BUSINESS NEWS

Malaysia Edition | 2025 | Vol: 2 - JUNE 15 2025 |

TOP: OUTSMARTING TRUMP'S TARIFF WAR

MALAYSIAN COMPANIES

WINNING VS TARIFFS

GEN ZS PREFER BAG DUPES

Luxury brands Louis Vuitton, Gucci, Prada lose 50 million customers, per Vogue Business, as shoppers cut spending, question quality, service

ISSN 1331-561X
31075
9 775966 001989

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The Key Word: Innovation

In the June 15 edition of Business News digital magazine, we challenged our contributors to reveal how Malaysia and ASEAN nations can transform the daunting Trump tariff warfare into a golden opportunity. Their insights, featured in this compelling issue, spotlight one powerful strategy: innovation. In this turbulent era of tariffs and trade wars, waged from distant shores, innovation is not just a buzzword—it's the lifeline for survival. Can businesses and nations thrive amid AI advancements and extreme weather without pioneering new paths? Absolutely not. Embrace innovation, and turn challenges into triumphs. Dive into this edition to unlock the future for Malaysia and ASEAN!

Exclusive

Gen Zs Prefer Bag Dupes, With Loss of 50 Million Customers for Designer items

A Zara satin bag for RM269

A Lady Dior satin bag with silver toned stars and resin pearls for RM42,000

A report from last year revealed that luxury fashion brands like Louis Vuitton, Gucci, and Prada have lost nearly 50 million customers. According to Vogue Business, shoppers are scaling back on their spending. Once synonymous with impeccable quality and service, these iconic brands no longer enjoy the same reputation, raising concerns about shifting consumer expectations in the luxury market.

Gen Zs And Bag Dupes

A report from last year revealed that luxury fashion brands like Louis Vuitton, Gucci, and Prada have lost nearly 50 million customers. According to Vogue Business, shoppers are scaling back on their spending. Once synonymous with impeccable quality and service, these iconic brands no longer enjoy the same reputation, raising concerns about shifting consumer expectations in the luxury market.

Rise of dupe culture among the Gen-Z crowd

Gen-Z consumers, many of whom are new to the workforce, seem to be spending less on luxury goods. The rise of dupe culture reflects a shift in priorities, as young buyers seek alternatives that offer style without the hefty price tag. When luxury brands struggle to authenticate their own products, savvy Gen-Z shoppers question whether the prestige is worth the inflated cost.

Luxury consumers in Malaysia

Research on Malaysian consumers in the luxury market remains scarce, but observations indicate a decline in foot traffic at major brand stores. Despite this, a loyal consumer base still exists. The same thing could be said for the American, European and Chinese customers.

Gen Zs And Bag Dupes

With lower salaries, many young Malaysians opt for fast fashion, second-hand pieces, or well-priced local brands. Coupled with the looming threat of an economic slowdown, luxury brands may struggle to maintain their foothold in the market.

Dupes vs Fakes

Dupes take inspiration from luxury designs but don't replicate them exactly, making them legally acceptable. Meanwhile, fakes are direct counterfeits, meant to deceive buyers into thinking they're purchasing the real thing. The rise of dupe culture highlights how consumers are seeking high-end aesthetics without the hefty price tag. Would you say dupes are changing the luxury market?

Possible reasons why luxury fashion brands have increased prices

Super Dacob speculates that the nouveau riche continue to splurge on luxury designer items, often wearing them only a handful of times. Big brands seem to be targeting this market segment, where prestige and exclusivity take precedence over quality, allowing for steep price inflation. This shift raises questions about the evolving priorities of luxury fashion and its long-term appeal.

Gen Zs And Bag Dupes

The sustainability of this business model remains uncertain, as many luxury brands are experiencing declining sales.

New business model to win back customers?

Steep discounts at Johor Premium Outlets, particularly during festive seasons, signal attempts to attract buyers—especially for struggling brands. This trend reflects shifting consumer behaviors, where exclusivity alone may no longer be enough to maintain demand. How these brands adapt will determine their future standing in the market.

The growing buzz around designer outlets, fueled by American and European influencers, could offer struggling luxury brands a lifeline. With discounts as steep as 90% on brands like Versace during certain seasons, these deals make high-end fashion more accessible, attracting budget-conscious shoppers.

A Singaporean TikToker shared a disappointing experience after purchasing a handbag from a brand widely praised by influencers as an "old money" label. They're known as the best luxury fabric supplier rather than a handbag brand.

Gen Zs And Bag Dupes

A luxury brand facing allegations of a client advisor damaging a brand-new bag raises serious concerns about service quality and accountability. Even fast fashion retailers, often criticized for mass production, typically avoid such controversies.

Luxury brands no longer hold the same prestige they did a decade ago, as consumer sentiment continues to shift. Many shoppers now question the quality, alleging that it has declined, while frustrating experiences with repairs and replacements further dampen enthusiasm.

