



G.C.C. Business & Investment - Monthly Journal

JULY-2023





CEO Message

"The most important thing is to try and inspire people so that they can be great in whatever they want to do."

- Kobe Bryant

Our success is tied to our primary constituent partners – Business Owners, Intermediaries, and Investors. We have outlined targeted information to each party below that we hope will help better explain the value we bring and how we can work together. With our tenure in this market, we have a number of references available upon request – we hope to hear from you.



Sher Afzal





Our Practices

The best marketplace is a vital part of any business community worldwide. GCC is playing a pivotal role as a Global Chamber for the business community and a big strength to capitalize.

A Chamber of Commerce can be an energetic force for good, but only if it is run effectively.

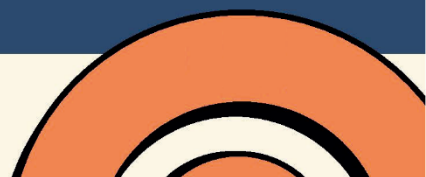
Here are few best practices adopted by GCC to have smooth operations.

- 1. Developed a Strategic Plan***
- 2. Built a Strong Board of Directors***
- 3. Create a Diverse Funding Stream***
- 4. Be an Advocate for Our Community***
- 5. Provide Value to Our Members***
- 6. Communicate with Our Members***
- 7. Become the Voice of Business in Our Community***
- 8. Partner with Other Organizations worldwide***
- 9. Stay Relevant for the business growth***
- 10. Measure and Evaluate Our Success***





INVESTMENT





Meeting with CEO & director of the below UK Investment Group



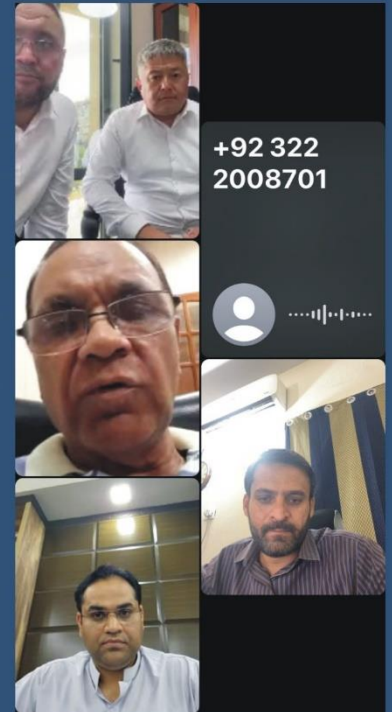
Meeting with Kyrgyzstan President Advisor for investments of about 20 billion US\$ for Asman city being built in Issyk Kul region. Issyk kul is second largest lake in world

Construction of Asman city began in Issyk-Kul region of Kyrgyzstan. President Sadyr Japarov laid a capsule at the construction site on Friday.

Heads of state bodies, deputies of the Parliament, officials and media representatives were invited to the solemn event.

Earlier, the head of state said that the city would be designed for 500,000-700,000 inhabitants. It will be built by external investors. Kyrgyzstan will not spend a single tyiyn.

Approximate terms of implementation of the project — from 7 to 10 years. The cost of the project is about \$20 billion. About 3,143 hectares of land have been transformed to implement the project. The Presidential Administration will manage the directorate for construction of Asman city.



Meeting

As AIC President v. Cemil Akin, the meeting with mr samuelle was held in our Istanbul branch yesterday. We exchanged information on what can be done in Africa and a plan was made on the work to be done and a decision to cooperate was made and we thank them.



Meeting

Meeting with Mr Ch Sarwar Ex Governor Punjab Pakistan for investments from USA in hospitality business



Meeting

Meeting with Director General E- Governance, Punjab Information Technology Board-Pakistan to initiate E-Education Business by USA investor in Pakistan





Meeting

Meeting with Mr Dr Shahid Munir Chairman Punjab Higher Education Commission, Pakistan for starting E- Education Business by USA investor in Pakistan





Meeting

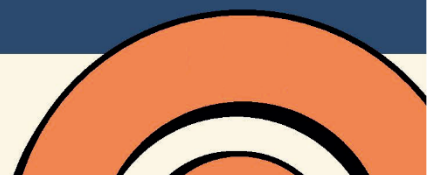
Meeting with Mr Zafar Mahmood Sr Vice President Lahore Pakistan Chamber of Commerce for API imports, API plant in Pakistan and hospitality for investment from USA





