



## GLOBAL AGRIBUSINESS FORUM 16

Food Security & Geopolitics

Jean-Pierre Lehmann, Emeritus Professor, IMD; Visiting Professor, Hong Kong University



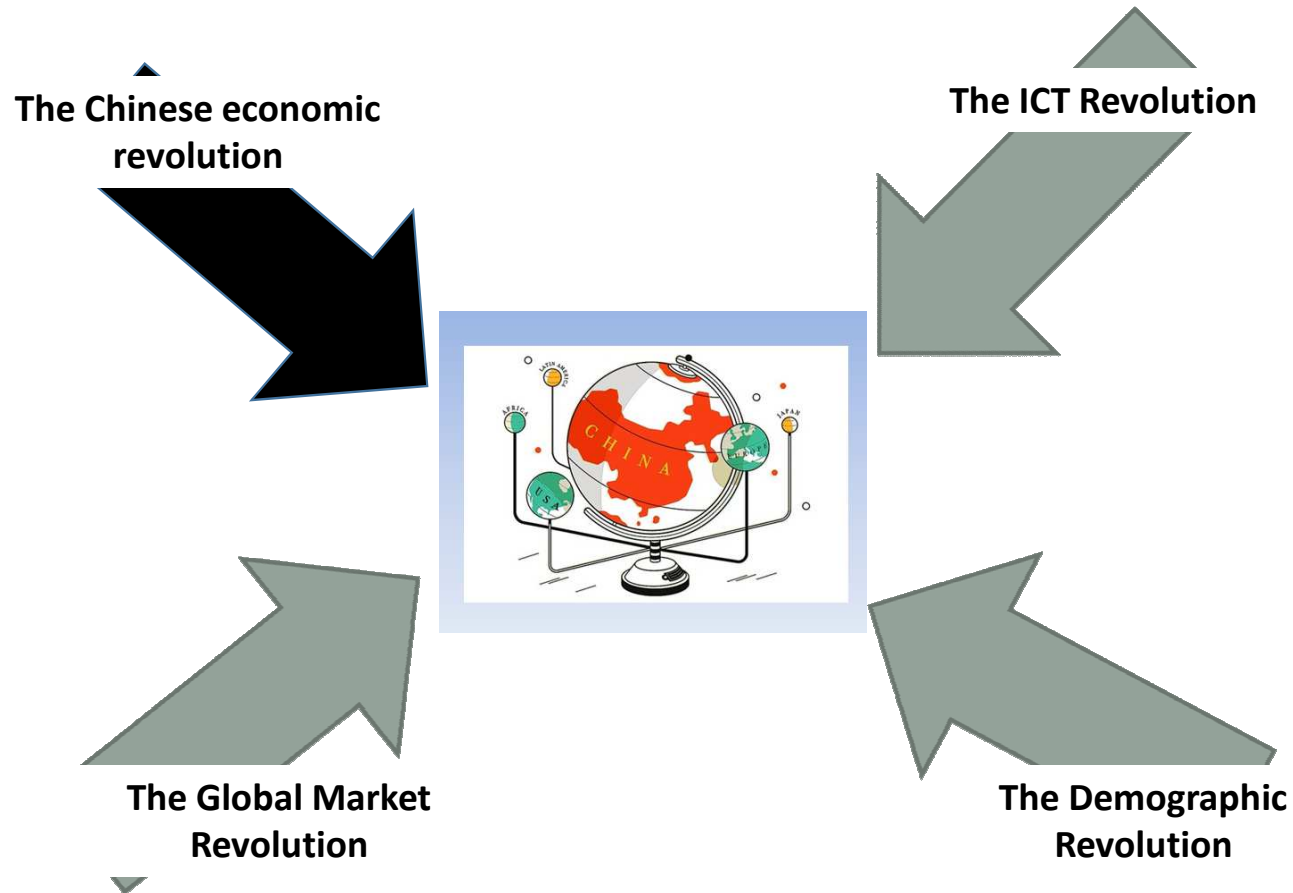
# 1989 From a Divided World To an Integrated World