Brands like Demilllier have risen to popularity due to their original designs and better price points

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Outsmarting Trump's Tariff War:

5 Brilliant Ways to Profit in Southeast Asia

The tariffs imposed by the Trump administration, announced on April 2, 2025, have created economic turbulence across Southeast Asia, with Malaysia facing a 24% reciprocal tariff, Singapore 10%, Indonesia 32%, and Thailand 36%. These measures, aimed at addressing U.S. trade deficits, disrupt export-driven economies but also present opportunities for strategic adaptation. Below are five smart ways to profit from the trade war in these countries, leveraging regional dynamics and global supply chain shifts.

Outsmarting Trump's Tariff War:

5 Brilliant Ways to Profit in Southeast Asia

Diversify Export Markets:

Southeast Asian businesses can pivot to alternative markets like the EU, Japan, or intra-ASEAN trade to offset U.S. market losses. For instance, Malaysia and Thailand, key players in electronics and automotive supply chains, can strengthen ties with Europe, where demand for semiconductors and auto parts remains robust. Indonesia, with its textile and rubber exports, could target growing markets in India or the Middle East. By negotiating new trade agreements or leveraging existing ones like the Regional Comprehensive Economic Partnership (RCEP), firms can reduce reliance on the U.S. market.

Capitalise on Trade Diversion:

The high tariffs on Chinese goods (145%) create opportunities for Southeast Asian manufacturers to fill the gap. Malaysia's glove industry and Vietnam's electronics sector, for example, are already seeing increased U.S. buyer interest as

Outsmarting Trump's Tariff War:

alternatives to Chinese suppliers. Thailand and Indonesia can similarly position themselves as cost-competitive manufacturing hubs for goods like textiles and consumer electronics, benefiting from the "China+1" strategy.

Invest in Domestic and Regional Demand:
With U.S. export channels constricted, businesses can focus on domestic consumption and ASEAN's $3.7 trillion market. Malaysia, as ASEAN's 2025 chair, can lead efforts to boost intra-regional trade, particularly in consumer goods and services. Indonesia's large domestic market can absorb excess production, such as textiles, while Singapore's role as a financial hub can facilitate investments in local startups catering to regional demand.

Leverage Technology and Digital Trade:
Singapore's position as a digital trade hub offers opportunities to expand in services like fintech and e-commerce, which are less affected by goods tariffs. Malaysia and Thailand can invest in digital infrastructure, such as data centres, as global tech giants like Google expand in the region. Indonesia's growing digital economy can attract U.S. firms seeking tariff-exempt service providers.

Outsmarting Trump's Tariff War:

A potential ASEAN-U.S. digital free trade agreement could further enhance this sector.

Negotiate Tariff Exemptions:
Governments and businesses can engage in bilateral negotiations to secure exemptions or reduced tariffs. Vietnam's offer to lift tariffs on U.S. goods in exchange for relief shows the potential for deal-making. Malaysia and Thailand, with significant U.S. investments from firms like Intel and Boeing, can leverage these ties to negotiate favorable terms, protecting key industries like semiconductors and automotive parts.

Analysis:

These strategies hinge on agility and diversification. The tariffs, while disruptive, accelerate trends like supply chain diversification and digital transformation. Malaysia and Thailand's established manufacturing bases position them to capture redirected trade from China, but they must navigate indirect impacts from tariffs on Mexico and China, given intertwined supply chains.

Outsmarting Trump's Tariff War:

Singapore's low tariff rate and trade agreements provide a buffer, making it a stable hub for redirecting investments. Indonesia, less exposed to U.S. trade deficits, can leverage its domestic market and EV sector growth. However, political stability and coordinated ASEAN responses are critical to mitigate risks of global trade fragmentation. By focusing on these opportunities, businesses can turn tariff challenges into competitive advantages.

How Malaysian Companies Can Outsmart Uncle Sam's Tariffs—Without Making Enemies

By Dr Ahmad Zaharuddin Sani

Let's not kid ourselves: the US loves a good trade war. The ink barely dries on every new set of tariffs before companies across the globe start scrambling to "mitigate impact," "re-jig supply chains," and all the other business buzzwords we hear on Bloomberg. But what about Malaysia, the perennial "nice guy" of Southeast Asia? Are we doomed to be collateral damage in the crossfire between Washington and Beijing—or could these each-way punches be our golden ticket?

Here's the uncomfortable truth: if Malaysian companies want to turn US tariffs to their advantage, hey'll need to ditch the textbook strategies.

Malaysian Companies Can Outsmart Uncle Sam's Tariffs

It's time for moves that are just cunning enough to work—without getting us blacklisted at the White House.

Understand the Big Game: It's Not Just About China

America's tariff tantrums are, of course, about China. But the real aim isn't just a pile-up of taxes—it's about future-proofing American industries, flexing muscle before elections, and sending nervous CEOs back to the world map with a sharpie.

For Malaysia, the open secret is this: the world's supply chains are messy, and Washington's tariffs create gaps others can fill—if they play smart. But let's not kid ourselves into thinking we should just offer cheap assembly as a "China-lite." That's so 2010.

"ASEAN-Plus" 2.0: Building the Region's Brain, Not Just Its Factory Floor

First, let's knock down the notion that Malaysia can win on cost alone.