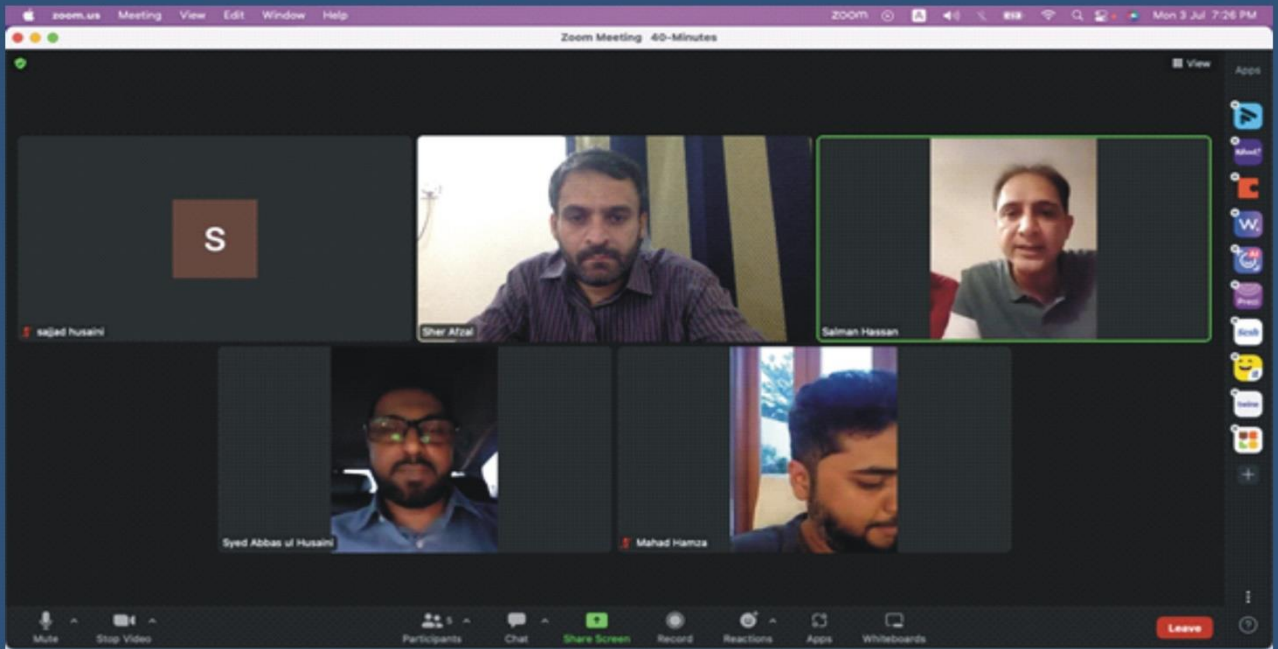
GLOBAL CEO'S CLUB PVT LTD

WEEKLY BUSINESS
OPPORTUNITIES – ZOOM
MEETINGS

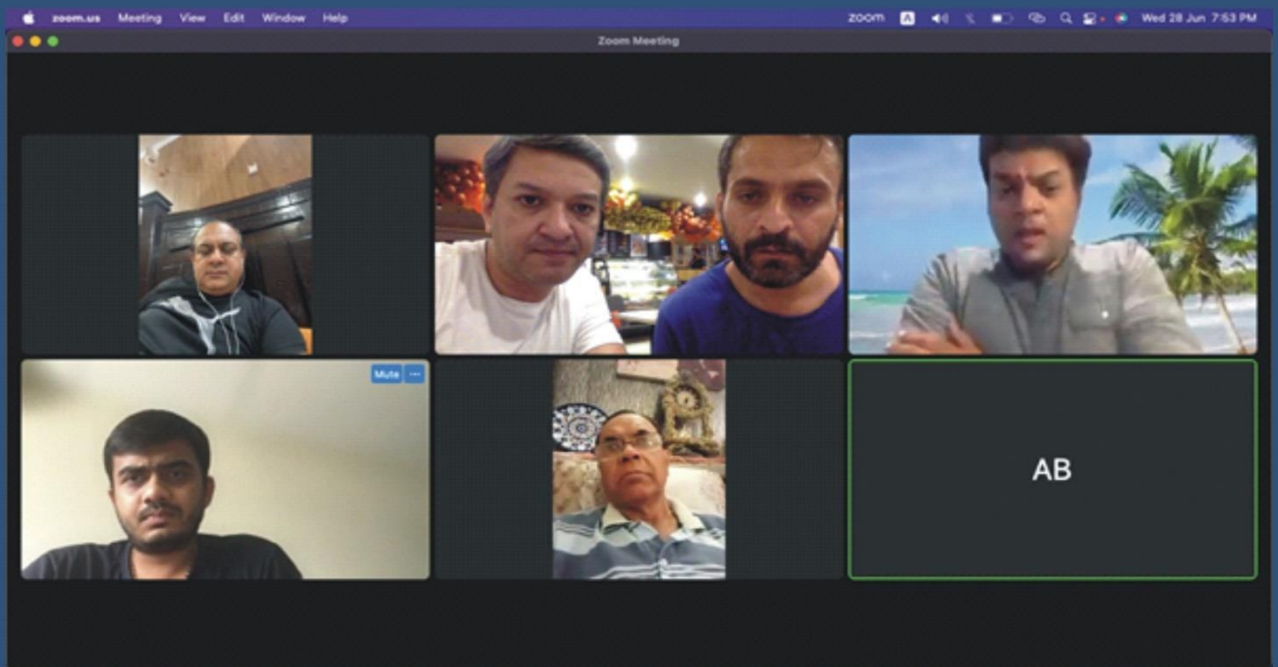




Meeting for Investment in E-Vehicles (Pakistan)