**And an integrated world is  
much more difficult to manage!**

**Renato Ruggiero**

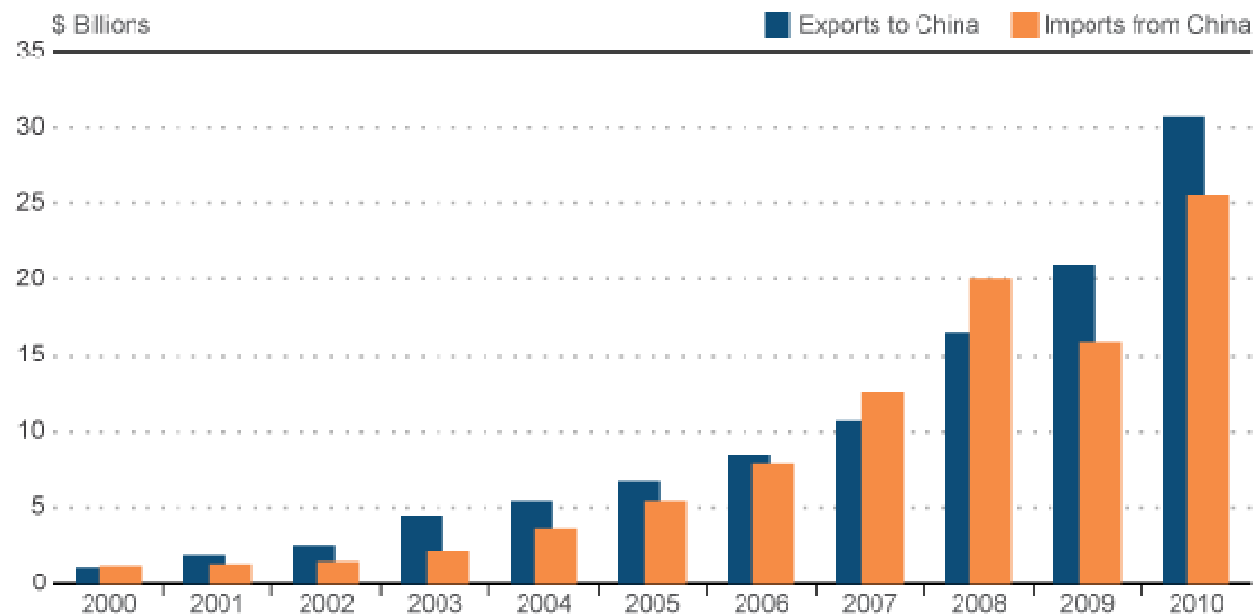


## 4 simultaneous revolutions herald 21st century globalisation



## Trade booms between China and Brazil

In the past 10 years, bilateral trade between the two "BRIC" economies has multiplied by more than 20 times.



