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# EC NEWS Letter 8



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## **ECONOMIC CONSULTANTS**

News letter 8 / 2012

EC in place in India!

*The Syrian conflict!*

*US election!*

**Editor**

Lars Johan Myrtroen,

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### **EC in place in India!**

With the joining of Mr Joe Fernandes (50) in its fold, Economic Consultants (EC) strengthens its position in the Indian Sub-continent and the Middle East. The region is experiencing one of the fastest economic growths in the world today and second only to China. They have ambitious programs covering a number of fields where EC has long experience and networks enabling us to assist as advisors, fund raisers, and building connections between Western companies and their new counterparts. "Tomorrow you will see the same in this part of the world as you see in the West today, the only difference being, we are growing faster," says Joseph Fernandes EC's new leader in the region.

We have spent many years developing our foothold in the region and are happy to see an internationally highly experienced consultant like Mr. Fernandes take the lead. Our operations will be run from New Delhi with Mumbai as our second base in India.

Born & educated in New Delhi, Joe is proud to be from India the new economic power and has his roots in the Western state of Goa. Having studied Business Management & Commerce at the Delhi University, 27 years ago he started off his career as a Sales Rep in the Automotive Industry. He came up the ranks and became a name to reckon with as an Automotive Sales Professional both in India and the Middle East, especially in the Fleet & Corporate Sales and Special Vehicles business. Joseph ventured to exploit business opportunities in the Middle East and North African (MENA) & CIS and was instrumental in giving a strong boost to

the armoured vehicles business and UN supplies to International defence requirements, UN bodies, Government & VIP requirements, to negotiating deals with Corporations and State's top brass in the region. The International exposure and knowledge of the emerging Indian economy, lead him to consult for Global Automotive companies to successfully venture into India and has been associated with German & Japanese manufacturers..

We will be concentrating our efforts and continue strengthening our network and follow up in the different industries where we already are established. We have a number of Norwegian and European companies who would be able to do well in the region, but lack the ability to establish themselves, and that's where we come in. We provide the experience, the expertise and enforcement to have your organization established in the region.

### **US oncoming election!**

Mitt Romney, Republican candidate running for President made a strange manoeuvre travelling to Europe and Israel, intentionally to show how much he understands international politics and hoping for support. Over the years we have had several of them proving that they not even know the names of the countries they are in and their understanding of the world reflects that they seem to think that the world is the same as the country side in the US. It was both embarrassing and painful to see and his statements made me think "Of no, not again". He may be a successful business man, but that is not the same as

literally running the world. One may not always agree with Obama either, but at least we have been spared for totally hopeless statements and he has never exposed himself as either stupid or ignorant; hard words – but best for the world if Mitt Romney stays where he is!

### **Command economy – any socialist’s answer to saving the world!**

Norway have been lead by socialist governments for a major part of the years after the 2nd world war, interrupted luckily by the conservatives from time to time, who has been able to lead the country in a better direction, but influenced by Christian democrats still rooted in the 18<sup>th</sup> century, and a kind of sectarian Farmers party, progress has been slow and difficult to get going. Interesting instruments protected by the Labour and left wing coalition today is the Air traffic control. This is run by a government owned company which on top of it all has a monopoly for operating all airports in the country. So typically every summer, they are on strike, making a hell for ordinary people trying to flee this cold and rainy country seeking for a bit of sun and reasonably priced wine and beer. This is a way of running a country that belongs in Russia and not in a Western democracy.

In order to create the most expensive and inefficient food production system Norway has a complex and complicated command economy organised system. The result is lack of butter as one example, huge inefficient subsidies, and unhappy farmers fleeing their trade in thousands. As a result we have the most expensive food in the

whole of Europe, not to talk about anything with alcohol. A glass of beer is easily 10 Pounds and a bottle of cheap wine three times the amount. And to protect this sinful nation from going under you are prohibited from by any alcohol from the MONOPOLY on the last day before Christmas, Easter and you name it.

Since Sweden always has had a different attitude to many important issues, they have cheap cars, cheap food and drinks and good roads so it is easy for a Norwegian to get across to their neighbour. So, one of Sweden’s biggest shopping centres (one of many all along the border) is located a few miles across the border. Their turn over is bigger than the biggest centre in Norway and 85% of the customers are Norwegians. There is also a ferry bringing people over from a bit further west. They carry a million people every year alone to this shopping centre and we are talking big figures like 5 billion Norwegian in the Strømstad area and 20 + billion as a total increasing every year. Just normalising the price s on liquor would bring this down with at least 50% and perhaps better for Norwegian farmers as well.