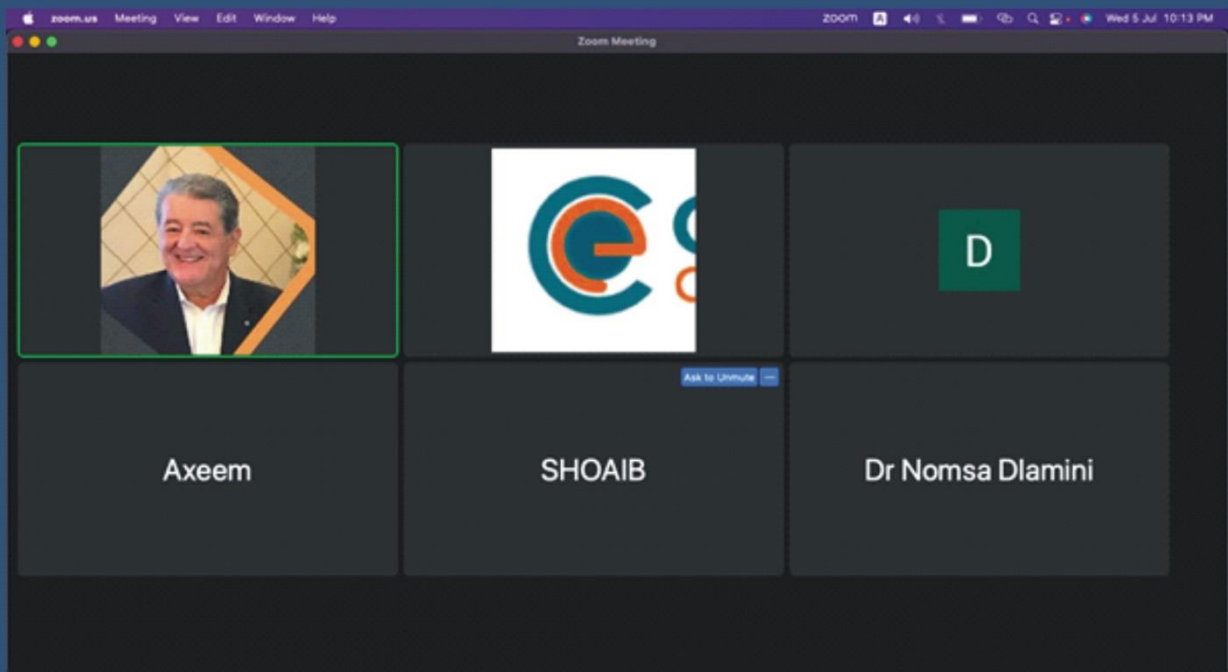
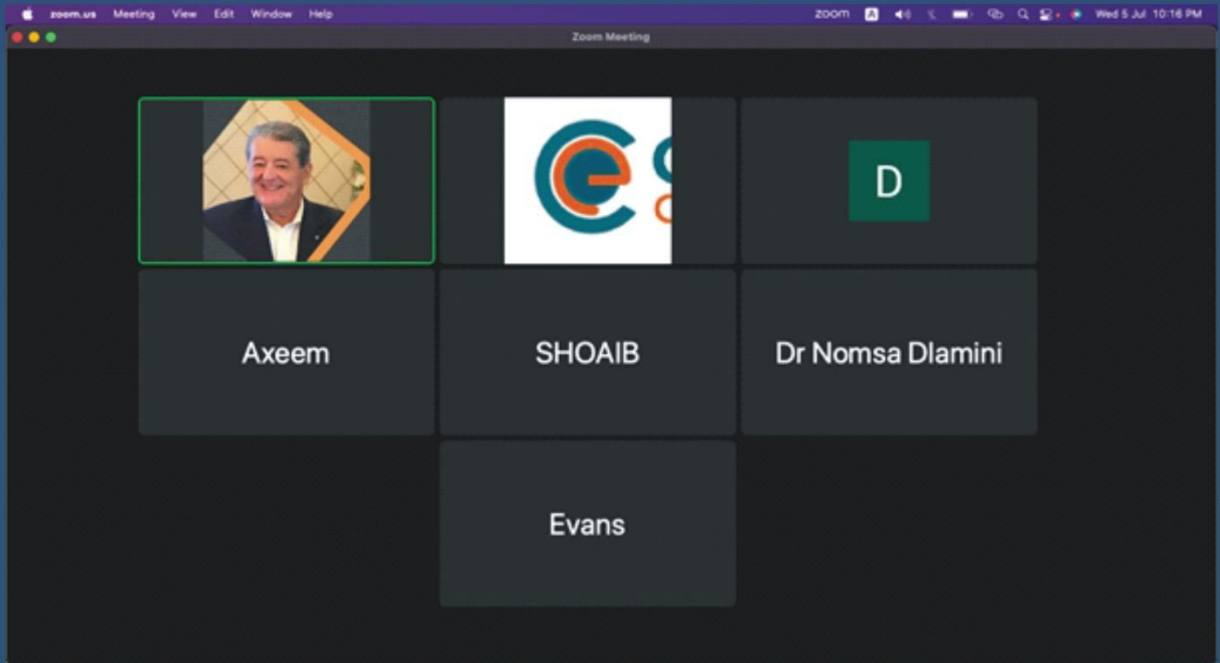


U.S. Investment Meeting in E-Businesses (Digital Insurance, E-Education, E-Pharmacies)