Malaysian Companies Can Outsmart Uncle Sam's Tariffs

We're in ASEAN, not the 1990s—Vietnam and Indonesia eat our lunch when it comes to low-wage manufacturing.

So, why not play conductor instead of trombonist? Imagine an "ASEAN-Plus" cluster, but with Malaysia at the controls. Think cross-border production choreography: simple components in cost-effective countries; value-add, innovation, and final polish right here at home. When the customs official at Long Beach checks the manifest, it's stamped: "Designed and perfected in Malaysia."

And don't just poach from China—rope in South Korea, India, heck, even Australia for smart logistics or R&D. Diversity means resilience: America can't tariff us all at once.

Go Green, Go Bold—Or Go Home

Look, the US consumer (and the EU, for that matter) is obsessed with "sustainable sourcing" and ESG. For many companies, "green" has become the new "cheap." The global north doesn't just want gadgets or rubber— they want to feel ethically superior when using them.

Malaysian Companies Can Outsmart Uncle Sam's Tariffs

Here's the out-of-the-box play: let's make Malaysia the poster child for planet-friendly manufacturing in the global South. If our palm oil, electronics, or textiles scream "low carbon," draw energy from solar plants, and roll off ESG-certified lines, we leapfrog the factory countries stuck in the past.

If it means upsetting the old guard of copy-paste factories? Good. The world's changing, and so should Malaysia's approach.

The New Diplomacy: Befriend America's Corporate Kings

Let's get even more heretical. Malaysia should stop thinking of US companies as proxies for the enemy. Make them stakeholders.

Set up joint ventures, invite American investment, and offer partial ownership of select supply operations. If Big Tech, Detroit auto or Madison Avenue brands have skin in our game, tariffs on Malaysia suddenly mean pain on Wall Street. There's nothing the US Congress fears more than angry CEOs on CNBC.

Malaysian Companies Can Outsmart Uncle Sam's Tariffs

This is the ultimate game of "if you can't beat them, make them rely on you." We don't need Washington's love—just enough corporate clout to make them flinch at hitting us.

Diversify or Die: Beyond the Stars and Stripes

Here's where Malaysian companies go wrong: tunnel vision for the US market. It's a big pie, sure, but it's also a roulette wheel with arbitrary rules.

The Middle East, EU, and a now-booming Africa are hungry for alternatives—especially as China and America duke it out and Europe tires of geopolitical blackmail. These markets respect a "neutral" Malaysia: a Muslim-majority, Southeast Asian trade partner with a track record for stability.

Let's use that! Cut new deals, refresh branding, and offer Malaysia as the honest broker. "Not Made in China, Not Under Washington's Thumb—Made in Malaysia" might just be the stamp global buyers crave.

Malaysian Companies Can Outsmart Uncle Sam's Tariffs

Outsmarting the System: Brand Malaysia, But Make It Local

Want to access the US without painting a target on your back? Cosy up to American firms. Use joint brands, do final assembly stateside, or design "for America, by Malaysia, sold in partnership."

It's about blending into the market narrative. If Washington is fixated on "America First," give them a slice, while keeping the heart of innovation and control back home.

It's not cheating; it's playing by the new rules. Honda and Samsung did it with cars and phones—time for Malaysian products to play the same game.

Rethink "Resilience": Invest in Tech, People—and the Imagination

At the end of the day, Malaysia can't "outcheap" the world, and we shouldn't want to. It's time to outthink and outlast.

Malaysian Companies Can Outsmart Uncle Sam's Tariffs

Invest in automating factories, upskilling workers, and championing digital-first supply chains. Become the nation known for flexible, high-quality, high-trust exports. Get serious about R&D—stop waiting for foreign patents to trickle down.

Give incentives not to the lowest bidder, but to Malaysian companies who build high-impact, future-ready businesses. Reward ambition, risk-taking, and reinvention.

The Critic's Conclusion: If We Stay in the Box, We'll Be Swallowed

Malaysia sits at a crossroads. We can choose to be "The Best Alternative to China… For Now." Or we can double down on daring—becoming a powerhouse of innovation, a leader in green manufacturing, and a shrewd partner too valuable for any country to ignore (or punish).

America's tariffs are a warning shot, not a death sentence. But if Malaysian companies spend the next decade just chasing assembly contracts, don't be surprised if the next round of tariffs lands on us.

Malaysian Companies Can Outsmart Uncle Sam's Tariffs

The future belongs to the bold—and the side-steppers, not the benchwarmers. Time to break the mould, and let the world see just how clever (and indispensable) made-in-Malaysia can be.

Vietnam, Thailand Face Divergent Economic Paths in 2025

By Johan Chairil

Vietnam's economy surged in April with a 19.8% export growth, driven by U.S. tariff reprieve. Retail sales hit a two-year high, but inflation remained at 3.1%. Thailand's inflation dropped to -0.2%, prompting a $13.5 billion stimulus.

Vietnam and Thailand are charting distinct economic courses in 2025, with Vietnam capitalizing on robust export growth and Thailand grappling with inflation and domestic challenges, according to recent economic data and analyst reports.

