

The Impact of Geopolitics on Your Business

The world of geopolitics is constantly changing, often with significant ramifications. As we transition to a multipolar world, there are shifting global alliances and multiple hot spots around the world, some of which have the potential to turn into full-out war. Not to mention sanctions, trade embargoes and many other disruptive forces at work. All of this impacts your business – sometimes directly and sometimes indirectly. There are financial, operational, strategic, and social implications that business leaders and key decision makers must be aware of to successfully navigate the evolving geopolitical environment.

In this session, you'll hear from two experts (who happen to be brothers) – one on geopolitics and one on business strategy – whose insights and advice will be paramount as you seek to understand the world around you and plan for your organizational future.

First, Eugene Chausovsky, the Senior Director at New Lines Institute, a Washington D.C.-based think tank, will delve into the latest geopolitical developments around the globe. He'll provide a fascinating and objective perspective on the motivations, driving factors, and consequences of recent events, putting them into context relative to the broader world and helping you understand why the governments of countries act the way they do.

Next, Alex Chausovsky, the Director of Analytics at Bundy Group, a Charlotte-based investment bank, will deliver an insightful analysis of how these events will impact the macroeconomic landscape and how they could affect the outlook for your business. He'll explain the potential impact on supply chains, input prices, and transportation and logistics dynamics, among others. Most importantly, he'll offer practical and actionable advice for business leaders based on today's geopolitical forces.

Attendees will walk away from the session with the following insights:

- Time-sensitive and forward-looking coverage of geopolitical events of concern such as the Russia-Ukraine war, conflict in the Middle East, tension between China and Taiwan, etc.
- Concrete advice on related business implications such as supply chain disruptions and logistical challenges, market access, trade barrier & expansion analysis, and resource availability.
- Risk management and flexible scenario planning strategies to help you make informed decisions in an uncertain world.