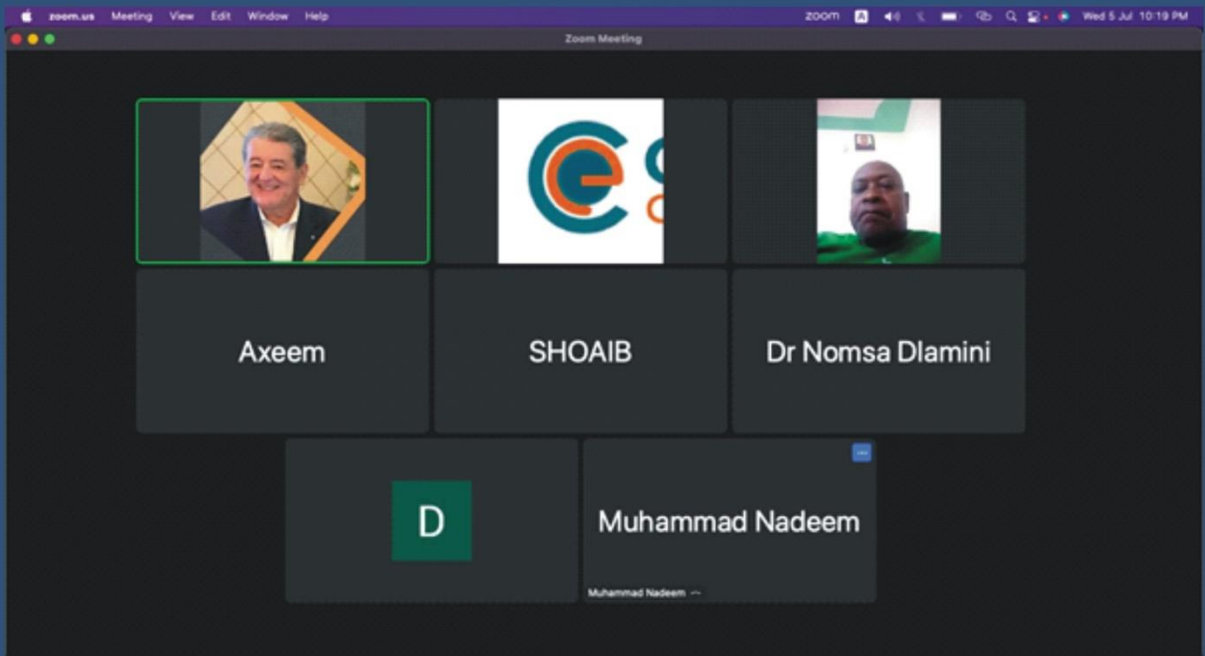
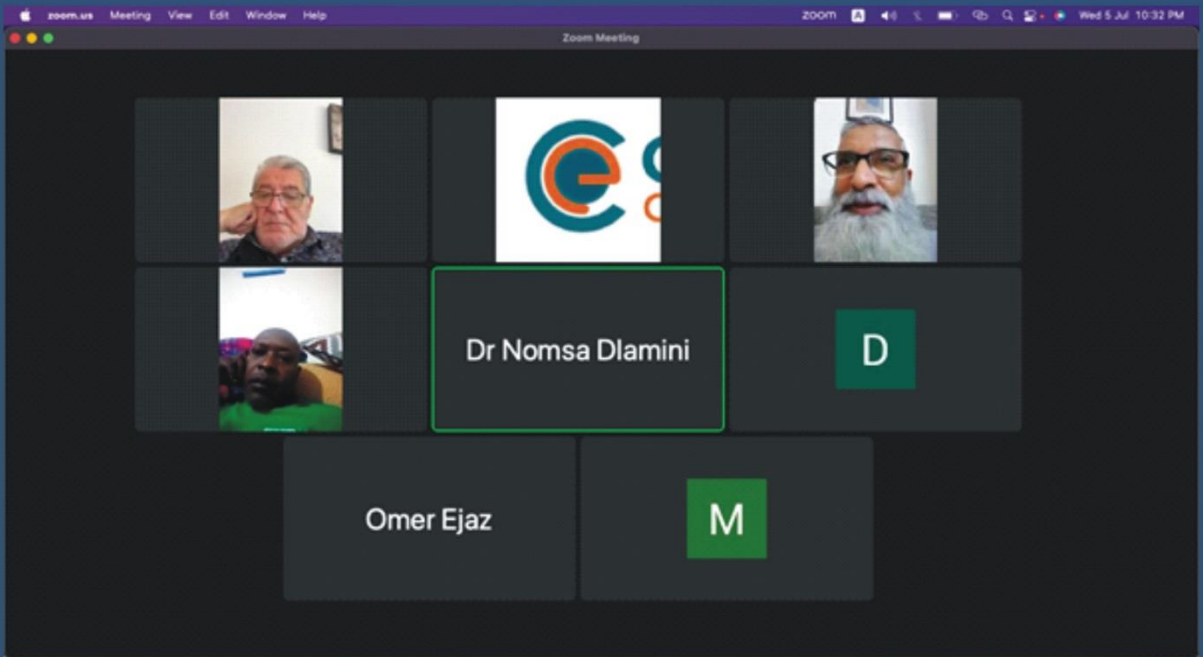


Weekly Zoom Meeting



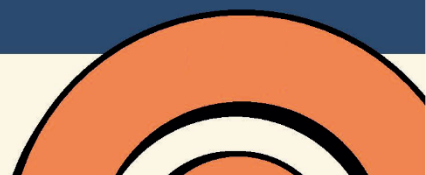


Weekly Zoom Meeting





BUSINESS TIPS





E-Commerce Business

An ecommerce business uses digital methods to sell products and services to customers. Ecommerce businesses can be online-only or have a physical presence as well. Selling to customers online typically requires a website or digital storefront, plus a way to process payments digitally and ship orders to customers.

