



**28 Amazingly Beautiful Countries in the World & Our
World Heroes Towards Humanity (Gathered Articles):
A Training Guide for Business Executives, Foreign
Diplomats, International Students & Travelers 1st
Edition**

2022

Rudolph. Patrick. T. Muteswa

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Heroes Towards Humanity (*Gathered Articles*): A Training Guide
for Business Executives, Foreign Diplomats, International Students
& Travelers 1st Edition**

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for-word quote will only end after proper referencing of open and closed brackets has been done at the end of the verbatim sentence clearly acknowledging the name and year of the source document that has been used by the author as shown (Rudolph, 2019, www.rptmuteswa.ca.us). Furthermore, as the author of this textbook I have clearly highlighted the term ‘*Gathered Articles*’ on the book title meaning that the strategy I am using to write my book is using direct quotes I have gathered from various publications written by various authors and presenting them in a logical manner that creates a Book Chapter despite the fact that I will often at times present my own interpreted words in certain parts of the book. I was granted permission by the publishers of the information sources I obtained the information to use during my book writing process. In addition in certain instances there can be a full website link where the article or publication used in writing this textbook can be directly downloaded or viewed by the readers of this textbook for instance: during in-text referencing, the footnotes and or the bibliography section of the chapter as this enables the author of this textbook to clearly show the readers who the original owners of the published work are and also to fully acknowledge them. In addition readers please note that all the information sources used in this book are owned by the publishers/owners of the various websites, books, newspapers, magazines and journals used by the book author. Therefore readers of this textbook if you want to use any of the information from any of these referenced sources please may you directly contact the original owner(s)/publisher(s) of the information source for permission to use their information for whatever purpose you want to use it for.

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PREFACE TO THE FIRST EDITION

Today it has become necessary and very important for executive board of directors, managers, entrepreneurs, academics, diplomats, civil society professionals, pilots, tourists, trade unionists, Heads of Governments, Monarchy Rulers, government ministers or governors, politicians, medical professionals, engineers, journalists, teachers, students and many other professionals to be well educated about the: history, laws, demographics, political, economic and tourism information of various countries. The modern day world we are now living is now strongly shaped by the international stature, the conservation of the natural environment, tourism, respect for human rights, democracy, peace and education levels of countries. It has now become inevitable for countries to place more value towards improving their nation brands, democracy & promotion of basic human rights principles, education systems and so on since this ultimately leads to increased: economic development, foreign direct investments, tourism, foreign currency reserves, academic literacy, happiness, employment levels and better quality of life. Interestingly, nowadays a sense of national pride and loyalty amongst citizens in a country is strongly interrelated to its: nation brand value, employment levels, humanity, economic growth, low corruption levels, peace initiatives, democracy & human rights culture, unity & reconciliation efforts, various initiatives to build its human capital, moral behavior of its leaders and so on. One of the key aims of this book was to help highlight a common phenomenon found in most of the dominant countries in the world in particular why they are very successful. And one of the reason involves the fact that they consistently invest more resources towards ensuring that their social institutions, democratic & human rights laws and technological innovativeness is maintained in a transparent manner while simultaneously placing more emphasis on uplifting their rich cultural traditions which enable them to boost their national happiness indexes. Another key aim of this book was to help highlight the essence behind the natural beauty, pristine wilderness, rich cultural traditions, democracy and the modernization of infrastructure in a country and how it helps countries to be successfully ranked as 'Amazingly Beautiful Countries'. The purpose of this book was to educate readers about the various global indexes that help to measure aspects such as: nation brands, happiness, corruption, democracy, economic development, prosperity, peace and governance rankings of a country in comparison to other countries in a region or around the world. Another key aim of this book was to promote global travel amongst the citizens of different countries around the world by highlighting summarized

basic information of several ‘Amazingly Beautiful Countries’ located in Western Europe, Africa, Asia, Latin America, Oceania and North America by publishing a free *eBook* and a *print hard copy* since a book is ‘*a source of wisdom*’ that can positively influence others. I noticed that in this life we live today humanity can only progress through consistent learning or knowledge sharing and the desire for consistent learning can only be strengthened through book writing in various career-fields.

Acknowledgement:

I would like to thank my 6 (*four brothers & two sisters*) siblings for tirelessly supporting me towards my education and personal life goals. I would also like to take this opportunity to greatly thank my late parents, aunties and uncles for the great role they played in my childhood. Furthermore, I shall forever be grateful to the great men and women in the continent of Africa, North America, Europe, Latin America, Middle East, Oceania and Asia who contributed towards the writing of this book in particular all the named leading 'iconic' entrepreneurs, business leaders, organizations & the various information sources cited in this book.

Chapter 1: United States of America, Switzerland, the United Kingdom & Republic of India

After reading this chapter you should be able to:

- Define the following terms ‘world’ and ‘national reconciliation’.
- Discuss the key differences between the United States of America, Switzerland, the United Kingdom & Republic of India.
- Explain why the United States of America, Switzerland, the United Kingdom & Republic of India are part of the ‘28 Amazingly Beautiful Countries in the World’.

1.1 Introduction

Historically all the corners of the world have one thing in common they ‘all enjoy together’ that is ‘the beauty of national geographical boundaries’ accompanied by their natural vegetation and all living organisms. The world is naturally beautiful and there are many countries that have overtime managed to: (1) invest a lot of their resources (*namely: financial, technological, human etc*), (2) learn from their past mistakes, (3) rebrand their national identities, (4) strengthen their social institutions, (5) uphold human rights, democracy & freedom principles, (5) promote unity, love, peace, diversity & inclusion amongst their people, (6) promote their tourist attraction destinations and so on in order to succeed to become some of the most amazing countries in the world for example the United States of America, Switzerland, the United Kingdom and the Republic of India. Generally the benchmarking of countries on aspects such as happiness, beauty, peace, democracy and the upholding of human rights helps to: entrench a culture of better governance, practice exemplary leadership amongst government leaders, maintain consistent societal development, achieve improved foreign relations & nation branding strategies, maintain increased foreign direct investments, achieve increased tourist arrivals, maintain improved standards of living and so on. The world has evolved over the past decades and it has ‘become inevitable’ for countries and their citizens to ignore the strong interrelationship between experiencing good human rights, democracy, governance and freedoms in a country to: (1) increased tourist arrivals, (2) high foreign direct investments, (3) peace, (4) unity, (5) happiness, (6) prosperity & nation branding rankings, (7) global university rankings,

(8) quality of life, (9) increased export markets, (10) succeeding to be nominated to host major global events on issues such as climate change, sports, tourism, business, health, human rights, music awards/festivals and so on. Thus it has become very important for countries to ensure that they prioritize their national image or international stature in order to strengthen their international diplomacy excellence on issues related to climate change, sports, tourism, business, health, human rights and so on. Some of the world's renowned amazingly beautiful nations include the United States of America, Switzerland, the United Kingdom and the Republic of India and they will be discussed in this chapter. The following section will cover in-depth aspects related to the definition of terms.

1.2 Define the following terms 'world' and 'national reconciliation'

Today they are various definitions of the terms 'world' and 'national reconciliation' that were authored by various academics and business gurus. ¹“The term '*national reconciliation*' is when a country and its people from all walks of life (*in terms of different age groups, gender, religion, political opinion, marital status, race and so on*) decide to reach-out to each other in solidarity of achieving mutual relations, cooperation, peace, the rule of law, promotion & protection of freedoms/human rights with the main aim of developing their country's sovereign wealth, legacy and unity” (Rudolph. Patrick. Tawanda. Muteswa, 2021:42). In addition the definition of the term '*world*' refers to everything that we see and touch from the North, South East or West in all the countries (Rudolph. Patrick. Tawanda. Muteswa, 2021:139). The following section will cover the differences between the United States of America, Switzerland, the United Kingdom and the Republic of India.

1.3 Key differences between the United States of America, Switzerland, the United Kingdom and the Republic of India

In general there are various differences amongst countries and thus it is important for scholars to identify these differences for further research purposes. The differences between the United

¹ Muteswa, R.P.T. (2021) *The Magnificence of Respecting Human Rights, Democracy & Freedoms in a Country & Organizations: (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*.

1st Edition, ISBN 978-1-77921-415-7, Self Published Book, p42 and p139.

States of America, Switzerland, the United Kingdom and the Republic of India where highlighted in Table 1.1 below.

Table 1.1 Major differences between the United States of America, Switzerland, the United Kingdom and the Republic of India

United States of America	Switzerland	United Kingdom	Republic of India
• It is geographically located on the continent of North America	• It is geographically located on the continent of Europe.	• It is geographically located on the continent of Europe.	• It is geographically located on the continent of Asia (South Asia).
• The capital city of the United States of America is Washington, D.C.	• The capital city of Switzerland is Bern.	• The capital city of the United Kingdom is London.	• The capital city of the Republic of India is New Delhi.
• ² The total population in the United States of America during the year of 2021 in July was estimated to be 334,998,398.	• ³ The total population in Switzerland during the year of 2021 in July was estimated to be 8,453,550.	• ⁴ The total population in the United Kingdom during the year of 2020 in June was estimated to be 67.081 million.	• ⁵ The total population in the Republic of India during the year of 2021 in July was estimated to be 1,339,330,514.
• The total land area of the United States of America is 9,833,517 sq. km (<i>The World Factbook 2021</i> . Washington, DC: Central Intelligence Agency, 2021.	• The total land area of Switzerland is 41,277 sq. km (<i>The World Factbook 2021</i> . Washington, DC: Central Intelligence Agency, 2021.	• The total land area of the United Kingdom is 243,610 sq. km (<i>The World Factbook 2021</i> . Washington, DC: Central Intelligence Agency, 2021.	• The total land area of the Republic of India is 3,287,263 sq. km (<i>The World Factbook 2021</i> . Washington, DC: Central Intelligence Agency, 2021.

² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/united-states/>

³ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/switzerland/>

⁴ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/united-kingdom/>

⁵ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/india/>

https://www.cia.gov/the-world-factbook/).	https://www.cia.gov/the-world-factbook/).	https://www.cia.gov/the-world-factbook/).	https://www.cia.gov/the-world-factbook/).
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Source: Modified: Table Created By The Author Using Information Inspired From (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>).

The following section will cover aspects about some of the ‘28 Amazingly Beautiful Countries in the World’ in-depth.

1.4 United States of America, Switzerland, the United Kingdom and the Republic of India

This educational textbook will cover detailed, relevant and modern information about the ‘28 Amazingly Beautiful Countries in the World’ and these are further explained below.

1.4.1 United States of America

In this 21st century the United States of America is the world’s most popular, celebrated and highly distinguished nation in the world due to its military prowess, powerful nation brand, exemplary government leadership, globally present diplomatic missions, strategic foreign alliance partnerships, tech-savvy culture, globally focused humanitarian aid assistance and so on. The United States of America is the world’s unquestionable economic, technological, democratic and highly innovative military powerhouse. ⁶“The United States is a country located in North America bordering the Atlantic Ocean and Pacific Ocean. Neighboring countries are Canada and Mexico. The geography of the United States is varied with mountains in the west, a broad central plain, and low mountains in the east” (Michigan State University, 2021, <https://globaledge.msu.edu/countries/united-states>). ⁷⁸⁹Furthermore, according to the Michigan

⁶ Michigan State University (2021) *United States of America*. Available from: <https://globaledge.msu.edu/countries/united-states> [Accessed November 11, 2021] © 1994 - 2021 Michigan State University. All rights reserved

⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>

⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/stories/>

State University (2021) the government system is a constitution-based federal republic with a strong democratic tradition; the chief of state and head of government is the president. The United States has an advanced mixed economy in which there is a variety of private freedom, combined with centralized economic planning and government regulation. United States is a member of the Asia-Pacific Economic Cooperation (APEC) and the North American Free Trade Agreement (NAFTA) (Michigan State University, 2021, <https://globaledge.msu.edu/countries/united-states>).¹⁰“Climate mostly temperate, but tropical in Hawaii and Florida, arctic in Alaska, semiarid in the great plains west of the Mississippi River, and arid in the Great Basin of the southwest; low winter temperatures in the northwest are ameliorated occasionally in January and February by warm chinook winds from the eastern slopes of the Rocky Mountains. Major urban areas - population 18.823 million New York-Newark, 12.459 million Los Angeles-Long Beach-Santa Ana, 8.877 million Chicago, 6.491 million Houston, 6.397 million Dallas-Fort Worth, 5.378 million WASHINGTON, D.C. (capital) (2021). Natural resources coal, copper, lead, molybdenum, phosphates, rare earth elements, uranium, bauxite, gold, iron, mercury, nickel, potash, silver, tungsten, zinc, petroleum, natural gas, timber, arable land;” (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021, <https://www.cia.gov/the-world-factbook/countries/united-states/>).¹¹Furthermore according to *The World Factbook*, Washington, DC: Central Intelligence Agency (2021) Exports - partners Canada 17%, Mexico 16%, China 7%, Japan 5% (2019). Imports - partners China 18%, Mexico 15%, Canada 13%, Japan 6%, Germany 5% (2019). Telecommunication systems **general assessment:** a large, technologically advanced, multipurpose communications system; reliable Internet available for most of the population though challenges remain in rural areas and tribal lands; concentration among industry operators; saturated mobile subscriber penetration rate; national LTE-M services with reassignment of 2G spectrum for 5G, centered in urban areas;

⁹ World Electric Guide (2021) *Electric*. Available from:

http://www.exportbureau.com/telephone_codes/electric2.html [Accessed November 13]

¹⁰ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/united-states/>

¹¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/united-states/>

operators signed alliance to develop 6G in line with technology standards, and government policies; almost all citizens have access to both fixed-line and mobile-broadband services; government fund to connect 5.3 million residences and businesses in rural areas; in pandemic, emergency funding for Internet and devices related to education; cooperative approach to e-commerce, health, education, and energy with smart city technology in several areas; federal subsidies to private satellite Internet constellation with aims for fast, world-wide connections; (2020) (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021, <https://www.cia.gov/the-world-factbook/countries/united-states/>). The dominance and traditional exemplary leadership of the United States of America over the past decades has managed to make America to successfully achieve the following: (1) boost its international stature, (2) become a fountain of international diplomacy excellence, (3) become highly attractive to foreign investors as a safe and stable economy, (4) become a thriving technology and new innovative inventions hub, (5) positively promote & protect democracy, human rights and freedoms within its shores and other various parts of the world, (6) become an outstanding global leader through investing and maintaining world peace, food security, humanitarian and educational aid, (7) play a key role towards positively promoting global climate change literacy & environment protection initiatives, (8) become a high value, supportive, loyal and strategic partner in most economic regions around the world and so on. The pillar that has made the United States of America one of the best nations in the world is the unity, peace and exemplary leadership it enjoys in its society. Today the United States of America is one of the most supportive nations in the world due to its values centered society and democratic principles that reach beyond its national borders via its thriving entertainment industry, tourism, higher tertiary education programs, diplomacy excellence, technologies, medical science and so on. Furthermore, the USA's national flag and national identity have been successfully strategically positioned to become powerful brands (*that signify a culture of peace, democracy, human rights, loyalty to allies, strength, heroism, excellent results & a better standard of life for all*) on the global arena.¹²“Over the past seventy years, Democratic and Republican administrations alike have understood that American security

¹² Hadley, S. of The United States Institute of Peace (2017) *America's Role in the World*. Submitted Statement of Madeleine K. Albright and Stephen J. Hadley Committee on Armed Services. PUBLICATION TYPE: Congressional Testimony Available from: <https://www.usip.org/publications/2017/03/americas-role-world> [Accessed October 27, 2021]

and prosperity at home are linked to economic and political health abroad, and that America does better when other countries have the incentive and the capacity to work alongside us in tackling global challenges.”” (Hadley, S. of The United States Institute of Peace, 2017, <https://www.usip.org/publications/2017/03/americas-role-world>). Generally there are various reasons why people love to live, work and identify with the beautiful great nation of the United States of America. ¹³According to John Mason International (2020) whether you’re chasing a job, a loved one or simply the American Dream, the USA remains one of the most popular destinations. The original ‘melting pot’ nation, America has a long tradition of welcoming all cultures and backgrounds and is a truly great place. It is very much still the land of opportunity.

Healthcare. Healthcare in US is amongst the very best in the world. Well funded hospitals, well trained staff and world leading medical innovation means you can be confident you will receive the very best treatment should you need it. **Economic Strength.** Her economic strength has helped the USA weather the storms of global depression and financial crises. The US dollar is the World’s primary reserve currency, a sure sign of stability and respect. **Career Opportunities.** America is a country that works hard and takes pride in what they do. Earning a living is something Americans take pride in and do well with only 5.5% of the population unemployed. The US also regularly ranks in the top five countries in the world for workforce productivity.

