

# GLOBALIZATION

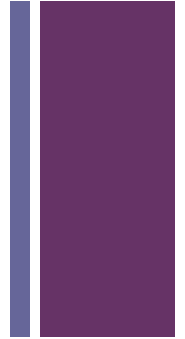
HotSpot n°2

October 17th, 2012

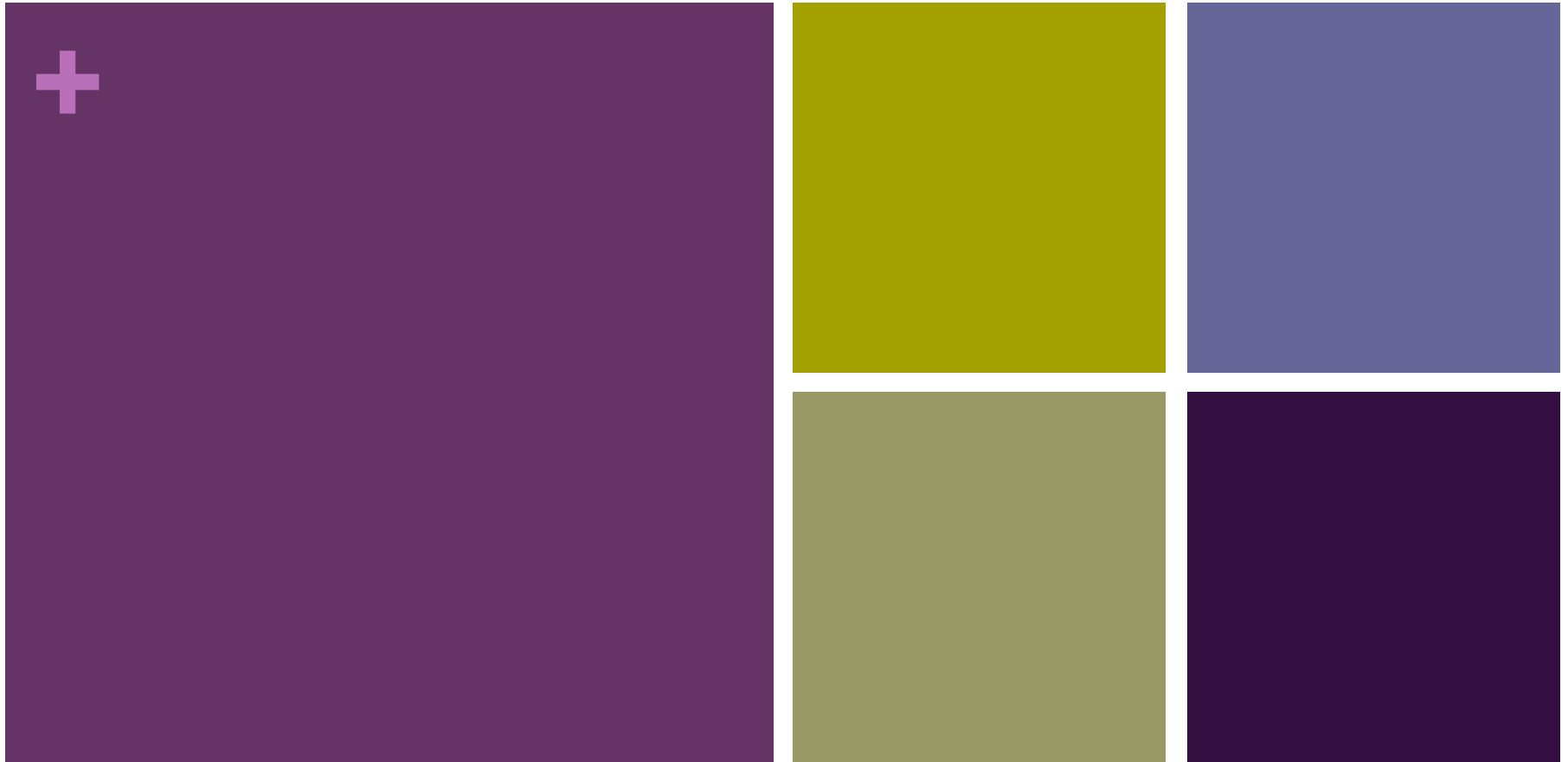
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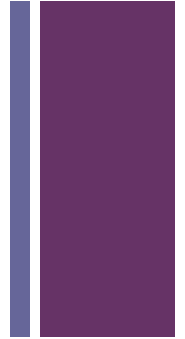
## **+** SUMMARY