Global Projects Funding

Venture Capital

Venture capital (VC) is a form of private equity funding that is generally provided to start-ups and companies at the nascent stage. VC is often offered to firms that show significant growth potential and revenue creation, thus generating potential high returns, and GCC is with the global business community to cope with their financial desires.

Private Equity

Private equity describes investment partnerships that buy and manage companies before selling them. Private equity firms operate these investment funds on behalf of institutional and accredited investors.

GCC prefers the requirements of the world's CEOs to meet financial crunch/shortage to accomplish growth targets.

Joint Ventures

A joint venture (JV) is a business arrangement in which two or more parties agree to pool their resources for the purpose of accomplishing a specific task. This task can be a new project or any other business activity. Each of the participants in a JV is responsible for profits, losses, and costs associated with it. Ventures can be done jointly. One participates with funds and the others in kind. GCC establishes such mega relationships around the world to enjoy mutual profitable ventures.





What is a payment gateway?

A payment gateway is a **transaction processing technology** that captures, stores, and transmits card information from the customer to the acquirer. It then shares the payment acceptance or decline notification back to the customer. In other words, **the payment gateway works as the middleman between a customer and the merchant**. By acting as an interface between a merchant's website and their acquirer, an online payment gateway can simplify how merchants process card payments.

A payment gateway protects the customer's sensitive payment data, as it relays it from the merchant to the acquirer and then the issuer using data encryption. The gateway follows several strict procedures for securing data that are defined by the PCI-DSS compliance standard, which also includes annual audits and recertifications to ensure the standard's validity (more of this below).

- The merchant the online business that accepts card payments, operates in any vertical (e.g., travel, retail, eCommerce, gaming, forex, etc.) and delivers digital or physical products or services to consumers.
 - The customer (also known as the cardholder) the individual who accesses the goods and services that the merchant is selling and initiates the transaction.
 - The issuing bank, or the issuer the bank, financial institution, company, or credit union that issues or helps issue payment cards to customers on behalf of the card schemes.
 - The acquiring bank, or the acquirer the financial institution that processes card payments on behalf of merchants while maintaining the merchant account. One of its main roles is to securely route the card payment data onto the card schemes (more of this below) for authorisation by the issuer.

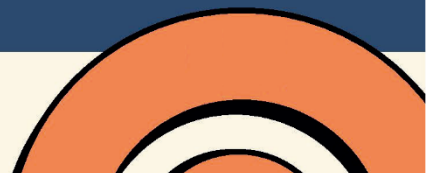
The payment gateway the technology used by merchants to authenticate and securely transfer payment data between the various parties involved in the transaction process. Once the payment is approved or declined by the parties involved, the payment gateway sends back the relevant message to the merchant.

- Card schemes the entities that enable payments between merchants and card issuers. Some major international credit card schemes include Mastercard, Visa, American Express, Discover, and UnionPay.





ADVERTISE WITH US





COLOMBIA

Located in the northeastern region of South America, Colombia is constituted as a unitary, social, and democratic rule of law state. Its form of government is presidential, and it's organized into 32 decentralized departments and the capital district, which serves as the headquarters of the national government.

The Colombian economy has been experiencing a significant period of stability and economic growth, making it one of the best investment alternatives in the region

In 2020, Colombia recorded a growth rate of 3.14%, according to the average of the consulted analysts.

Most of them predict a year similar to, or slightly lower in growth compared to 2019. However, this figure still positions Colombia as one of the major growth countries in the region, which is good news considering the global economic slowdown

Analysts forecast that if Colombia continues generating effective policies and growth strategies, as it has been doing, the country's economic growth will remain continuous and will significantly outshine the progress of other countries in the region

WTC Barranquilla

WTC Barranquilla, is characterized for being a company that supports and promotes a sense of self in tourism, culture, education, women and children, especially democracy, which is why we believe that through it we could get a better place.

