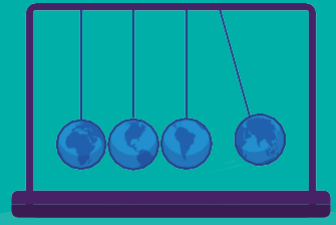


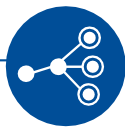
# G-Zero growth

## How to escape the geopolitical doom loop and take advantage of opportunities in this G-Zero world



Your business is no stranger to political change. Your teams already use assumptions — implicitly or explicitly — of the political situation in different markets in the analysis of investment opportunities, operating costs, consumer demand and sales revenues, customers and suppliers, and regulation and corporate taxation. But the rules of the (business) game are changing: **business is increasingly swept up in geopolitical stand-offs**, both as pawn and player.

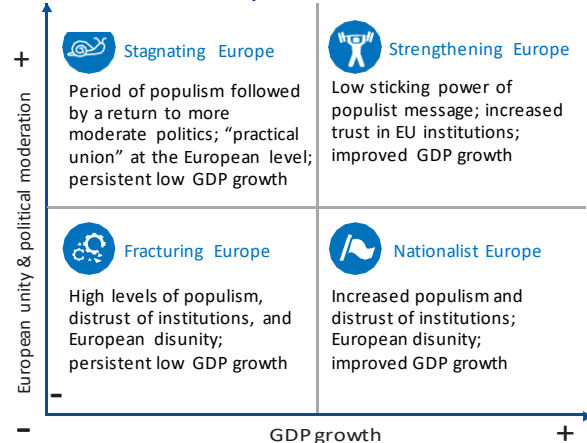
Yet the **geopolitical upheaval has also sown the seeds for new forms of growth** that should give much cause for optimism to those disciplined enough to cut through the noise to seek it. Through our relationship with Eurasia Group, we can bring the political insights of Eurasia Group's analysts across 100+ countries together with KPMG's nuts and bolts understanding of your business covering from the macro to the most granular analysis of it. We can help you:



### • Anticipate what's coming and plan for the long-term...

By drawing on non-traditional geopolitical data to pinpoint 'around the corner' trends for markets, issues and sectors, we can develop the **in-depth political and economic scenarios** that matter for your business. Bringing the macro to the sector and organizational level is not only handy for investment frameworks, financial models or strategy/business planning, but can **help you answer the next big question** impacting longer-term business resilience — like when KPMG in the US and Eurasia Group helped a US energy major better understand how geopolitics could impact the pricing of a key input.

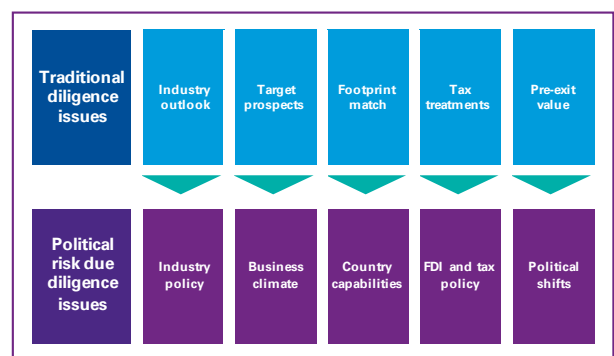
#### Illustrative example



### • Decide where to go next — and how to get there...

We can help prioritize your next big market via a high-level assessment of overall market(s) potential and fitness for investment — inclusive of geopolitical factors — based on your strategic priorities. We can then support end-to-end market entry strategy, including helping you think through issues like localization, partnerships and local stakeholder management. KPMG in Brazil and Eurasia Group provided a country deep-dive analysis looking at the (current and future) political, regulatory, and socioeconomic environment of a West African country for a Latin American iron ore processing company.

#### Illustrative example



Throughout this document, "we", "KPMG", "us" and "our" refer to the network of independent member firms operating under the KPMG name and affiliated with KPMG International or to one or more of these firms or to KPMG International. KPMG International provides no client services. No member firm has any authority to obligate or bind KPMG International or any other member firm vis-à-vis third parties, nor does KPMG International have any such authority to obligate or bind any member firm.



## • Understand the big picture...

We can help make **sure regulatory, locational, reputational, political and financial risk** is included not only at the operational level, but is also integrated into every strategic decision you make. When being a 'Made in X' company can turn you into a proxy target at home and abroad, we can also provide **comfort over partners, suppliers, customers or your next acquisition** in terms of commercial, political and ethical risk exposure — like when KPMG in the US and Eurasia Group helped a North American manufacturer consider the political, reputational and tax implications of a shift in operations to a third country.



**Eurasia Group's intelligence feed can also help you and your teams stay up-to-date on the politics moving markets that matter to you**

**And quite literally, anything else.** We're pretty sure our network of geopolitical professionals can help answer any question that needs a mix of political and business insight. To find out more:



**Sophie Heading**

Global Geopolitics Lead  
KPMG International  
E: [sophie.heading@kpmg.co.uk](mailto:sophie.heading@kpmg.co.uk)



**Caitlin Dean**

Practice Head  
Financial & Professional Services  
Eurasia Group  
E: [dean@eurasiagroup.net](mailto:dean@eurasiagroup.net)

[home.kpmg/socialmedia](https://home.kpmg/socialmedia)



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2019 KPMG International Cooperative ("KPMG International"), a Swiss entity. Member firms of the KPMG network of independent firms are affiliated with KPMG International. KPMG International provides no client services. No member firm has any authority to obligate or bind KPMG International or any other member firm vis-à-vis third parties, nor does KPMG International have any such authority to obligate or bind any member firm. All rights reserved.

Throughout this document, "we", "KPMG", "us" and "our" refer to the network of independent member firms operating under the KPMG name and affiliated with KPMG International or to one or more of these firms or to KPMG International. KPMG International provides no client services. No member firm has any authority to obligate or bind KPMG International or any other member firm vis-à-vis third parties, nor does KPMG International have any such authority to obligate or bind any member firm.

The KPMG name and logo are registered trademarks or trademarks of KPMG International.

Designed by Evalueserve.

Publication name: Geopolitics Service Guide | Publication number: 136494-G | Publication date: August 2019