### **China & Russia maintains their sick attitude in the Syrian conflict.**

Despite endless meetings in the Security Council, trying to agree on a resolution that can put an end to the tremendous suffering of the civilian population in the country, Russia and China demonstrate what they really are. Cynical, human being hostile, greedy leaders in both countries, demonstrates how little they care. Of

course for Russia this is their last strong foothold in the region and with a new democratic lead government in Syria, they are vice enough to understand that they will be thrown out. An honestly nothing would have been better. Bella Russia is supposed to be the last communistic dictatorship in Europe and no doubt the country is lead by a mad man. Throwing out the Swedish ambassador just illustrate he is living on a different planet then the rest of us. But with Putin's new hostile legislation, effectively trying to gag his opponents and last dragging a pop group to court for criticizing his undemocratic methods, risking years of imprisonment, he is again telling the world that the word "democratic" does not exist in his vocabulary. And as to the Chinese leaders they are still taking on their childish behaviour to cover up that what they really fear is to be left alone as one of the worst countries to live in for people disagreeing in their non democratic behaviour. Complements to Hillary Clinton, she is standing tall against them and one day, not tomorrow, but eventually, we will get rid of the despots.

### **Currency**

The Norwegian Central Bank have shown little ability to move. The NOK is trading stronger than for months at 5.91 towards the USD, 7.28 against the Euro and back to April levels against the Pound currently trading at 9.25. Their challenge is obviously governed by domestic pressure in the over heated real estate market held against big trouble in their export industries (apart from oil which is sold in USD).

The real estate issue is mainly dominated by lack of regulation in the major cities. Weak

and indecisive leadership over years has lead to too few areas have been regulated for building purposes. Compared to the seize of the country and the merely 5,0 million people living there this should be a peace of cake to resolve, but no, so sometimes you wonder if this is a wanted situation.

On the other hand the country is loosing out on its export industries which is far worse, but to a wealth Socialist government that is not a worry as long as the companies going down is not owned by them and as for unemployment, they just put them to work for the government and they are getting away with it.

Euro against USD is now back to where we were July one year ago. As we all saw Germany demonstrated strongly whose really running the European Central bank. If Super Mario had been given the ability to show the world that they meant what he had indicated things might have been looking differently, but as we all saw – he is not the one who pulls the string – Mrs Merkel is.

### **Interest Rates**

I will be repeating myself and simply say; very little happened over the last weeks in Europe and the US. Norway had its Central Bank meeting and chose to do nothing. With interest rates far above the rest of the Western world no wonder the currency is jumping – they could have acted, but seems like we are back to the old days where nothing happens before the damage is done.

### **The Monetary Union situation!**

After some fairly good news from the US on employment figures most indices rose yesterday, just to plummet again today and it seems like Germany is on a free fall. In the Latin part of Europe they are experiencing a heat wave, Italy cruising around 45 plus, which perhaps for some tourists may be good, but on a bigger scale this seems to be symbolically connected to their economies – drying out. Mrs Merkel and the Germans may reject and resist and dislike the situation and hesitate to put their full weight in to solve the problems, but it seems the longer they wait the more it will be costing them, and unfortunately with the UK in a recession, at the moment surfing on the positive result from the Olympic games, and an unstable France with very little to offer it seems, there is only one painful way out of this – and since the pain seems to be so terrible to handle, still it will take long before we see some improvement and German willingness.

### **Net Trading**

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### **Latest New Tech**

The tablet wars are no longer a two-horse race between Apple and Google. Four days after Microsoft invited the press to Los Angeles (and after four days of Web-wide speculation as to why), on Monday, June 19, 2012, the company finally unveiled Surface.



**Microsoft's Surface**

Surface is a line of tablet devices running the company's next-generation Windows operating system and marks Microsoft's first foray into the ever-expanding tablet market. Yes, you read that correctly: Microsoft will be building and branding its own tablets, effectively competing with its own hardware partners such as Dell, Hewlett-Packard, and Lenovo.

