determination to excel, prepared me to face entrepreneurial challenges.

2. Monaco Black Car evolved from a modest business to a major player in the luxury transport sector. What do you think made the difference in the success of this company, and how did you manage to establish yourself in such a competitive market?

The success of Monaco Black Car lies in several key factors: an unwavering commitment to quality service, a deep understanding of the expectations of high-end clients, and the ability to adapt quickly to market changes. In such a competitive industry, standing out requires excellence in every detail: experienced drivers, impeccable vehicles, and constant availability. Additionally, I have built strategic partnerships and earned the loyalty of demanding clients by providing tailor-made services.

4. The creation of Disciplinam Sécurité in 2019 demonstrates your ability to diversify your activities. How do you identify opportunities in such diverse sectors, and how do you maintain the quality of service across your various projects?

Diversification is all about vision. With Disciplinam Sécurité, I identified a growing need for security in sensitive environments. Each sector has its unique characteristics, but the key is to apply the same standards of excellence and integrity. I work with highly skilled teams and stay attuned to market demands, which allows me to maintain high-quality service across all my projects.

6. Despite your success in Europe, you remain deeply committed to your African roots. What are the key projects you are developing for Africa, and how do you see the role of the African diaspora in the continent's development?

I firmly believe that the African diaspora has a vital role to play in the continent's development. My projects in Africa focus on agriculture, education, and services, with the goal of creating sustainable jobs and building a skilled workforce. Africa is rich in talent and opportunities, and my ambition is to invest in its growth while sharing my experience and resources to support this momentum.

8. In the face of economic crises and current global challenges, how do you view the future of your businesses, and what are your long-term ambitions?

Economic crises and global challenges require constant adaptability. My objective is to continue diversifying my activities while consolidating my existing achievements. Innovation and customer feedback will remain at the heart of my strategy. In the long term, I aim to position my businesses as benchmarks in their respective industries while investing more in emerging markets, particularly in Africa.

5. Find It Monte-Carlo is an innovative platform that connects different luxury services. What inspired you to create this platform, and what impact do you hope to have on the luxury event and services market?

Find It Monte-Carlo was born from the idea of simplifying access to luxury services. In a market where time and efficiency are paramount, I wanted to create a platform that seamlessly connects clients with top-tier service providers. My goal is to revolutionize the luxury events and services market by offering a modern, personalized, and efficient solution that meets the expectations of the most discerning clients

7. The creation of an automotive training institute in Dakar demonstrates your commitment to vocational education in Africa. Why is this area important to you, and how could this institute contribute to the economic transformation of Senegal?

The automotive training institute in Dakar aligns with my vision of strengthening professional education in Africa. The automotive industry is growing rapidly, but it lacks skilled technicians to support its development. This institute will offer technical training tailored to local needs, providing young people with career opportunities. It's my way of contributing to Senegal's economic and social transformation.

9. Monaco is often seen as a small, closed, and selective rock, where luxury and temptations are everywhere. How have you managed to succeed in such an environment while staying true to your values and avoiding excesses? What role has your family played in supporting you and grounding you in your values throughout your journey?

Monaco is a demanding environment where only the best can succeed. To establish myself, I have always prioritized professionalism, discretion, and integrity. Despite the temptations and pressures, I've stayed true to my values, thanks to the unwavering support of my family. They constantly remind me of the importance of humility and perseverance. This strong family foundation has kept me grounded and allowed me to thrive in such a selective environment.

10. What role does your faith play in your entrepreneurial process and business journey? How does your faith in God influence your decisions and the way you manage your projects?

My faith in God is the foundation of my journey. It guides my decisions, gives me the strength to overcome challenges, and inspires me to remain fair and honest in my business dealings. I firmly believe that every success is a blessing, and this perspective helps me maintain a sense of gratitude and responsibility. My faith also motivates me to invest in projects that have a positive impact on communities and to show generosity toward those in need.







