

## Geopolitical Risk/Opportunity Analysis and Strategic Advice

### Objective:

Students will choose a company from the provided list, access its publicly available reports (such as annual reports, sustainability reports, and market analysis), and conduct a comprehensive analysis. The exercise will include a brief description of the company's geopolitical relevance, a detailed risk analysis, and strategic advice for navigating geopolitical challenges.

### Instructions:

#### 1. Company Selection:

- **Choose one company** from the provided list of 25 companies. Each student will focus on a different company to ensure a wide range of analyses.

#### 2. Accessing Reports:

- **Locate Reports:** Access the company's official website to find annual reports, sustainability reports, and other relevant publications. These documents typically include sections on geopolitical risks, market strategies, and global operations.
- **Supplementary Sources:** In addition to the company's reports, students should review external analysis reports from reputable sources like Bloomberg, Reuters, or specialized industry publications.

#### 3. Analysis Structure:

##### A. Brief Description of the Company:

- Provide an overview of the selected company, including its industry, global operations, and why it is geopolitically significant.
- Explain how geopolitical factors influence the company's strategy and operations, referencing specific regions or policies that are particularly relevant.

##### B. Geopolitical Risk/Opportunity Analysis:

- **Identify Key Risks/Opportunities:** List and describe the main geopolitical risks/opportunities that affect the company. This could include exposure to trade wars, sanctions, political instability in key markets, regulatory changes, or resource access issues.
- **Impact Assessment:** Analyze the potential impact of these risks/opportunities on the company's operations, financial performance, and market position. Consider both short-term and long-term effects.
- **Likelihood of Occurrence:** Assess the likelihood of each risk/opportunity materializing, using a scale (e.g., low, medium, high). Support your assessment with data or examples from recent geopolitical developments.

##### C. Strategic Advice:

- **Risk Mitigation Strategies:** Propose strategies the company can adopt to mitigate identified geopolitical risks. These might include diversifying supply chains, engaging in corporate diplomacy, enhancing compliance programs, or investing in new technologies.
  - **Opportunities for Growth:** Identify any opportunities that arise from the geopolitical landscape. How can the company leverage its position to expand into new markets, form strategic alliances, or innovate its product offerings?
  - **Long-Term Recommendations:** Provide strategic advice for the company’s long-term positioning in the global market, considering ongoing geopolitical trends. This might involve scenario planning, investments in key regions, or shifts in business models.
4. **Personal Reflection:**
- Please briefly elaborate on the key learnings of the class and how you feel better or still insufficiently prepared for addressing geopolitical risks.
5. **Submission Guidelines:**
- **Format:** The report should be well-structured, with clear headings for each section. Include charts, graphs, or other visuals to support your analysis.
  - **References:** Please include references (APA style) to academic and practical sources.
  - **Length:** The report should be 1,500 to 2,000 words, or equivalent in presentation slides (10-15 slides).
  - **Deadline:** [Insert Deadline Here]

**Rubric for Assessment:**

| Criteria                          | Exemplary (18-20)  | Proficient (14-16)  | Developing (10-13)   | Insufficient (0-9)   |
|-----------------------------------|--|---|--|--|
| <b>Company Overview</b>           | Provides a thorough and insightful description of the company’s geopolitical relevance, with clear examples. | Offers a solid overview with some examples of geopolitical relevance. | Provides a basic description with limited discussion of relevance.   | Lacks a clear or accurate description of the company’s geopolitical relevance. |
| <b>Geopolitical Risk Analysis</b> | Detailed and well-supported analysis of key risks, with thoughtful impact assessment and likelihood rating.  | Good analysis of risks, with adequate support and assessment.         | Basic analysis of risks, with some support but lacking depth.        | Superficial or incomplete risk analysis with little to no support.             |
| <b>Strategic Advice</b>           | Provides innovative, actionable strategies and long-term recommendations, well-supported by analysis.        | Offers practical strategies with good support from analysis.          | Suggests basic strategies, but lacking strong support or innovation. | Offers vague or impractical strategies with little to no support.              |
| <b>Personal Reflection</b>        | Provides deep, thoughtful insights into the learning experience. Demonstrates a solid                        | Offers good insights, showing a solid                                 | Provides some insights, but they are surface-level                   | Reflection lacks insight or is superficial,                                    |

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| Criteria | Exemplary<br>(18-20)   | Proficient<br>(14-16)                                       | Developing (10-13)   | Insufficient<br>(0-9)                                 |
|----------|--|---|--|---|
|          | clear understanding of the connection between geopolitical analysis and business strategy. | understanding of the learning experience and its relevance. | or lack depth in connecting the learning experience to broader concepts. | showing little connection to the learning experience. |

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## Additional Tips for Students:

- **Use Recent Data:** Incorporate the most recent data and developments in your analysis to ensure relevance.
- **Think Globally:** Consider how the company's operations across different regions expose it to various geopolitical risks.
- **Be Strategic:** Focus on providing actionable, realistic strategies that the company could implement in response to your analysis.