Vietnam, Thailand Paths in 2025

Vietnam's Export Surge

Vietnam's economy saw a significant boost in April, with export growth surging by 19.8% year-on-year, driven by frontloading to the U.S. market amid a 90-day tariff reprieve. However, manufacturers remained cautious, as evidenced by a slower output growth of 10.8% and a sharp decline in the Purchasing Managers' Index (PMI) to 45.6.

Retail sales in Vietnam reached a two-year high, climbing 11%, although this momentum may be short-lived due to impending U.S. tariff increases. Inflation held steady at 3.1% despite the uptick in consumer spending. Analysts maintain a full-year GDP growth forecast of 5.9% for Vietnam, with projections ranging from 5.2% to 8% across various sources.

Thailand's Inflation Woes

In contrast, Thailand's inflation rate turned negative, dropping to a 13-month low of -0.2% in April, primarily due to lower energy costs. The Bank of Thailand has revised its 2025 inflation forecast to around 1%, a decrease from earlier projections.

To stimulate economic activity, the Thai cabinet has approved a 500 billion baht ($13.5 billion) handout, aiming to boost overall economic growth rather than targeting specific vulnerable groups. This initiative comes as Thailand's GDP growth is projected to range between 2.05% and 2.7% for 2025, reflecting global uncertainties and domestic economic headwinds.

Divergent Strategies

Vietnam's economic strategy focuses on export-driven growth, leveraging strong global demand and strategic trade agreements. The country is also investing heavily in digital infrastructure and e-commerce to support economic expansion.

Thailand, on the other hand, relies on domestic consumption and tourism as key economic drivers. The government is implementing fiscal stimulus measures and infrastructure investments to bolster growth amidst a challenging global economic environment.

Outlook and Challenges

Both countries face unique challenges that will shape their economic trajectories in 2025. Vietnam must navigate potential U.S. tariffs, while Thailand contends with global trade uncertainties and domestic economic stagnation.

Investors and policymakers are advised to closely monitor these developments, as the economic policies and challenges faced by Vietnam and Thailand will significantly impact their growth prospects and regional economic dynamics.

The Hidden Costs of Homeownership: How Trinity Gold Assurance Protects Your Investment

T|G TRINITYGROUP

By Trinity Group

For most Malaysians, buying a home is the single largest investment of their lives. It's a moment filled with pride, hope and increasingly, concern. While much attention is given to the upfront costs like down payments, loan repayments, and legal fees, there's another category of expense that often catches homeowners off guard: the hidden costs of homeownership.

These are the expenses that don't appear on your loan documents but can gradually erode your financial stability – defects that surface after handover, leaky roofs just beyond the defect liability period, cracked tiles, water seepage, and general wear and tear that demand costly repairs earlier than expected.

The Hidden Costs of Homeownership

These issues are becoming more prevalent as homeowners grapple with rising prices in building materials, labour, and repair services. Even minor maintenance work today can put a strain on the average family's budget, especially in the early years of ownership when savings are stretched thin.

Buyers Today Want More Than Square Feet, They Want Security

The post-pandemic generation of homebuyers is more cautious and informed than ever. They no longer judge a home purely by its location or aesthetics, they want to know if the property is built to last. More importantly, they want assurance that future problems won't become financial nightmares.

This growing desire for long-term value and protection calls for developers to step up, not just in delivering quality products, but in standing behind them. This is precisely where Trinity Gold Assurance sets a new benchmark.

A Gold Standard in Protection

Launched with our latest developments – Trinity Rainfora in Bandar Kinrara and Trinity Sensoria in Ampang North,

The Hidden Costs of Homeownership

the Trinity Gold Assurance Program is our proactive answer to the concerns we hear from buyers every day.

This initiative goes beyond industry norms to provide comprehensive protection such as:

i) 36-month Defect Liability Period (DLP) – offering homeowners an additional year of coverage compared to the typical 24 months, when most defects are likely to appear;

ii) 10-year Roof Leak Warranty – a rare commitment that goes well beyond the standard 24-month coverage in the market; and

iii) 5-year Tiles Pop-up Warranty – covering common workmanship issues that may emerge beyond the usual grace period.

This is not just another promotional feature. It's a real, meaningful solution to the hidden costs that weigh heavily on homebuyers.

Why This Matters More Than Ever

Owning a home is a decades-long commitment. For most, it involves 30 to 35 years of loan repayment and long-term financial planning. Unanticipated repair bills, especially in the first few years can derail savings plans, increase debt, or delay other life goals like starting a family or funding a child's education.

The Hidden Costs of Homeownership

Yet, few developers in the market today offer any significant warranty beyond the legal minimum. The industry has conditioned buyers to accept that once the keys are handed over, they're on their own.

At Trinity Group, we reject that notion. We believe a home is not just a product, it's a promise. And keeping that promise means offering peace of mind and financial security that lasts well beyond handover.

Building Trust, Not Just Buildings

As Malaysia's property market matures, so should our approach to responsibility. The Trinity Gold Assurance Program represents our commitment to a higher standard, one that we hope inspires positive change across the industry.