Natural Beauty. While we’re on the subject of America’s wide-open spaces, they’re not just abundant, they’re also spectacularly beautiful. There are vast lakes the size of a small country, rugged mountain ranges to ski and climb and coastlines spanning two oceans. From the Grand Canyon to the Everglades, there are so many natural wonders to explore, the difficult choice is where to start. The USA’s 58 National Parks and countless managed parks and wilderness areas are populated by an incredibly diverse ecosystem. It is home to 784 different species of birds, 428 different mammals and 606 different reptiles and amphibians. **Weather.** America’s vast size means you’ll find a climate to suit your needs. From the year round sunshine of California to the ice bound winters of Alaska, the USA has it all. There are even desert plains and tropical regions, if that’s your cup of tea. **Culinary Culture.** Food and drink is a serious business across the USA.

¹³ John Mason International (2020) *Top 10 Reasons to Move to the USA*. Available from:

<https://www.johnmason.com/usa/top-10-reasons-move-usa-2/> © Copyright 2020 John Mason International. All Rights Reserved.

There are over 600,000 restaurants serving recipes from every corner of the world to suit every taste and budget. Even small towns will have serious, independent restaurateurs serving delicious food in a friendly environment. This is most definitely a country that takes pride in its food and sees even the humble breakfast as an opportunity for culinary exploration¹⁴ (John Mason International, 2020, <https://www.johnmason.com/usa/top-10-reasons-move-usa-2/>).

1.4.2 Switzerland (Swiss Confederation)

Switzerland is a Western Europe-based nation that is globally known as the hub of international diplomacy excellence, humanity, banking, modern green energy architecture, museums, higher learning education, culinary tourism, a top tourist destination and so on. Over the past number of years Switzerland has been ranked as having the highest: quality of life, valuable nation brand, diverse culture and natural beauty in the world. Switzerland is also home to world class universities and a top notch schooling system that is offered using different languages.¹⁵ “**Happy Country**. According to the **Happy Planet Index**, Switzerland ranks 24th in the world. It combines four elements to show how efficiently residents of different countries are using environmental resources to lead long, happy lives. Switzerland is in the Top 10 in three of these categories. The country is also known for being pacifists and always staying neutral to avoid conflicts. **Diversity and Culture**. Switzerland is known to be diverse, and not just geographically. With over 600 museums, this country is the perfect place for lovers of everything art. Rich in culture and arts the Swiss are especially known for their talent in crafts like watchmaking. One thing about the **Swiss people** is they do not forget their old traditions by keeping them alive with pride. **Healthy Lifestyle**. Swiss people are known for leading healthy lifestyles and for their great **healthcare system**.” (Merxha, V., 2020, <https://studyinginswitzerland.com/why-switzerland-is-best-country/>). In general Switzerland is known as one of the friendliest nation in the world as a result of: (1) its significant financial contributions towards peacekeeping and peace in international world bodies that focus on peace such as the United Nations, (2) it is home

¹⁴ John Mason International (2020) *Top 10 Reasons to Move to the USA*. Available from: <https://www.johnmason.com/usa/top-10-reasons-move-usa-2/> © Copyright 2020 John Mason International. All Rights Reserved.

¹⁵ Merxha, V. (2020) *9 Reasons Why Switzerland Is the Best Country In the World*. Available from: <https://studyinginswitzerland.com/why-switzerland-is-best-country/> [Accessed November 13, 2021]

to headquarters offices of many humanitarian international bodies, (3) it is home to the world's most powerful and richest corporate or employer brands, (4) it has consecutively hosted many peacebuilding and peacemaking conferences or meetings of many world leaders over the past decades to the present day, (5) it has one of the most exemplary philanthropic and happiest societies, (6) it has a thriving open tourism industry, (7) beautiful historical architecture, (8) effective climate change policies and many other aspects (Rudolph. Patrick. Tawanda. Muteswa, 2021). ¹⁶“Location Central Europe, east of France, north of Italy. Climate temperate, but varies with altitude; cold, cloudy, rainy/snowy winters; cool to warm, cloudy, humid summers with occasional showers. Terrain mostly mountains (Alps in south, Jura in northwest) with a central plateau of rolling hills, plains, and large lakes. Major lakes (area sq km) **Fresh water lake(s):** Lake Constance (shared with Germany and Austria) - 540 sq km; Lake Geneva (shared with France) - 580 sq km. Languages German (or Swiss German) (official) 62.1%, French (official) 22.8%, Italian (official) 8%, English 5.7%, Portuguese 3.5%, Albanian 3.3%, Serbo-Croatian 2.3%, Spanish 2.3%, Romansh (official) 0.5%, other 7.9%; note - German, French, Italian, and Romansh are all national and official languages; shares sum to more than 100% because respondents could indicate more than one main language (2019 est.). Exports - partners Germany 16%, United States 14%, United Kingdom 8%, China 7%, France 6%, India 6%, Italy 5% (2019). Exports - commodities gold, packaged medicines, medical cultures/vaccines, watches, jewelry (2019). Imports - partners Germany 21%, Italy 8%, United States 6%, France 6%, United Kingdom 5%, United Arab Emirates 5% (2019). Telecommunication systems **general assessment:** Switzerland emerged as a European leader for 1Gb/s fiber broadband, complemented by 5G to 97% of the population; competitive market buttressed by regulator assurances of 5G-compatible network infrastructure; although not a member of the EU, Switzerland follows the EU's telecom framework and regulations; Zurich is being developed as a smart city (2020)” (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/switzerland/>).

¹⁶ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/switzerland/>

1.4.3 United Kingdom (UK)

The United Kingdom is a Western Europe-based nation that is globally recognized as having beautiful nature reserves, art museums, historical architecture, world's largest library archives, military prowess, a globally celebrated & popular Monarch & Royal Family, hosting major global events (*for example, sports, music, the G-7 summits, climate change & so on*), culinary exploration, multicultural diverse population, tourist attraction destinations, modern infrastructure accompanied by a highly functional education system, democratic institutions and rule of law (Rudolph. Patrick. T. Muteswa, 2021). Historically the United Kingdom is globally known for its contribution towards promoting education and critical initiatives around peacebuilding and conflict resolution advocacy around the world. ¹⁷According to the British Council (2021) The UK is a country with rich history and culture, stunning countryside, paired with world-leading modern art, design, culture, fashion and sport. From bustling cities to snow-capped mountains, rolling green hills to highlands and islands, the UK is beautiful and exploring is a must. Its relatively small size and good transport links mean that you can see a lot while you are here. There are four nations that make up the UK: England, Scotland, Wales and Northern Ireland. **Scotland.** The UK's northernmost country, Scotland is a stunning mix of wild beauty and buzzing cities. From the capital city Edinburgh, home to the iconic hilltop castle and the world's biggest arts festival, to the mountain wilderness of the Highlands, and the miles of untouched beaches dotted along the coastline, Scotland has a lot to offer. **Wales.** With three national parks – Snowdonia, the Pembrokeshire Coast and Brecon Beacons – covering twenty per cent of Wales, it goes without saying that it's home to some stunning landscapes. As well as the mountain ranges, rugged coastline and historic capital, Cardiff, Wales is famous for its distinctive Welsh language and love of sport. **Northern Ireland.** Northern Ireland is a country renowned for its friendly people and natural beauty. In the capital Belfast, you'll find a great mix of nightlife and history. Venture to more rural areas to see stunning coastline, such as the Giant's Causeway, the famous natural rock formation that has many a legend associated with it. **England.**

¹⁷ British Council (2021) *UK Nations*. Available from: <https://study-uk.britishcouncil.org/moving-uk/student-life/nations> © 2021 British Council. The United Kingdom's international organisation for cultural relations and educational opportunities. A registered charity: 209131 (England and Wales) SC037733 (Scotland).

¹⁸The largest of the four countries of the UK, England also contains the most universities, so there are plenty of options if you want to study here (British Council, 2021, <https://study-uk.britishcouncil.org/moving-uk/student-life/nations>). ¹⁹“Climate temperate; moderated by prevailing southwest winds over the North Atlantic Current; more than one-half of the days are overcast. Terrain mostly rugged hills and low mountains; level to rolling plains in east and southeast. Natural resources coal, petroleum, natural gas, iron ore, lead, zinc, gold, tin, limestone, salt, clay, chalk, gypsum, potash, silica sand, slate, arable land. Ethnic groups White 87.2%, Black/African/Caribbean/black British 3%, Asian/Asian British: Indian 2.3%, Asian/Asian British: Pakistani 1.9%, mixed 2%, other 3.7% (2011 est.). Government type parliamentary constitutional monarchy; a Commonwealth realm. Exports - partners United States 15%, Germany 10%, China 7%, Netherlands 7%, France 7%, Ireland 6% (2019). Imports - partners Germany 13%, China 10%, United States 8%, Netherlands 7%, France 6%, Belgium 5% (2019). Telecommunication systems **general assessment:** UK’s telecom market remains one of the largest in Europe, characterized by competition, affordable pricing, and its technologically advanced systems; mobile penetration above the EU average; government to invest in infrastructure and 5G technologies with ambition for a fully-fibered nation by 2033; operators expanded the reach of 5G services in 2020; super-fast broadband available to about 95% of customers; London is developing smart city technology, in collaboration with private, tech, and academic sectors; (2020). Communications - note **note 1:** the British Library claims to be the largest library in the world with well over 150 million items and in most known languages; it receives copies of all books produced in the UK or Ireland, as well as a significant proportion of overseas titles distributed in the UK; in addition to books (print and digital), holdings include: journals, manuscripts, newspapers, magazines, sound and music recordings, videos, maps, prints,

¹⁸ British Council (2021) *UK Nations*. Available from: <https://study-uk.britishcouncil.org/moving-uk/student-life/nations> © 2021 British Council. The United Kingdom’s international organisation for cultural relations and educational opportunities. A registered charity: 209131 (England and Wales) SC037733 (Scotland).

¹⁹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/united-kingdom/>

patents, and drawings” (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/united-kingdom/>).

1.4.4 Republic of India

²⁰“Location Southern Asia, bordering the Arabian Sea and the Bay of Bengal, between Burma and Pakistan. Climate varies from tropical monsoon in south to temperate in north. Terrain upland plain (Deccan Plateau) in south, flat to rolling plain along the Ganges, deserts in west, Himalayas in north. Natural resources coal (fourth-largest reserves in the world), antimony, iron ore, lead, manganese, mica, bauxite, rare earth elements, titanium ore, chromite, natural gas, diamonds, petroleum, limestone, arable land. Languages Hindi 43.6%, Bengali 8%, Marathi 6.9%, Telugu 6.7%, Tamil 5.7%, Gujarati 4.6%, Urdu 4.2%, Kannada 3.6%, Odia 3.1%, Malayalam 2.9%, Punjabi 2.7%, Assamese 1.3%, Maithili 1.1%, other 5.6%; note - English enjoys the status of subsidiary official language but is the most important language for national, political, and commercial communication; there are 22 other officially recognized languages: Assamese, Bengali, Bodo, Dogri, Gujarati, Hindi, Kannada, Kashmiri, Konkani, Maithili, Malayalam, Manipuri, Nepali, Odia, Punjabi, Sanskrit, Santali, Sindhi, Tamil, Telugu, Urdu; Hindustani is a popular variant of Hindi/Urdu spoken widely throughout northern India but is not an official language (2011 est.). Exports - partners United States 17%, United Arab Emirates 9%, China 5% (2019). Exports - commodities refined petroleum, diamonds, packaged medicines, jewelry, cars (2019). Imports - partners China 15%, United States 7%, United Arab Emirates 6%, Saudi Arabia 5% (2019). Imports - commodities crude petroleum, gold, coal, diamonds, natural gas (2019)” (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/india/>). ²¹“As India’s economy has revived, its international trade and military posture around the world have grown. For the most part, Indians are moderately supportive of India’s global engagement” (Stokes, B., 2016,

²⁰ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/india/>

²¹ “*How Indians see their place in the world*”. Pew Research Center, Washington, D.C. (2016) URL,

<https://www.pewresearch.org/global/2016/09/19/3-how-indians-see-their-place-in-the-world/>

www.pewresearch.org).²²“India's rise to power has led to speculation and expectations about how it will change the global order. On the one hand, India is huge, with more than 1.3 billion people, and on track to become the world's third-largest economy” (Council on Foreign Relations, 2021, <https://www.cfr.org/project/indias-role-world>). According to the Legatum Institute Foundation (2020) **OVERALL PROSPERITY**. India is 101st in the overall Prosperity Index rankings. Since 2010, India has moved up the rankings table by 9 places. **PILLAR RANKINGS**. India performs most strongly in Enterprise Conditions and Governance but is weakest in Natural Environment. The biggest improvement compared to a decade ago came in Social Capital²³ (Legatum Institute Foundation, 2020, <https://www.prosperity.com/globe/india>).²⁴Furthermore, according to The International Trade Administration, U.S. Department of Commerce (2021) with the fifth highest GDP in the world, 1.35 billion citizens, and a rising middle class, India is a top market offering tremendous opportunities. India imported over \$2.2 billion in computer and electronic equipment (NAICS code 334) from the United States in 2017. India has emerged as the second largest manufacturer of mobile handsets in the world. At 1.2 billion (1.18 billion wireless and 20 million wired), India has the second largest number of telecom subscribers in the world. India has 778 million (755 million wireless and 22 million wired) broadband subscribers. The Indian telecom sector is the second largest in the world by the number of subscribers, and India’s mobile economy has been driven by widespread adoption, with wireless subscriptions representing 98 percent of telephone use. India’s telecom sector was growing rapidly with the introduction of in-flight connectivity, plans for the rollout of 5G services to provide seamless coverage, high-speed data, low latency, and highly reliable communication. The broadcasting sector is comprised of television and radio services. India is

²² Council on Foreign Relations (2021) *India’s Role in the World*. Available from: <https://www.cfr.org/project/indias-role-world> [Accessed November 13, 2021] ©2021 Council on Foreign Relations. All rights reserved.

²³ Legatum Institute Foundation (2020) *India*. Available from: <https://www.prosperity.com/globe/india> Copyright 2020 Legatum Institute Foundation. All rights reserved.

²⁴ The International Trade Administration, U.S. Department of Commerce (2021) *India - Country Commercial Guide. Information and Communication Technology*. Available from: <https://www.trade.gov/country-commercial-guides/india-information-and-communication-technology> [Accessed November 13, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

the world's second-largest television (TV) market. At the end of March 2020, there were about 212 million households in India served by cable TV, DTH (direct to home satellite TV), HITS (headend in the sky satellite TV), and IPTV (internet protocol television) services,... (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/india-information-and-communication-technology>). “Life in India can be joyous, tough, colorful, stressful, chaotic but never boring. **Here's why Life in India is Awesome.** 01) **India is a food lover's paradise** – nothing beats Indian food – curries, pakodas, momos, samosas, dosas, naans, sorpotel, kebabs, paneer and so much more! The best part is how the taste of the food changes from one part of the country to another. For instance, street food in Delhi is completely different as compared to Mumbai. 02) **You will seldom face a language barrier here**, despite the fact we have 22 official languages and 1652 unofficial languages because English unifies all of India. 03) **Need your dose of mountain magic when you're in India?** There's nothing like the **majestic Himalayas!** 04) **Or tropical paradise?** The pristine white sand beaches with turquoise blue water of **the Andaman and Nicobar Islands** are some of the most beautiful beaches in the world – and yet not touristy!”²⁵ (Sonal Kwatra Paladini of Drifter Planet, 2016, <https://drifterplanet.com/life-in-india-is-awesome/>). The following section will cover the conclusion of this chapter.

1.5 Conclusion

It can be concluded that the beauty of a country is guided by its human rights, democracy, freedoms, peace, unity, governance and climate change principles or records as these factors are strongly interrelated to (1) increased tourist arrivals, (2) high foreign direct investments, (3) peace, (4) unity, (5) happiness, (6) prosperity & nation branding rankings, (7) global university rankings, (8) quality of life, (9) increased export markets in a country. In this modern day world the United States of America, Switzerland, the Republic of India and the United Kingdom have become part of the amazingly beautiful countries in the world to live, work, partner and trade with due to their strong stable economies, good governance and democracy principles. In conclusion it has become inevitable for prosperity to remain consistent or achievable in the long

²⁵ Sonal Kwatra Paladini of Drifter Planet (2016) *51 Reasons Why Life in India is AWESOME*. Available from: <https://drifterplanet.com/life-in-india-is-awesome/> [Accessed December 14, 2021]

run if issues related to human rights, democracy, freedoms, peacebuilding, unity and climate change are ignored as they now shape the future of most of the powerful economies in the world nowadays.