- **South Africa's \$40 Billion Water Gap Threatens Economy**
- **Cuba Dropping Its Exit Visa Requirement**
- **The social economy: unlocking value and productivity through social technologies**



**SOUTH AFRICA'S \$40 BILLION WATER GAP  
THREATENS ECONOMY**



“Water is certainly one of the major risks that we look at”

*Paul Skivington, group executive for strategy and risk at Impala Platinum Holdings Ltd. (IMP), the world's second-largest producer of the precious metal. “It's not something you can generate. It's either there or it's not.”*

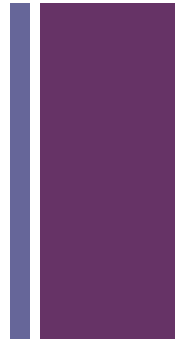
## + THE ISSUE

- Old infrastructures

“The water infrastructure is about 60 years old and the lifespan of a surfaced canal is about 40 years,” Greeff, 55, said on his farm near Vredendal, north of [Cape Town](#).

“Sometimes there are breakages on the canal system, which interrupts supplies. We can have a lot of damage to our crops.”

- Leaking pipes & Inefficient irrigation

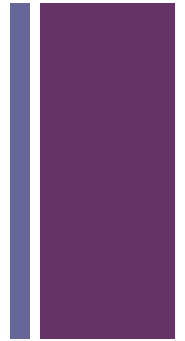


## + A GLOBAL ISSUE

- The dilemma is shared around the world as the United Nations projects that about 30 countries will be water-scarce by 2025, compared with 20 in 1990.

