

Global Markets Challenge

Team #9
ESA Case Competition 2025



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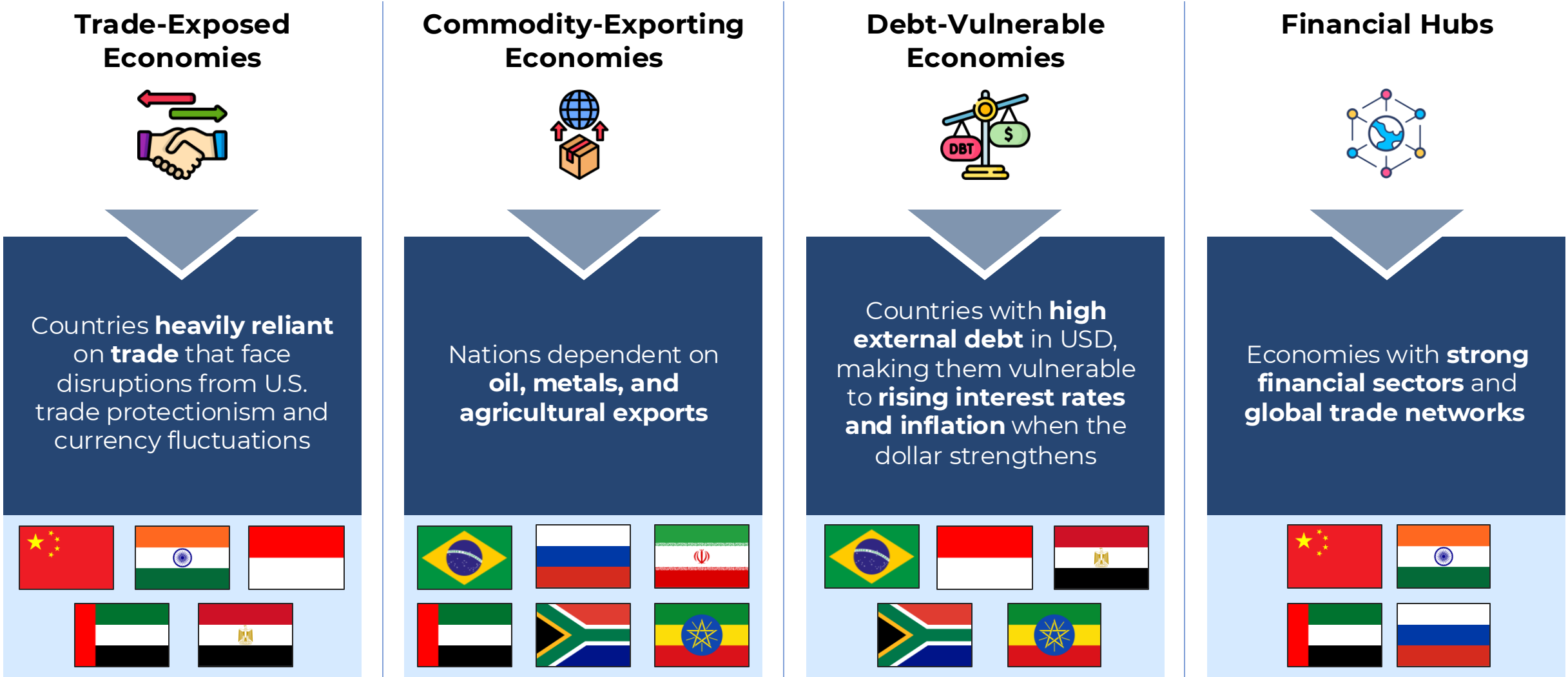
Global Markets Overview

Key Question	How should MNCs, policymakers, and financial institutions respond to the economic and financial instability caused by a rapidly strengthening U.S. dollar ?		
Macroeconomic Considerations	Weakening BRICS currencies result in uncertain Trade Outcomes that depend on Economic Archetype	Capital Outflows and Debt-Servicing Risks for BRICS Nations	Currency Volatility causes Economic Instability in the Long-Term
Policy Responses	Monetary Policy: Interest Rate Hikes, Forex Intervention, Floating Exchange Rate Management		
	Fiscal Policy: Fiscal Deficit Reduction, Promotion of Exports & Diversification, Import Substitution		
	BRICS Coordinated Initiatives: Promoting Intra-BRICS Trade, Financial Cooperation, Structural Development		
MNC Strategy	AI-Driven Dynamic Pricing Models to Mitigate Margin Erosion	Aggressive Expansion using Forex-Aware M&A	Tri-Currency Sourcing for Resilient Supply Chains
Impact	Policy Responses successfully lay out a plan for BRICS Nations to recover from the hit caused by the USD surge, covering short-term and long-term responses and risk mitigations <hr/> MNC Strategies successfully address uncertainty caused by the USD surge by mitigating forex risks , allowing medium-term expansion using mergers and acquisitions and de-risking supply chains in the long-term.		



Economic Analysis

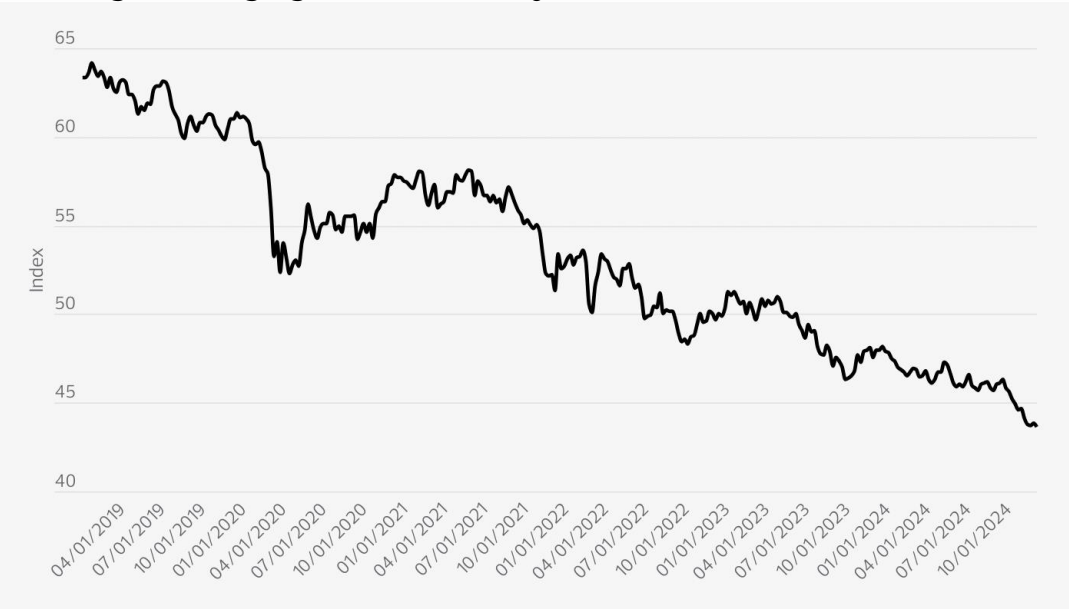
Introducing the BRICS Nations grouped by Economic Archetype



Trade-Sensitive Economies are Facing Unfavorable Terms of Trade

USD appreciation has caused relative depreciation of BRICS currencies

J.P. Morgan Emerging Market Currency Index



-3.5%
INR/USD (6-month)



-2.13%
CNY/USD (6-month)



-4.21%
EGP/USD (6-month)

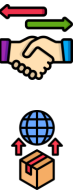


What this means for BRICS Nations

Affected Archetypes

1 Rising Import Costs contrasted by Export Competitiveness

Weaker currencies **raise USD import costs** (oil, food, machinery), **fueling inflation**, but also **boost export competitiveness** by making goods cheaper globally.