1.6 Discussion questions

- 1) Briefly define the following terms ‘world’ and ‘national reconciliation’?
- 2) List the key differences between the United States of America, Switzerland, the United Kingdom & Republic of India?
- 3) Discuss in greater detail why the United States of America, Switzerland, the United Kingdom & Republic of India are part of the ‘28 Best & Most Beautiful Countries in the World’?

Chapter 2: The Federal Republic of Germany, Republic of Zambia & Republic of South Africa

After reading this chapter you should be able to:

- Define the following terms ‘benefit’ and ‘branding’.
- Discuss the key differences between The Federal Republic of Germany, Republic of Zambia & Republic of South Africa.
- Explain why The Federal Republic of Germany, Republic of Zambia & Republic of South Africa are part of the ‘28 Amazingly Beautiful Countries in the World’.

2.1 Introduction

The nation brand value of countries is now playing a critical role in their global rankings as the ‘World’s Amazingly Beautiful Countries’ and interestingly The Federal Republic of Germany, the Republic of Zambia & the Republic of South Africa are some of the most valued nation brands in the world. The Federal Republic of Germany, the Republic of Zambia & the Republic of South Africa are now some of the ‘World’s Amazingly Beautiful’ as a result of the following: (1) highly functional social institutions, (2) peacebuilding initiatives, (3) foreign diplomacy excellence, (4) popular music and dances, (5) economic growth, (6) increased foreign direct investments (*FDI*) rates, (7) increasing climate change literacy, (8) the promotion & respecting of human rights, democracy and freedoms, (9) highly skilled workforce, (10) international cooperation with global institutions, (11) internationally recognized immigration policies, (12) multicultural & diverse societies and so on. Today the Republic of Zambia & the Republic of South Africa have become the major key players in the tourism, arts/entertainment, information technology, mining and manufacturing sectors on the continent of Africa and this has greatly increased their nation brands values or international statures via high tourist arrivals, high export rates, high foreign currency earnings, global university rankings, global recognition for the promotion of human rights & democracy principles and so on. The Republic of Zambia & the Republic of South Africa are globally renowned for being rich in mineral resources and implementing highly advanced infrastructure development projects on the continent of Africa. The following section will cover in-depth aspects related to the definition of terms.

2.2 Define the following terms ‘benefit’ and ‘branding’

Most of the words that are used in the academic field nowadays have numerous definitions that have been developed by industry experts and academics. ²⁶“The term ‘*benefit*’ refers to something an individual, group, entity or organization will gain after consuming, doing, giving, receiving, thinking and or assuming another thing with the expectation to enjoy some form of gain in one way or another (Rudolph.Patrick. Tawanda. Muteswa, 2021:41). “For purposes of this textbook ‘*branding*’ refers to how a country, organization, group or individuals want to: (1) appeal, (2) be viewed, (3) be differentiated, (4) be identified, (5) benchmarked and so on by both its internal stakeholders (*such as citizens, people, community, domestic market and so on*) and external stakeholders (*such as the international community, international bodies, foreign market and so on*)” (Rudolph. Patrick. Tawanda. Muteswa, 2021:41). The following section will cover the differences between The Federal Republic of Germany, Republic of Zambia & Republic of South Africa.

2.3 Key differences between The Federal Republic of Germany, Republic of Zambia & Republic of South Africa

Each country is unique thus there are various differences amongst countries and it is important to note that these differences can help to motivate future research topics. The differences between The Federal Republic of Germany, Republic of Zambia & Republic of South Africa are highlighted in Table 2.1 below.

²⁶ Muteswa, R.P.T. (2021) *The Magnificence of Respecting Human Rights, Democracy & Freedoms in a Country & Organizations: (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*. 1st Edition, ISBN 978-1-77921-415-7, Self Published Book, p41.

Table 2.1 Major differences between The Federal Republic of Germany, Republic of Zambia & Republic of South Africa

The Federal Republic of Germany	Republic of Zambia	Republic of South Africa
<ul style="list-style-type: none"> • It is geographically located on the continent of Europe 	<ul style="list-style-type: none"> • It is geographically located on the continent of Africa. 	<ul style="list-style-type: none"> • It is geographically located on the continent of Africa
<ul style="list-style-type: none"> • The capital city of The Federal Republic of Germany is Berlin. 	<ul style="list-style-type: none"> • The capital city of the Republic of Zambia is Lusaka. 	<ul style="list-style-type: none"> • The capital cities of the Republic of South Africa are Pretoria (<i>executive capital</i>), Bloemfontein (<i>judicial capital</i>) & Cape Town (<i>legislative capital</i>).
<ul style="list-style-type: none"> • ²⁷The total population in The Federal Republic of Germany during the year of 2021 in July was around 79,903,481. 	<ul style="list-style-type: none"> • ²⁸The total population in the Republic of Zambia during the year of 2021 in July was estimated around 19,077,816. 	<ul style="list-style-type: none"> • ²⁹The total population in the Republic of South Africa during the year of 2021 in July was estimated to be around 56,978,635.
<ul style="list-style-type: none"> • The total land area of The Federal Republic of Germany is 357,022 sq. km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> • The total land area of the Republic of Zambia is 752,618 sq km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> • The total land area of the Republic of South Africa is 1,219,090 sq. km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).

²⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/germany/>

²⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. [https://www.cia.gov/the-world-factbook/countries/zambia/#:~:text=35.23%20births%2F1%2C000%20population%20\(2021%20est.\)](https://www.cia.gov/the-world-factbook/countries/zambia/#:~:text=35.23%20births%2F1%2C000%20population%20(2021%20est.))

²⁹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/south-africa/>

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Source: Modified: Table Created By The Author Using Information Inspired From (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>).

The following section will cover aspects about some of the ‘28 Best Countries in the World’ in-depth.

2.4 The Federal Republic of Germany, Republic of Zambia & Republic of South Africa

In general the ‘World’s Amazingly Beautiful Countries’ are many and they are also geographically located in different regions around the world. Some of the globally renowned ‘Amazingly Beautiful Countries in the World’ are further discussed below.

2.4.1 The Federal Republic of Germany

³⁰Location Central Europe, bordering the Baltic Sea and the North Sea, between the Netherlands and Poland, south of Denmark. Climate temperate and marine; cool, cloudy, wet winters and summers; occasional warm mountain (foehn) wind. Terrain lowlands in north, uplands in center, Bavarian Alps in south. Natural resources coal, lignite, natural gas, iron ore, copper, nickel, uranium, potash, salt, construction materials, timber, arable land. Major rivers (by length in km) Danube river source (shared with Austria, Slovakia, Czechia, Hungary, Croatia, Serbia, Bulgaria, Ukraine, Moldova, and Romania [m]) - 2,888 km; Elbe river mouth (shared with Czechia [s]) - 1,252 km; Rhine (shared with Switzerland [s], France, and Netherlands [m]) - 1,233km. note – [s] after country name indicates river source; [m] after country name indicates river mouth. Ethnic groups German 86.3%, Turkish 1.8%, Polish 1%, Syrian 1%, Romanian 1%, other/stateless/unspecified 8.9% (2020 est.). note: data represent population by nationality. Languages German (official); note - Danish, Frisian, Sorbian, and Romani are official minority languages; Low German, Danish, North Frisian, Sater Frisian, Lower Sorbian, Upper Sorbian, and Romani are recognized as regional languages under the European Charter for Regional or

³⁰ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/germany/>

Minority Languages. [Climate](#) temperate and marine; cool, cloudy, wet winters and summers; occasional warm mountain (foehn) wind. [Government type](#) federal parliamentary republic. [International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICCt jurisdiction. [Exports - partners](#) United States 9%, France 8%, China 7%, Netherlands 6%, United Kingdom 6%, Italy 5%, Poland 5%, Austria 5% (2019). [Exports - commodities](#) cars and vehicle parts, packaged medicines, aircraft, medical cultures/vaccines, industrial machinery (2019)³¹ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/germany/>).³²“A nation admired for its stable leadership, Germany is world’s strongest nation brand, BSI score of 84.9 out of 100. **Germany is world’s strongest nation**. In addition to measuring nation brand value, Brand Finance also determines the relative strength of nation brands through a balanced scorecard of metrics evaluating brand investment, brand equity, and brand performance. For the first time this year, the nation brand strength methodology includes the results of the [Global Soft Power Index](#) – the world’s most comprehensive research study on nation brand perceptions, surveying opinions of over 55,000 people based in more than 100 countries. According to these criteria, Germany is the world’s strongest nation brand with a brand strength score of 84.9 out of 100 and a corresponding AAA rating. Long renowned for its strong and stable economy and for being particularly well governed, Germany scores well across the majority of our data points” (Brand Finance, 2020, <https://brandfinance.com/press-releases/germany-is-worlds-strongest-nation>).³³“Germany is the best country in the world, according to [new analysis](#) unveiled Wednesday at the World Economic Forum in Davos. The first-ever Best Countries report awarded Germany the top spot “in part because of its strong economy, world influence and its focus on key global issues, such as the migrant crisis and eurozone unity.” Five other EU members made the top 10.

³¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/germany/>

³² Brand Finance (2020) *Germany is World’s Strongest Nation*. Available from: <https://brandfinance.com/press-releases/germany-is-worlds-strongest-nation> © 2021 Brand Finance

³³ Dallison, P. (2016) *Germany the ‘best country in the world’*. Available from: <https://www.politico.eu/article/germany-the-best-country-in-the-world-top-where-to-live-best-place-davos/> POLITICO Europe is a subsidiary of [Axel Springer SE](#).

The rankings are meant to reflect how countries are perceived globally. They were compiled by U.S. News & World Report, BAV Consulting and the Wharton School of the University of Pennsylvania. The analysis evaluates 60 nations across 24 rankings lists on a wide range of criteria, from sustainability to economic influence. The United States is the most powerful country in the world, with India the leading up-and-coming economy. Germany is the best country for entrepreneurship, and Luxembourg is the most business friendly. Italy is the country with the richest tradition and Brazil is the top nation to visit. Canada tops the list of countries with the best quality of life” (Dallison, P., 2016, <https://www.politico.eu/article/germany-the-best-country-in-the-world-top-where-to-live-best-place-davos/>).³⁴“GERMANY STUDY 2018. GERMANY IN THE EYES OF THE WORLD. For a third time, GIZ has interviewed people across the globe to find out their perceptions of Germany. About 4,200 statements and theories provide an insight into how Germany is perceived abroad. Germany in the Eyes of the World. How is Germany perceived abroad? What are the prevailing expectations and fears given the current world situation? After evaluating 154 interviews with representatives from the worlds of politics, business, science and research and civil society in 24 countries, this is clear: in an increasingly turbulent world, Germany’s stable structures, economic strength and strong sense of values make the country more popular than ever. As an advocate of Europe and a mediator in international conflicts, respondents would like to see Germany act more decisively and take a leading role – without acting alone or in an aggressive manner. These expectations are not new: one comment from the first phase of the Germany study in 2012 was: ‘Go ahead, try on the larger shoes – you’ll find they fit!’ Interviewees in the current study reaffirmed this message and held up Germany’s strengths, including its education system, strong civil society and strong environmental awareness” (Deutsche Gesellschaft für Internationale Zusammenarbeit –GIZ, GmbH, 2018, <https://www.giz.de/en/worldwide/63559.html>).³⁵According to Deutsche Gesellschaft für Internationale Zusammenarbeit –GIZ, GmbH (2018) *State and values*. Despite all the changes in society, Germany remains a country with conservative values. The system of

³⁴ Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. (2018) *GERMANY STUDY 2018. GERMANY IN THE EYES OF THE WORLD*. Available from: <https://www.giz.de/en/worldwide/63559.html> [Accessed November 13, 2021]

³⁵ Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (2018) *State and values*. Available from: <https://www.giz.de/en/worldwide/63768.html> [Accessed November 13, 2021]

government, strong civil society and respect for human rights are considered the cornerstones of Germany, and are awarded due recognition as such. **Germany as a role model**. The system of government as a whole is viewed as progressive and held in high esteem. When it comes to political organisation, the party system, federalism, or the social welfare state, Germany appears to be a role model for the world. The success is primarily attributed to functioning institutions and a strong and committed civil society. Social cohesion is also perceived positively (Deutsche Gesellschaft für Internationale Zusammenarbeit –GIZ, GmbH, 2018, <https://www.giz.de/en/worldwide/63768.html>).

2.4.2 Republic of Zambia

³⁶“**Background** Multiple waves of Bantu-speaking groups moved into and through what is now Zambia over the past thousand years. The name was changed to Zambia upon independence in 1964. **Location** Southern Africa, east of Angola, south of the Democratic Republic of the Congo. **Climate** tropical; modified by altitude; rainy season (October to April). **Terrain** mostly high plateau with some hills and mountains. **Natural resources** copper, cobalt, zinc, lead, coal, emeralds, gold, silver, uranium, hydropower. **Major lakes (area sq km)** **Fresh water lake(s):** Lake Tanganyika (shared with Democratic Republic of Congo, Tanzania, and Burundi) - 32,000 sq km; Lake Mweru (shared with Democratic Republic of Congo) - 4,350 sq km; Lake Bangweulu - 4,000-15,000 sq km seasonal variation. **Geography - note** landlocked; the Zambezi forms a natural riverine boundary with Zimbabwe; Lake Kariba on the Zambia-Zimbabwe border forms the world's largest reservoir by volume (180 cu km; 43 cu mi). **Ethnic groups** Bemba 21%, Tonga 13.6%, Chewa 7.4%, Lozi 5.7%, Nsenga 5.3%, Tumbuka 4.4%, Ngoni 4%, Lala 3.1%, Kaonde 2.9%, Namwanga 2.8%, Lunda (north Western) 2.6%, Mambwe 2.5%, Luvale 2.2%, Lamba 2.1%, Ushi 1.9%, Lenje 1.6%, Bisa 1.6%, Mbunda 1.2%, other 13.8%, unspecified 0.4% (2010 est.). **Languages** Bemba 33.4%, Nyanja 14.7%, Tonga 11.4%, Lozi 5.5%, Chewa 4.5%, Nsenga 2.9%, Tumbuka 2.5%, Lunda (North Western) 1.9%, Kaonde 1.8%, Lala 1.8%, Lamba

³⁶ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

[https://www.cia.gov/the-world-factbook/countries/zambia/#:~:text=35.23%20births%2F1%2C000%20population%20\(2021%20est.\)](https://www.cia.gov/the-world-factbook/countries/zambia/#:~:text=35.23%20births%2F1%2C000%20population%20(2021%20est.))

1.8%, English (official) 1.7%, Luvale 1.5%, Mambwe 1.3%, Namwanga 1.2%, Lenje 1.1%, Bisa 1%, other 9.7%, unspecified 0.2% (2010 est.). [Exports - partners](#) Switzerland 29%, China 16%, Namibia 12%, Democratic Republic of the Congo 9%, Singapore 5% (2019). [Exports - commodities](#) copper, gold, gemstones, sulfuric acid, raw sugar, tobacco (2019). [Imports - partners](#) South Africa 29%, China 14%, United Arab Emirates 12%, India 5% (2019). [Imports - commodities](#) refined petroleum, crude petroleum, delivery trucks, gold, fertilizers (2019). [Reserves of foreign exchange and gold](#) \$2.082 billion (31 December 2017 est.), \$2.353 billion (31 December 2016 est.)³⁷ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>). **Zambia** (*is home to 5 star hotels, art sculpture markets, restaurants and various wildlife nature reserves and it is also home to the world's famous Victoria Falls which it shares with its neighboring country named Zimbabwe*). *““Victoria Falls (Lozi: Mosi-oa-Tunya, "The Smoke That Thunders") is a waterfall in southern Africa on the Zambezi River at the border between Zambia and Zimbabwe”*” (World Waterfall Database, 2007 cited in Wikipedia, 2019), Wikipedia, 2019. This article uses material from the Wikipedia article **Victoria Falls**, https://en.wikipedia.org/wiki/Victoria_Falls which is released under the [Creative Commons Attribution-ShareAlike 3.0 Unported License \(view authors\)](#).³⁸ Furthermore, according to The International Trade Administration, U.S. Department of Commerce (2021) Zambia is a politically stable, multi-party democracy, rich in natural resources, with an estimated population of 17.8 million, 42 percent of which live in urban areas. While the country experienced two decades of positive economic growth and a corresponding expansion of the middle class,.... The economy is expected to grow by only 0.6 percent in 2021. The Zambian economy enjoys liberalized prices on most items and does not have currency controls. Its main export partners in 2020 were Switzerland (due more to the location of commodity traders, rather than actual exportation), China, Singapore, the Democratic Republic of Congo (DRC), and Luxembourg. During the same period, Zambia's main import

³⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

[https://www.cia.gov/the-world-factbook/countries/zambia/#:~:text=35.23%20births%2F1%2C000%20population%20\(2021%20est.\)](https://www.cia.gov/the-world-factbook/countries/zambia/#:~:text=35.23%20births%2F1%2C000%20population%20(2021%20est.))