Source: Brazil trade ministry



Reuters graphic/Stephen Culp

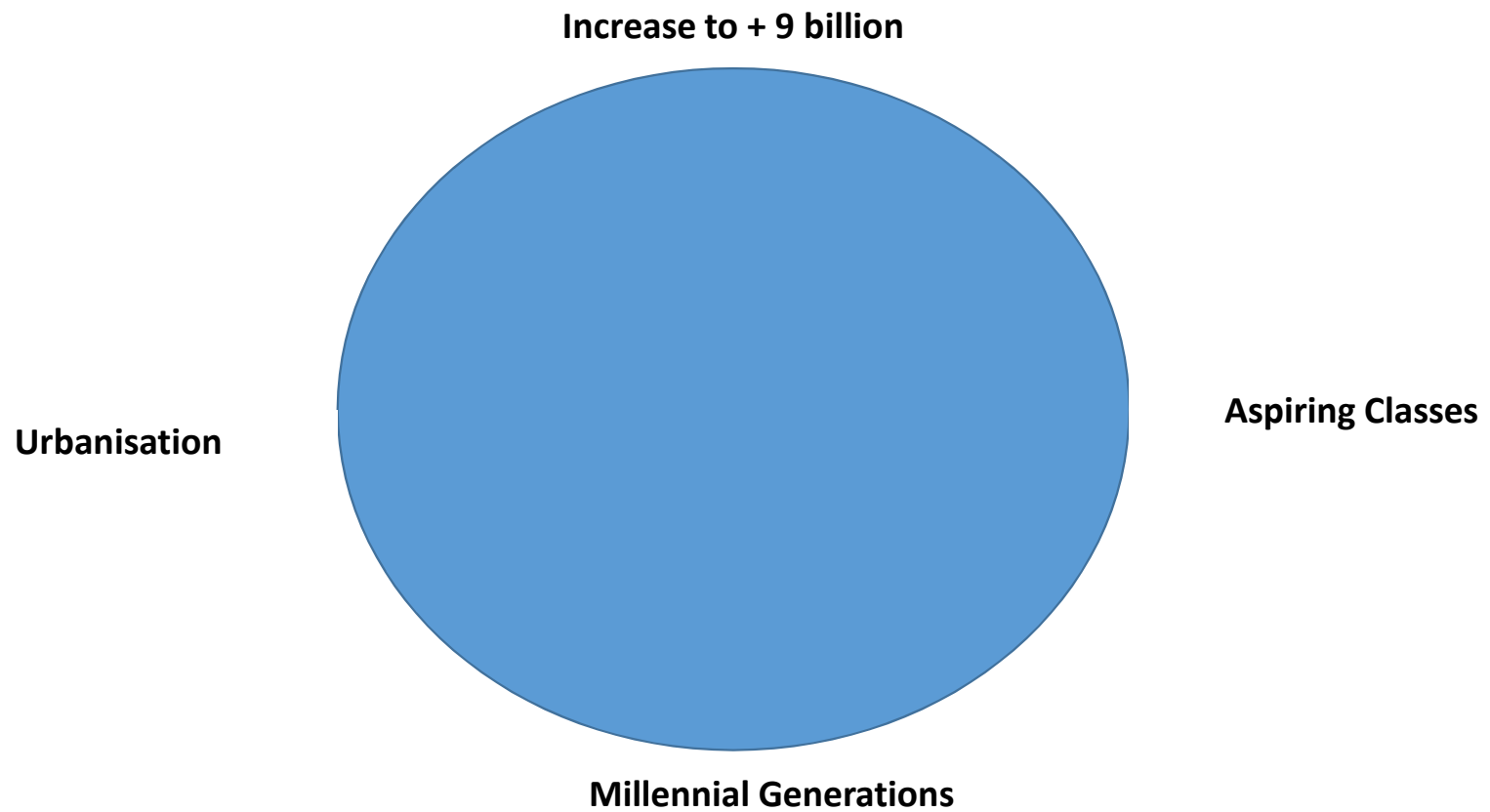




## The Global Market Revolution

The reverse domino theory