2 Capital Flight & Debt Servicing Risks

US safe-haven effect and **BRICS volatility** will attract **capital outflows** from BRICS, increasing **borrowing costs** and **debt repayment burdens** for debtors



3 Currency Volatility hits Economic Stability

Macroeconomic instability and **higher financing costs** **limit long-term growth potential**



Impact on Trade Balances Depends on their Export and Import Profiles

Commodity-Exporting Economies witness huge declines in Trade Balance

USD appreciation has made **commodity prices fall, reducing export revenues** for countries reliant on commodity exports (e.g., oil, minerals, agricultural goods)



-106.4%

Brazil Trade Balance
(Sep 2024 – Jan 2025)



-230%

South Africa Trade Balance
(Sep 2024 – Jan 2025)



-41.3%

Russia Trade Balance
(Sep 2024 – Jan 2025)

Countries importing in USD suffer moderate declines in Trade Balance

Countries importing energy in USD, see **Trade Balance fall** as USD appreciates



-10.5%

India Trade Balance
(Sep 2024 – Jan 2025)

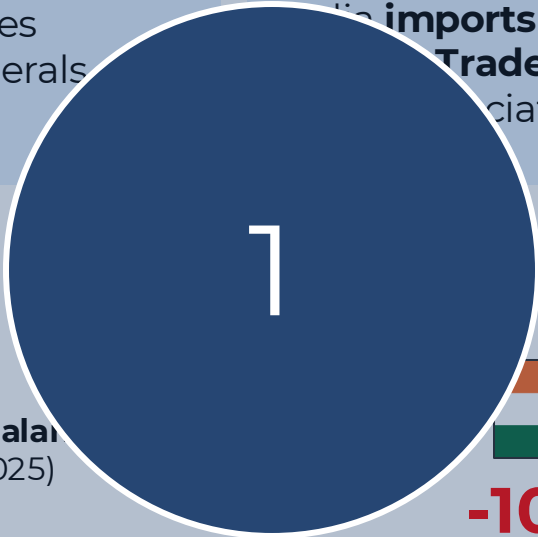
Major Manufacturing Exporters see Trade Balance Growth

China's manufacturing **exports have surged**, as manufacturers **front-load orders** in anticipation of potential tariffs



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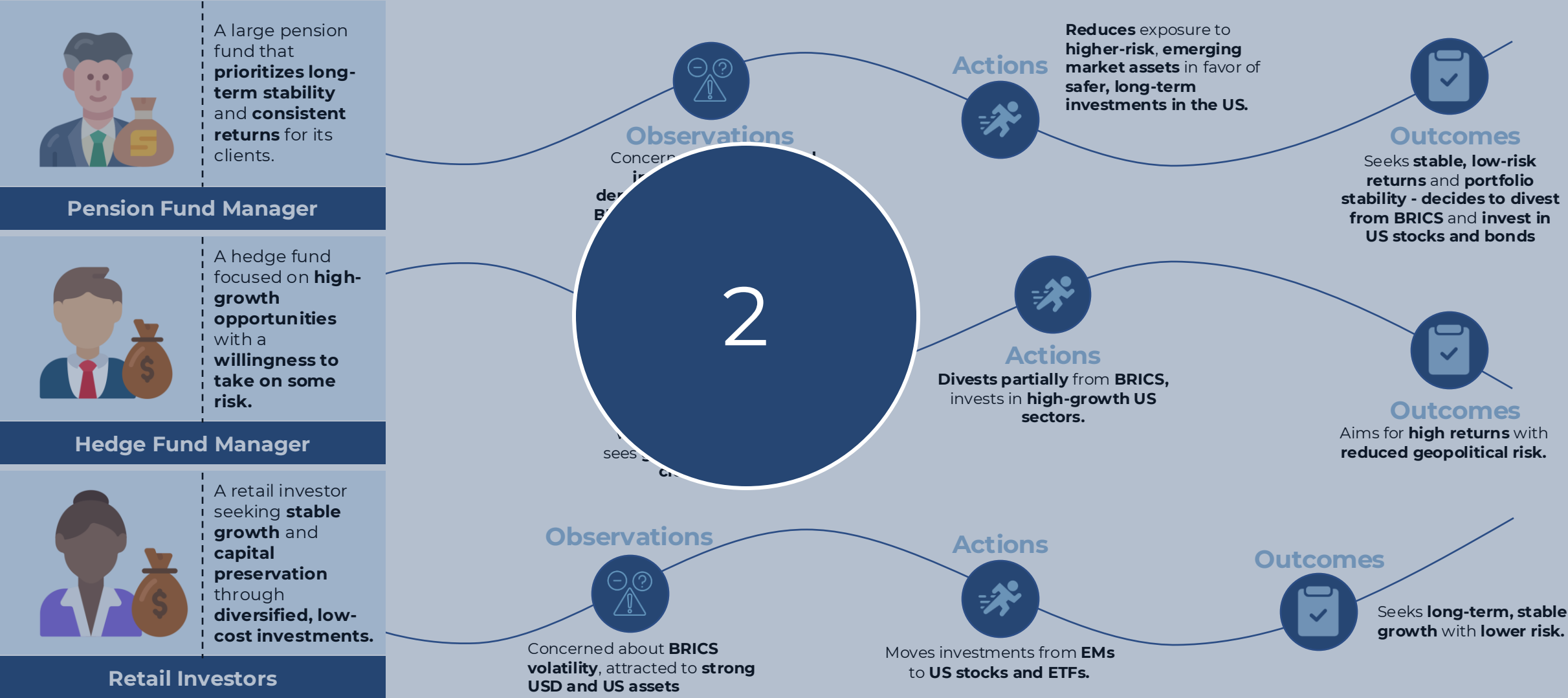
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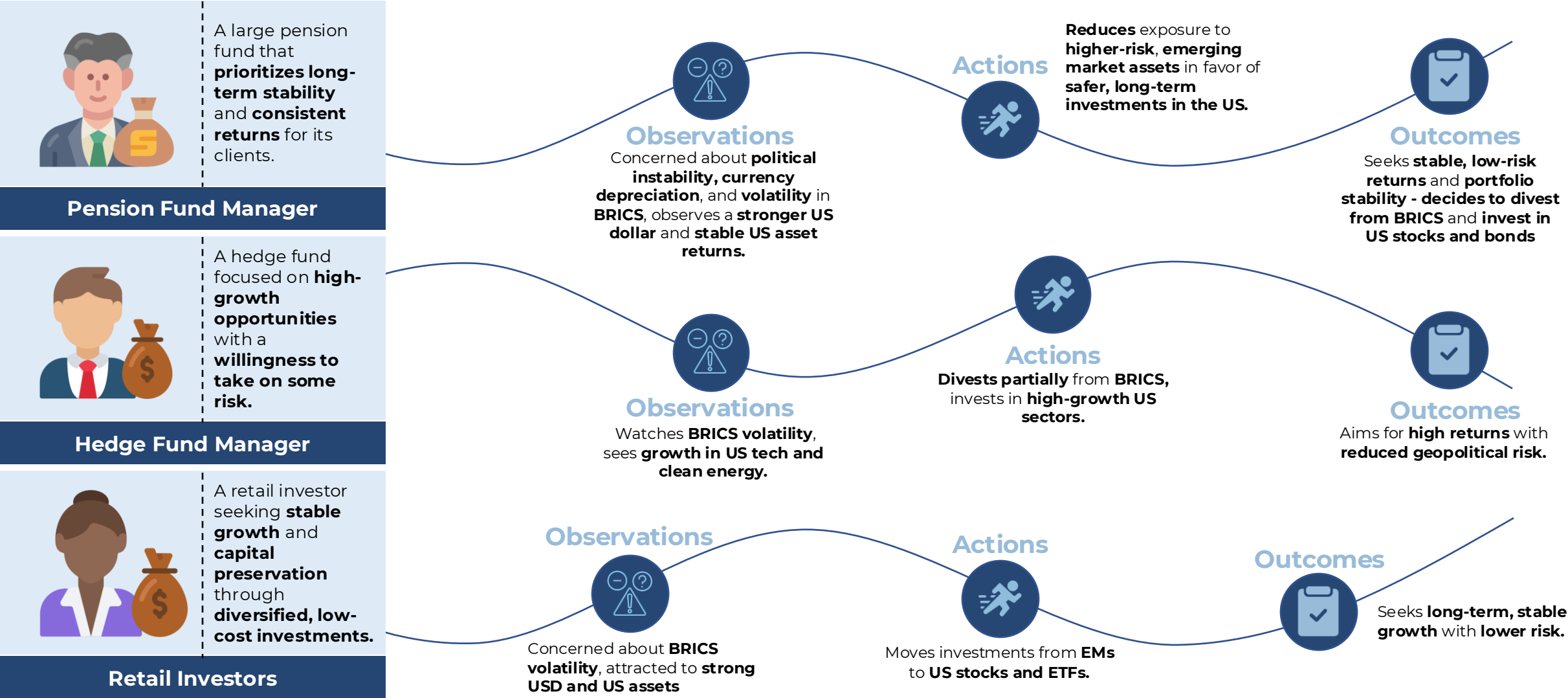
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Investor Behaviour Causes Capital Flight to the US, BRICS Market Volatility