### **Family Surface**

The Surface tablets will be available in two distinct versions. The first, running Windows RT -- effectively the "light" version of Windows 8 -- will launch in the fall, around the same time as Windows 8 does,

and run on an as-yet-unnamed ARM CPU. While it will not have the full desktop version of Windows 8, running only the Metro apps available through the Windows app store, it will include a version of Microsoft Office at no additional charge. Approximately three months later, a Windows 8 Pro version of the tablet will follow. The Pro will offer the full Windows 8 OS running on an Intel Ivy Bridge CPU (the same chips found in ultrabooks and other laptops). The Pro version will also be slightly thicker, offer a more robust battery, and boast better peripheral support (USB 3.0 versus 2.0, DisplayPort, and an SDXC expansion slot) and twice the storage capacity of the RT version.

#### The surface of Surface

Surface uses a 10.6-inch optically bonded ClearType display. The screen's 16:9 aspect ratio (AR) is identical to that of an HDTV, so many of your favourite movies and all newer TV shows will run in full-screen on the tablet, with no stretching or letterboxing. The vast majority of Android tablets feature a 16:10 aspect ratio, while the iPad uses the same squarish 4:3 aspect ratio you may remember from pre-HD TVs. Microsoft has not yet confirmed the resolution of the Surface tablets, except to say that the RT version is "HD" and the Pro version runs at a "full HD" resolution. Reading between the lines, that seems to indicate that the RT tablet will run at least 1,280x720 pixels (720p HD), while the Surface Pro will boast at least 1,920x1,080 pixels (1080p). Surface for Windows 8 Pro will support digital inking, and during a demo at the conference the company demoed this by writing on the screen using

a stylus and then zooming in on the writing, which still looks smooth without any of the "jaggies" you would expect. According to Microsoft, this is thanks to the 600dpi sampling rate the screen records your writing at. Ostensibly, this allows digital inking to be much more precise. Thanks to the optical bonding process, there are no layers between the Gorilla Glass 2.0 and the display. Microsoft demonstrated that when you use the Stylus, it feels like you're writing directly on the page, not the glass on top of it and it touts optical bonding as the reason behind this level of pen-to-page intimacy. According to Microsoft, there is only a 0.7-millimetre distance between the Stylus and where you see the ink.

Surface will also make use of Windows' support for something it is calling palm block tech. Windows uses two digitizers: one for touch and another for digital ink. As long as the Stylus is in close proximity to the tablet screen, Windows will shut off the touch sensor, so that your hand does not accidentally swipe the screen while you are trying to write or draw. Once you are done, the Stylus can then adhere to the side of the tablet, magnetically. Microsoft is also keen to continually mention the VaporMg (pronounced "Vapor Mag") process it used to build Surface. According to the company, the process allows Microsoft to melt metal and then mold it down to a 0.65mm thickness for any given part. The layering of components is apparently so efficient that even sticking a piece of tape in between them would cause the tablet to bulge. The full magnesium case is both scratch- and wear-resistant and weighs about 1.5 pounds. Microsoft also credits VaporMg as

the reason it was able to seamlessly include the Surface's built-in kickstand. We have seen kickstands on tablets before and being able to easily prop up your tablet is something we definitely appreciate.

## Best 3 tablets

**The Asus Transformer Pad Infinity TF700's** high-resolution screen rivals the new iPad's display in sharpness and clarity. Also, apps launch quickly, GPS works well, and its rear camera is the best I've seen on any Android tablet. The tablet's body has the same great thin and light design as the Prime.



**Apple's new iPad** includes a stunning new screen, matched by a quad-core graphic processor and the world's largest app and media store to feed it content. There's a proper 5-megapixel rear camera now, with 1080p recording quality. Optional 4G data from AT&T and Verizon afford an uncompromising mobile experience.



**The Nexus 7's** quad-core Tegra 3 processor delivers fast performance and a beautiful and responsive screen. Also, it's comfortable to hold and Android 4.1 brings a surplus of welcome additions. At only \$200, the Nexus 7 is a steal.



We have a number of new highly interesting projects going on. Obviously most of them are of a nature of public confidentiality, but we are engaged with new Stock Exchanges, Helicopters, Bio Tech, Energy, Boats, Yachts, Oil, Commodities in general etc.

If you want more information on our exiting projects, you are more than welcome to contact us. Just click below and you are in!!



Enjoy the Olympics – good to see that it seems to be fewer athletes using illegal drugs this time!

*LJ Myrtroen*