# Demographic Revolutions



# Food!

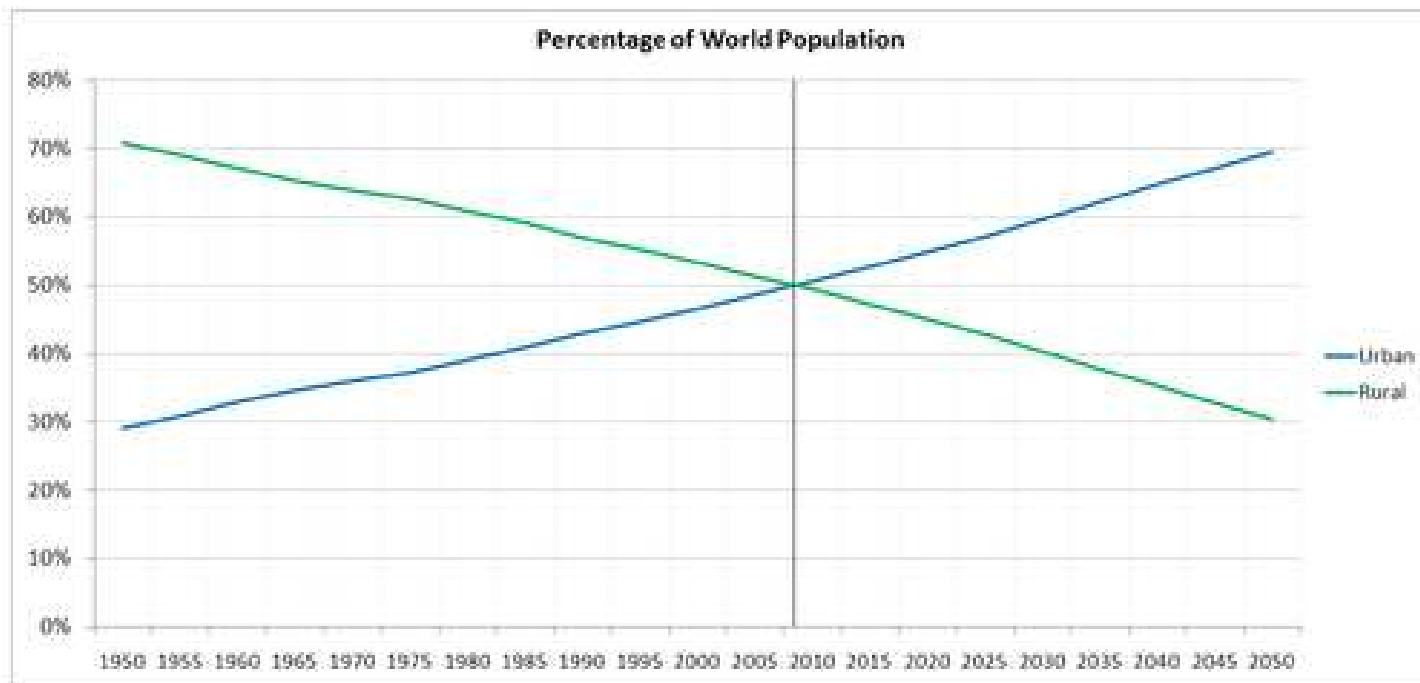
**Between now and 2050 the world's population will rise from 7 billion to 9 billion.**