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Evidence of Investor Behaviour and Capital Outflow from BRICS to the US

The S&P 500 has **increased** by 7.4%



The BRIC ETF has **decreased** by 14.3%



Investors moving **capital into the US** seek **opportunities** in the robust **US stock market**, **increasing demand** for US equities. This higher demand **drives up stock prices**, contributing to the **S&P 500 rise**.

As investors **shift capital to the US**, they **sell off their BRICS holdings**, **decreasing demand** for BRICS equities. This lower demand puts **downward pressure on the BRICS ETF**, contributing to the decline.

Rising Dollar, Rising Debt: Challenges for Emerging Markets

A rising dollar has **raised cost of repayment of USD-denominated debt** due to a weaker local currency








1

Capital outflows caused by the rising dollar have forced higher interest rates, FX reserve depletion, and further currency depreciation, especially in developed economies.

2

The combination of increased debt servicing costs and capital outflows have heightened the **risk of sovereign defaults**

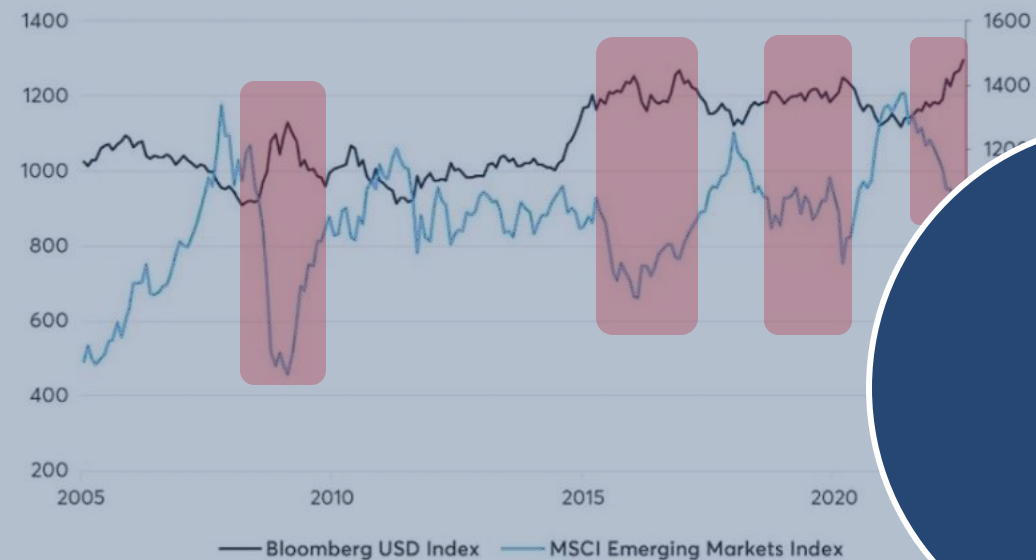
3

BRICS Nation	Debt-GDP Ratio*	YoY Change*	External Debt	Bottom Line
	75.3%	+3.04%	27%	Brazil's debt is increasingly being linked to a benchmark interest rate through bonds, making debt servicing costs sensitive to interest rate fluctuations.
	75.1%	+2.8%	40.6%	Rising debt repayments due to the USD surge, increased social spending, and support for state-owned enterprises have contributed to a projected deficit of 4.55% of GDP .
	39.0%	+0.5%	30.4%	Despite a 30% drop in tax revenues in the first two months of 2025, the government forecasts for the 2025 budget deficit at 2.53% of GDP, indicating fiscal discipline .
	19.87%	+1.64%	13.4%	Russia's \$47 billion capital outflow in the first seven months of 2024, combined with a 21% interest rate-driven surge in debt servicing costs , is straining fiscal stability amid a rising budget deficit and record defense spending, despite a relatively low debt-to-GDP ratio .
	83.1%	+1.85%	19.4%	India's rising external debt is increasingly vulnerable to capital outflows, with global funds withdrawing over \$15 billion from Indian equities in 2025. High USD-denominated debt servicing costs (25% of revenue) strain fiscal resources, though strong economic growth (6.5%) provides a buffer against mounting risks.
	91.0%	-4.8%	38.8%	Egypt's heavy external debt burden, coupled with a weakened currency, has escalated debt servicing costs, with 56% of government spending allocated to repayment to avoid defaulting, forcing reliance on IMF bailouts and further borrowing .
	33.6%	-5.84%	19.52%	Ethiopia faces significant debt challenges, with external debt rising to \$31B (61% of total debt), high debt servicing costs, and ongoing \$4.9B restructuring talks , highlighting growing fiscal pressures and the need for sustainable financial solutions.

*As of January 2025

A Stronger USD Suggests Slower Economic Growth for Emerging Markets

USD Index and MSCI Emerging Markets Index



3

MSCI Emerging Markets Index, a **proxy for economic growth in EMs**, shows a **strong historical negative correlation** with **USD appreciation** - highlighting the adverse impact of a strong dollar on emerging economies.