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GLOBAL B2BUSINESS MAGAZINE



#### Friday-Wellness with the Ergo Series

Join the Friday-Wellness campaign and embrace the transformative power of prioritizing your well-being. By dedicating just one day to think and take action, you can unlock your full potential for happiness and success. When you "Feel better. Do better".

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#### GASTRONOMY SPECIAL

BY RENÉ MARRE FOR
GLOBAL B2BUSINESS MAGAZINE



GASTRONOMY IN 2025: MORE THAN EVER UNDER GLOBAL INFLUENCE! GLOBALIZATION, SOCIAL MEDIA, HOME DELIVERIES, INFLUENCERS, "FUSION FOOD", TV SHOWS: CULINARY REVOLUTION FOR ALL.



Culinary trends are evolving rapidly and fascinatingly. In fact, they follow globalization, but also new techniques, innovations in food, and sometimes sustainable cooking. Additionally, social media has a major influence.

Individuals are influenced by a strong exposure to various cuisines, influences from other countries, and cultures. They discover flavor combinations, listen to countless culinary shows promoting "fusion food," and young people are open to new and innovative culinary experiences, unlike previous, more conservative generations. Fusion dishes push the boundaries of taste, introducing unknown flavors such as certain spices, and utilizing new techniques. This context creates a very vibrant culinary landscape, livelier and more diverse than before.

Young people show a clear interest in new culinary trends and wish to go beyond the conventional boundaries imposed by cultural, ancestral, and family traditions. Thus, in 2025, after the popularity of sushi, ramen, couscous, Thai, and Mexican cuisine, authentic street foods from around the world are likely to gain attention from the youth, especially through social media, which serves as a source of information, photos, recipes, and addresses. The digital revolution has changed food preferences and our approach to thinking about food.

This is complemented by a notion of sustainable gastronomy for some: ethical products, organic ingredients, origins, and respect for environmental impact. The attraction for many young consumers will be quite strong. For instance, in international airports, one can find restaurants or food counters offering "natural" products. For a part of the population, still a minority but not negligible, food must align with ecological values. Some consumers are also concerned about the ethical treatment of animals in the food industry. This has led to an increase in the adoption of vegetarian and vegan lifestyles, as well as pressure for higher welfare standards in animal agriculture. However, this is still a small minority, which has nonetheless led to vegetarian dishes appearing on almost every menu.

Many young chefs are challenging traditional dishes with modern creations. Exotic ingredients are very trendy in 2025, with products from around the world, spices, dried fruits, vegetables, and exotic grains. These products are sometimes intriguing and expand people's palates and appreciation for different flavors.

In 2025, it's also interesting to follow the evolution of "Brunch," initially reserved for Sundays at grand hotels 20 years ago, but now available everywhere from 11 AM to 5 PM, as well as "Slow Food."

#### GLOBAL B2BUSINESS MAGAZINE



In addition to these observations, let's add the success of themed food festivals such as those focused on Asia, Mexico, and others. And let's mention the guides and rating websites on the Internet.

Finally, food delivery services have redefined the way we eat. From gourmet meals to artisanal snacks, consumers can now enjoy a wide variety of dishes with just a few clicks or a phone call. This convenience has not only transformed our eating habits but also stimulated innovative restaurant concepts.

Equally important is the influence of digitization on food culture. The digital revolution has clearly transformed the way we perceive food, new recipes, and sometimes even how we share our culinary experiences online. As the digital world continues to influence our lives and our opinions on everything, it has inevitably reshaped the way we perceive, consume, and appreciate gastronomy.

Social media platforms have become powerful tools shaping the food culture of the younger generation. Facebook, Instagram, YouTube, and TikTok have become popular hubs for sharing photos of mouthwatering dishes, creative recipes, and culinary adventures. Just take a look in a restaurant at the number of people taking pictures of their meals. Food bloggers, influencers, and chefs rely on these platforms to showcase their culinary creations, influencing trends and inspiring food lovers worldwide. Thus, social media has revolutionized the way we access food information. Online recipe sites and cooking apps offer a wealth of culinary inspiration at our fingertips: just follow examples on YouTube to learn how to make a dish that we knew nothing about until recently! Whether it's a classic dish or a "new" one, anyone can identify as a "Chef." Even chefs themselves consult photos and recipes from others to improve their methods and presentation.