**Its income is likely to rise by more than that**

**and the total urban population will roughly double, changing diets as well as overall demand because city dwellers tend to eat more meat.**

**elevation to the middle class of billions of people who now require a diet richer than the traditional staples of rice and wheat.**

**FAO reckons grain output will have to rise by around half but meat output will have to double by 2050.**

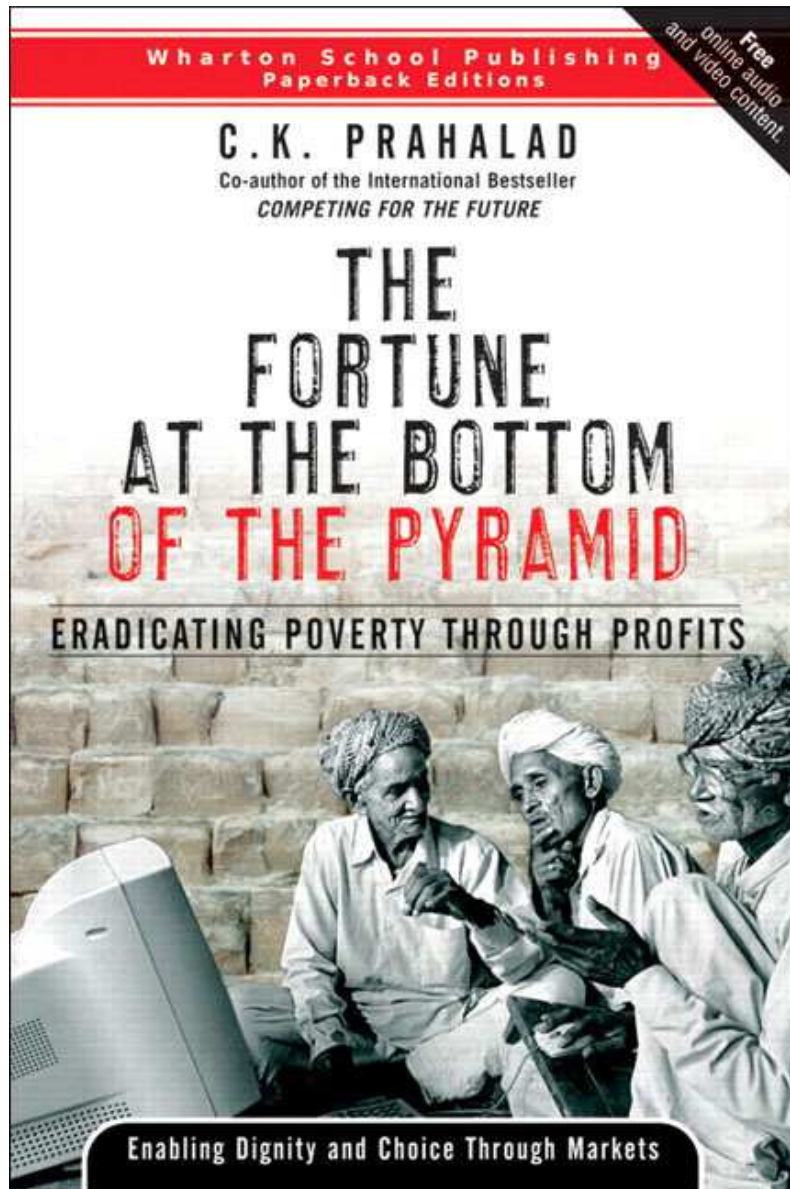


Data Source: United Nations, <http://esa.un.org/unup/p2k6data.asp>



## Population for World and Major Areas 1750-2050

<b>A. Population size (millions)</b>							
<b>Major area</b>	<b>1750</b>	<b>1800</b>	<b>1850</b>	<b>1900</b>	<b>1950</b>	<b>2000</b>	<b>2050</b>
World	791	978	1262	1650	2521	5901	8909
Africa	106	107	111	133	221	749	1766
Asia	502	635	809	947	1402	3585	5268
Europe	163	203	276	408	547	729	628
Latin America and the Caribbean	16	24	38	74	167	504	809
Northern America	2	7	26	82	172	305	392
Oceania	2	2	2	6	13	30	46
<b>B. Percentage distribution</b>							
<b>Major area</b>	<b>1750</b>	<b>1800</b>	<b>1850</b>	<b>1900</b>	<b>1950</b>	<b>2000</b>	<b>2050</b>
World	100	100	100	100	100	100	100
Africa	13.4	10.9	8.8	8.1	8.8	12.7	19.8
Asia	63.5	64.9	64.1	57.4	55.6	60.8	59.1
Europe	<b>20.6</b>	<b>20.8</b>	<b>21.9</b>	<b>24.7</b>	<b>21.7</b>	<b>12.4</b>	<b>7.0</b>
Latin America and the Caribbean	2.0	2.5	3.0	4.5	6.6	8.5	9.1
Northern America	0.3	0.7	2.1	5.0	6.8	5.2	4.4
Oceania	0.3	0.2	0.2	0.4	0.5	0.5	0.5



“the real source of market promise is the billions of *aspiring poor* who are joining the market economy for the first time.