In our tour we had the honor and pride to meet several aspirating running for government elections positions, who asked to keep their identity private, however we are pleased to share with you Colonel Luis Felipe Valencia.

The colonel who wants to reverse the socialism of the 21st century

Colonel Luis Felipe Valencia Hurtado, is a specialist in citizen security, with ample skills to generate synergies and formulate large capacities and relate them effectively between civil and military authorities in the face of the complexity of crime and affectations to life and constitutional order, public administrator of resources par excellence, managing high budget of institutions of national, departmental and territorial order, with zero findings in 40 years of public and military life.

He is currently running for mayor of Zipaquirá, Cundinamarca, and in his government plan he proposes a safe and dignified municipality in sustainability, participation and transparency in which he inspires entrepreneurial, technological and innovative development taking into account the environment and agricultural development.





WTC Baraquilla

The World Trade Centers Association (WTCA) announced that it has approved LATAM PROJECTS Inc. as licensee for the establishment of an officially recognized World Trade Center (WTC) in the city of Barranquilla, Colombia. As the sole owner and licensor of the "World Trade Center" and "WTC" brands and trademarks, WTCA adds LATAM PROJECTS, Inc. to its worldwide roster of members, effectively opening a gateway in Barranquilla to its global network of more than 325 highly-connected, mutually supportive businesses in nearly 100 countries. LATAM PROJECTS Inc. and the city join six other official WTCs located in Colombia, including Bogota, Cali, Cartagena, Ibague, Medellin, and Pereira. "Barranquilla is known for its bustling seaport near the Caribbean Sea and its position as the main industrial, shopping, educational and cultural center of the Caribbean region of Colombia," stated John E. Drew, Chair, Board of Directors of the World Trade Centers Association. "We are excited to welcome this World Trade Center to our global network, expanding our footprint in the country and region, and bringing our network's full resources and connectivity to bear on the city of Barranquilla."

Nicknamed "Colombia's Golden Gate," Barranquilla serves as a port for river and maritime transportation within Colombia, and is the fourth most populous city in the country following Bogota, Medellin, and Cali. The WTC will be strategically located in North Barranquilla in the region of Grán Malecon del Rio Magdalena, along the Magdalena River. To assist with planning and construction, LATAM PROJECTS Inc. hired 4S Real Estate from Mexico City, Mexico. As one of the most prestigious **consulting companies, 4S has been** to conduct a full feasibility and due diligence study of the city's residential, office, and retail mapping; supply and demand for the next five years; and geographical area to determine the location for the construction of the development. The study, which started in April 2019, will conclude by the end of the year.





COLOMBIA

Located in South America's northeastern region, Colombia is constituted as a Unitarian, social and democratic rule of law state, which form of government is presidential, and it's organized in 32 decentralized departments and the capital district, which is the national government's headquarters.

The Colombian economy has been passing through an important period of stability and economic growth, becoming one of the region's best investment alternatives

During 2020, Colombia will grow 3.14, according to the average of the consulted analysts, who, in their majority, observe a quite similar year or with just a slightly lower growth than the 2019. Nevertheless, this figure will keep Colombia as one of the region's major growth countries, which are good news in the middle of a global slowdown picture.

The analysts foretell that if Colombia keeps generating politics and growth strategies, as it has been doing, the Colombian economic growth will be continuous, standing out by far, compared to the region's progress.

BARRANQUILLA

Atlántico: The department has an area of 3,386km², which is the 0.29% of the whole national territory.

Barranquilla is the capital of the Atlántico Department.

Located over the Magdalena River's western riverbank, just a few kilometers away from the Caribbean Sea.

It's airport, seaport & river port.

It's Colombia's Caribbean region principal economic center, where commerce and industry stand out among other economic activities.

Barranquilla is the 4.5% of the Atlántico Department's territory, with a population of 1,236,202 people and a population density of 8,027 people per square kilometer.