Because when developers make protection a priority, we don't just raise the bar, we restore confidence in homeownership.
In a time of rising costs and economic uncertainty, the hidden costs of homeownership shouldn't be the burden of buyers alone. With the right protection in place, your dream home can remain just that—a dream, not a drain.

Victorian England's Agricultural Crisis and Migration Surge Amid Today's Tariff Wars

The agricultural crisis didn't just bankrupt farmers—it reshaped England's demographic map. With rural livelihoods evaporating, migration from villages to towns surged. Between 1841 and 1891, England's urban population doubled, while rural areas stagnated or shrank. Cities like Manchester, Birmingham, and London swelled with former farmworkers seeking factory jobs in the booming Industrial Revolution.

The Rural Exodus to Urban Sprawl

The Echoes of Free Trade

The 1851 census revealed that, for the first time, more Britons lived in urban areas than rural ones—a tipping point driven by trade policy's fallout.

This migration wasn't merely a quest for work; it was a wrenching upheaval. Families abandoned centuries-old ties to the land, crowding into urban slums where conditions were often dire. "The move from village to town tore apart communities," says Dr. Jane Marriott, a historian of Victorian social change. "People traded the open fields for cramped tenements, low wages, and disease-ridden streets." Child labor in factories spiked, and urban overcrowding fueled cholera outbreaks, underscoring the human cost of this shift.

Yet the migration also transformed Britain. Urban growth powered industrial output, cementing England's status as the "workshop of the world." Former rural dwellers adapted, forming new working-class identities that fueled labor movements and social reforms. But the countryside paid a steep price: villages hollowed out, and traditional agrarian life began to fade, setting the stage for modern Britain's urban dominance.

Echoes in Today's Tariff Wars

Fast-forward to 2025, and the specter of trade disruption looms again, this time in a globalized economy.

The Echoes of Free Trade

President Trump's second-term tariffs—25% on imports from Canada and Mexico, 10% on China, and reciprocal duties targeting trade deficits—have sparked a new "trade war" with far-reaching consequences. U.S. agricultural exporters, like their Victorian counterparts, are reeling from retaliatory tariffs, with China, Japan, and others slashing demand for American almonds, beef, and dairy. The Port of Oakland, a key export hub, warns of canceled orders and layoffs, echoing the rural distress of 19th-century England.

Globally, the parallels are striking. Just as Victorian free trade flooded markets with cheap imports, today's tariffs threaten to choke exports, hitting farmers hardest. In the UK, post-Brexit trade shifts and Trump's 10% tariff on British exports add pressure to an agricultural sector already grappling with subsidy cuts. The 2020 Agriculture Act's phased withdrawal of EU-style payments, with a 76% cut to initial subsidies by 2025, mirrors the Victorian state's hands-off approach, leaving farmers exposed to global market swings. Smaller farms, like those in Victorian times, face the greatest risk, with diversification often out of reach.

Echoes in Today's Tariff Wars

But there are differences. Today's farmers have tools—precision agriculture, AI analytics, and environmental schemes like the UK's Environmental Land Management (ELM)—to adapt.

The Echoes of Free Trade

Voices from the Fields

In Dorset, a region hit hard in the 19th century, modern farmer Sarah Ellis sees history's shadow. "My great-grandfather lost his farm in the 1880s when grain prices tanked," she says. "Now, with Brexit and these new tariffs, we're fighting to keep our dairy competitive against cheaper imports." Ellis, who supplies local markets, fears retaliatory duties could price her out of European contracts. Her story echoes Thomas Hardy's novels, like Tess of the d'Urbervilles, which chronicled the despair of rural families pushed off the land.

Across the Atlantic, California almond grower Ryan Talley faces similar headwinds. "China's our biggest market, but their tariffs are killing orders," he says, noting a 30% drop in exports since March 2025. Like Victorian farmers, Talley can't easily pivot; almond trees take years to mature, and domestic demand can't absorb the surplus. His workers, many from rural communities, face layoffs, hinting at a migration to urban centers not unlike Victorian England's.

A Fragile Future

The Victorian free trade experiment showed how swiftly policy shifts can unravel rural life, driving migration and reshaping societies.