In 2025, we are seeing a push for culinary innovation, which is now accompanied by a conscientious approach to sustainability and ethical and environmental considerations. For example, major coffee brands communicate about fair trade and organic ingredients.

We are witnessing the emergence of a new generation of food influencers. These individuals, who exert considerable influence in the culinary world, shape trends, preferences, and behaviors related to the consumption of gastronomic products. Highly present on digital platforms, they have become key players in defining modern food culture. Recently, I read the following text: "Unlike traditional chefs or culinary experts, these food influencers often lack formal training in culinary arts. Instead, they leverage their passion for food, their creative flair, and their knowledge of the digital world to attract and captivate a young consumer audience. With visually appealing content, engaging storytelling, and innovative recipe ideas, they have gained loyal followers who look to them for their own culinary projects." This long definition, and having met many of them, fully satisfies me.

One of the characteristics of these new food influencers is their ability to bridge the gap between traditional culinary practices and contemporary tastes. They introduce new brands and habits... Drawing inspiration from various world cuisines, they experiment with fused flavors, innovative cooking techniques, and unconventional ingredient combinations. This approach has sparked the interest of a younger population eager to explore new and exciting culinary experiences.

Of course, the "flip side" is also an increase in culinary mediocrity... American "fast food" chains are spreading everywhere, just like poor-quality kebabs, a phenomenon that has existed for over 20 years. The Asians, after pizza and hamburgers, are now discovering cheese tarts and pastries! We, on the other hand, have Ramen...

In 2025, in a major European city, if one takes the time to choose their meal, it becomes clear that the offerings have never been so vast and innovative! And this is just the beginning...

René MARRE



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#### **CARINE BABA**

A TALENTED ARTISTIC PHOTOGRAPHER

#### GLOBAL B2BUSINESS MAGAZINE

Carine Baba is an exceptional artistic photographer whose unique vision transforms each image into a true work of art. Through her photography, she captures the essence of her subjects—whether from the fashion world or diverse cultural backgrounds—elevating them into visually striking compositions.

Her work goes beyond merely representing fashion; it reflects a deep understanding of the individual, paying tribute to authenticity and diversity. Every photograph is a journey, a story told through the lens, where every detail, every shade, and every light brings out the very essence of the subject.

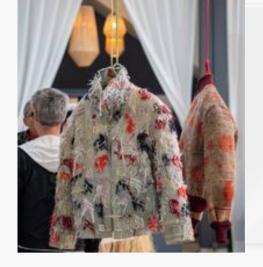
The works of Carine Baba Art Fashion are already being sought after by luxury hotels in Belgium and internationally, underscoring the growing recognition of her talent. On the French Riviera, the prestigious men's haute couture house CLAUDE BONUCCI has also chosen to feature one of her pieces in their collection. The high-end clientele is increasingly drawn to these photographic artworks that blend elegance, art, and emotion.

What sets Carine Baba apart is her ability to capture beauty in all its forms, whether bold or subtle. From color to black and white, her creations explore the diversity of characters, featuring multiracial models from all walks of life. Through her lens, she invites viewers to explore the globalization of fashion and artistic expression, at a time when uniqueness and inclusivity are at the heart of societal concerns.

Global B2Business Magazine will follow with great interest the trajectory and future projects of this one-of-a-kind photographer, whose work continues to inspire and move a discerning and passionate audience.













Art and Design, can it be one of the catalysts for Bridging Africa and the World?