See Appendix B

How USD Appreciation Dampens EM Long-Term Growth

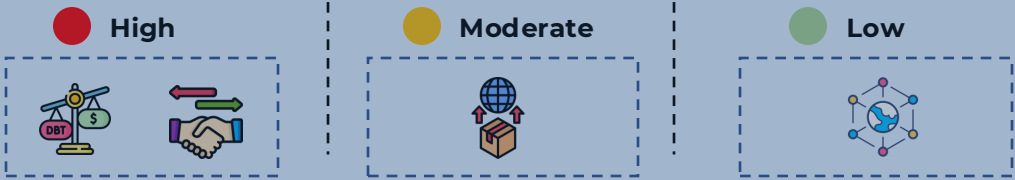
Weaker and volatile local currencies make **USD denominated imports** like oil, food and capital goods **more expensive**

Central Banks **raise interest rates** to stabilize currency – **suppressing consumption** and **investment** further.

Inflation Rates rise and **Purchasing Power falls** as wages rise slower than commodity prices

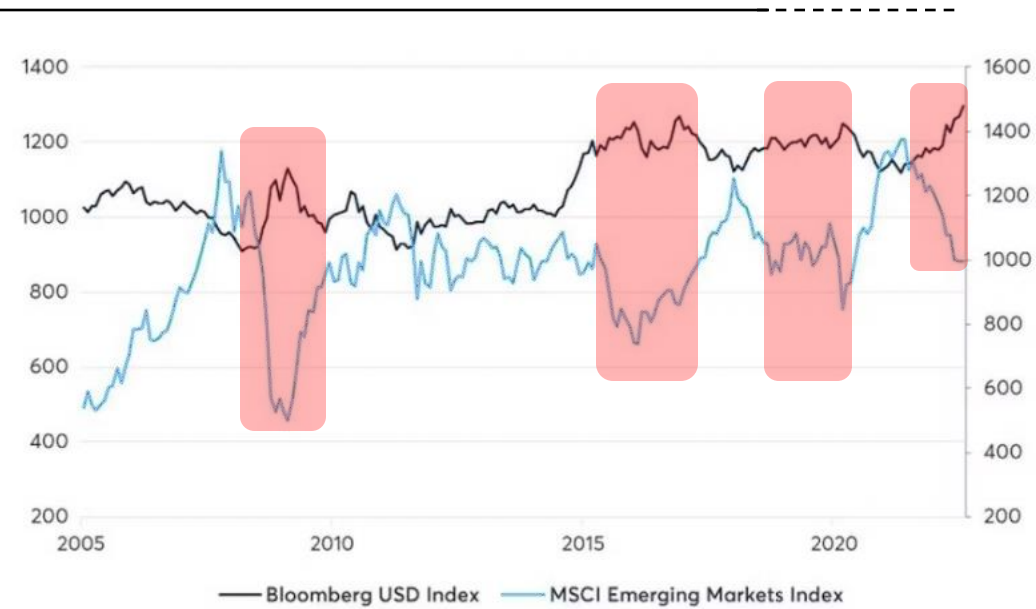
Both investor and consumer demand deficiencies lead to **slower economic growth**.

Archetypes Affected:



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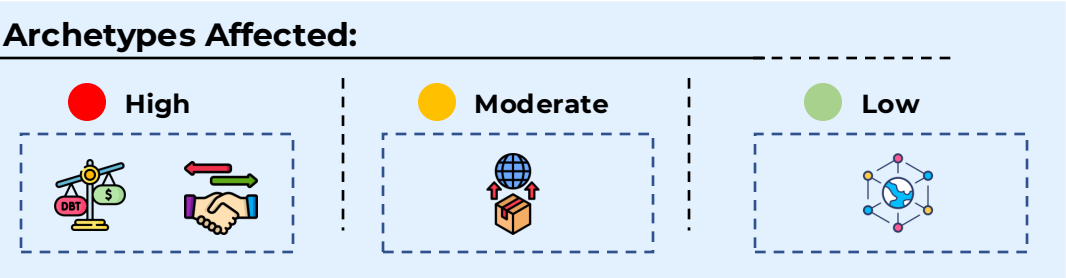
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Policy Responses

Monetary, Fiscal, and BRICS-Coordinated Initiatives to Stabilize Economies

A graphic for Monetary Policy featuring a blue-tinted background with images of banknotes. The text "Monetary Policy" is centered in a white box.

Monetary Policy

A graphic for Fiscal Policy featuring a blue-tinted background with images of a flag and a classical building. The text "Fiscal Policy" is centered in a white box.

Fiscal Policy

A graphic for BRICS-Coordinated Initiatives featuring a blue-tinted background with images of hands shaking and a globe. The text "BRICS-Coordinated Initiatives" is centered in a white box.

BRICS-Coordinated Initiatives

Monetary, Fiscal, and BRICS-Coordinated Initiatives to Stabilize Economies



**Monetary
Policy**

The graphic for Monetary Policy features a light blue background with a subtle texture. It includes images of currency notes: a Pakistani 1000 Rupee note at the top and a US 100 dollar bill at the bottom. The text 'Monetary Policy' is centered in a white box.



Fiscal Policy

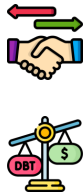


The graphic for Fiscal Policy has a dark blue background. It shows a flag on a pole in the upper half and a classical building with a curved staircase in the lower half. The text 'Fiscal Policy' is centered in a dark blue box.



**BRICS-
Coordinated
Initiatives**

The graphic for BRICS-Coordinated Initiatives features a dark blue background with a faint image of hands shaking. The text 'BRICS-Coordinated Initiatives' is centered in a dark blue box.

Combating a Stronger USD: BRICS Policy Responses

Monetary Policy Responses		Policy Actors	Long Term Risk Mitigations
1	<p>Interest Rate Hikes</p> <p>Raising interest rates can attract foreign investment, supporting currency values.</p> <p><i>Caution:</i> Can slow economic growth while also slowing down inflation.</p>		<p>Implement rate hike gradually and monitor their impact. Coordinate with fiscal policies to support vulnerable sectors. Consider targeted support for small and medium sized enterprises.</p>
2	<p>Forex Intervention</p> <p>Central banks can sell USD reserves to buy local currency, providing temporary support.</p> <p><i>Caution:</i> Limited by reserve size and market sentiment. Best for those with ample reserves and significant trade flows.</p>		<p>Use intervention strategically and in conjunction with other policies. Communicate clearly with the market. Diversify reserves to reduce USD reliance.</p>
3	<p>Manage Floating Exchange Rates</p> <p>Allow currencies to fluctuate within a band, absorbing some USD pressure while retaining some control.</p> <p><i>Benefit:</i> Balances market forces and policy control. Provides flexibility for all members.</p>		<p>Set realistic bands based on economic fundamentals. Maintain sufficient foreign exchange reserve and communicate clearly about the exchange rate policy.</p>

Monetary, Fiscal, and BRICS-Coordinated Initiatives to Stabilize Economies



**Monetary
Policy**



Fiscal Policy



**BRICS-
Coordinated
Initiatives**

Combating a Stronger USD: BRICS Policy Responses

Fiscal Policy Responses

Policy
Actors

1

Reduce Fiscal Deficits

Fiscal consolidation **can reduce reliance on foreign borrowing**, easing pressure on currencies. IMF data consistently shows the correlation between **high debt levels** and **increased susceptibility to external shocks**.

Caution: Can negatively impact **growth if not managed carefully**. Crucial for **reducing external debt vulnerabilities**.