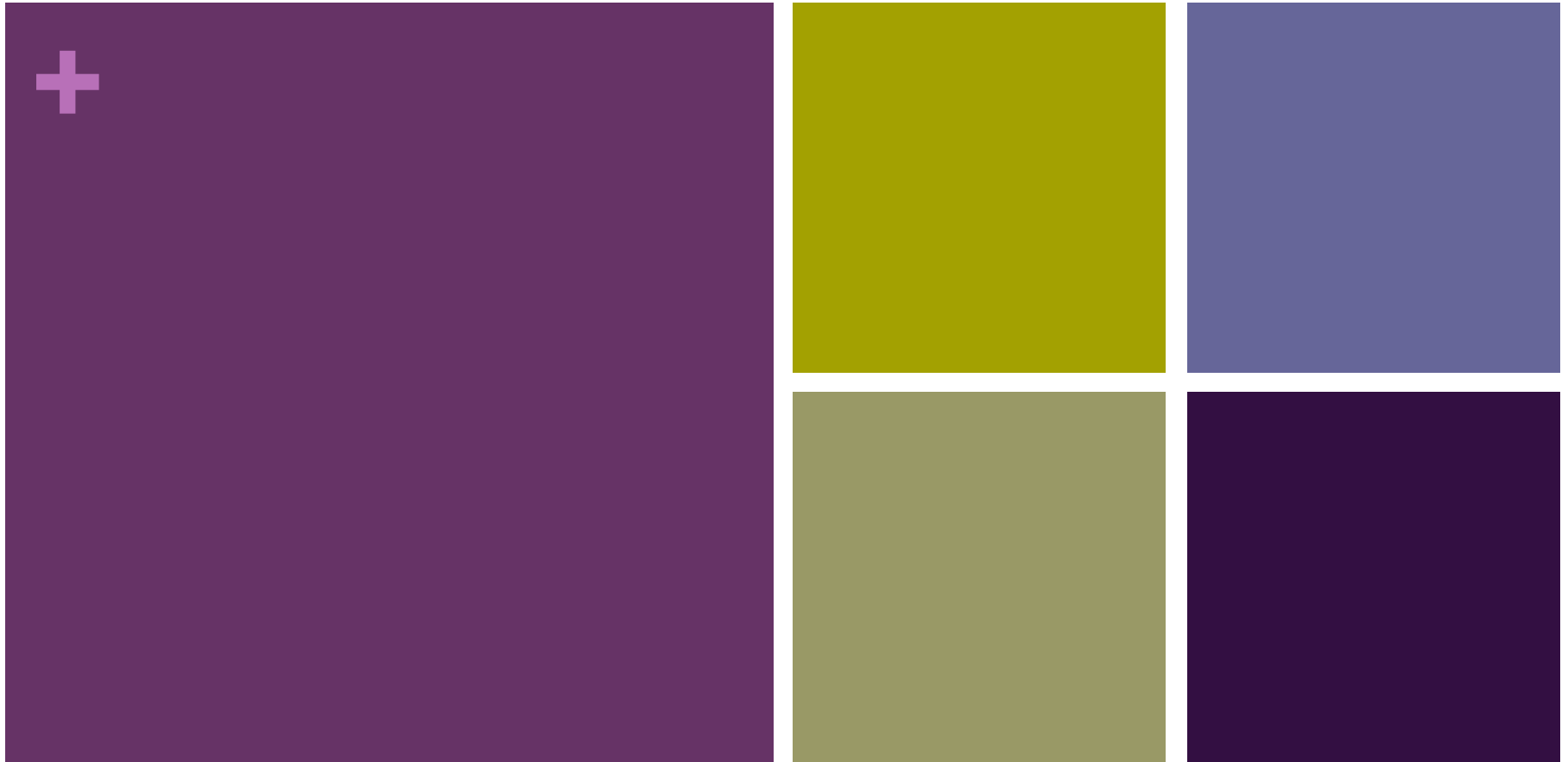


# + SOLUTIONS



- Investments
- Government funds
- Need to anticipate supply disruptions
- More regulation
- Rain collection





CUBA DROPPING ITS EXIT VISA REQUIREMENT



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**Cuba Dropping Its Much-Reviled Exit Visa Requirement**  
The New York times

## ■ The context

- Hard emigration policy in Cuba
  - long & costly procedure : exit permit and invitation letter
  - a lot of illegal emigration



Source: [http://www.nytimes.com/2012/10/17/world/americas/cuba-lifts-much-reviled-rule-the-exit-visa.html?hp&\\_r=0](http://www.nytimes.com/2012/10/17/world/americas/cuba-lifts-much-reviled-rule-the-exit-visa.html?hp&_r=0)

# + CUBA DROPPING ITS EXIT VISA REQUIREMENT

## **Cuba Dropping Its Much-Reviled Exit Visa Requirement**

The New York times

- **A new law on January 2013**

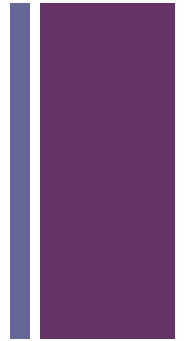
Cuban citizens will only need a valid passport and a visa from the host country.

Increase of the authorized length of the stay → 24 months.

- **Some limitations**

- Dissidents will face a restriction for reasons of “defense and national security
- Restrictions to preserve the human capital → “ brain drain “

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## **Cuba Dropping Its Much-Reviled Exit Visa Requirement**