Stepping into the vibrant streets of Marrakech, a city pulsing with artistic energy and economic momentum, I found myself at the heart of a movement reshaping Africa's creative industries. From its bustling souks to its contemporary art spaces, a shared vision was evident—one that seeks to forge a powerful bridge between African creativity and the global stage. Across the city, individuals, businesses, and associations are working toward a shared vision: establishing a strong bridge between African art, design, and the global stage—not just as participants but as leaders shaping new paradigms. A shining example of this vision was an event organised by KE'CH Collective in the industrial district of Sidi Ghanem, designed to complement the prestigious 1-54 Contemporary African Art Fair by extending the dialogue beyond traditional galleries and into a dynamic, immersive space where artists, designers, and cultural entrepreneurs could collaborate showcase Africa's and creative economy in action.





This edition brought together a dynamic mix of and designers, celebrating artists intersection of art, fashion, and design in a way that goes beyond aesthetics, serving as a model for economic empowerment and cultural diplomacy. A particularly notable moment was the VIP Brunch\*, curated by Zawyaty with (Nicole Velenti, Aldo Belkouar), and Um Mami with (Marie Sophie Groenlund, Charlotte Coleman) a social associations that empower young people in Marrakech. Zawyaty nurtures artisanal craftsmanship, while Um Mami fosters culinary innovation. Together, they created an inspiring fusion of artistry and gastronomy, proving that creativity is a tool for economic transformation and cross-border exchange. Art and design are more than just aesthetic pursuits; they are powerful economic and cultural drivers reshaping Africa's global influence. Their ability to foster collaboration, generate sustainable business models, and empower local talent provides a blueprint for other industries—whether in technology, tourism, or agriculture—to integrate creativity as a tool for growth and international positioning. Marrakech, with its blend of heritage and modernity, is proving to be a key player—positioning itself as a beacon for African artistic excellence and a model for industries worldwide seeking to bridge local authenticity with global impact Among the standout moments of the week, "Be The Souk" by Nicole Billi seamlessly blended an avantgarde art installation with Mo Baala at MCC Gallery, and an art exhibit featuring emerging talents, also a showcase of up-and-coming fashion designers. More than just an exhibition, it was a movement—demonstrating the transformative power of creative industries as economic engines and community builders.

# INTRODUCTION OF OUR TEAM



LUCILLE GOMES
CEO FOUNDER OF GLOBAL B2Business Magazine



HILAIRE HUBERT
EDITOR-IN-CHIEF OF GLOBAL B2BUSINESS
MAGAZINE
From Belgium



HENRI HUBERT Artistic Director of Global B2Business Magazine From Vietnam

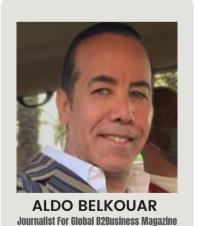






VALERIA RUBINO

Journalist For Global B2Business Magazine
From USA
(NEW YORK)



From Italy

E-MAIL: CONTACTGLOBALB2B@GMAIL.COM PHONE: +33413591264 - +33646704572 B2BCONNECTGLOBAL.COM



#### A WORD FROM THE FOUNDING PRESIDENT

#### DEAR READERS, CONTRIBUTORS, PARTNERS, AND TEAMS,

As we conclude this issue, I would like to express my sincere gratitude to all of you our readers, contributors, partners, and, of course, to my teams around the world. Global B2B is not just a magazine; it is a true community of business leaders, and each of you plays an essential role in our success.

A special thank you to my teams, whose expertise, dedication, and professionalism make each issue and project possible. Your hard work is the key to our growth and global impact.

Looking ahead, we remain firmly committed to providing strategic and relevant content that helps our readers make informed decisions and maintain their leadership in their industries. We have many opportunities ahead, and I look forward to continuing to work together to build a platform that fosters the exchange of practical ideas and the execution of effective solutions for the future of business.

Thank you again for your continued support and commitment. Together, we will keep moving forward and achieving success.

With my best wishes for your continued success,

Lucille Gomes Founding President Global B2B & Global B2B Business Magazine

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