**MR. NAOKI MATSUSHITA’S 100TH ESSAY HOMEWORK**

**Global Business Effort Essay**

1. How do new growing markets influence contemporary business?

There are so many growing markets in the world especially for example BRICS which is so famous in the world. Do you know BRICS? Firstly, it was BRICs and changed the letter to BRICS. Why did it become BRICS? Until around 1990, the group of countries was called BRICs. The countries were constructed by Brazil, Russia, India and China. S’ which was small letter is explained the plural form, but after about 10 years, South Africa was added to them. The share of its economy in the world is already 32%. It is the biggest group in the world. As I say in connection this, the share of EU is 16.6%　and US is 15.9%. So we can’t ignore such economic group any more as like BRICS. But the biggest economic country of BRICS is of course, China, second is India. Especially in BRICS, India is expanding their economy that India is recorded highest growth recently in the world. But you already know well that so many countries were influenced by the expanding economy of those countries. Especially for G7 countries, they tried to expand exports to BRICS, but most of BRICS are making many products by themselves as manufacturing countries so they don’t need to expand the import but also BRICS try to expand their exports. So as the result, G7countries have been losing manufacturing for exports in their countries including factories and many employees have been losing their jobs. It has become a big trouble. But every economic country couldn’t ignore and have strong protest to BRICS because the imports and consumptions of BRICS already have a big share of the exports in the economic countries, so the economic countries couldn’t cut off BRICS for protecting their economies. It is a big contradiction.

But at the same time, the new growing markets also are expanding as like South Sahara, East South and Western Asian countries as like Kenya, Uganda, Vietnam, Thailand and the Philippines. They are expanding their economies by big amount of nations. Such countries will expand rapidly and many economic countries like G7 are advancing to such countries for recovering the loss of expecting sales with BRICS.

But Great China has already advanced to those growing countries by using enough money. The Chinese way always uses the economic aid as like making bridges, roads, schools, power plants, the railways and etc. Great China invests their big money for making constructions but they always use their own companies and Chinese employees who are hired from China for making such constructions at those times, so most of the workers in the local countries which get such the economic aid are not used by Chinese companies. When G7 countries make constructions in those growing countries, G7 countries usually hire local companies and employees in such local countries, because it usually gives big impacts to the economies of new growing markets. Great China never gives the real economic aid and obviously it only makes China and Chinese economy expand. The new growing countries have much complains for China after making constructions but it already has done. The economic countries invest to new growing countries to expand both economies. It is a duty for the economic countries and we should think that it is the investment for expanding the economy of economic countries as like the effects after passing over their certain investment. G7 and BRICS should improve the economic situation of all over the world. They already have such duties. I think that it is the duty for the economic countries. Of course the economic countries have to get the certain effect from all over the world. In BRICS, especially Great China put out of order as like improving world economic situation. They should know that they already can make big influences and have big impacts all over the world.

1. How does globalization influences international business operations?

It is a very difficult question, can you understand well?

I think that GDP in the world has to expand forever for making good economic world, improving the conditions of poor countries. The basic economy of the world should be brought up. The poor countries as like Bangladesh, Pakistan, Chile, Rwanda and other African countries are struggling to improve their economic situations. Recently some developing countries are beginning to try to bring into the economic countries as like G7 and BRICS, so they are trying to make the economic countries invest making factories and contracts of manufacturing in the actual places to them. So it is so important for the developing countries how they make the economic countries invest to expand their economy. For example, Kenya tries to expand the economy and invite many economic countries and big companies. Kenya made the special economic zone near Nairobi and made low taxes in such areas to foreign big companies. Of course, it is a big chance for the economic countries and big companies that they can make their products in the low prices and in addition to that, the labor cost of Kenya is cheaper than the other developing countries. So if the people in Kenya can make the better products, it must be perfect for the economic countries to make good products by cheaper prices. It is like ‘killing two birds with one stone’. But you should think deeply if the local companies in Kenya as factories are bought by foreign companies like in China and most owners of the companies and factories change to foreigners, Kenyan government will dislike such situation because they can’t get enough taxes from their companies and the worst one is that Kenyan companies and people can’t make innovations easily.

On the other hand, the economic countries may get the big effects by using such systems. They make products by cheaper costs and finally sell them to the economic countries. It is so effective that they can make demands by bringing up the minds of local people to buy such products which Kenyan people know well that those products are so good and can supply on the actual places. It may be one of ‘extraction’. Many foreign companies only earn enough money and local people work so hard but can’t earn enough money and make innovation. But on such cases, it is not true that all Kenyan people can’t have enough money. On such cases, some of government staffs, politicians and top managements of Kenyan companies must be able to get enough money. It will be an accommodation for them, so Kenyan society will be separated the super rich group and the extreme poor group. It is the truth of globalization.

Of course there are so many good points of the globalization. The poor countries can have chances to expand their economy by using such global system and they can earn foreign money by expanding exports. It is so effective for them to get the confidence from the other countries and banks. The power of earning foreign money is the big proof of strength for developing countries.

On that case, the government and local companies must forget to learn technology and knowledge from foreign companies. It is so important for them after learning them, they make original one from them and try to make innovations. After making the original one, they can get the real effect by using them and they will really feel that it was the better that they invite and accept with foreign companies. It is the successful way to the globalization.

I watched the speech of the president of Uruguay in the UN on TV. You know well that it is a very famous speech. I got the deepest emotion from him at that time. He was called the poorest president in the world. He always didn’t live in The Executive Palace and lived in his house in a farm. He didn’t use Limousine car for the president with a driver, he didn’t have a high class car and only have the old Beetle which some friend gave him. He never wore ties which is the symbol of the elites. He said on the speech in UK. ‘***Everybody says that our environment is getting worst because our societies discharge CO2 too much. But it is the political issue. Who did make such world of consumption? Why do we need many products? Why do you think it is good that we buy many kinds of products? Uruguay is one of the poorest countries. Our exports dare only dairy products, meat and cows. Before you insist about the amount of discharging CO2, you should stop buying many things. Of course stop making many products for selling. The poorest person isn’t one who only has few good things, but we say that the person is so sad even if they buy much more but don’t make satisfaction by oneself. The people come to the Earth to become happy, it is not for developing and expanding. On such a case, it is not true that the people don’t make the consumption but the consumption roll over the people, it is abnormal.’’***

I think that these are wonderful words. He was asked from the King of Arab that he wanted to buy his old car by 100 thousands US dollars but he didn’t sell it because the old car was given from his friend and he was careful of his friend’s mind. He still has lived in his farm and has lived by using 10% of his income because he gives 90% of his income to the poor people. He is still too poor. We should consider regarding his great thoughts and activities