2

Promote Exports and Diversification

Incentivize **export diversification** beyond commodities to earn more foreign currency and **reduce USD reliance**. Key for reducing reliance on **volatile commodity markets** and **strengthening trade balances**. World Bank data demonstrates the volatility of commodity prices and their impact on export revenues for these nations.



3

Import Substitution

Support **domestic industries** to **reduce reliance** on USD-priced imports. *Caution:* Risks **protectionism** and **reduced competitiveness**. Consider **selectively** for reducing import dependence and promoting domestic production.



Monetary, Fiscal, and BRICS-Coordinated Initiatives to Stabilize Economies



**Monetary
Policy**

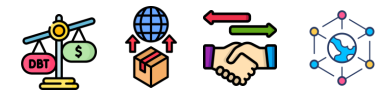


Fiscal Policy



**BRICS-
Coordinated
Initiatives**

Coordinated BRICS Initiatives: Strengthening Cooperation



Promoting Intra-BRICS Trade:



- 1
Local Currency Settlements: Use BRICS currencies to reduce USD reliance and boost monetary strength.
- 2
Reduced Tariffs & Barriers: Preferential trade deals and simpler customs boost trade.
- 3
Joint Infrastructure Development: Invest in shared projects for smoother, cost-effective trade.

Financial Cooperation:



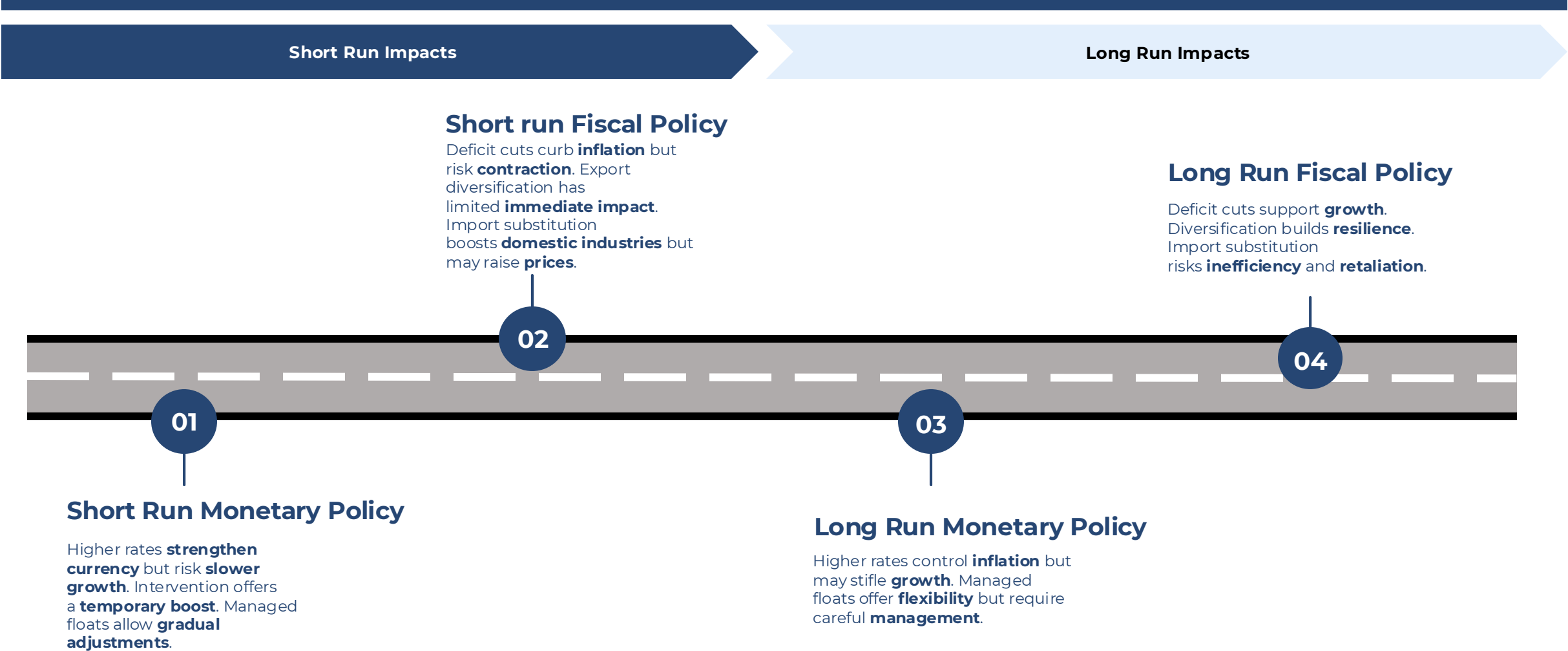
- 1
Expanding Currency Swaps: More swaps stabilize currencies against USD changes.
- 2
BRICS New Development Bank: Increase local currency lending to cut USD debt reliance and support development.

Areas of Structural Cooperation:



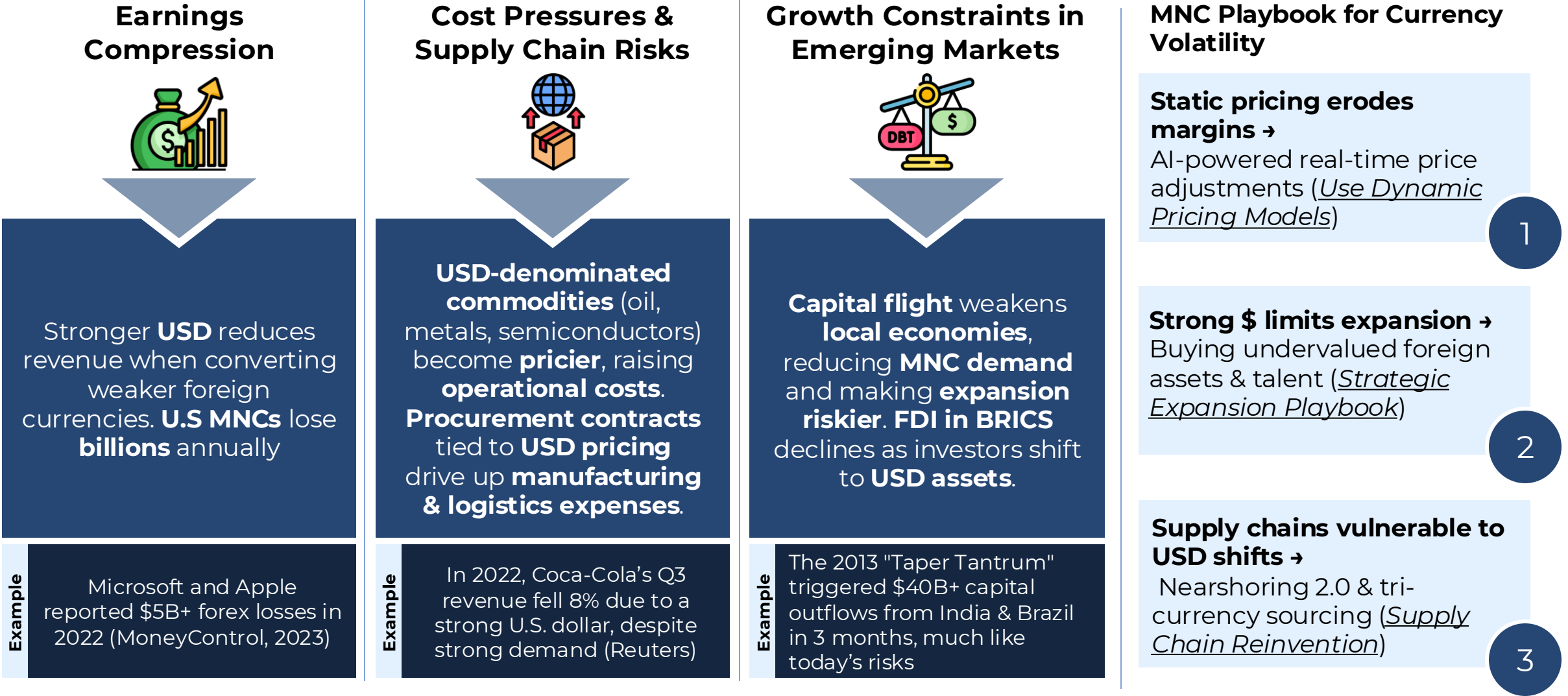
- 1
Technology Sharing & Development: Collaborate on tech, renewable energy, and biotech to boost productivity.
- 2
Skills Development & Education: Share resources to meet human capital needs and promote growth.
- 3
Sustainable Development: Work together on initiatives for long-term well-being.