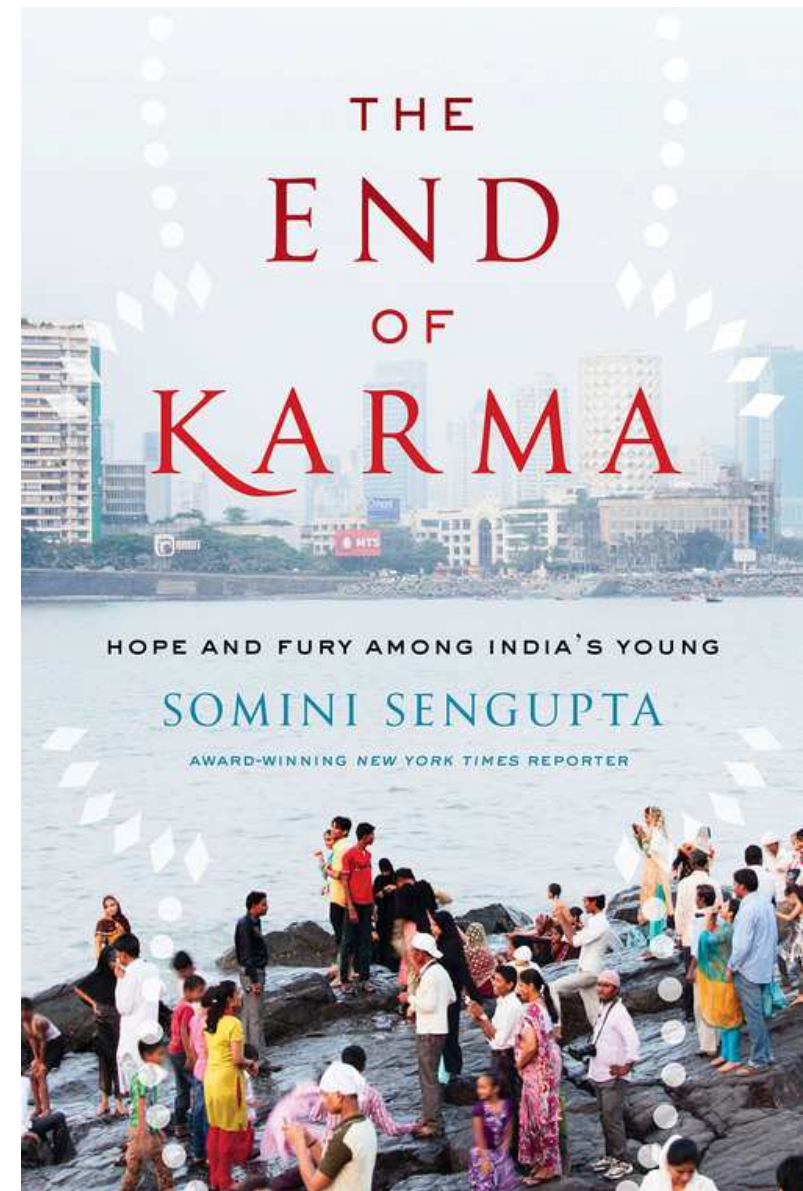
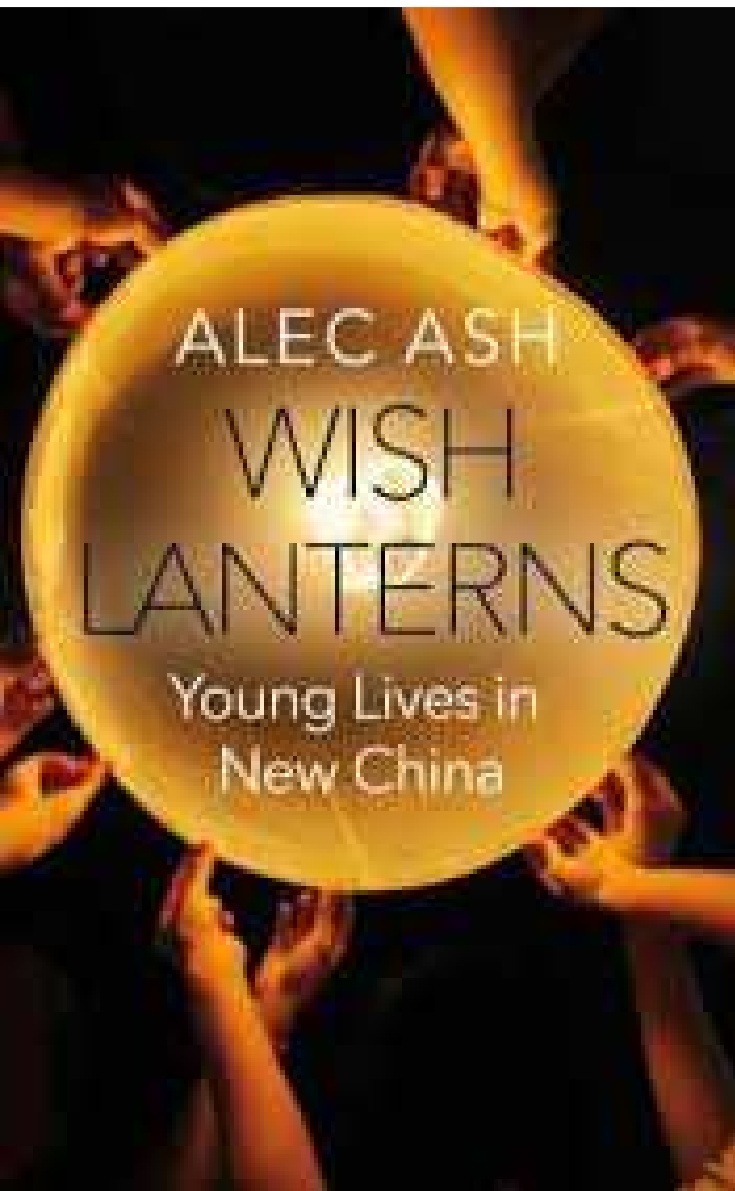
*This is a time for MNCs to look at globalisation through a new lens of inclusive capitalism”.*