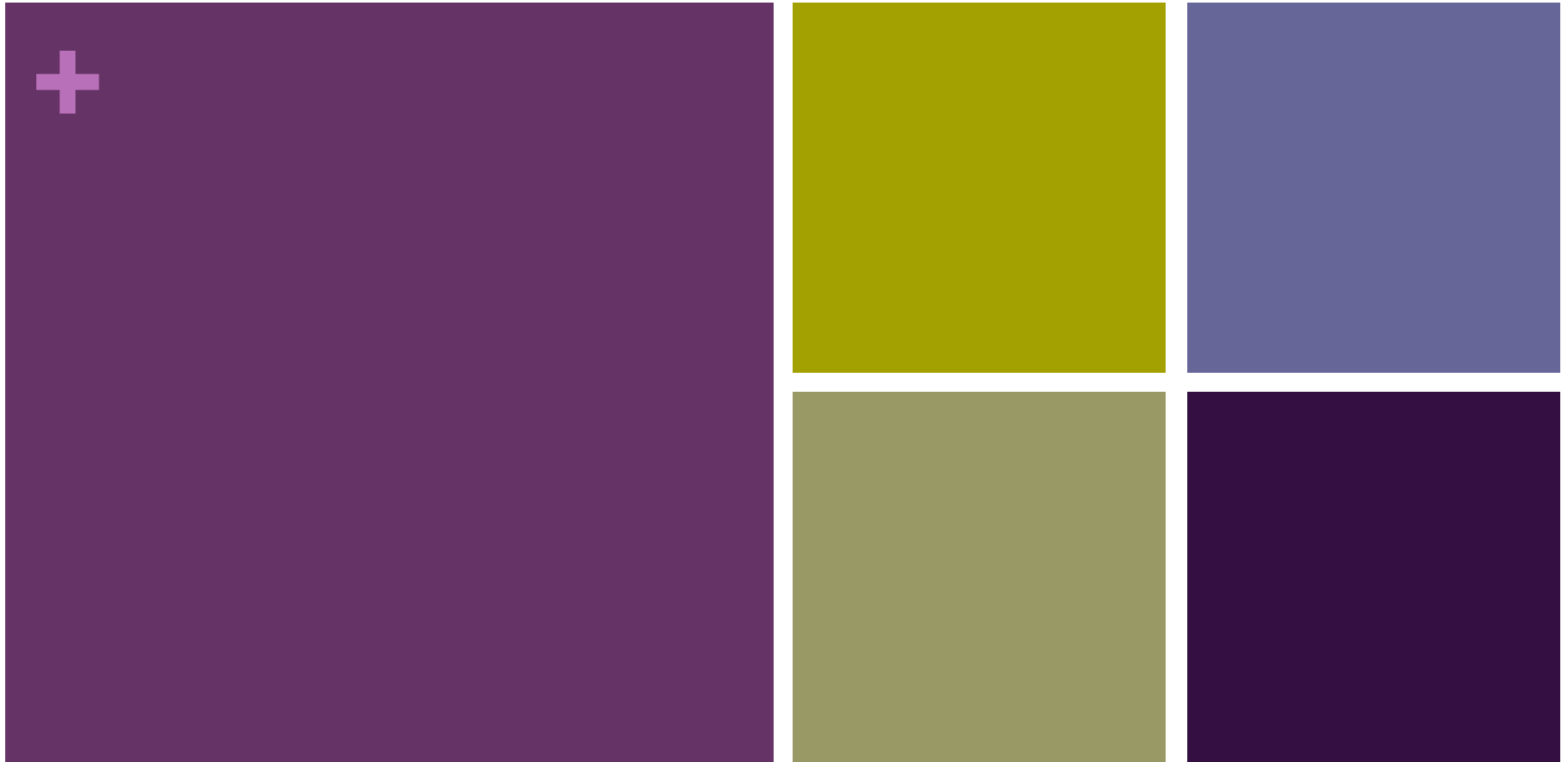
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### ■ **Why this opening ?**

- This is part of the policy of change.
- The “remesas “ sent to families.
- This will enhance the economy of the island

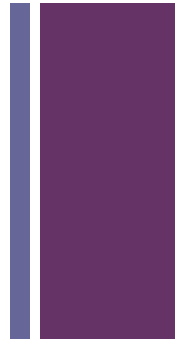
### ■ **Controversial reactions**

- From the cuban citizens
  - which countries will gave them a visa ?
  - where will they find money to leave ?
- From the neighbor countries:
  - huge flow of cuban people.



THE SOCIAL ECONOMY: UNLOCKING VALUE AND  
PRODUCTIVITY THROUGH SOCIAL TECHNOLOGIES

# + SOCIAL MEDIA COULD ADD \$1.3 TRILLION TO THE ECONOMY



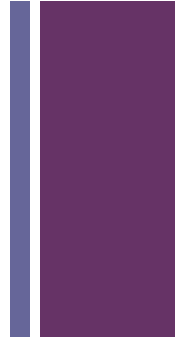
## ■ The new:

McKinsey Says Social Media Could Add \$1.3 Trillion to the Economy

McKinsey Global Institute, has just published a lengthy study on “unleashing value and productivity through social technologies.”

According to this study, things like improved communication and collaboration from social media in four major business sectors could add \$900 billion to \$1.3 trillion in value to the economy.

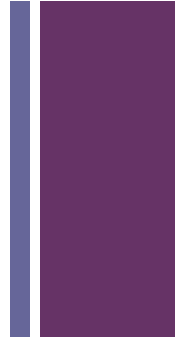
# + HOW COMPANIES SHOULD USE SOCIAL TECHNOLOGIES



Companies should use social technologies as a tool for:

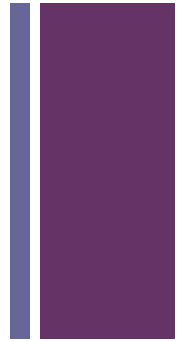
- Enhance communications,
- Knowledge sharing,
- Collaboration within and across enterprises
- Reaching consumers
- Gathering insights for product development, marketing, and customer service

# + HOW TO REAP THE FULL BENEFIT OF SOCIAL TECHNOLOGIES



- organizations must transform their structures,
  - they will need to become more open and nonhierarchical
- organizations must transform their cultures:
  - create a culture of trust. Ultimately, the power of social technologies hinges on the full and enthusiastic participation of employees who are not afraid to share their thoughts.

