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TWT

Trans World Technologies (TWT) is a commercial network with expert contacts and project experience in many countries around the globe.

Besides consulting, project development and foreign marketing support TWT is working on analysis, studies and articles concerning current economic, technological and political questions.

Market Information, Contacting, Interest Representation, Sales Support, Technical Services, Teaming and Financing solutions are typical services offered from TWT

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Global Crisis

Politics is in trouble and forgets the ordinary citizen.

If the situation is labeled global financial crisis, recession or economic crisis does not count for the ordinary citizen. Here the concern centers quickly on the very own and personal situation. This is what makes today's crisis so dangerous.

To find a solution and to identify positive chances in the crisis is the first responsibility of politics.

Undoubtedly most politicians have worked hard over the past few weeks. Their actions and resolutions however are yet not enough to turn the tide.

In a nutshell it may be said that politics fails to regain trust by neglecting the human factor.

Mismanagement and fraud patterns have destroyed trust. The networked loss of confidence and trust has led to the banking crisis and the destruction of many banks. Remaining are "fortress" banks trying rather to absorb liquidity for their own purposes.

The destroyed trust cannot be repaired. It has to be re-gained. This is foremost a matter of time. As time is money, liquidity however is no longer available the economy is prone to shrink with additional dangers and losses especially for the people. The individual person will reduce consumption to a minimum until new stability and healthy growth becomes transparent and proven.

The creation of transparent stability as a prerequisite for growth must be a priority goal for politics. Politicians can achieve real results however only if and when they convince the public. Up to now they fail to do so. All actions so far taken cater to the needs and interests of individual interest groups

(e.g. banks, automobile industry etc.) in trouble. These measures are not satisfactory, as they do not offer a personal perspective. It will prove fatal if politics continues to fail addressing the individual fears by not developing visionary consumer outlooks.

Consumer confidence will return if and when the individual citizen has the trust that his basic existence is not threatened. In so far there are a variety of sensible measures that may work effectively.

Top of the list is a reduction of the ratio of government expenditures compared to the gross national product combined with personal income tax reduction. In Germany this could work by kind of solidarity tax refund from the state budget to the citizen.

For a speedy consumer stabilization such could be done even retroactive with first effects early 2009 on basis of 2007 tax declarations.

The result of the measures so far taken in support of selected lobby groups is at least midterm questionable. Effects will reach the individual taxpayer again only filtered while fears are 100%.

It is however doubtful if the responsible executives in politics and the economy are ready, willing and able to say good-bye to their routine thinking and their acquired rights.