### 1. TotalEnergies (France)

- **Sector:** Energy
- **Geopolitical Relevance:** Involved in oil, gas, and renewable energy projects globally, often in politically sensitive regions.

### 2. Airbus (France/Germany)

- **Sector:** Aerospace and Defense
- **Geopolitical Relevance:** A key supplier of military and civilian aircraft, central to European defense and global aviation.

### 3. Siemens (Germany)

- **Sector:** Industrial Manufacturing and Technology
- **Geopolitical Relevance:** Involved in global infrastructure and technology projects, often in geopolitically strategic regions.

### 4. Volkswagen Group (Germany)

- **Sector:** Automotive
- **Geopolitical Relevance:** Global supply chains, particularly in China and Europe, make it sensitive to trade policies and geopolitical tensions.

### 5. Renault Group (France)

- **Sector:** Automotive

- **Geopolitical Relevance:** Strategic partnerships and presence in emerging markets highlight its vulnerability to geopolitical shifts.

## 6. LVMH (France)

- **Sector:** Luxury Goods
- **Geopolitical Relevance:** Global operations and influence on cultural diplomacy make it significant in geopolitical discussions.

## 7. BASF (Germany)

- **Sector:** Chemicals
- **Geopolitical Relevance:** World's largest chemical producer, affected by international regulations, trade policies, and geopolitical tensions.

## 8. ExxonMobil (United States)

- **Sector:** Energy
- **Geopolitical Relevance:** Operates in regions with significant geopolitical risks, influencing global energy markets.

## 9. Apple (United States)

- **Sector:** Technology
- **Geopolitical Relevance:** Global supply chains and reliance on China make it central to discussions on trade wars and data privacy.

## 10. Huawei (China)

- **Sector:** Telecommunications and Technology
- **Geopolitical Relevance:** At the center of global 5G debates, cybersecurity concerns, and U.S.-China trade tensions.

## 11. BP (United Kingdom)

- **Sector:** Energy
- **Geopolitical Relevance:** Involved in global oil and gas exploration, making it central to energy security and geopolitical conflicts.

## 12. Toyota Motor Corporation (Japan)

- **Sector:** Automotive
- **Geopolitical Relevance:** Global manufacturing and export operations make it highly sensitive to trade policies and supply chain disruptions.

## 13. Samsung Electronics (South Korea)

- **Sector:** Technology

- **Geopolitical Relevance:** A leader in semiconductors and electronics, at the intersection of global technology supply chains and trade tensions.

## 14. Rosneft (Russia)

- **Sector:** Energy
- **Geopolitical Relevance:** One of Russia's largest state-controlled oil companies, deeply affected by sanctions and geopolitical conflicts.

## 15. Nestlé (Switzerland)

- **Sector:** Food and Beverage
- **Geopolitical Relevance:** Global operations in over 190 countries, vulnerable to geopolitical risks such as regulatory changes and political instability.

## 16. Chevron (United States)

- **Sector:** Energy
- **Geopolitical Relevance:** Major global oil and gas producer, with significant operations in politically volatile regions.

## 17. Alibaba Group (China)

- **Sector:** E-commerce and Technology
- **Geopolitical Relevance:** Dominant in China's e-commerce and tech sectors, impacted by U.S.-China trade tensions and regulatory pressures.

## 18. Rio Tinto (United Kingdom/Australia)

- **Sector:** Mining and Metals
- **Geopolitical Relevance:** Global operations in resource extraction, often in politically sensitive areas, affecting global supply chains for key minerals.

## 19. ArcelorMittal (Luxembourg)

- **Sector:** Steel and Mining
- **Geopolitical Relevance:** World's leading steel and mining company, with operations affected by trade policies, tariffs, and geopolitical shifts in resource-rich regions.

## 20. Glencore (Switzerland)

- **Sector:** Commodities Trading and Mining
- **Geopolitical Relevance:** Significant global player in mining and commodities trading, exposed to geopolitical risks in resource-rich countries.

## 21. Tata Group (India)

- **Sector:** Conglomerate (Automotive, Steel, IT, etc.)
- **Geopolitical Relevance:** India's largest conglomerate with global operations, influenced by geopolitical developments in South Asia and global trade dynamics.

## 22. Royal Dutch Shell (Netherlands/United Kingdom)

- **Sector:** Energy
- **Geopolitical Relevance:** Operates in politically sensitive regions, making it central to discussions on energy security and geopolitical conflicts.

## 23. BNP Paribas (France)

- **Sector:** Banking and Financial Services
- **Geopolitical Relevance:** One of Europe's largest banks, involved in global finance, making it sensitive to geopolitical risks in international financial markets.

## 24. Airbus Helicopters (France/Germany)

- **Sector:** Aerospace and Defense
- **Geopolitical Relevance:** Produces helicopters for military and civilian use, playing a key role in global defense and security operations.

## 25. Danone (France)

- **Sector:** Food and Beverage
- **Geopolitical Relevance:** Global operations in the food industry, impacted by geopolitical risks such as trade barriers, regulatory changes, and political instability.