## + SOURCES



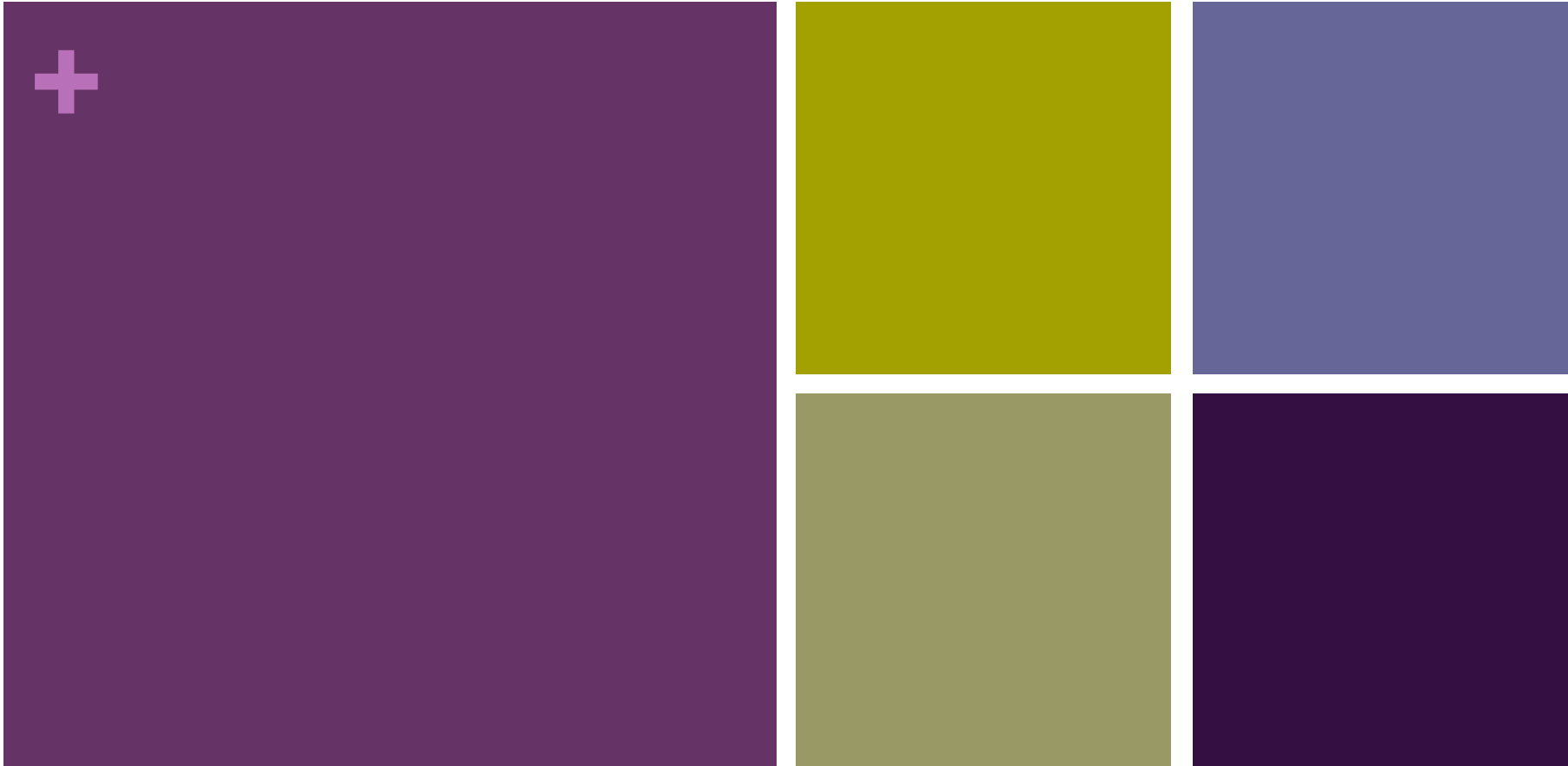
- Bloomberg
- The New York times

<http://www.bloomberg.com/news/2012-10-15/south-africa-s-40-billion-water-gap-threatens-economy.html>

[http://www.mckinsey.com/insights/mgi/research/technology\\_and\\_innovation/the\\_social\\_economy](http://www.mckinsey.com/insights/mgi/research/technology_and_innovation/the_social_economy)

<http://www.nytimes.com/2012/10/17/world/americas/cuba-lifts-much-reviled-rule-the-exit-visa.html?hp&r=0>





THANKS FOR YOUR ATTENTION