³⁸ The International Trade Administration, U.S. Department of Commerce (2021) *Zambia- Country Commercial Guide*.

Available from: <https://www.trade.gov/country-commercial-guides/zambia-market-overview> [Accessed November 13, 2021]

©2021 The International Trade Administration, U.S. Department of Commerce.

partner was South Africa, followed by China, the United Arab Emirates, India, and Japan. In 2020, Zambia imported \$71.8 million in goods from the United States, down 38 percent from the \$99.3 million imported in 2019 (estimates of services imports are unavailable). Zambian imports of American products consisted primarily of machinery, rubber, and vehicles. Zambia exported \$40.3 million in goods exports to the United States in 2021, compared with \$83.0 million in 2019. Zambian exports consisted almost entirely of copper, cobalt, precious stones (primarily emeralds), and cotton. The United States has signed a trade and investment framework agreement with the Common Market for Eastern and Southern Africa (COMESA), of which Zambia is a member (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/zambia-market-overview>).

2.4.3 Republic of South Africa

³⁹“Location Southern Africa, at the southern tip of the continent of Africa. Climate mostly semiarid; subtropical along east coast; sunny days, cool nights. Terrain vast interior plateau rimmed by rugged hills and narrow coastal plain. Natural resources gold, chromium, antimony, coal, iron ore, manganese, nickel, phosphates, tin, rare earth elements, uranium, gem diamonds, platinum, copper, vanadium, salt, natural gas. Major rivers (by length in km) Orange (shared with Lesotho [s], and Namibia [m]) - 2,092 km; Limpopo river source (shared with Botswana, Zimbabwe, and Mozambique [m]) - 1,800 km; Vaal [s] - 1,210 km **note** – [s] after country name indicates river source; [m] after country name indicates river mouth. Ethnic groups Black African 80.9%, Colored 8.8%, White 7.8%, Indian/Asian 2.5% (2018 est.). Languages isiZulu (official) 25.3%, isiXhosa (official) 14.8%, Afrikaans (official) 12.2%, Sepedi (official) 10.1%, Setswana (official) 9.1%, English (official) 8.1%, Sesotho (official) 7.9%, Xitsonga (official) 3.6%, siSwati (official) 2.8%, Tshivenda (official) 2.5%, isiNdebele (official) 1.6%, other (includes Khoi, Nama, and San languages) 2%; note - data represent language spoken most often at home (2018 est.). Climate mostly semiarid; subtropical along east coast; sunny days, cool nights. Government type parliamentary republic. Capital name: Pretoria (administrative capital); Cape Town (legislative capital); Bloemfontein (judicial capital). Exports - partners. China 15%, United Kingdom 8%, Germany 7%, United States 6%, India 6% (2019). Exports - commodities.

³⁹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/south-africa/>

gold, platinum, cars, iron products, coal, manganese, diamonds (2019). [Imports - partners](#) China 18%, Germany 11%, United States 6%, India 5% (2019). [Imports - commodities](#). crude petroleum, refined petroleum, cars and vehicle parts, gold, broadcasting equipment (2019). [Reserves of foreign exchange and gold](#) \$50.72 billion (31 December 2017 est.), \$47.23 billion (31 December 2016 est.)” (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/south-africa/>).⁴⁰“South Africa is a country of frighteningly good possibilities punching way below its weight. Interview with Dr Petrus de Kock. Dr Petrus de Kock, General Manager - Research, Brand South Africa. In this year’s Index, South Africa is by far the highest ranked nation from Sub-Saharan Africa. Where do you see the focus of South Africa’s soft power activity in the coming years as a regional leader – globally or on the continent of Africa? *The soft power assets the South African Nation Brand has in its ‘arsenal’ are diverse, and resilient. Through several primary research engagements - in peer African markets, Asia, Europe, and the Americas - Brand South Africa has found that the country’s profile, reputation, and influence are anchored in several aspects pertaining to its democratic transparency and free press, its diverse economy, and infrastructural base. However, towering head and shoulders above the forementioned factors, in terms of soft power influence (and brand association), is an agglomeration that emanates from the deep creative heart that beats in mountains, forests, deserts, cities, and towns of this country. The proverbial beat of South Africa’s soft power heart lies in its people and the art, music (just think of the epic global influence South African jazz has had on ears around the planet!), film, entertainment, and the country’s vibrant cultural scene*” (Sampson, J., 2021, <https://brandfinance.com/insights/south-africa-highest-ranked-nation-sub-saharan-africa>). The following section will cover the conclusion of this chapter.

2.5 Conclusion

It can be concluded that some of the amazingly beautiful countries in the world such as The Federal Republic of Germany, Republic of Zambia & Republic of South Africa have successfully managed to boost their nation brands. Germany is one of the most prosperous

⁴⁰ Sampson, J. (2021) *South Africa: The Highest Ranked Nation from Sub-Saharan Africa*. Available from: <https://brandfinance.com/insights/south-africa-highest-ranked-nation-sub-saharan-africa> © 2021 Brand Finance

economy in the world that plays a critical role in promoting and supporting various global issues. The Republic of South Africa is unquestionably one of the richest nations on the continent of Africa that has managed to maintain economic growth and a positive international stature. It can therefore be concluded that the Republic of Zambia is a natural resources rich nation that has a highly skilled workforce and investor-friendly business environment which makes it one of the world's amazingly beautiful nations.

2.6 Discussion questions

- 1) Briefly define the following terms 'branding' and 'benefit'?
- 2) Identify the key differences between The Federal Republic of Germany, Republic of Zambia & Republic of South Africa?
- 3) Discuss in greater detail why The Federal Republic of Germany, Republic of Zambia & Republic of South Africa are part of the '28 Amazingly Beautiful Countries in the World'

Chapter 3: France, Kingdom of the Netherlands & Republic of Malawi

After reading this chapter you should be able to:

- Define the following terms ‘nation brand’ and ‘responsibility’.
- Discuss the key differences between France, Kingdom of the Netherlands & the Republic of Malawi.
- Explain why France, Kingdom of the Netherlands & the Republic of Malawi are part of the ‘28 Amazingly Beautiful Counties in the World’.

3.1 Introduction

Today it has become the main priority of many countries to achieve global goals and rankings in order to boost their nation brand values. **France.** ⁴¹“France is the most visited country in the world with 89 million foreign tourists in 2017” (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook>). **The Netherlands.** The Kingdom of the Netherlands is consistently ranked as having the highest quality of life, culture diversity, romance, arts, happiness and so on. **Malawi.** Today the great nation of Malawi is globally known for its vast wildlife reserves, lakes and also for having the friendliest, educated and creative people. ⁴²“**What’s gone wrong with the world?** Things seem to be getting worse all the time: climate change, terrorism, pandemics, migration, economic chaos... the list goes on. All these problems have grown too big and too complex for any individual nation to solve. But instead of collaborating, nations spend all their energy and resources competing against each other. This has to change if we want to make the world work. This is why the Good Country exists (Professor Simon Anholt, 2021, <https://www.goodcountry.org/>). ⁴³“**About the Good**

⁴¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/france/>

⁴² Professor Simon Anholt (2021) *What’s Gone Wrong with the World*. Available from: <https://www.goodcountry.org/> [Accessed December 06, 2021]

⁴³ Professor Simon Anholt (2021) *About the Good Country Index*. Available from: <https://www.goodcountry.org/index/about-the-index/> [Accessed December 06, 2021]

[Country Index](#). Since 2014, the Good Country Index has provided a different way of looking at the world. **The idea of the Good Country Index is simple: to measure what each country on earth contributes to the common good of humanity, and what it takes away, relative to its size.** The Good Country Index doesn't make moral judgments: it simply reports on each country's external impacts, positive and negative, outside its own borders, using the most reliable data available. The Good Country Index is one of many projects Simon Anholt has devised to start a global debate about what countries are for. Should they exist only to serve their own interests, or do they have a wider responsibility to humanity and the planet? The Good Country Index doesn't measure what countries do at home. That's important too, of course, but there are many surveys that do this already. Uniquely, it only looks at each country's external impact on the world we all share. Today as never before, we desperately need a world made of good countries. We will only get them if we strive for them: with our leaders, our companies, our societies, and of course ourselves" (Professor Simon Anholt, 2021, <https://www.goodcountry.org/index/about-the-index/>).⁴⁴ According to Professor Simon Anholt (2021) **Do we need another country index?** Almost all other indexes measure country performance in isolation: whether it's economic growth, stability, justice, transparency, good governance, productivity, democracy, freedom, or even happiness, it's mostly measured as internal performance. The Good Country Index tries to measure the *global impacts* of policies and behaviours: what they contribute to the "global commons", and what they take away. This forms a truer and more realistic global balance-sheet than one which carries on pretending that each country sits on its own private planet. The concept of the Good Country is all about encouraging populations and their governments to be more outward looking, and to consider the international consequences of their national behavior (Professor Simon Anholt, 2021, <https://www.goodcountry.org/index/your-questions/background/do-we-need-another-index-to-measure-how-countries-behave/>).⁴⁵ **“What do you mean, “good”?** Try thinking of “good” as a measure of how much a country contributes to the common good. So in this context “good” means the opposite of “selfish”, not the opposite of “bad”. The Good Country Index isn't trying to make any moral judgments: it just measures, as

⁴⁴ Professor Simon Anholt (2021) *Do we need another country index?* Available from: <https://www.goodcountry.org/index/your-questions/background/do-we-need-another-index-to-measure-how-countries-behave/> [Accessed December 06, 2021]

⁴⁵ Professor Simon Anholt (2021) *What do you mean, “good”?* Available from: <https://www.goodcountry.org/index/your-questions/background/what-do-you-mean-good/> [Accessed December 06, 2021]

objectively as possible, what each country contributes to the common good, and what it takes away, relative to its size. For this reason, the Good Country Index does not include any purely domestic measurements, such as poverty, inequality, quality of life, corruption or human rights within the country's own borders. Of course these things are important, but reliable data on such matters is pretty easy to find: it's what most other country rankings measure and there's simply no point in the Good Country Index duplicating their efforts. What the Good Country Index is trying to measure is something different, something unique, and something critically important in our interconnected, interdependent world: how much each country *contributes to the world outside its own borders*. It's essential always to compare the GCI rankings alongside a reputable measurement of domestic progress, such as the UN's [Human Development Index](#), or the [Social Progress Index](#). That way, you can start to get a true and complete picture of where each country stands”” (Professor Simon Anholt, 2021, <https://www.goodcountry.org/>). The following section will cover in-depth aspects related to the definition of terms.

3.2 Define the following terms ‘nation brand’ and ‘responsibility’

Most of the words that are used in the academic field nowadays have numerous definitions that have been developed by industry experts and academics. ⁴⁶⁴⁷“A *nation brand* is the sum of people’s perceptions of a country. In a fiercely competitive world, the degree to which a country is admired, trusted and respected can have direct economic and social impact on that nation” (Australian Trade and Investment Commission, 2021, <https://www.austrade.gov.au/nation-brand> cited in Muteswa, R.P.T., 2021:45). ⁴⁸“*Responsibility* refers to having the duty to conduct a specific action, task, role or obligation as expected over a specific period of time” (Rudolph.

⁴⁶ Muteswa, R.P.T. (2021) *The Magnificence of Respecting Human Rights, Democracy & Freedoms in a Country & Organizations: (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*. 1st Edition, ISBN 978-1-77921-415-7, Self Published Book, p45.

⁴⁷ Australian Trade and Investment Commission (2021) *Australia’s Nation Brand*. Available from: <https://www.austrade.gov.au/nation-brand/why-a-nation-brand> [Accessed March 21, 2021] The Australian Trade and Investment Commission (Austrade) is the Australian Government’s international trade promotion and investment attraction agency. © Commonwealth of Australia 2021

⁴⁸ Muteswa, R.P.T. (2019) *Corporate Governance (Gathered Articles): A North America, Europe, Africa, Oceania & Asia 21st Century Perspective* 1st Edition. Self Published Book, ISBN 978-1-77920-212-3, p50.

Patrick. T. Muteswa, 2019). The following section will cover the differences between France, Kingdom of the Netherlands & the Republic of Malawi.

3.3 Key differences between France, Kingdom of The Netherlands & the Republic of Malawi

Each country is unique thus there are various differences amongst countries and it is important to note that these differences can help to motivate future research topics. The differences between France, Kingdom of the Netherlands & the Republic of Malawi are highlighted in Table 3.1 below.

Table 3.1 Major differences between France, Kingdom of the Netherlands & the Republic of Malawi

France	Kingdom of the Netherlands	Republic of Malawi
<ul style="list-style-type: none"> • It is geographically located on the continent of Europe. 	<ul style="list-style-type: none"> • It is geographically located on the continent of Europe. 	<ul style="list-style-type: none"> • It is geographically located on the continent of Africa
<ul style="list-style-type: none"> • The capital city of France is Paris. 	<ul style="list-style-type: none"> • The capital city of the Kingdom of the Netherlands is Amsterdam. 	<ul style="list-style-type: none"> • The capital city of the Republic of Malawi is Lilongwe.
<ul style="list-style-type: none"> • The total population of France during the year of 2019 was around 66.6 million (Business France – Welcome to France, 2019, https://www.welcometofrance.com/en/fiche/overview-of-france). 	<ul style="list-style-type: none"> • The total population in the Kingdom of the Netherlands during the year of 2021 in July was estimated around 17,337,403 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> • The total population in the Republic of Malawi during the year of 2021 in July was estimated around 20,308,502 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).

<p>• ⁴⁹The total land area of France is 633,186 sq. km (Business France – Welcome to France, 2019, https://www.welcometofrance.com/en/fiche/overview-of-france).</p>	<p>• ⁵⁰The total land area of the Kingdom of the Netherlands is 41,543 square kilometers (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>	<p>• ⁵¹The total land area of the Republic of Malawi is 118,484 sq. km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>
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Source: Modified: Table Created By The Author Using Information Inspired From (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>; Business France – Welcome to France, 2019, <https://www.welcometofrance.com>).

The following section will cover aspects about some of the ‘28 Amazingly Beautiful Countries in the World’ in-depth.

3.4 France, Kingdom of the Netherlands & the Republic of Malawi

In general the ‘World’s Amazingly Beautiful Countries’ are many and they are also geographically located in different regions around the world. Some of the globally renowned ‘Amazingly Beautiful Countries in the World’ are further discussed below.

⁴⁹ Business France – Welcome to France (2019) *Overview of France*. Available from: <https://www.welcometofrance.com/en/fiche/overview-of-france> [Accessed November 14, 2021]

⁵⁰ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/netherlands/>

⁵¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. [https://www.cia.gov/the-world-factbook/countries/malawi#:~:text=28.59%20births%2F1%2C000%20population%20\(2021%20est.\)](https://www.cia.gov/the-world-factbook/countries/malawi#:~:text=28.59%20births%2F1%2C000%20population%20(2021%20est.))