Potential Impacts of New Government Policies



Strategic Recommendations for MNCs

Introduction: Pivoting risk into Tactical Advantage



Using Dynamic Pricing Models to Mitigate Static Pricing Margin Losses

Objective: Traditional forex hedging is reactive, costly, and inefficient, forcing MNCs to take hits before adjusting. AI-driven treasury models predict currency fluctuations, adjust capital flows, optimize forex risk in real-time, reducing hedging costs, improving liquidity efficiency, & profits.

Why – Status Quo	How	Outcomes
<p>Static Hedging = Slow & Costly Delayed reactions lead to cumulative losses (e.g., a Q1 USD surge impacts earnings in Q3).</p> <p>Stagnant Capital Allocation Potential conversion losses when the dollar strengthens.</p> <p><u>Example:</u> Microsoft faced \$5B+ forex headwinds in 2022 due to currency misalignment.</p> <p>Solution: <i>AI-driven treasury models predict, adjust, and optimize forex risk in real-time.</i></p>	<p>Predictive Currency Analyze forex shifts using AI models. Variables like interest rate differentials, economic policies</p> <p>- E.g.: AI predicts currency movements, adjusting hedging exposures</p> <p>Dynamic Hedging AI diversifies hedging strategies. Shifting exposure based on market conditions to reduce hedge losses</p> <p>- Example: An AI model reduced hedging costs by ~30% with AI-driven currency forecasts.</p> <p>Automated Hedging Execution: AI optimizes hedging in real-time, avoiding costly long-term contracts.</p> <p>- E.g.: Goldman Sachs AI forex models cut hedging costs by 22% through precise trade timing.</p>	<p>Revenue Protection: Cuts forex losses by holding cash in stronger currencies.</p> <p>Lower Hedging Costs: Eliminates inefficient contracts, reducing forex expenses</p> <p>Cash Flow Optimization: Moves capital across subsidiaries, ensuring liquidity at the best value.</p> <p>Competitive Pricing: Enhance pricing stability by anticipating forex shifts early.</p>

AI-driven treasury models transform enable MNCs to predict, adapt, and profit. Companies that fail to adopt will be outpriced and outmaneuvered.

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Expanding Aggressively During Volatility using Forex-Aware M&A





Objective: Use **forex fluctuations** to acquire **undervalued international assets** at a discount, securing long-term growth while competitors hesitate, and positioning MNCs for future currency rebounds.

Why – Status Quo	How	Outcomes
<p>Acquire Undervalued Assets Currency depreciation makes foreign companies, factories, and IP-rich firms significantly cheaper in USD terms.</p> <p>First-Mover Edge While others pause, early buyers secure high-value assets at lower costs before recovery.</p> <p>Higher ROI in Downturns M&A during currency crises historically outperforms stable-period deals, maximizing long-term returns.</p>	<div>2</div> <p>Target Undervalued Assets Focus on high-value assets in emerging markets with depreciated currencies and export-dependent economies.</p> <p>Optimize Timing Use forex-aware M&A models to identify optimal acquisition windows before market recovery.</p> <p>Time Market Entry Leverage AI-driven forex modeling to identify optimal acquisition windows before market recovery.</p>	<div><p>Cost Savings on Acquisitions</p></div> <div><p>Stronger Market Positioning Before Recovery</p></div> <div><p>Higher Long-Term ROI</p></div> <div><p>Resilient Global Footprint (diversification)</p></div>

Forex-aware M&A turns currency volatility into a competitive advantage, enabling MNCs to acquire high-value assets at discounted valuations for long-term growth.

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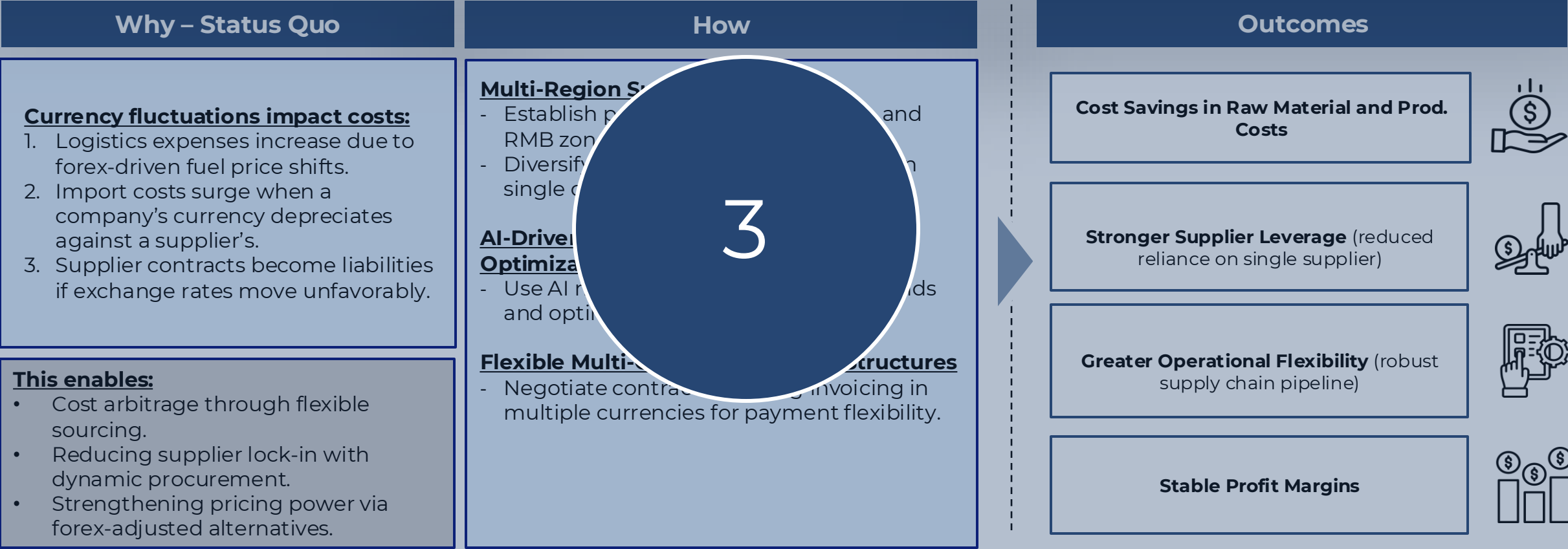
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Example: In 1997, U.S. private equity firms acquired top Asian companies at record-low valuations, yielding massive post-crisis gains.