C.K Prahalad, The Fortune at the Bottom of the Pyramid

## The ICT Revolution



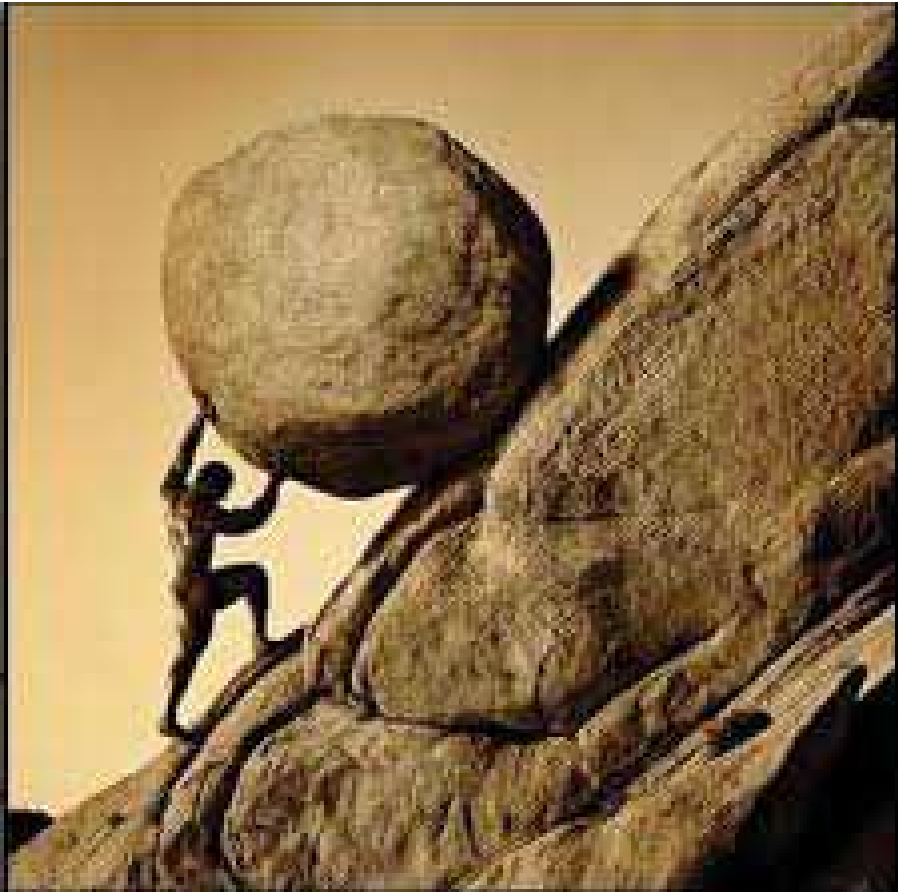






DAVE GRANLUND © [www.davegranlund.com](http://www.davegranlund.com)

## Negotiating the DDA – Variations on the Myth of Sisyphus



Sisyphus, a figure of Greek mythology who was condemned by the gods to repeat forever the same meaningless task of pushing a boulder up a mountain, only to see it roll down again



# TPP: Geopolitics and Global Fragmentation



**“we can’t let countries like China write the rules of the global economy. We should write those rules” – Barack Obama**



**“In fact, you may not expect to hear this from a Secretary of Defense, but in terms of our rebalance in the broadest sense, passing TPP is as important to me as another aircraft carrier” Ash Carter**

## Asia in the New Global DisOrder

1. As the global narratives of the 19<sup>th</sup> & 20<sup>th</sup> centuries were written in Europe and by Europeans; **the narrative of the 21<sup>st</sup> century will be written in Asia** by Asians.
2. Asia is huge, extending from the Red to the East China Seas, it covers multiple diverse civilisations; the 21<sup>st</sup> century is witnessing the **“re-Asianisation” of Asia**.
3. Above all has been the emergence of **China as mega** global economic power with extending regional and global geopolitical power; thus [the global pivot to China](#).
4. **Japan**, the only successful non-Western nation to emerge as an industrial and imperial power in the European era, faces critical challenges in **adjusting to the Asian era**
5. Asia will drive the global economy with **massive increase in middle income group**, massive **urbanisation** and mammoth development of **regional and global infrastructure**
6. Asia is a **geopolitical cauldron**: territorial disputes, **resources**, history, ethnicity, religion ...