3.4.1 France

⁵²“Background France today is one of the most modern countries in the world and is a leader among European nations. It plays an influential global role as a permanent member of the United Nations Security Council, NATO, the G-7, the G-20, the EU, and other multilateral organizations. Location metropolitan France: Western Europe, bordering the Bay of Biscay and English Channel, between Belgium and Spain, southeast of the UK; bordering the Mediterranean Sea, between Italy and Spain; Climate metropolitan France: generally cool winters and mild summers, but mild winters and hot summers along the Mediterranean; occasional strong, cold, dry, north-to-northwesterly wind known as the mistral; Terrain metropolitan France: mostly flat plains or gently rolling hills in north and west; remainder is mountainous, especially Pyrenees in south, Alps in east; Natural resources metropolitan France: coal, iron ore, bauxite, zinc, uranium, antimony, arsenic, potash, feldspar, fluorspar, gypsum, timber, arable land, fish, French Guiana, gold deposits, petroleum, kaolin, niobium, tantalum, clay. Major watersheds (area sq km) Atlantic Ocean drainage: Loire (115,282 sq km), Seine 78,919 sq km), Rhine-Maas (198,735 sq km), (*Adriatic Sea*) Po (76,997 sq km), (*Mediterranean Sea*) Rhone (100,543 sq km). Major aquifers Paris Basin. Major lakes (area sq km) Fresh water lake(s): Lake Geneva (shared with Switzerland) - 580 sq km. Major rivers (by length in km) Rhine (shared with Switzerland [s], Germany, and Netherlands [m]) - 1,233 km; Loire - 1,012 km. Population distribution much of the population is concentrated in the north and southeast; although there are many urban agglomerations throughout the country, Paris is by far the largest city, with Lyon ranked a distant second. ⁵³Ethnic groups Celtic and Latin with Teutonic, Slavic, North African (Algerian, Moroccan, Tunisian), Indochinese, Basque minorities. Languages French (official) 100%, declining regional dialects and languages (Provençal, Breton, Alsatian, Corsican, Catalan, Basque, Flemish, Occitan, Picard); note - overseas departments: French, Creole patois, Mahorian (a Swahili dialect). Climate metropolitan France: generally cool winters and mild summers, but

⁵² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/france/>

⁵³ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/france/>

mild winters and hot summers along the Mediterranean; occasional strong, cold, dry, north-to-northwesterly wind known as the mistral; [Legal system](#) civil law; review of administrative but not legislative acts. [International law organization participation](#) has not submitted an ICJ jurisdiction declaration; accepts ICtJ jurisdiction. [Economic overview](#) The French economy is diversified across all sectors. However, the government maintains a strong presence in some sectors, particularly power, public transport, and defense industries. [Agricultural products](#) wheat, sugar beet, milk, barley, maize, potatoes, grapes, rapeseed, pork, apples. [Exports](#) \$746.91 billion note: data are in current year dollars (2020 est.), \$891.18 billion note: data are in current year dollars (2019 est.), \$918.97 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 5](#). [Exports - partners](#) Germany 14%, United States 8%, Italy 7%, Spain 7%, Belgium 7%, United Kingdom 7% (2019). [Exports - commodities](#) aircraft, packaged medicines, cars and vehicle parts, gas turbines, wine (2019). [Imports](#) \$803.66 billion note: data are in current year dollars (2020 est.), \$919.63 billion note: data are in current year dollars (2019 est.), \$947.31 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 4](#). [Imports - partners](#) Germany 18%, Belgium 9%, Italy 9%, Spain 7%, China 7%, Netherlands 6%, United Kingdom 5% (2019). [Imports - commodities](#) cars, crude petroleum, refined petroleum, packaged medicines, aircraft machinery (2019). [Reserves of foreign exchange and gold](#) \$156.4 billion (31 December 2017 est.), \$138.2 billion (31 December 2015 est.). [Telecommunication systems](#) general assessment: one of the largest mobile phone markets in Europe; LTE has universal coverage with extensive 5G; one of the largest broadband subscriber bases in Europe; regional government and telecom companies have invested in higher bandwidth with fiber infrastructure improvements, an investment of more than 20 billion euros; operator investment in developing markets, and on the greater use of artificial intelligence and data; satellite broadband connectivity across France; Paris adopted smart city technology; importer of broadcast equipment from China (2020). [Internet country code](#) metropolitan France - .fr; French Guiana - .gf; Guadeloupe - .gp; Martinique - .mq; Mayotte - .yt; Reunion - .re [Internet users](#) total: 59.47 million (2021 est.) percent of population: 83.34% (2019 est.). [National air transport system](#) number of registered air carriers: 19 (2020). [Airports - with paved runways](#) total: 294⁵⁴ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

⁵⁴ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/france/>

<https://www.cia.gov/the-world-factbook/countries/france/>).⁵⁵“Historically, the U.S.-French commercial and economic alliance is one of the United States’ oldest and closest. The United States and France established diplomatic relations in 1778. The United States’ first trade agreement, the Treaty of Amity and Commerce between the United States and France, was signed that same year. Relations between the United States and France have remained active and friendly. Our countries share common values and have similar policies on most political, economic, and security issues. With a GDP of approximately \$2.6 trillion in 2020 (down 8.2% in 2020, +1.5% y-o-y growth in 2019), France is the world’s fifth-largest economy and Europe’s third-largest economy after Germany and the UK. It has substantial agricultural resources and maintains a strong manufacturing sector, despite a recent decline. A dynamic services sector now accounts for an increasingly large share of economic activity and is responsible for most job creation in recent years. France initiated the G-20, is host to the OECD, and is a member of the G-7, the European Union, and the World Trade Organization, confirming its status as a leading economic player globally. France has an educated population, first-rate universities, and a talented workforce. It has a modern business culture, sophisticated financial markets, strong intellectual property protections, and innovative business leaders. The country is known for its world-class infrastructure, including high-speed passenger rail, maritime ports, extensive roadway networks and public transportation, and efficient intermodal connections. In 2019, France was the ninth-largest global market for foreign direct investment (FDI) inflows. In total, there are more than 28,000 foreign-owned companies doing business in France. It is the home to 29 of the world’s 500 largest companies. Trade and investment ties between the United States and France are strong. On average, over \$1 billion in commercial transactions, including sales of U.S. and French foreign affiliates, takes place every day. U.S. exports to France include industrial chemicals, aircraft and engines, electronic components, telecommunications, computer software, computers and peripherals, analytical and scientific instrumentation, medical instruments and supplies, and broadcasting equipment. The United States is the top foreign destination for French investment. By country of the ultimate beneficial owner (UBO), France

⁵⁵ The International Trade Administration, U.S. Department of Commerce (2021) *France - Country Commercial Guide*.

Available from: <https://www.trade.gov/country-commercial-guides/france-market-overview> [Accessed November 13, 2021]

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entered the top 5 investing countries at the end of 2020 (\$315.0 billion), moving up one position from 2019. The United States is the largest foreign investor in France in terms of job creation. In 2020, the United States was the leading foreign investor in France with a stock of foreign direct investment (FDI) totaling over \$91.1 billion. ⁵⁶More than 4,600 U.S. firms operate in France, supporting nearly 480,000 jobs. A total of 204 investments were recorded from the United States in France in 2020, creating 8,286 jobs, 5 percent more than in 2019. In 2020, the United States exported \$42.9 billion of goods and services to France, down 28.8 percent from 2019” (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/france-market-overview>).

3.4.2 Kingdom of the Netherlands

The Kingdom of the Netherlands is known for having the friendliest, values centered, high work ethic, health-conscious, travel explorative, culinary explorative, happiest and open people in the world. In general The Netherlands has strict environment protection laws and today is known as one of the cleanest nations in the world with very limited pollution levels if it is compared to other nations around the world. ⁵⁷“**The Dutch people are friendly.** One of the best things to experience when you’re in an unfamiliar environment is friendly people. Fortunately, the Dutch people are open, welcoming and don’t hesitate to engage when they pass you on the street. The Netherlands offers good organization and infrastructure. Organization is extremely important when it comes to any type of setting, but it makes a living in a particular country with a balanced and well-thought-out infrastructure so much simpler and enjoyable. There are several regulations in place that allows everyone and everything to be in compliance. For example, there are very strict rules regarding waste. Trash must be placed in a specific spot at a set time, or the resident could face fines, especially if it is actually in or too close to the street. The Dutch public transportation system is well-structured and offers fast, reliable ways to get from one end of the

⁵⁶ The International Trade Administration, U.S. Department of Commerce (2021) *France - Country Commercial Guide*. Available from: <https://www.trade.gov/country-commercial-guides/france-market-overview> [Accessed November 13, 2021]
©2021 The International Trade Administration, U.S. Department of Commerce.

⁵⁷ Federica (2021) *Living in the Netherlands: 11 Reasons why it's Perfect for Internationals*. Available from: <https://housinganywhere.com/Netherlands/living-in-the-netherlands> [Accessed November 14, 2021] HousingAnywhere © 2009 - 2021

city to the other. You'll learn to love Dutch weather. The nice thing about the weather in the Netherlands is that the Dutch people usually experience all four seasons. This means ice skating on frozen lakes, enjoying the tulips in the spring, boating along the canals during the long days of summer and enjoying the changing colors of the leaves during the fall” (Federica, 2021, <https://housinganywhere.com/Netherlands/living-in-the-netherlands>).⁵⁸⁵⁹⁶⁰⁶¹“The Netherlands is a constituent country located in Western Europe and with territories in the Caribbean. It is bordered by Belgium and Germany. The Netherlands is mostly low-lying, located at the mouths of three major European rivers (Rhine, Meuse, and Schelde). The government system is a parliamentary constitutional monarchy; the chief of state is the king, and the head of government is the prime minister. The Netherlands has a mixed economic system which includes a variety of private freedom, combined with centralized economic planning and government regulation. Netherlands is a member of the European Union (EU)” (Michigan State University, 2021, <https://globaledge.msu.edu/countries/netherlands>). ““Background The Dutch United Provinces declared their independence from Spain in 1579; during the 17th century, they became a leading seafaring and commercial power, with settlements and colonies around the world. After a 20-year French occupation, a Kingdom of the Netherlands was formed in 1815. In 1830, Belgium seceded and formed a separate kingdom. The Netherlands remained neutral in World War I, but suffered German invasion and occupation in World War II. A modern, industrialized nation, the Netherlands is also a large exporter of agricultural products. The country was a founding member of NATO and the EEC (now the EU) and participated in the introduction of the euro in 1999. In October 2010, the former Netherlands Antilles was dissolved and the three smallest islands - Bonaire, Sint Eustatius, and Saba - became special municipalities in the Netherlands administrative structure. The larger islands of Sint Maarten and Curacao joined the Netherlands

⁵⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/>

⁵⁹ Michigan State University (2021) *Netherlands*. Available from: <https://globaledge.msu.edu/countries/netherlands> © 1994 - 2021 Michigan State University. All rights reserved.

⁶⁰ World Electric Guide (2021) *Electric*. Available from: http://www.exportbureau.com/telephone_codes/electric2.html

[Accessed November 13]

⁶¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/stories/>

and Aruba as constituent countries forming the Kingdom of the Netherlands. In February 2018, the Sint Eustatius island council (governing body) was dissolved and replaced by a government commissioner to restore the integrity of public administration. [Location](#) Western Europe, bordering the North Sea, between Belgium and Germany. [Climate](#) temperate; marine; cool summers and mild winters. [Terrain](#) mostly coastal lowland and reclaimed land (polders); some hills in southeast. [Natural resources](#) natural gas, petroleum, peat, limestone, salt, sand and gravel, arable land. [Major watersheds \(area sq km\)](#) Atlantic Ocean drainage: Rhine-Maas (198,735 sq km). ⁶²[Major rivers \(by length in km\)](#) Rhine river mouth (shared with Switzerland [s], Germany, and France) - 1,233 km. [Population distribution](#) an area known as the Randstad, anchored by the cities of Amsterdam, Rotterdam, the Hague, and Utrecht, is the most densely populated region; the north tends to be less dense, though sizeable communities can be found throughout the entire country. [Ethnic groups](#) Dutch 75.4%, EU (excluding Dutch) 6.4%, Turkish 2.4%, Moroccan 2.4%, Surinamese 2.1%, Indonesian 2%, other 9.3% (2021 est.). [Languages](#) Dutch (official); note - Frisian is an official language in Fryslan province; Frisian, Low Saxon, Limburgish, Romani, and Yiddish have protected status under the European Charter for Regional or Minority Languages; Dutch is the official language of the three special municipalities of the Caribbean Netherlands; English is a recognized regional language on Sint Eustatius and Saba; Papiamentu is a recognized regional language on Bonaire. [Climate](#) temperate; marine; cool summers and mild winters. [Constitution](#) **history:** many previous to adoption of the "Basic Law of the Kingdom of the Netherlands" on 24 August 1815; revised 8 times, the latest in 1983. [Legal system](#) civil law system based on the French system; constitution does not permit judicial review of acts of the States General. [International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICCT jurisdiction. [Economic overview](#) The Netherlands, the sixth-largest economy in the European Union, plays an important role as a European transportation hub, with a consistently high trade surplus, stable industrial relations, and low unemployment. Industry focuses on food processing, chemicals, petroleum refining, and electrical machinery. A highly mechanized agricultural sector employs only 2% of the labor force but provides large surpluses for food-processing and underpins the country's status as the

⁶² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/netherlands/>

world's second largest agricultural exporter. The Netherlands is part of the euro zone, and as such, its monetary policy is controlled by the European Central Bank. ⁶³The Dutch financial sector is highly concentrated, with four commercial banks possessing over 80% of banking assets, and is four times the size of Dutch GDP. [Agricultural products](#) milk, potatoes, sugar beet, pork, onions, wheat, poultry, tomatoes, carrots/turnips, beef. [Industries](#) agroindustries, metal and engineering products, electrical machinery and equipment, chemicals, petroleum, construction, microelectronics, fishing. [Exports](#) \$719.78 billion note: data are in current year dollars (2020 est.), \$755.77 billion note: data are in current year dollars (2019 est.), \$773.74 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 7](#). [Exports - partners](#) Germany 20%, Belgium 12%, United Kingdom 9%, France 7%, United States 5% (2019). [Exports - commodities](#) refined petroleum, packaged medicines, broadcasting equipment, photography equipment, computers (2019). [Imports](#) \$622.66 billion note: data are in current year dollars (2020 est.), \$661.18 billion note: data are in current year dollars (2019 est.), \$677.38 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 7](#). [Imports - partners](#) Germany 15%, China 11%, Belgium 9%, United States 8%, Russia 7%, United Kingdom 5% (2019). [Imports - commodities](#) crude petroleum, refined petroleum, broadcasting equipment, computers, cars (2019). [Reserves of foreign exchange and gold](#) \$38.44 billion (31 December 2017 est.)”” (The World Factbook 2021. Washington, DC: Central Intelligence Agency, 2021, <https://www.cia.gov/the-world-factbook/countries/netherlands/>).

⁶⁴According to The International Trade Administration, U.S. Department of Commerce (2021) The Netherlands is a geographically small (approximately the size of Connecticut and Massachusetts combined), densely populated (17 million people) country occupying a highly strategic commercial location. Over 170 million consumers (more than one-third of the population of the European Union) reside within a 300-mile radius of the Netherlands. The country is a key center within the global business network, with advanced infrastructure geared towards the transportation of goods, people, and data. Its core distribution points include

⁶³ The World Factbook 2021. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/netherlands/>

⁶⁴ The International Trade Administration, U.S. Department of Commerce (2021) *Netherlands - Country Commercial Guide*. Available from: <https://www.trade.gov/country-commercial-guides/netherlands-market-overview> [Accessed November 13, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

Rotterdam, Europe's largest port, and Amsterdam Schiphol Airport, the fourth largest airport in Europe for cargo (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/netherlands-market-overview>).⁶⁵ **Facts and figures.** Amsterdam Schiphol Airport has 316 direct destinations from Schiphol, 23.5million passengers, 20.9 million passengers at Schiphol, 42.1% transfer passengers at Schiphol, 1.4million tonnes of cargo at Schiphol, 271 outlets at Schiphol (Royal Schiphol Group, 2020:8). According to Royal Schiphol Group (2020:10) Amsterdam Airport Schiphol is the gateway that connects the Netherlands to the rest of the world. Over the years, Schiphol has become one of the best connected hub airports in Europe, with 316 direct destinations. In 2020, the number of passengers served by the Dutch airports in the Group fell sharply due to the COVID-19 pandemic. At Schiphol, passenger volumes decreased by 70.9% to 20.9 million and cargo volumes decreased by 8.2% to 1.4 million tonnes. Nevertheless, Schiphol remains an important marketplace: more than 1,000 organisations are airport-related, located on the airport site or in close proximity with a combined employee base of more than 72,000 people. Schiphol Group is the owner and operator of Rotterdam The Hague Airport and Lelystad Airport, and holds a majority share in Eindhoven Airport (Royal Schiphol Group, 2020:10). "The country has capitalized on its location and advanced economy to become one of the top trading nations in the world. The Netherlands is the seventeenth largest economy in the world and the fifth largest in the European Monetary Union (the Eurozone), with a gross domestic product (GDP) of \$912 billion in 2020. The United States and the Netherlands have a strong bilateral relationship, based on close historical, cultural, and commercial ties. The relationship dates back to the American Revolution and is one of the United States' oldest, continuous bilateral relationships. The United States is the largest foreign investor in the Netherlands, and has its second largest trade surplus (\$17.9 billion in 2020) with the Netherlands" (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/netherlands-market-overview>).