WTC

The World Trade Center Association was instituted in 1970 by Guy F. Tozzoli. This organization, which main offices are located in New York City, distinguishes itself by its non-lucrative nature and its political neutral position, what places it as one of the innovative services' creation leaders for international businesses.

The WTCA mission is to support the successful establishing and operation of the local World Trade Centers around the world. Currently, the uprising number of the association's center members, collaborate between them for the business' community benefit.

The association is a community which services make easier the international commerce between its members. It has around 800,000 members and operates in more than 100 countries through over 350 business centers.

The brand has achieved being a symbol of success and growth for all of its members, by being one of the most important references in the business generation at a global level.





Global chamber (www.globalchamber.org)

Until recently doing good business across cities and globally has been hard, and to be successful you were often on your own. Like our founder & CEO Doug Bruhnke, who in his career with DuPont learned a lot of the important lessons on his own, the hard way. Sound familiar? We've removed significant limitations from the global business growth process, and we're cutting more limitations every day to make success quicker and easier.

This week we are feeling pretty **innovative** because last week we met **Rami Goldratt** at our HQ, son of Eli Goldratt, who introduced the world to Theory of Constraints through the best-selling book *The Goal* and others. Rami is amazing like his father... and the meeting at Global Chamber® was a WOW!

"Value is created by removing significant limitation." Rami Goldratt, CEO at Goldratt Group

At the halfway point of 2023... our members are doing a lot of smiling because they've reached out, connected a bit, and gained connections and new business... **by eliminating limitations**. Consider making your life a little easier and better by jumping into the global tribe to create more success in 2023. And set the stage for a best year ever in 2024. It's a gift... innovate when you're ready





TECH.ADVANCE

INFORMATION TECHNOLOGY

At Tech.Advance, we specialize in providing cutting-edge IT solutions tailored to meet the unique needs of our clients. Here are some key details about our company that set us apart:

- 1. Expertise:** With a team of highly skilled professionals and extensive industry experience, we possess the expertise to deliver top-notch IT services across various domains. From software development to cybersecurity, cloud solutions to data analytics, we have the knowledge and capabilities to address a wide range of IT challenges.
- 2. Customized Solutions:** We understand that every business has unique requirements. That's why we take a personalized approach to develop tailored solutions that align with your specific objectives. Our team works closely with you to gain a deep understanding of your business processes and goals, ensuring that our solutions deliver maximum value and efficiency.
- 3. Innovation and Technology:** We stay at the forefront of technological advancements to provide our clients with the latest and most effective solutions. Our commitment to innovation enables us to leverage emerging technologies such as artificial intelligence, machine learning, and blockchain to drive digital transformation and optimize business operations.

Contact Us.

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ARTIFICIAL INTELLIGENCE

Objective: Determine your advertising objective. Are you trying to increase website traffic, generate leads, boost sales, or increase brand awareness? Choose the appropriate objective in Facebook Ads Manager.

Audience: Identify your target audience based on demographics, interests, behaviors, and other relevant factors. Facebook's targeting options allow you to reach specific groups that are more likely to engage with your ad.

Ad Content: Craft compelling ad content that aligns with your objective and resonates with your target audience. Consider incorporating AI-related themes or benefits in your ad copy.

Visuals: Choose eye-catching visuals, images, or videos that are relevant to your message. Use high-quality graphics that convey your brand identity effectively.

Call-to-Action (CTA): Include a clear and engaging CTA to encourage users to take the desired action, such as "Learn More," "Shop Now," "Sign Up," or "Get Started."

Landing Page: Ensure that the landing page you direct users to is relevant to your ad content and provides a seamless user experience. Personalize the landing page experience using AI-powered personalization tools if applicable.

AI-Powered Features: If your product or service incorporates AI technology, highlight the unique AI-based features in your ad. Explain how it can benefit the audience and solve their problems.

A/B Testing: Run A/B tests with different ad variations to identify the most effective combination of visuals, copy, and targeting options.

Budget and Schedule: Set your ad budget and schedule to control spending and reach your audience at the most relevant times.

Ad Monitoring and Optimization: Continuously monitor the performance of your ad campaign and make adjustments as needed. Facebook Ads Manager provides valuable insights that can help you optimize your ad performance.

Contact Us.

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