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Tri-Currency Sourcing for Currency-Resilient Supply Chains




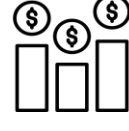
Objective: Build a **multi-region, multi-currency procurement model** that enables MNCs to **dynamically shift sourcing** across USD, EUR, and RMB zones, reducing forex-driven cost volatility and increasing supply chain resilience.



This allows strategic cost optimization, ensuring flexibility, forex resilience, and financial stability.

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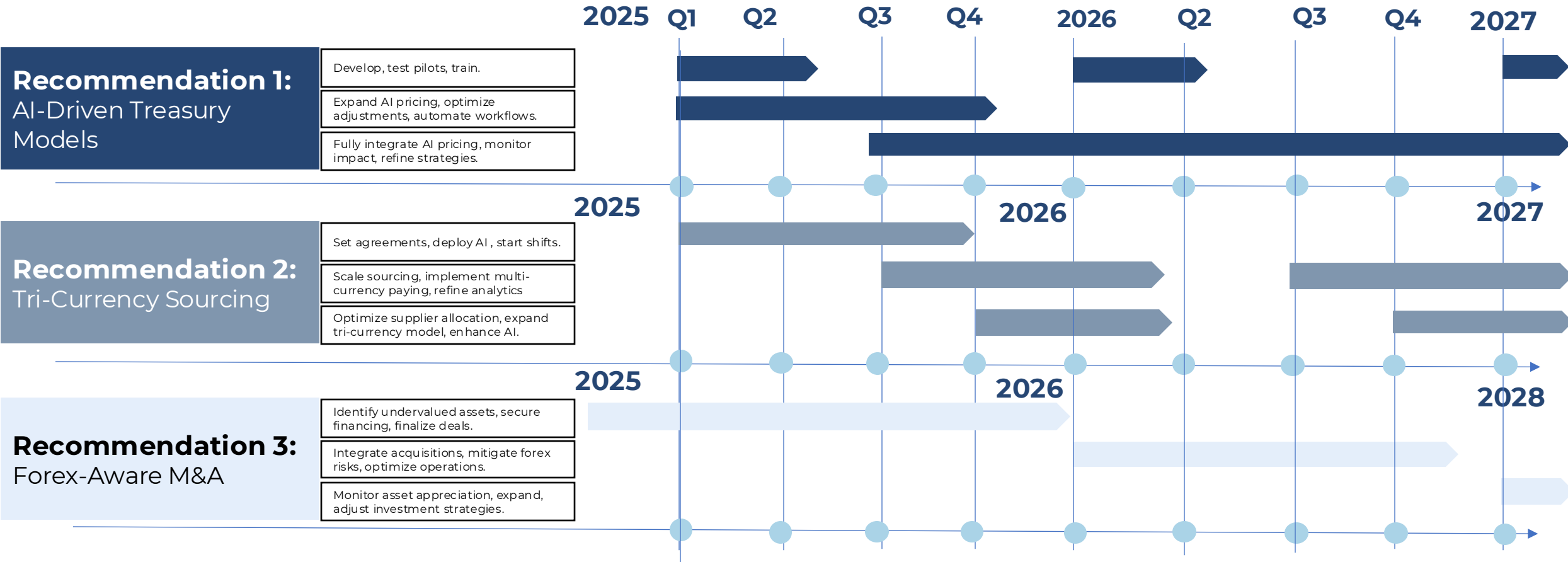
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Why – Status Quo	How	Outcomes
<p>Currency fluctuations impact costs:</p> <ol style="list-style-type: none">Logistics expenses increase due to forex-driven fuel price shifts.Import costs surge when a company’s currency depreciates against a supplier’s.Supplier contracts become liabilities if exchange rates move unfavorably.	<p>Multi-Region Supplier Network</p> <ul style="list-style-type: none">Establish procurement in USD, EUR, and RMB zones for sourcing flexibility.Diversify suppliers to reduce reliance on single currency. <p>AI-Driven Forex Monitoring & Cost Optimization</p> <ul style="list-style-type: none">Use AI models to forecast currency trends and optimize supplier shifts. <p>Flexible Multi-Currency Payment Structures</p> <ul style="list-style-type: none">Negotiate contracts allowing invoicing in multiple currencies for payment flexibility.	<div><p>Cost Savings in Raw Material and Prod. Costs</p></div> <div><p>Stronger Supplier Leverage (reduced reliance on single supplier)</p></div> <div><p>Greater Operational Flexibility (robust supply chain pipeline)</p></div> <div><p>Stable Profit Margins</p></div>

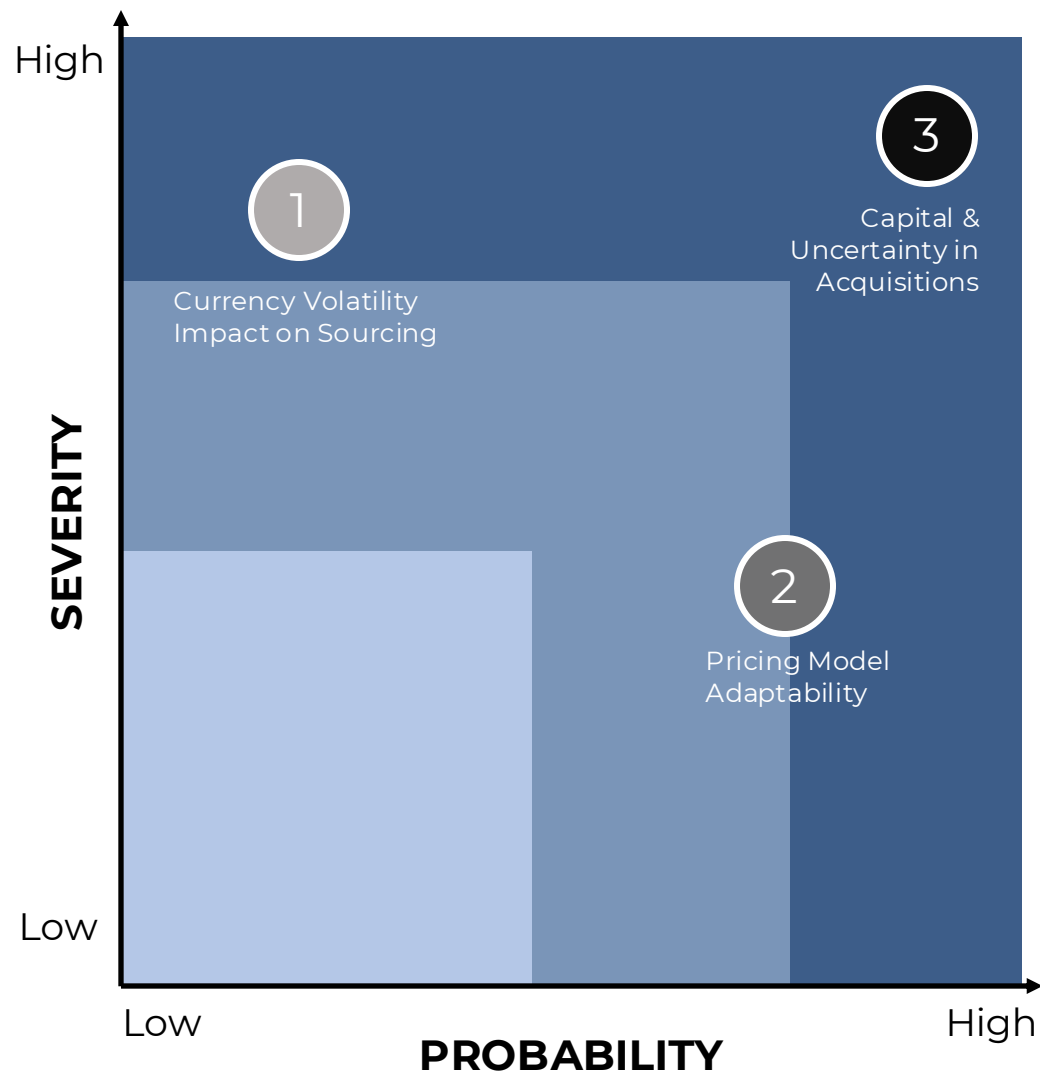
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Impact