⁶⁵ Royal Schiphol Group (2020) *Schiphol Report 2020*. Available from:

https://www.jaarverslagschiphol.nl/xmlpages/resources/TXP/Schiphol_web_2020/pdf/Schiphol_Annual_Report_2020.pdf

[Accessed November 28, 2021]

3.4.3 Republic of Malawi

⁶⁶“Background Malawi shares its name with the Chewa word for flames and is linked to the Maravi people from whom the Chewa language originated. The Maravi settled in what is now Malawi around 1400 during one of the later waves of Bantu migration across central and southern Africa. Several of Malawi’s ethnic groups trace their origins to different Maravi lineages. A powerful Maravi kingdom, established around 1500, reached its zenith around 1700, when it controlled what is now southern and central Malawi as well as portions of neighboring Mozambique and Zambia before beginning to decline because of destabilization from the escalating global trade in enslaved people. In the early 1800s, widespread conflict in southern Africa displaced various ethnic Ngoni groups, some of which moved into Malawi and further undermined the Maravi. Members of the Yao ethnic group - which had long traded with Malawi from Mozambique - introduced Islam and began to settle in Malawi in significant numbers the mid-1800s; in the late 1800s, members of the Lomwe ethnic group also moved into southern Malawi from Mozambique. British missionary and trading activity increased in the area around Lake Nyasa in the mid-1800s, and Britain declared a protectorate, called British Central Africa, over what is now Malawi in 1891 and eliminated various political entities that sought to retain their autonomy over the subsequent decade. The British renamed the territory Nyasaland in 1907 and it was part of the colonial Federation of Rhodesia and Nyasaland - including present-day Zambia and Zimbabwe - from 1953 to 1963 before gaining independence as Malawi in 1964. Location Southern Africa, east of Zambia, west and north of Mozambique. Climate sub-tropical; rainy season (November to May); dry season (May to November). Terrain narrow elongated plateau with rolling plains, rounded hills, some mountains. Natural resources limestone, arable land, hydropower, unexploited deposits of uranium, coal, and bauxite. Major watersheds (area sq km) Atlantic Ocean drainage: Congo (3,730,881 sq km), Indian Ocean drainage: Zambezi (1,332,412 sq km). Major lakes (area sq km) **Fresh water lake(s):** Lake Malawi (shared with

⁶⁶ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world->

[factbook/countries/malawi#:~:text=28.59%20births%2F1%2C000%20population%20\(2021%20est.\)](https://www.cia.gov/the-world-factbook/countries/malawi#:~:text=28.59%20births%2F1%2C000%20population%20(2021%20est.))

Mozambique and Tanzania) - 22,490 **Salt water lake(s):** Lake Chilwa - 1,040 sq km. ⁶⁷[Major rivers \(by length in km\)](#) Zambezi (shared with Zambia [s], Angola, Zimbabwe, Namibia, Tanzania, and Mozambique [m]) - 2,740 km. [Population distribution](#) population density is highest south of Lake Nyasa as shown in this [population distribution map](#). [Ethnic groups](#) Chewa 34.3%, Lomwe 18.8%, Yao 13.2%, Ngoni 10.4%, Tumbuka 9.2%, Sena 3.8%, Mang'anja 3.2%, Tonga 1.8%, Nyanja 1.8%, Nkhonde 1%, other 2.2%, foreign 0.3% (2018 est.). [Languages](#) English (official), Chewa (common), Lambya, Lomwe, Ngoni, Nkhonde, Nyakyusa, Nyanja, Sena, Tonga, Tumbuka, Yao. [Climate](#) sub-tropical; rainy season (November to May); dry season (May to November). [Legal system](#) mixed legal system of English common law and customary law; judicial review of legislative acts in the Supreme Court of Appeal. [International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICJt jurisdiction. [Economic overview](#) The economy is predominately agricultural with about 80% of the population living in rural areas. Agriculture accounts for about one-third of GDP and 80% of export revenues. The performance of the tobacco sector is key to short-term growth as tobacco accounts for more than half of exports, although Malawi is looking to diversify away from tobacco to other cash crops. [Agricultural products](#) sweet potatoes, cassava, sugar cane, maize, mangoes/guavas, potatoes, tomatoes, pigeon peas, bananas, plantains. [Industries](#) tobacco, tea, sugar, sawmill products, cement, consumer goods. [Exports - partners](#) Belgium 16%, United States 8%, Egypt 7%, South Africa 6%, Germany 6%, Kenya 5%, United Arab Emirates 5% (2019). [Exports - commodities](#) tobacco, tea, raw sugar, beans, soybean products, clothing and apparel (2019). [Imports](#) \$3.2 billion note: data are in current year dollars (2019 est.), \$2.92 billion note: data are in current year dollars (2018 est.), \$11.631 billion (2017 est.) [country comparison to the world: 156](#). [Imports - partners](#) South Africa 17%, China 16%, United Arab Emirates 9%, India 9%, United Kingdom 8% (2019). [Imports - commodities](#) postage stamps, refined petroleum, packaged medicines, fertilizers, office machinery/parts (2019)''''⁶⁸ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. [---

⁶⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.](https://www.cia.gov/the-</p></div><div data-bbox=)

[https://www.cia.gov/the-world-factbook/countries/malawi#:~:text=28.59%20births%2F1%2C000%20population%20\(2021%20est.\)](https://www.cia.gov/the-world-factbook/countries/malawi#:~:text=28.59%20births%2F1%2C000%20population%20(2021%20est.))

⁶⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

[https://www.cia.gov/the-world-factbook/countries/malawi#:~:text=28.59%20births%2F1%2C000%20population%20\(2021%20est.\)](https://www.cia.gov/the-world-factbook/countries/malawi#:~:text=28.59%20births%2F1%2C000%20population%20(2021%20est.))

[world-factbook/](#)).⁶⁹ According to Crouch, M. (2015) Malawi is often referred to as the warm heart of Africa, and not just because it's placed close to the equator. The people of Malawi are well known for being warm and welcoming to travelers. It is also worth noting that the second official language of Malawi is English, which helps to break down barriers between volunteers and locals. Malawi is a developing country that faces many challenges, but it is also a serene place to visit. To that end, you simply can't visit the country without experiencing its most stunning feature, Lake Malawi, known locally as Lake Nyasa. The lake's irresistible mix of clear water, wilderness, and wildlife makes it the nation's must-see location. Malawi is home to a number of national parks, including the Cape McClear Nature Reserve and the Liwonde National Park. The latter, Liwonde, is home to numerous species of large animals, including elephants and hippos. Consequently, the park rivals even the best safari reserves in Africa. Additionally, Malawi is home to incredible mountain ranges, such as the Zomba Plateau and the Mulanje Mountain. Both of these places are pure wilderness, scattered with waterfalls, rivers, and other incredible spots. Malawi is a beautiful and vibrant country, full of friendly faces, a diverse culture, and stunning landscapes (Crouch, M., 2015, <https://www.goabroad.com/articles/volunteer-abroad/5-reasons-to-choose-malawi-as-your-volunteer-abroad-destination>). The following section will cover the conclusion of this chapter.

3.5 Conclusion

It can therefore be concluded that France, the Kingdom of the Netherlands and the Republic of Malawi are well known for their pro-democracy, happy, friendly and welcoming citizens. France is a key player on the continent of Europe in terms of economics, international trade, tourism, security and so on. In addition the Kingdom of the Netherlands is a globally ranked beautiful country in the world that enjoys a highly unique and attractive culture, lifestyle and weather. It can be concluded that the Republic of Malawi is a thriving foreign investor and politically stable democracy that is rich in natural vegetation, wildlife and culture. The Republic of Malawi has successfully managed to position its nation brand as a key: foreign direct investment (FDI), technology, tourism and agricultural exports hub on the continent of Africa. Malawi has strongly strengthened its international stature over the past number of years through its: (1) international

⁶⁹ Crouch, M. (2015) *5 Reasons Why You Should Volunteer in Malawi*. Available from: <https://www.goabroad.com/articles/volunteer-abroad/5-reasons-to-choose-malawi-as-your-volunteer-abroad-destination> © 2021 GoAbroad LLC

cooperation with various global institutions, (2) globally recognized university education system, (3) highly skilled and talented workforce, (4) culturally friendly society, (5) peacebuilding initiatives and (6) high quality agricultural exports. The following section will cover in-depth aspects related to the definition of terms.

3.6 Discussion questions

- 1) Briefly define the following terms ‘nation branding’ and ‘responsibility’?
- 2) Identify the key differences between France, the Kingdom of the Netherlands & the Republic of Malawi?
- 3) Discuss in greater detail why France, Kingdom of the Netherlands & the Republic of Malawi are part of the ‘28 Amazingly Beautiful Countries in the World’?

Chapter 4: Ireland, Republic of Senegal & Republic of Kenya

After reading this chapter you should be able to:

- Define the following terms ‘fairness’ and ‘honesty’.
- Discuss the key differences between Ireland, the Republic of Senegal & the Republic of Kenya.
- Explain why Ireland, the Republic of Senegal & the Republic of Kenya are part of the ‘28 Amazingly Beautiful Countries in the World’.

4.1 Introduction

Over the past number of years the continent of Africa has experienced enormous economic and technological growth and some of the countries with positive growth trajectories or thriving economies include the Republic of Kenya and the Republic of Senegal. The critical ingredient behind the **Republic of Kenya** and the Republic of Senegal’s economic growth and enhanced nation brands values is the promotion of human rights and democracy principles despite facing various challenges. The tourism sector of Kenya has enormously contributed towards the country’s increased nation brand value and economic strength on the continent of Africa. “**Senegal** is one of Africa’s most stable electoral democracies and has undergone peaceful transfers of power between rival parties since 2000”⁷⁰ (FreedomHouse, 2021, <https://freedomhouse.org/country/senegal/freedom-world/2021>). In Western Europe, **Ireland** is a typical good example of a developed nation that has become one of the most ‘Amazingly Beautiful Countries’ to live, invest, work, export, visit and so on. Ireland is one of the world’s leading advocate of human rights, world peace, democracy, climate change literacy, health, education and humanity around the world. The following section will cover in-depth aspects related to the definition of terms.

⁷⁰ FreedomHouse (2021) *Senegal*. Available from: <https://freedomhouse.org/country/senegal/freedom-world/2021> @2021
FreedomHouse

4.2 Define the following terms ‘fairness’ and ‘honesty’

The simplification of terms or words in scholarly works is generally critical since this helps learners to have basic or in-depth understanding of the meaning of the terms or words being discussed. ⁷¹“*Honesty* can be defined as an inner motivation that drives an individual to be truthful, sincere and act with honor” (Rudolph. Patrick.T. Muteswa, 2019:67). “*Fairness* is whereby equal treatment is uniformly applied to everyone dealing with an organization, institution, person or any form of legal entity and it is done in a way that is in direct alignment with relevant legislation and or rules” (Rudolph. Patrick.T.Muteswa, 2019:51). In the following section the differences between the Republic of Ireland, the Republic of Senegal & the Republic of Kenya will be covered.

4.3 Key differences between Ireland, the Republic of Senegal & the Republic of Kenya

The basic differences that exist amongst nations must be clearly identified to enhance knowledge building in societies. Notably, the differences between Ireland, the Republic of Senegal & the Republic of Kenya are highlighted in Table 4.1 below.

Table 4.1 Major differences between Ireland, the Republic of Senegal & the Republic of Kenya

Ireland	Republic of Senegal	Republic of Kenya
• It is geographically located on the continent of Europe.	• It is geographically located on the continent of Africa.	• It is geographically located on the continent of Africa
• The capital city of Ireland is Dublin.	• The capital city of the Republic of Senegal is Dakar.	• The capital city of the Republic of Kenya is Nairobi.

⁷¹ Muteswa, R.P.T. (2019) *Corporate Governance (Gathered Articles)*: A North America, Europe, Africa, Oceania & Asia 21st Century Perspective 1st Edition. Self Published Book, ISBN 978-1-77920-212-3, p67.

<p>• ⁷²The total population in Ireland during the year of 2021 in July was estimated around 5,224,884 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>	<p>• ⁷³The total population in the Republic of Senegal during the year of 2020 was around 17,347,601 and ⁷⁴during the year of 2021 in July was estimated around 16,082,442 (Worldometer, 2021, https://www.worldometers.info/world-population/senegal-population/; <i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>	<p>• The total population in the Republic of Kenya during the year of 2021 in July was estimated around 54,685,051 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>
<p>• The total land area of Ireland is 70,273 sq. km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>	<p>• The total land area of the Republic of Senegal is 196,722 square kilometers (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>	<p>• ⁷⁵The total land area of the Republic of Kenya is 580,367 sq km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>

Source: Modified: Table Created By The Author Using Information Inspired From (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>; Worldometer, 2021, <https://www.worldometers.info/>).

⁷² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/ireland/>

⁷³ Worldometer (2021) *Senegal Population (live)*. Available from: <https://www.worldometers.info/world-population/senegal-population/> [Accessed November 15, 2021]

⁷⁴ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. [https://www.cia.gov/the-world-factbook/countries/senegal/#:~:text=31.31%20births%2F1%2C000%20population%20\(2021%20est.\)](https://www.cia.gov/the-world-factbook/countries/senegal/#:~:text=31.31%20births%2F1%2C000%20population%20(2021%20est.))

⁷⁵ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/kenya/>

The following section will cover aspects about some of the ‘28 Amazingly Beautiful Countries in the World’ in-depth.

4.4 Ireland, the Republic of Senegal & the Republic of Kenya

There are many countries around the world and some of the most ‘Amazingly Beautiful Countries in the World’ are discussed below.

4.4.1 Ireland

⁷⁶According to This is Ireland (2022) **Life & Culture**. Inspired by nature, heritage and story – a culture we are proud to share. Life & Culture. Ireland is a place of stunning natural beauty and home to a people known for passion, humour and imagination. Steeped in history and mythology, ours is a creative tradition expressed through art, music, dance, theatre, literature and film. We relish the opportunity to play, to share, to compete and to challenge ourselves. We value our sense of community and we embrace difference. We believe that work must harmonise with life. Ireland – a great place to live. *10th most peaceful country globally (Global Peace Index 2017), 96.9% of Irish people say they have someone to rely on (EuroStat)* (This is Ireland, 2022, <https://ireland.ie/life-culture/>). ⁷⁷“**Business & Innovation**. Ireland has the infrastructure, talent and culture to support innovation from startups to international corporations. We are an educated, creative and resourceful people, recognised for our adaptability when faced with new challenges. Our dynamic business environment and multi-cultural population have made Ireland the fastest growing economy in the European Union and home to global leaders across an array of sectors. 10 of the top 10 world's pharmaceutical companies are located here, 1 the only English-speaking country in the Eurozone, 52% of 25-34-year olds have a third level qualification (OECD 2017)” (This is Ireland, 2022, <https://ireland.ie/business-innovation/>). ⁷⁸According to This is Ireland (2022) **Visit & Experience**. **An experience like no other**. Visit & Experience. Ours is a land of constant surprise, where town meets country in a landscape of

⁷⁶ This is Ireland (2022) *Life & Culture*. Available from: <https://ireland.ie/life-culture/> [Accessed January 17, 2022]

⁷⁷ This is Ireland (2022) *Business & Innovation*. Available from: <https://ireland.ie/business-innovation/> [Accessed January 17, 2022]

⁷⁸ This is Ireland (2022) *Visit & Experience*. Available from: <https://ireland.ie/visit-experience/> [Accessed January 17, 2022]

ancient beauty. Whether you live life in the fast lane or take the road less travelled, here you'll find breath-taking landscapes and the world's warmest welcome. Whenever or wherever you visit, you'll make memories that will last a lifetime. *10.6 million international visitors welcomed in 2017 (Tourism Ireland), #1 Spike Island named the leading tourist attraction in Europe (World Travel Awards 2017), 2,500 kilometres of unspoilt coastline on The Wild Atlantic Way (This is Ireland, 2022, <https://ireland.ie/visit-experience/>).*⁷⁹ “**Study & Research.** Ireland is a special and exciting place for anyone who wants to think, explore and learn. Culturally rich and endlessly curious, we love to challenge, debate, imagine and create. Our universities and colleges combine academic excellence with transformative student experiences. We have become a global research leader in areas such as chemistry, nanotechnology, immunology, agriculture, materials science and mathematics. *#1 of 19 EU countries for international student satisfaction (Study Portals, 2016), 33% of our population is under 25 (Census 2016), #1 in the world for knowledge diffusion (Global Innovation Index 2018)*” (This is Ireland, 2022, <https://ireland.ie/study-research/>). ““**Background** Over the last 50 years, Ireland's high birthrate has made it demographically one of the youngest populations in the EU. Ireland was neutral in World War II and continues its policy of military neutrality. Ireland joined the European Community in 1973 and the euro-zone currency union in 1999. As a small, open economy, Ireland has excelled at courting foreign direct investment, especially from US multi-nationals, which helped the economy recover from the financial crisis and insulated it from the economic shocks of the COVID-19 pandemic. **Location** Western Europe, occupying five-sixths of the island of Ireland in the North Atlantic Ocean, west of Great Britain.⁸⁰**Climate** temperate maritime; modified by North Atlantic Current; mild winters, cool summers; consistently humid; overcast about half the time. **Terrain** mostly flat to rolling interior plain surrounded by rugged hills and low mountains; sea cliffs on west coast. **Natural resources** natural gas, peat, copper, lead, zinc, silver, barite, gypsum, limestone, dolomite. **Ethnic groups** Irish 82.2%, Irish travelers 0.7%, other White 9.5%, Asian 2.1%, Black 1.4%, other 1.5%, unspecified 2.6% (2016 est.). **Languages** English (official, the language generally used), Irish (Gaelic or Gaeilge) (official, spoken by approximately 39.8%

⁷⁹ This is Ireland (2022) *Study & Research*. Available from: <https://ireland.ie/study-research/> [Accessed January 17, 2022]

⁸⁰ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/ireland/>

of the population as of 2016; mainly spoken in areas along Ireland's western coast known as gaeltachtaí, which are officially recognized regions where Irish is the predominant language). [International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICCt jurisdiction. **Transportation.** [National air transport system](#) number of registered air carriers: 9 (2020), inventory of registered aircraft operated by air carriers: 450, annual passenger traffic on registered air carriers: 167,598,633 (2018), annual freight traffic on registered air carriers: 168.71 million mt-km (2018). [Airports](#) total: 40 (2013) [country comparison to the world: 105](#). [Airports - with paved runways](#) total: 16. [Ports and terminals major seaport\(s\):](#) Dublin, Shannon Foynes⁸¹(*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021, <https://www.cia.gov/the-world-factbook/countries/ireland/>).