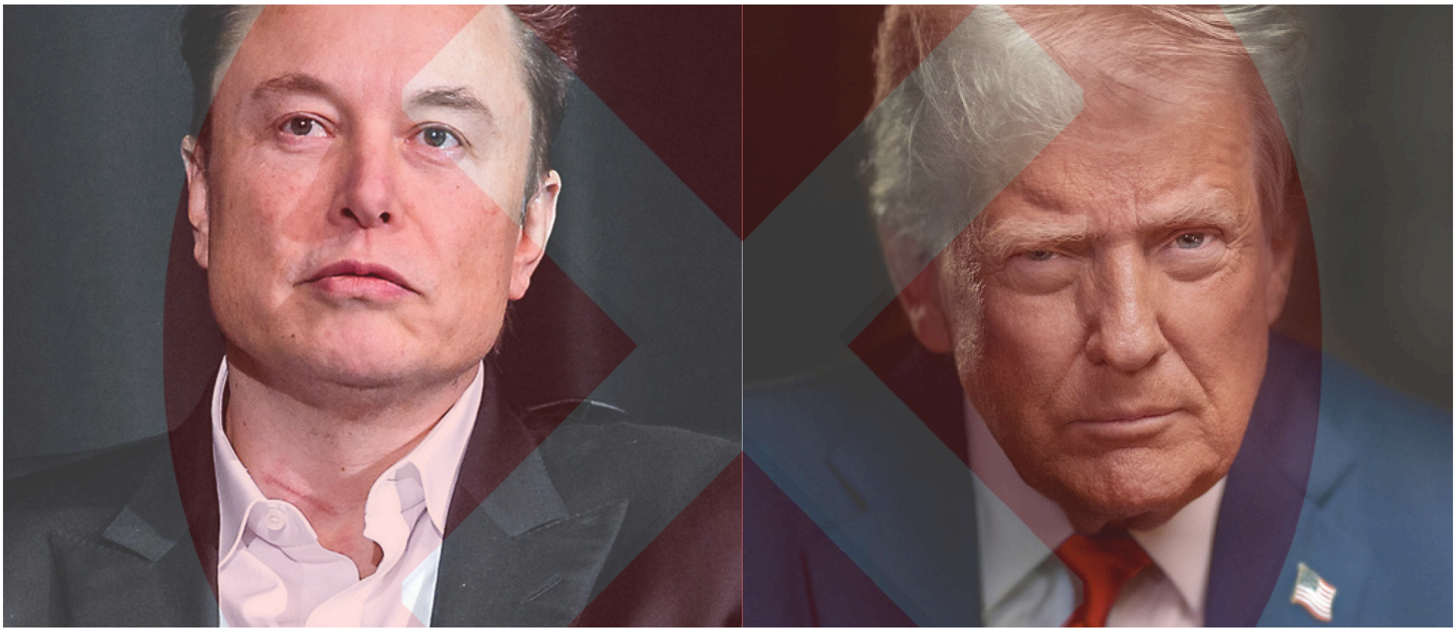
The Echoes of Free Trade

Today's tariff wars, while different in intent, risk similar disruptions. Economists warn that protectionism could shrink global trade and raise prices, squeezing farmers and consumers alike. Yet some see opportunity: UK farmers, protected by post-Brexit tariffs, may gain from pricier imports, boosting demand for local crops.

For rural communities, the stakes are high. Will modern farmers, armed with technology and subsidies, weather the storm better than their Victorian forebears? Or will trade wars, like free trade in the 1840s, spark another rural exodus? As history and the present collide, one truth endures: trade policies are never just about economics—they shape the very soul of the land and its people.

Note: *This feature draws on historical analysis and current trade data, including web sources and posts on X, to weave a narrative connecting past and present. Specific Victorian migration figures and tariff impacts are based on historical consensus, while modern tariff effects reflect projections and reports as of May 2025.*

The Tycoon and the Titan: A Tale of Ambition and Betrayal



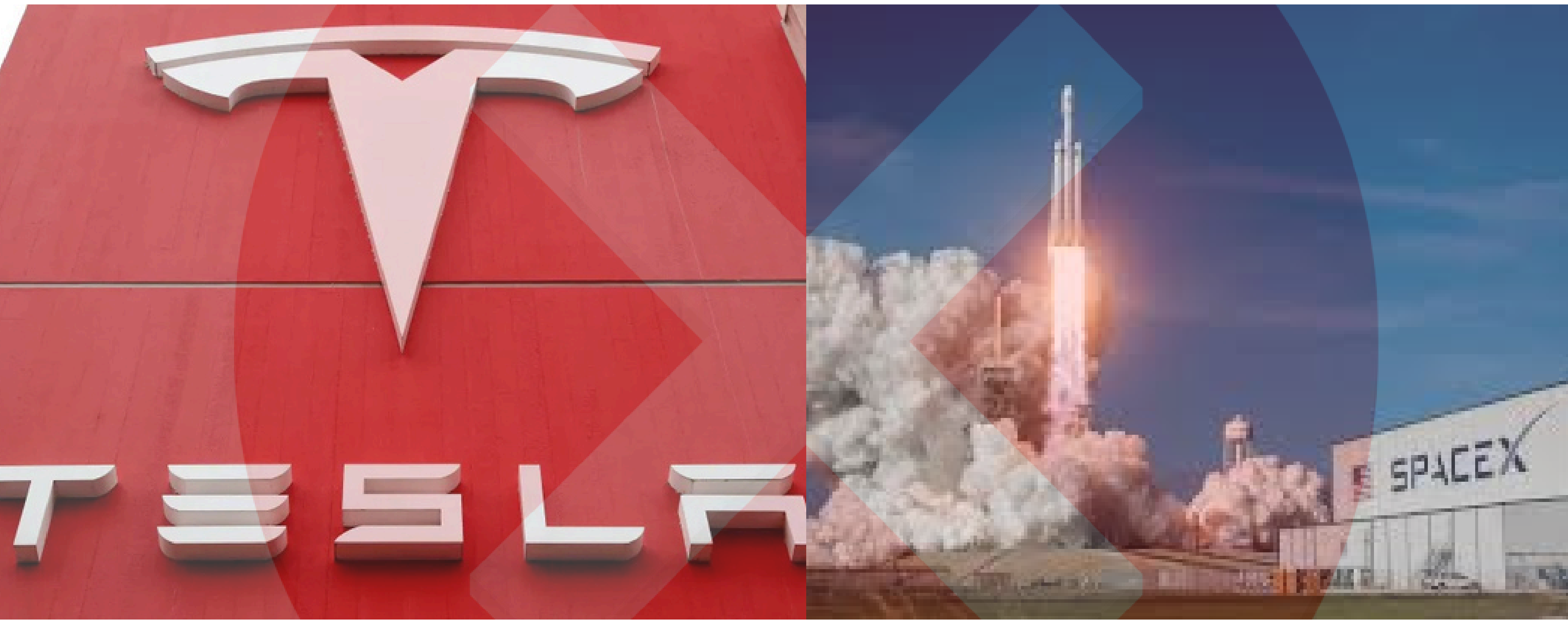
In the neon glow of 1980s Paris, Bernard Tapie, a brash businessman with a working-class grin, clawed his way from obscurity to stardom. He snapped up dying companies, breathed life into Adidas, and hoisted Olympique de Marseille to glory, the 1993 UEFA Champions League trophy gleaming in his hands. Craving more, he dove into politics, aligning with François Mitterrand's Socialists. By 1992, Tapie was Minister of City Affairs, his charm and ties to power propelling him skyward. But the higher he flew, the hotter the spotlight burned. Whispers of match-fixing at Marseille erupted—scandal singed his name. In 1995, a French court jailed him for