# The State of the Globe

The world is undergoing the most profound and most rapid transformation it has ever experienced.

The global crisis is systemic and reflected in a failure of governance and institutional legitimacy at all levels – global, regional, national, corporate

Major challenges & threats – climate change, trade, finance, security, poverty, inequality, food security, water – are global and require global solutions versus emphasis on over-riding «national interests»

Global/regional solutions require trust –

There is everywhere a trust deficit: an absence of a sense of community.

Underlying weaknesses: inequality/injustice; resource constraints/distribution





## Key 21<sup>st</sup> Century Challenges

### Our Common Planet

Climate Change  
Biodiversity  
Water, Food & Energy  
Fisheries  
Environment

.....

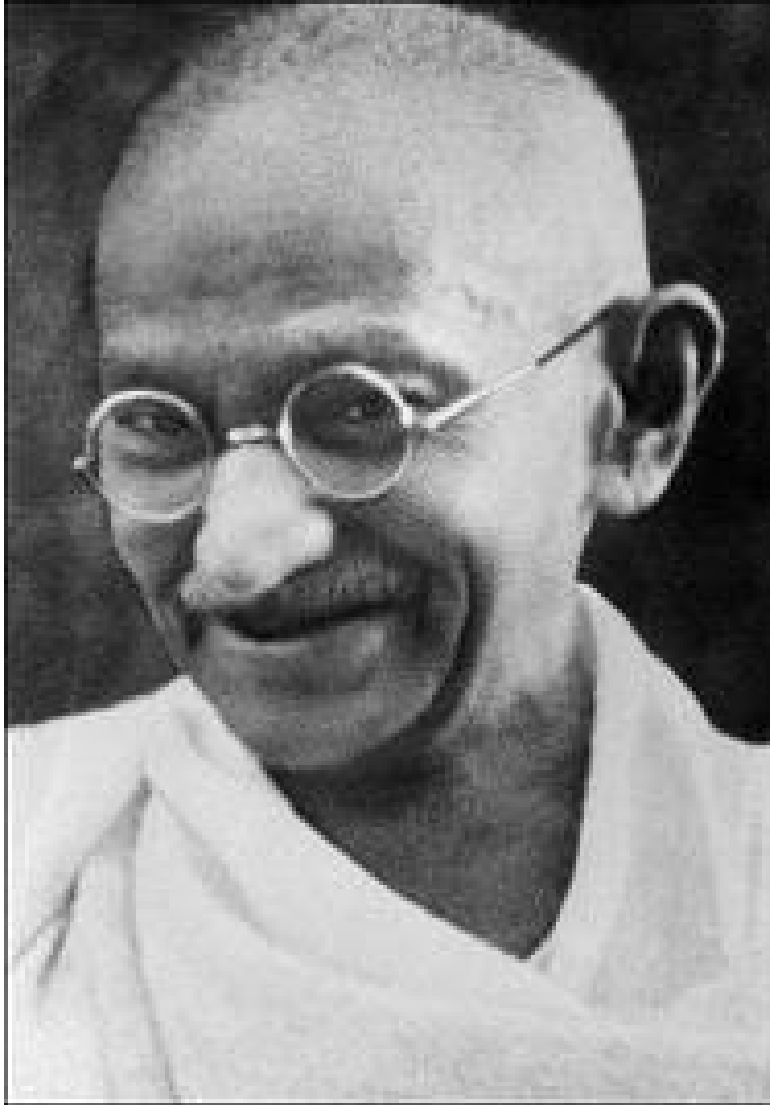
### Our Common Humanity

Tolerance and Solidarity  
Global Village  
Poverty & Inequality  
Disease & Misery  
Demographics

.....

### Our Common Rule-Book

21<sup>st</sup> Century Architecture  
Institutions & Conventions  
Business Rules  
Governance  
& Security



**“There is enough in this world for everyone's need, but there is not enough in this world for everyone's greed.”**

**“Não é suficiente neste mundo para a necessidade de todos, mas não é suficiente neste mundo para a ganância de todos.”**