⁸² Department of Foreign Affairs (2013:3) [Island of Ireland](#). The geographical island of Ireland consists of the sovereign independent state of Ireland comprising 26 counties, and the six counties of Northern Ireland to the north-east of the island, which are governed by a power-sharing Executive and Assembly as established under the Good Friday Agreement. **Flag.** The national flag is a tricolour of green, white and orange. ⁸³**Emblem** The harp has been regarded as the official symbol or coat of arms of Ireland since medieval times. The heraldic harp is used by the Government, its agencies and its representatives at home and abroad. It is engraved on the seal matrix of the Office of the President as well as on the Irish euro coins. **The National Day.** Saint Patrick's Day, 17 March, is the National Day. Tradition holds that the use of the shamrock. **Government.** Ireland is a parliamentary democracy. Its law is based on Common Law and legislation enacted by the (Irish Parliament) under the Constitution. In addition, regulations and directives enacted by the European Union have the force of law in Ireland. **The Courts.** Irish law is based on Common Law as modified by subsequent legislation and by the Constitution of 1937.

⁸¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/ireland/>

⁸² Department of Foreign Affairs (2013) *Ireland in Brief*. Available from: https://www.dfa.ie/media/dfa/alldfawebsitemedia/ourrolesandpolicies/about_ireland_ireland_in_brief.pdf [Accessed November 15, 2021]

⁸³ Department of Foreign Affairs (2013) *Ireland in Brief*. Available from: https://www.dfa.ie/media/dfa/alldfawebsitemedia/ourrolesandpolicies/about_ireland_ireland_in_brief.pdf [Accessed November 15, 2021]

In accordance with the Constitution, justice is administered in public by courts established by law. The President appoints judges on the advice of the Government. **History.** Ireland has been inhabited for about 7,000 years, and has experienced many incursions and invasions, resulting in a rich mixture of ancestry and traditions. By the sixth century B.C., Celtic invaders had established a cultural and linguistic unity on the island. The introduction of Christianity, traditionally credited to St. Patrick, occurred in the fifth century. Viking incursions in the ninth and tenth centuries influenced the development of trade, particularly in Dublin, Waterford and Cork. The twelfth century witnessed the arrival of the Normans, who had earlier settled in England and Wales. They quickly gained control over large parts of Ireland, which then came under the political authority of the King of England. **Towards Independence.** In 1916 a republic was declared in Dublin and an armed insurrection took place. This rising, which initially did not enjoy significant public support, was suppressed. Ireland was admitted to the United Nations (UN) in 1955, and joined what is now the European Union (EU) in 1973. New economic development policies led to substantial and rapid growth. **Environment.** The island of Ireland consists of a large central lowland of limestone with a relief of hills and several coastal mountains and is situated in the north-west of Europe. The mountain ridges of the south comprise old red sandstone separated by limestone river valleys. Elsewhere granite predominates, except in the north east which is covered by a basalt plateau. The central plain contains glacial deposits of clay and sand. It is interrupted by low hills and has large areas of bog and numerous lakes. **Climate.** Influenced by the Gulf Stream, and with the prevailing south-westerly winds, the climate of Ireland is temperate. The coldest months are January and February which have mean daily air temperatures of between 4°C and 7°C while July and August are the warmest, with mean temperatures of between 14°C and 16°C. In low-lying areas average annual rainfall is mostly between 800mm and 1200mm but in mountainous areas it may exceed 2000mm. ⁸⁴**Flora and Fauna.** Ireland was separated from the European mainland after the last Ice Age. As a result the island has a smaller range of flora and fauna than is found elsewhere in Europe. The original forests have been cleared over most of the country. There are over 400

⁸⁴ Department of Foreign Affairs (2013) *Ireland in Brief*. Available from:

https://www.dfa.ie/media/dfa/alldfawebstemedial/ourrolesandpolicies/about_ireland_ireland_in_brief.pdf [Accessed November 15, 2021]

Special Areas of Conservation (SACs) protected under the EU Habitats Directive. **Innovation, enterprise and investment.** Ireland has a strong track record in attracting foreign direct investment, with particular emphasis on the ICT, Life Sciences, Financial Services and Consumer, Content and Business Services sectors. Ireland’s positioning as a ‘Smart Economy’ continues apace combining our innovative, enterprise economy with an ever-increasing emphasis on the emerging areas of Clean/Green Technologies, Services Innovation and Convergence. Ireland is also a centre for digital media in Europe with major multinational companies locating their European headquarters and a range of business support activities here. (Department of Foreign Affairs, 2013:22, https://www.dfa.ie/media/dfa/alldfawebsitemedia/ourrolesandpolicies/about_ireland_ireland_in_brief.pdf). The goods and exports of Ireland during the year of 2021 will be illustrated by Table 4.2 below that was created by the Central Statistics Office (CSO) of the Government of Ireland.

Table 4.2 CSO Statistical Release November 2021

	<i>Seasonally adjusted</i>		
	€ million		
	Exports	Imports	Surplus
October 2021	15,076	8,769	6,307
November 2021	14,567	9,109	5,458
% change	-3.4	3.9	-13.5
Value change	-510	340	-849

(Source: Central Statistics Office, 2021, <https://www.cso.ie/en/releasesandpublications/er/gei/goodsexportsandimports2021/>).

⁸⁵“**Seasonally adjusted goods trade imports increased by €340 million in November.** Seasonally adjusted goods imports increased by €340 million (+4%) to €9,109 million in November 2021 compared with October 2021, according to preliminary figures. Seasonally

⁸⁵ Central Statistics Office (2021) *Goods Exports and Imports, November 2021*. Available from: <https://www.cso.ie/en/releasesandpublications/er/gei/goodsexportsandimports2021/> [Accessed January 16, 2022]

adjusted goods exports decreased by €510 million (-3%) to €14,567 million leading to a decrease of €849 million (-13%) in the seasonally adjusted trade surplus to €5,458 million in November 2021 compared with the previous month (see Table 2). Seasonal adjustment compares month-to-month data by removing fluctuations that may occur due to seasonal patterns in trade. **Exports to Great Britain increased by €232 million in November 2021 over November 2020.** Exports to Great Britain in November 2021 were €1,697 million, an increase of €232 million (+16%) compared with November 2020. The main changes were increases in the exports of Chemicals and related products and Machinery and transport equipment, with a decrease in the exports of Food and live animals (see Table 5). Exports to Great Britain accounted for 11% of total exports in November 2021. The value of goods exports to Great Britain in the first eleven months of 2021 was €13,381 million, an increase of €2,271 million (+20%) on the first eleven months of 2020. Imports from Great Britain decreased by €342 million (-18%) to €1,558 million compared with November 2020. The main decreases were in the imports of Chemicals and related products, Food and live animals and Machinery and transport equipment with an increase in the imports of Mineral fuels, lubricants and related materials (see Table 5). Imports from Great Britain were 16% of the value of total imports in November 2021. The value of goods imports from Great Britain for January to November 2021 was €12,501 million, a decrease of €3,272 million (-21%) compared with January to November 2020. ⁸⁶**Imports from Northern Ireland of almost €3.7 billion in the first eleven months of 2021.** Imports from Northern Ireland in the first eleven months of 2021 increased by €1,440 million (+64%) to €3,679 million when compared with January to November 2020. Exports to Northern Ireland were €3,305 million in the period January to November 2021, an increase of €1,078 million (+48%) on the same period in 2020 (see Table 5). **Geographic breakdown of goods exports and imports.** The EU accounted for €5,520 million (36%) of total goods exports in November 2021 of which €1,535 million went to Germany and €1,279 million went to Belgium. Total EU exports in November 2021 decreased by €502 million (-8%) compared with November 2020. The USA was the main non-EU destination accounting for €4,936 million (32%) of total exports in November 2021. The EU accounted for €3,177 million (32%) of total goods imports in November 2021, which is a decrease of €288 million (-8%) compared with November 2020. The UK with €1,925 million

⁸⁶ Central Statistics Office (2021) *Goods Exports and Imports, November 2021*. Available from:

<https://www.cso.ie/en/releasesandpublications/er/gei/goodsexportsandimports2021/> [Accessed January 16, 2022]

(20%), the USA with €1,519 million (15%), and China with €1,007 million (10%) were the main non-EU sources of imports (*see Table 4*)”” (Central Statistics Office, 2021, <https://www.cso.ie/en/releasesandpublications/er/gei/goodsexportsandimportsnoember2021/>).

⁸⁷““The United States and Ireland enjoy a close cultural affinity and longstanding political, economic, and commercial relations. The outsized U.S.-Ireland commercial relationship, worth \$ 786.9.3 billion in 2020, is significant by international standards and is particularly impressive relative to the country’s population of five million people. With a GDP of almost \$437 billion in 2020, Ireland is one of the most open and export-driven economies in the world. Ireland remains a wealthy country and a net exporting nation with a per capita GDP in 2020 of \$87,752. Alongside managing the public health pandemic, key priorities for the Irish government are economic recovery, job retention and creation, healthcare reform, and housing. In 2020, U.S. goods exports to Ireland exceeded \$9.6 bn and included chemicals and pharmaceuticals, computers and electronic products, aircraft and transportation equipment, power generation technology, medical devices, electrical equipment, and travel & tourism. The statistics for services from 2020 record the value of U.S. service exports to Ireland at \$61.9 billion. In 2020, Ireland’s total investment stock in the U.S. was valued at \$240.1 billion, maintaining its ranking of the 9th largest source of FDI into the U.S. Over 700 Irish firms employ more than 110,000 people across all 50 states, representing investment in the agri-food/nutrition, construction, healthcare, ICT and professional and engineering services sectors. Conversely, the total stock of U.S. investment in Ireland was \$390.3 billion in 2020. There are over 900 U.S. firms in Ireland which currently employ 180,000 people representing 20 percent of total employment in the country. **Top reasons why U.S. companies should consider exporting to Ireland:** U.S. companies can take advantage of the fact that Ireland is the only European market that is a member of the EU, a member of the Eurozone, and English speaking. In addition to the advantage of a common language, access to educated and well-connected business partners is relatively easy in a pro-business environment. Ireland is a viable test market for American SMEs

⁸⁷ The International Trade Administration, U.S. Department of Commerce (2020) *Ireland- Country Commercial Guide*. Available from: <https://www.trade.gov/country-commercial-guides/ireland-market-overview> [Accessed November 13, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

looking to export for the first time into Europe. Ireland’s strategic geographical location also positions the country as a gateway to Europe with access to a wider market of 742 million people. Ireland’s high receptiveness for U.S. products and services creates a fertile market for American brands across sectors. U.S. goods and technologies are perceived to be of high quality, and U.S. companies receive positive support from local partners, helping to further export goals for Ireland and the European marketplace. Ireland has, for the past number of years, been the fastest growing economy in Europe”⁸⁸ (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/ireland-market-overview>).

4.4.2 Republic of Senegal

⁸⁹““Senegal, country in western Africa. Located at the westernmost point of the continent and served by multiple air and maritime travel routes, Senegal is known as the “Gateway to Africa.” The country lies at an ecological boundary where semiarid grassland, oceanfront, and tropical rainforest converge. It is from this rich natural heritage that the country’s national symbols were chosen: the baobab tree and the lion”⁹⁰ (Clark, Andrew, Hargreaves, John D. and Camara, Camille, 2021, <https://www.britannica.com/place/Senegal>). ⁹¹““Background Senegal is one of the few countries in the world with evidence of continuous human life from the Paleolithic era to present. Between the 14th and 16th centuries, the Jolof Empire ruled most of Senegal. Starting in the 15th century, Portugal, the Netherlands, France, and Great Britain traded along the Senegalese coast. Senegal’s location on the western tip of Africa made it a favorable base for the European

⁸⁸ The International Trade Administration, U.S. Department of Commerce (2020) *Ireland- Country Commercial Guide*. Available from: <https://www.trade.gov/country-commercial-guides/ireland-market-overview> [Accessed November 13, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

⁸⁹ Clark, Andrew , Hargreaves, John D. and Camara, Camille. "Senegal". *Encyclopedia Britannica*, 10 Mar. 2021, <https://www.britannica.com/place/Senegal>. Accessed 2 December 2021. "By courtesy of Encyclopædia Britannica, Inc., copyright 2017; used with permission."

⁹⁰ Britannica (2021) *Senegal*. Available from: <https://www.britannica.com/place/Senegal> [Accessed October 26, 2021] "By courtesy of Encyclopædia Britannica, Inc., copyright 2017; used with permission."

⁹¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. [https://www.cia.gov/the-world-factbook/countries/senegal/#:~:text=31.31%20births%2F1%2C000%20population%20\(2021%20est.\)](https://www.cia.gov/the-world-factbook/countries/senegal/#:~:text=31.31%20births%2F1%2C000%20population%20(2021%20est.))

slave trade. European powers used the Senegalese island of Goree as a base to purchase slaves from the warring chiefdoms on the mainland, and at the height of the slave trade in Senegal, over one-third of the Senegalese population was enslaved. In 1815, France abolished slavery and began expanding inland. During the second half of the 19th century, France took possession of Senegal as a French colony. In 1959, the French colonies of Senegal and French Sudan were merged and granted independence in 1960 as the Mali Federation. The union broke up after only a few months. In 1982, Senegal joined with The Gambia to form the nominal confederation of Senegambia. The envisaged integration of the two countries was never implemented, and the union dissolved in 1989. Senegal is one of the most stable democracies in Africa and has a long history of participating in international peacekeeping and regional mediation. [Location](#) Western Africa, bordering the North Atlantic Ocean, between Guinea-Bissau and Mauritania. [Climate](#) tropical; hot, humid; rainy season (May to November) has strong southeast winds; dry season (December to April) dominated by hot, dry, harmattan wind. [Terrain](#) generally low, rolling, plains rising to foothills in southeast. [Natural resources](#) fish, phosphates, iron ore. [Major rivers \(by length in km\)](#) Senegal (shared with Guinea [s], Mali, and Mauritania [m]) - 1,641 km; Gambia (shared with Guinea [s] and The Gambia [m]) - 1,094 km. **note** – [s] after country name indicates river source; [m] after country name indicates river mouth. [Major watersheds \(area sq km\)](#) Atlantic Ocean drainage: Senegal (456,397 sq km). [Major aquifers](#) Senegalo-Mauritanian Basin⁹². [Population distribution](#) the population is concentrated in the west, with Dakar anchoring a well-defined core area; approximately 70% of the population is rural as shown in this [population distribution map](#). [Ethnic groups](#) Wolof 37.1%, Pular 26.2%, Serer 17%, Mandinka 5.6%, Jola 4.5%, Soninke 1.4%, other 8.3% (includes Europeans and persons of Lebanese descent) (2017 est.). [Languages](#) French (official), Wolof, Pular, Jola, Mandinka, Serer, Soninke. [Climate](#) tropical; hot, humid; rainy season (May to November) has strong southeast winds; dry season (December to April) dominated by hot, dry, harmattan wind. [Legal system](#) civil law system based on French law; judicial review of legislative acts in Constitutional Court.