The Tycoon and the Titan: A Tale of Ambition and Betrayal

a shady Adidas sale by state-owned Crédit Lyonnais which sparked cries of cronyism. Tapie's empire crumbled—bankruptcy, disgrace, and a 2021 home invasion sealed his fall. His lesson lingered: mixing business and politics could torch even the boldest dreamer.

Across the ocean, in 2025, Elon Musk, the electric-car king and space pioneer, charted a parallel path. The billionaire, once a backer of Democrats, poured nearly $300 million into Donald Trump's 2024 campaign, cementing a bond. Trump, now president again, handed Musk a role co-leading the Department of Government Efficiency, a mission to slash red tape.

The Tycoon and the Titan: A Tale of Ambition and Betrayal



By June, Musk scorned Trump's "Big, Beautiful Bill" as flawed, stepping back from government. Trump, stung, hinted at axing SpaceX and Tesla contracts, vital lifelines for Musk's ventures. The tycoon fired back, tweeting wild claims about Trump and Epstein files—unproven, reckless jabs that lit up X.

Like Tapie, Musk's gamble on politics teetered. Tesla's stock wobbled, sales dipped, and whispers of investor unease grew. Tapie's ghost loomed—his own political ties had fueled his rise, then fed his ruin when scandals broke. Both men, driven by ego and vision, danced with power, only to stumble. Tapie faced prison; Musk's fate, as of June 6, 2025, hung in limbo, his empire rocked by a feud with a titan.

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Beyond the Game: Haier Vision for Youth and Sustainability

In a bold step to advance inclusive growth and engage the younger generation, Haier, the world's No.1 brand in major appliances, officially launched the Haier Fans Cup in Paris, marking a strategic moment in evolving global sports marketing vision of Haier.

Held during the world-renowned Roland-Garros (French Open) fortnight, the Haier Fans Cup brought together promising under-14 tennis players across France for a day of spirited competition and cultural celebration. More than a youth tournament, the initiative showcased Haier's vision of using sport as a bridge across generations, geographies, and shared aspirations.

Financing Agreement Signed for Rooftop Solar Power Project in Singapore

Tokyo Electric Power Company Holdings, Inc. (TEPCO HD) is pleased to announce that a Special Purpose Vehicle (SPV), established by TEPCO HD and ESR Group Limited*1 (ESR), has on May 15, 2025 entered into a financing agreement with Bank SinoPac (incorporated in Taiwan with Limited Liability)*2 as a lender. In accordance with the agreement, 9.5 million Singapore dollars (approximately 1.1 billion yen) will be provided to finance the development of approximately 10 MW (10,000 kW) of rooftop solar power capacity in Singapore in the form of portfolio asset project financing*3, with this amount to be increased to a maximum of 35 million Singapore dollars (approximately 3.9 billion yen), envisioning a future development totaling 40MW (40,000 kW).

