

Time Will Tell



Global Market Events

Special points of interest:

- SMS Social Media Systems
- Twitter
- Facebook
- Mobile Phones
- Instant messaging

Inside this issue:

Inside Story



The Tactical Elite from the desk of Business Intelligence Strategy & Global Market Analysis (BIS&GMA) Senior Consultant Rossano Lanza

Social Media Revolution

They are calling this the era of the Social Media, Mobile phone Facebook and Twitter Revolution. What has transpired in the past 35 days in the Middle East and North Africa since Ben Ali's ousting from Tunisia, Hosni Mubarak "Pharaoh of Egypt's" political demise, and Muamar Kaddafi of Libya's failed regime would have seemed impossible a only a decade ago, was facilitated by the ease with which today's revolutionaries are able to organize and coordinate their movements with the precision of a sophisticated modern army, was made possible mostly due to the ease of access to cell phone communications. This gave the users access to the internet, Facebook,

twitter, instant messaging services and SMSs which in turn was broadcasted live through TV Networks like Al Jazeera in "real time" in to our homes and places of employment. Oppressive regimes heavily backed by Western European and American government interests are crumbling under the pressure of dissatisfied non partisan citizens, deprived for so long of their basic rights such as Freedom of Speech, Free press and Democratically elected leaders, and who are now claiming those inalienable rights that we in the west have enjoyed for over half a century. It should therefore come as no surprise to us that this is transpiring,



since the ease of access to information through social media systems is available to all who can afford it. Instead the questions we in the west should be asking ourselves is how did we miss this one, and what form will the consequences of our indifference to their suffering take. Time will tell.

Making up for lost time

This is the right time for western democracies to make up for lost time by capitalizing on events transpiring and offer logistic support and financial aid to fledgling young democracies in their quest for freedom from oppression and equal opportunities. We in the west

should seize this historical moment and become proactively involved in encouraging oppressive regime change before it is too late. Let our generation not repeat the mistakes of our forefathers in particular the colonial era but instead let our humanitarian democratic spirit

shine through in this time of courageous human endeavor. Let our generation be remembered as the generation that made a difference with it's courageous commitment to end all oppression and indifference to human suffering on our planet.