

# lingua business

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## Business Predictions for 2007

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As we cross the globe from east to west, we take a look at what the economic outlook may be for next year in various regions of the world, different sectors of the economy, and maybe even for your own company.

Before we get started, most predictions would be deemed worthless if it weren't for some evidence to back them up. The following predictions are based on a generic understanding of business trends.

We start out with our Fastest Growing Economy prediction! Will it be China, Japan, Mongolia or Spain? The Mao Five-Star Economy of the Year goes to... China! The Chinese have made some incredible leaps in productivity, in market expansion, and international trade that makes them the economic powerhouse of the world.

And since for every action, there is an equal and opposite reaction, let's predict the Slowest Growing Economy in '07. No, we can't say *Real Sociedad* in this category, though we wouldn't be too far off... it's a clear cut decision: Italy... at least in the European Union anyway.

To be fair, the slowest economy will probably be Zimbabwe or one of those African countries with "negative growth": How can you have negative growth? Does that mean they actually lose what little they already had?

In the category of fastest-growing sector, the winner for next year will be: Mobile Phone Content! Italy and Spain are leading the mobile phone content crusade in Europe taking after the US. Teens in these two countries have made wireless social networking the most advanced of its kind.

Losers in 2007? The low-cost airline industry. As mounting tensions continue to boil, these low-cost airlines will not be able to stand up to major world airlines that are able to monitor and distribute costs more efficiently, causing many of them to reduce flights or close their doors all together.

As for the savviest businessperson of the year, who do we have? Well, before we predict who will be the businessperson of the year, let's first clarify that this was a very close call and it was not easy to make a decision based on the number of eligible candidates, (especially since we are predicting the "future") - but we predict that Ron Garriques of Motorola will be the businessperson of the year, for his ingenious acquisitions, assuring a solid share in the mobile devices market.

And finally, my pick for number one business in 2007: the start-up alternative fuel company and ethanol producer, BC International Corp. of Dedham, Mass. As the price of oil will definitively soar above \$90 a barrel, this company along with their partners will see expansion worldwide in a huge way.

And now it's your turn: We want to know your predictions for next year in the following categories:

- Businessperson of the Year
- Business of the Year (Spain) - Company
- Fastest-Growing Sector
- Fastest-Growing Economy in Europe
- Most Exciting Business Idea
- Best Stock to Invest In
- Any other category you would like to add?