Implementation Timeline



Risks & Mitigation



1

Risk: AI-Driven Pricing Adjustments may face resistance due to customer sensitivity to frequent price fluctuations.

- Mitigations:** 1) Implement gradual pricing adjustments to ensure customer adaptation while maintaining margins.
2) Develop customer education strategies to explain forex-driven price shifts transparently.

2

Risk: Tri-Currency Sourcing may still face residual forex volatility, impacting cost predictability.

- Mitigations:** 1) Implement gradual pricing adjustments to ensure customer adaptation while maintaining margins.
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3

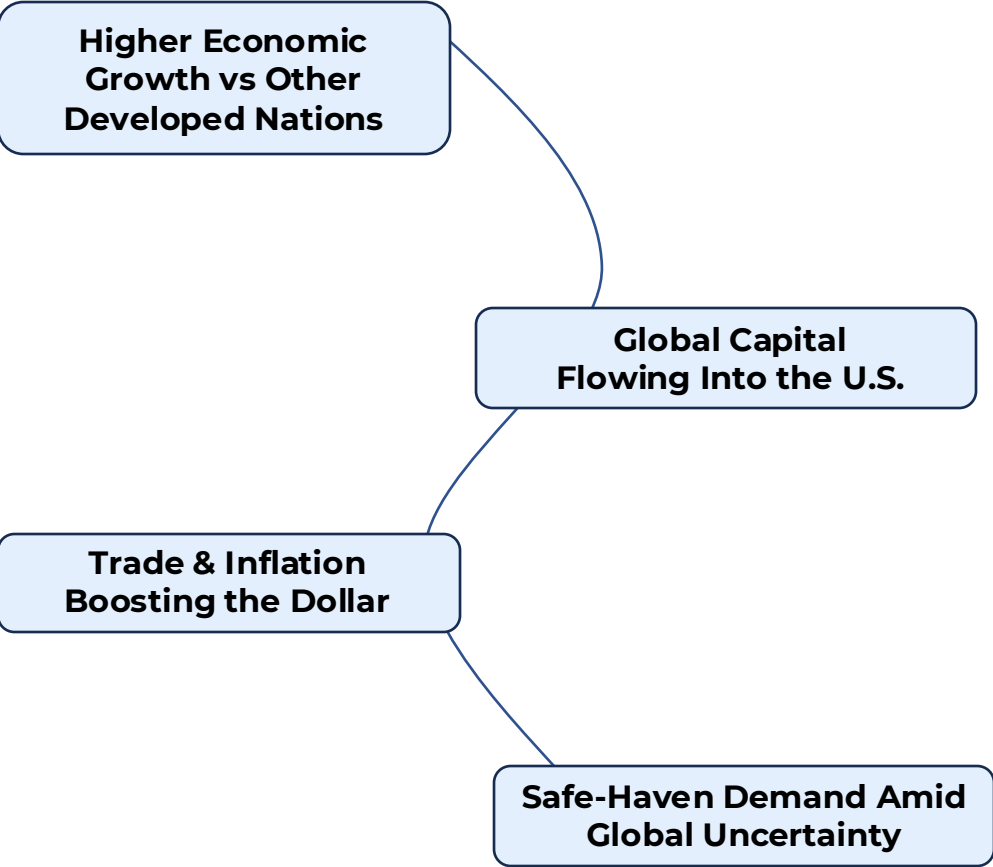
Risk: Forex-Aware M&A requires major capital investment and carries uncertainty in acquiring undervalued assets that may not recover.

- Mitigations:** 1) Focus on export-driven businesses that benefit from currency rebounds.
2) Use forex-hedged deal structuring and staggered earnouts to minimize capital risk.

Appendix

Appendix A - Causes of the Rising Dollar & the Reshaping Developed Markets

Why the Dollar is Rising



How it's affecting the Developed Nations

Currency & Monetary Policy Divergence

- **Euro & British Pound depreciating** → Capital flight to U.S. markets.
- **Japan's yen stays weak** → Bank of Japan is facing pressure to adjust policies.

Trade Imbalances & Corporate Earnings Pressure

- U.S. exports decline, widening the trade deficit.
- Eurozone & Japan gain export advantages, while U.S. multinationals face FX translation losses.

Capital Flows & Stock Market Disruptions

- Investors move funds into U.S. bonds & stocks, draining liquidity from Europe & Japan.
- Eurozone equities underperform, while Japan's stock market benefits from a weak yen.

Inflation & Commodity Price Effects

- Gold remains strong (\$3,000/oz) despite USD surge.
- Weaker oil prices (<\$70 Brent) reduce inflation risks in developed markets.

Appendix B - Case Studies from Recent EM Crises

	Case Study Takeaways	Long-Term Implications
2015 – 2016 USD Surge	<ol style="list-style-type: none">Currency Depreciation: BRL and RUB fell by over 40%, raising import costs and inflation.Capital Outflows & Rising Debt Costs: Outflows increased borrowing costs and USD debt servicing.Recession & Policy Tightening: Brazil and Russia faced deep recessions despite tight monetary policies.	Brazil and Russia faced prolonged slowdowns , with central banks forced to implement tight monetary policies despite weak growth.
2018 USD Surge	<ol style="list-style-type: none">Severe Currency Depreciation: TRY and ARS lost over 30% in value, worsening external debt burdens.Debt Servicing Pressure: Rising USD rates increased repayment costs.Inflation Surge & Policy Constraints: Aggressive rate hikes curbed inflation but slowed growth.	Argentina's economy contracted by 2.6% in 2018 , while Turkey fell into recession by Q4 2018 .
2022 Post-COVID USD Strength	<ol style="list-style-type: none">Weaker Currencies: INR and ZAR hit record lows, raising import costs and inflation.Capital Flight & Higher Rates: Capital outflows forced rate hikes, tightening liquidity.Growth Slowdown: Higher rates weakened domestic investment and consumption.	India's GDP growth slowed to 4.5% in late 2022, while South Africa faced weak economic performance , exacerbated by energy shortages and policy constraints.

These case studies demonstrate that a **stronger USD** consistently leads to **slower economic growth** in emerging markets by **driving capital outflows, increasing debt burdens, and fueling inflation**.