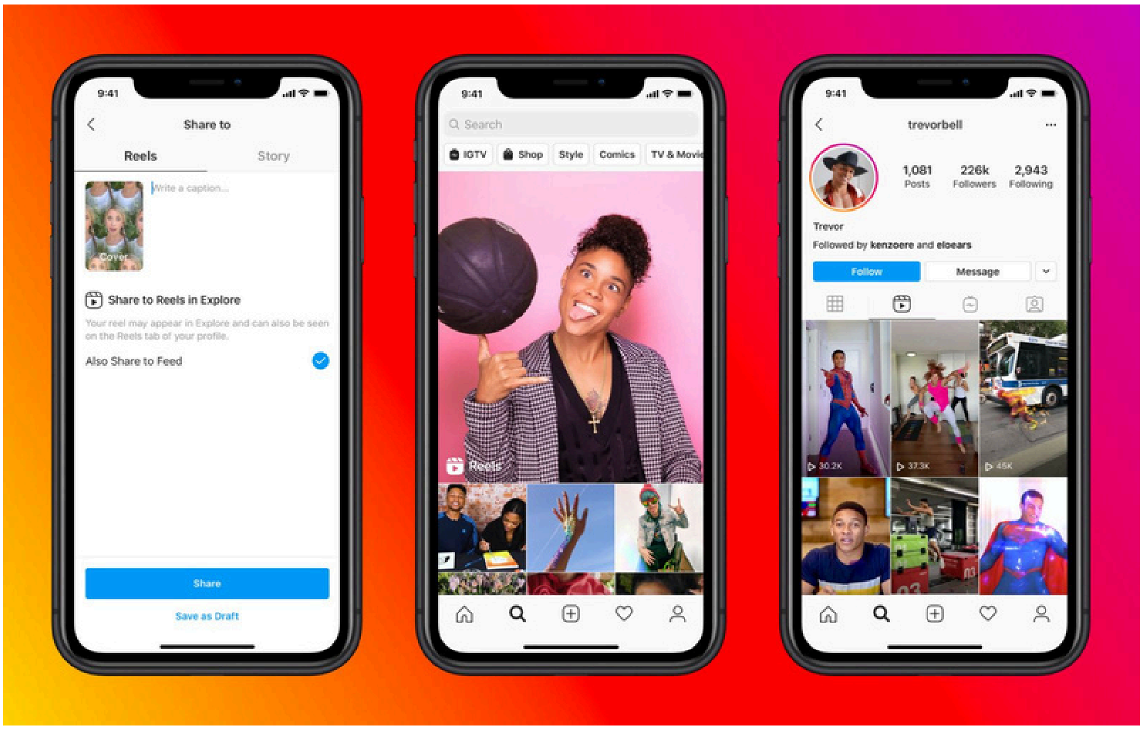
Scoot Commences Inaugural Flight to Vienna

Scoot, the low-cost subsidiary of Singapore Airlines (SIA), marked a significant milestone with the commencement of its inaugural direct flight between Singapore and Vienna in Austria. TR710 was greeted with a customary water cannon salute upon arrival in Vienna on 4 June 2025. The celebration was graced by key representatives from Scoot, Vienna International Airport, Austria Tourism, and other industry partners. As the only airline offering direct flights between Vienna and Singapore, Scoot will operate three times weekly services with its Boeing 787-8 Dreamliners between Vienna International Airport and Changi International Airport.

To commemorate the special occasion, Scoot and Austria Tourism treated customers on board TR710 with exclusive Austria-themed souvenirs, including artisanal chocolates and paper hand fans inspired by the city's rich heritage.

Marketing and Tech Tools

Revolutionize Your Reach: Unleashing Meta Reels Magic



Intro: Dive into the dynamic world of Meta Reels! Craft 9:16 video gems with sound for double the impact, transform clips in Creative Hub, and add royalty-free tracks from the Meta Sound Collection. Boost your game with Canva's slick templates—trending styles and beat-sync await to skyrocket engagement! For a small business owner aiming to boost a bakery's Facebook presence, mastering Reels is a game-changer.

Revolutionizing Your Facebook Reach

Start with the mantra "Kickstart Your Reels with Creative Tools," exploring a creative toolkit to spark inspiration. With just a few clicks, craft eye-catching content effortlessly to stand out.

Next, focus on "Craft Reels in 9:16 with Sound." Shoot vertical 9:16 videos—perhaps cupcakes being frosted—then layer in upbeat audio to amplify impact in Reels placements. To refine the strategy, dive into "Explore the Reels Ads Handbook." This guide unlocks advertising tricks, helping target local foodies effectively.

Another approach is to "Transform Existing Videos into Reels." Using a creative hub, repurpose footage, adding text overlays like "Fresh Daily!" and a pink background featuring the bakery logo for a captivating twist. For simplicity, "Build Reels in Meta Business Suite" offers a seamless way to create polished clips within the platform.

Audio is crucial for success, so "Enhance Reels with Worry-Free Audio." Avoid copyright issues by selecting a jazzy tune from a royalty-free collection boasting over 10,000 tracks. Browse and "Discover the Meta Sound Library" to find the perfect beat.

Finally, "Scale Stunning Reels with Canva." Leverage premium, tailored templates, syncing clips to trending music. Explore designs via "Check Out the Templates" to elevate the game. Watch the bakery's Reels soar, drawing crowds!

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