⁹² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

[https://www.cia.gov/the-world-factbook/countries/senegal/#:~:text=31.31%20births%2F1%2C000%20population%20\(2021%20est.\)](https://www.cia.gov/the-world-factbook/countries/senegal/#:~:text=31.31%20births%2F1%2C000%20population%20(2021%20est.))

[International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICtJ jurisdiction. [Economic overview](#) Senegal's economy is driven by mining, construction, tourism, fisheries and agriculture, which are the primary sources of employment in rural areas. The country's key export industries include phosphate mining, fertilizer production, agricultural products and commercial fishing and Senegal is also working on oil exploration projects. [Exports](#) \$5.29 billion note: data are in current year dollars (2018 est.), \$2.498 billion (2016 est.) [country comparison to the world: 124](#). [Exports - partners](#) Mali 22%, Switzerland 14%, India 9%, China 7% (2019). [Exports - commodities](#) gold, refined petroleum, phosphoric acid, fish, ground nuts (2019). [Imports](#) \$8.96 billion note: data are in current year dollars (2018 est.), \$4.966 billion (2016 est.) [country comparison to the world: 112](#). [Imports - partners](#) China 17%, France 11%, Belgium 7%, Russia 7%, Netherlands 7% (2019). [Imports - commodities](#) refined petroleum, crude petroleum, rice, cars, malt extract, clothing and apparel (2019). [Reserves of foreign exchange and gold](#) \$1.827 billion (31 December 2017 est.), \$116.9 million (31 December 2016 est.) [country comparison to the world: 122](#)⁹³ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>).⁹⁴“In the past decade, Senegal has progressed significantly both economically and politically as a moderate, democratic, predominantly Muslim country in West Africa. With the Government of Senegal, USAID improves lives by creating jobs, improving access to education and health care, strengthening democratic institutions, and developing the agriculture sector to increase production and incomes” (United States Agency for International Development, 2021, <https://www.usaid.gov/senegal>). Senegal has a highly effective education system that is ranked as one of the best in West Africa. In addition Senegal is generally a top exporter of oil, cocoa and coffee in West Africa.

⁹³ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

[https://www.cia.gov/the-world-factbook/countries/senegal/#:~:text=31.31%20births%2F1%2C000%20population%20\(2021%20est.\)](https://www.cia.gov/the-world-factbook/countries/senegal/#:~:text=31.31%20births%2F1%2C000%20population%20(2021%20est.))

⁹⁴ United States Agency for International Development (USAID) (2021) *Senegal*. Available from: <https://www.usaid.gov/senegal> [Accessed December 14, 2021]

4.4.3 Republic of Kenya

⁹⁵“Background Trade centers such as Mombasa have existed along the Kenyan and Tanzanian coastlines, known as the Land of Zanj, since at least the 2nd century. These centers traded with the outside world, including China, India, Indonesia, the Middle East, North Africa, and Persia. By around the 9th century, the mix of Africans, Arabs, and Persians who lived and traded there became known as Swahili (“people of the coast”) with a distinct language (KiSwahili) and culture. The Portuguese arrived in the 1490s and, using Mombasa as a base, sought to monopolize trade in the Indian Ocean. The Portuguese were pushed out in the late 1600s by the combined forces of Oman and Pate, an island off the coast. In 1890, Germany and the UK divided up the region, with the UK taking the north and the Germans the south, including present-day Tanzania, Burundi, and Rwanda. The British established the East Africa Protectorate in 1895, which in 1920 was converted into a colony and named Kenya after its highest mountain. Numerous political disputes between the colony and the UK subsequently led to the violent Mau Mau Uprising, which began in 1952, and the eventual declaration of independence in 1963. Location Eastern Africa, bordering the Indian Ocean, between Somalia and Tanzania. Climate varies from tropical along coast to arid in interior. Terrain low plains rise to central highlands bisected by Great Rift Valley; fertile plateau in west. Natural resources limestone, soda ash, salt, gemstones, fluorspar, zinc, diatomite, gypsum, wildlife, hydropower. Major watersheds (area sq km) Atlantic Ocean drainage: (*Mediterranean Sea*) Nile (3,254,853 sq km). Major aquifers Ogaden-Juba Basin. Major lakes (area sq km) Fresh water lake(s): Lake Victoria (shared with Tanzania and Uganda) - 62,940 sq km Salt water lake(s): Lake Turkana (shared with Ethiopia) - 6,400 sq km. Ethnic groups Kikuyu 17.1%, Luhya 14.3%, Kalenjin 13.4%, Luo 10.7%, Kamba 9.8%, Somali 5.8%, Kisii 5.7%, Mijikenda 5.2%, Meru 4.2%, Maasai 2.5%, Turkana 2.1%, non-Kenyan 1%, other 8.2% (2019 est.). ⁹⁶Languages English (official), Kiswahili (official),

⁹⁵ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/kenya/>

⁹⁶ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/kenya/>

numerous indigenous languages. [National holiday](#) Jamhuri Day (Independence Day), 12 December (1963); note - Madaraka Day, 1 June (1963) marks the day Kenya attained internal self-rule. [Legal system](#) mixed legal system of English common law, Islamic law, and customary law; judicial review in the new Supreme Court established by the new constitution. [International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICCt jurisdiction. [Economic overview](#) Kenya is the economic, financial, and transport hub of East Africa. Kenya's real GDP growth has averaged over 5% for the last decade. Since 2014, Kenya has been ranked as a lower middle income country because its per capita GDP crossed a World Bank threshold. Agriculture remains the backbone of the Kenyan economy, contributing one-third of GDP. About 75% of Kenya's population of roughly 48.5 million work at least part-time in the agricultural sector, including livestock and pastoral activities. Over 75% of agricultural output is from small-scale, rain-fed farming or livestock production. Tourism also holds a significant place in Kenya's economy. [Agricultural products](#) sugar cane, milk, maize, potatoes, bananas, camel milk, cassava, sweet potatoes, mangoes/guavas, cabbages. [Industries](#) small-scale consumer goods (plastic, furniture, batteries, textiles, clothing, soap, cigarettes, flour), agricultural products, horticulture, oil refining; aluminum, steel, lead; cement, commercial ship repair, tourism, information technology. [Exports](#) \$11.49 billion note: data are in current year dollars (2019 est.), \$11.56 billion note: data are in current year dollars (2018 est.), \$9.723 billion (2017 est.) [country comparison to the world: 99](#). [Exports - partners](#) Uganda 10%, United States 9%, Netherlands 8%, Pakistan 7%, United Kingdom 6%, United Arab Emirates 6%, Tanzania 5% (2019). [Exports - commodities](#) tea, cut flowers, refined petroleum, coffee, titanium (2019). [Imports](#) \$20.41 billion note: data are in current year dollars (2019 est.), \$20.17 billion note: data are in current year dollars (2018 est.), \$18.653 billion (2017 est.) [country comparison to the world: 81](#). [Imports - partners](#) China 24%, United Arab Emirates 10%, India 10%, Saudi Arabia 7%, Japan 5% (2019). [Imports - commodities](#) refined petroleum, cars, packaged medicines, wheat, iron products (2019). [Reserves of foreign exchange and gold](#) \$7.354 billion (31 December 2017 est.), \$7.256 billion (31 December 2016 est.) [country comparison to the world: 83](#)⁹⁷ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

⁹⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/kenya/>

<https://www.cia.gov/the-world-factbook/countries/kenya/>).⁹⁸“Kenya was one of the fastest growing economies in Africa, with an annual average growth of 5.9% between 2010 and 2018. With a GDP of \$95 billion, Kenya recently reached lower-middle income status, and has successfully established a diverse and dynamic economy. It also serves as the point of entry to the larger, 300 million East African market. The agricultural sector is the backbone of the economy, contributing approximately 33 percent of Kenya’s Gross Domestic Product (GDP). The agriculture sector employs more than 40 percent of the total population and 70 percent of the rural population. Kenya has one of the most developed power sectors in sub-Saharan Africa, with an active private sector, a strong national power utility, and abundant renewable energy resources, especially geothermal, wind, and solar. Sustainable electricity is needed for strong economic growth” (U.S. Agency for International Development – USAID, 2021, <https://www.usaid.gov/kenya/economic-growth-and-trade>).⁹⁹“Kenya has a domestic market of over 50 million people and is a leading economy in Sub-Saharan Africa. The top five reasons U.S. companies should consider doing business in Kenya are: 1) it is a market-based economy; 2) Kenya is considered to be the economic, commercial, financial, and logistics hub of East Africa; 3) it has a young, growing and educated English-speaking population with a high fluency in technology; 4) the country continues to improve its ease of doing business environment; and 5) Kenya has a strong bilateral relationship with the United States, to promote trade and investment, and it is the first country in Sub-Saharan Africa to enter into Free Trade Agreement (FTA) negotiations with the United States. The following information gives greater detail for an overview of the market. Bilateral trade between the United States and Kenya was \$940 million in 2020, down from \$1.1 billion in 2019 according to the Office of Trade and Economic Analysis. Kenya has the strongest industrial base in the East Africa region and has been successful in attracting U.S. exporters and investors, with many companies establishing local and regional operations to take advantage of Kenya’s

⁹⁸ U.S. Agency for International Development – USAID (2021) *Economic Growth and Trade*. Available from:

<https://www.usaid.gov/kenya/economic-growth-and-trade> [Accessed November 15, 2021]

⁹⁹ The International Trade Administration, U.S. Department of Commerce (2021) *Kenya - Country Commercial Guide*. Available from: <https://www.trade.gov/knowledge-product/kenya-market-overview> [Accessed November 13, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

strategic location, diversified economy, entrepreneurial workforce, comprehensive air routes, and status as a regional financial center. According to the World Bank Kenya Overview, over the period from 2015 to 2019, Kenya's economic growth averaged 5.7%, making it one of the fastest growing economies in Sub-Saharan Africa. A stable macroeconomic environment, positive investor confidence, and a resilient services sector has boosted the economy's performance. The World Bank's 2020 Doing Business report ranked Kenya 56 out of 190 countries, an improvement of five places from the previous year's ranking. Agriculture remains the backbone of Kenya's economy and central to Kenya's development strategy. Key exports, such as tea, coffee, and floriculture require little or no processing. Although Kenya's mineral resources are limited, the country is an important source of high-value mineral commodities such as titanium, gold, and rare earth minerals. The construction and real estate sector have been one of the fastest growing sectors in Kenya, with an average growth rate of 7.0%, contributing about 6.0% of GDP. The technology sector is also one of the fastest-growing business sectors in Kenya, and internet access rates are some of the highest in sub-Saharan Africa. The rise of 4G and 4G LTE services in 2020, the GOK-approved universal 4G coverage, and the growth in smartphone usage are influencing growth in e-commerce and other e-based services and innovation. The tourism sector in Kenya is one of the most diverse in East Africa, with increased investments in conference, eco-tourism, and leisure tourism¹⁰⁰ (The World Bank Group, 2021 & The World Bank Doing Business, 2021 cited in The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/knowledge-product/kenya-market-overview>). The following section will cover the conclusion of this chapter.

4.5 Conclusion

It can therefore be concluded that Ireland, the Republic of Senegal and the Republic of Kenya have significantly contributed towards the economic growth and gross domestic product (GDP) of their respective geographic regions. Humanity can only be cherished if it unconditionally serves people in a society and this is one of the greatest achievements by Ireland, the Republic of

¹⁰⁰ The International Trade Administration, U.S. Department of Commerce (2021) *Kenya - Country Commercial Guide*.

Available from: <https://www.trade.gov/knowledge-product/kenya-market-overview> [Accessed November 13, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

Senegal and the Republic of Kenya via the tireless promotion of human rights, democracy, peace, climate change and so on. The economies of Ireland, the Republic of Senegal and the Republic of Kenya have successfully thrived over the past number of years as a result of tourism and their high foreign visitor receptiveness that has led to millions of visitors around the world visiting these three 'Amazingly Beautiful Countries'. In general Ireland, the Republic of Senegal and the Republic of Kenya enjoy high export earnings of foreign currency as a result of their highly productive agriculture and manufacturing sectors.

4.6 Discussion questions

- 1) Briefly define the following terms 'global' and 'honesty'?
- 2) Identify the key differences between Ireland, the Republic of Senegal & the Republic of Kenya?
- 3) Discuss in greater detail why Ireland, the Republic of Senegal & the Republic of Kenya are part of the '28 Amazingly Beautiful Countries in the World'?

Chapter 5: Kingdom of Belgium, the Federal Republic of Nigeria & Portugal (The Portuguese Republic)

After reading this chapter you should be able to:

- Define the following terms ‘principle’ and ‘support’.
- Discuss the key differences between the Kingdom of Belgium, the Federal Republic of Nigeria & Portugal (The Portuguese Republic).
- Explain why the Kingdom of Belgium, the Federal Republic of Nigeria & Portugal (The Portuguese Republic) are part of the ‘28 Amazingly Beautiful Countries in the World’.

5.1 Introduction

Portugal.¹⁰¹“Ready for some fun facts about Portugal that might surprise you? Small in size but large in stature, Portugal has given rise to a medley of firsts and greats. Portugal is the oldest country in Europe. And the award for oldest nation-state in Europe goes to... Portugal. In 1139, Portugal appointed King Afonso Henriques as its king. Lisbon is said to be four centuries older than Rome. Due to its excellent trading location, the Phoenicians settled in Lisbon around 1200 BC. It may not be Hawaii, but one of our favourite fun facts about Portugal is that it’s 800km Atlantic coastline and temperate climate makes it a year-round surfing hotspot. A Portuguese explorer was the first to complete a full journey around the earth Portuguese explorer, Ferdinand Magellan, is said to have led the first expedition to circumnavigate the globe. Piri-Piri originated in Portugal. The world has Portugal to thank for piri-piri, the chilli sauce quite often liberally poured over the nation’s favourite churrasco chicken. The chilli that is the sauce’s main ingredient hails from South America, and it was from here that the Portuguese then took the chillis to Africa. It was here that the melange of chilli, garlic and lemon resulted in this famous sauce” (Trafalgar Tours, 2020, <https://www.trafalgar.com/real-word/fun-facts-about-portugal/>).

Nigeria.¹⁰²According to Whiting, K. (2019) to the west of the Nigerian capital Abuja, the grey

¹⁰¹ Trafalgar Tours (2020) *17 fun facts about Portugal you probably never knew*. Available from: <https://www.trafalgar.com/real-word/fun-facts-about-portugal/> © Copyright Trafalgar Tours, all rights reserved.

¹⁰² Whiting, K. (2019) *5 facts to know about Africa’s powerhouse – Nigeria*. Available from: <https://www.weforum.org/agenda/2019/08/nigeria-africa-economy/> © 2021 World Economic Forum

monolith of Zuma Rock towers above the cars on the motorway below. One of the West African country's most famous landmarks, Zuma is shrouded with local myths and adorns the 100 naira banknote. But it's also a metaphor for Nigeria's solid and lofty economic position on the African continent, nicknamed the "Giant of Africa". Nigeria is one of the world's biggest oil exporters – and Africa's biggest oil producer, pumping out around 2 million barrels each day (Whiting, K., 2019, <https://www.weforum.org/agenda/2019/08/nigeria-africa-economy/>). **Belgium.** The Kingdom of Belgium is renowned for its rich cultural diversity, pro-human rights protection stance, good governance, diplomacy excellence, modern tech-savvy lifestyle, strong nation brand, high tourist arrivals numbers and so on. Over the past number of years the Kingdom of Belgium has been ranked by many 'nation branding & better quality of life' country ranking firms/institutions as one of the many countries in the world that enjoys a consistent year-on-year positive growth trajectory in terms of its nation brand value. The following section will cover in-depth aspects related to the definition of terms.

5.2 Define the following terms 'principle' and 'support'

It is critical for words or terms to be defined in educational books as this helps learners and or readers to have basic or in-depth understanding of the meaning of the terms or words being discussed. ¹⁰³“A *principle* refers to a rule, norm, a habitual belief that shapes behavior in a manner that upholds what an individual, society or organization strongly values” (Rudolph. Patrick. T. Muteswa, 2021:27). ¹⁰⁴According to Rudolph. Patrick. Tawanda. Muteswa (2021:96) the term '*support*' for the context of this book refers to the assisting, helping, facilitating and working together of an individual or organization to achieve a uniform goal (Rudolph. Patrick. Tawanda. Muteswa, 2021:96). In the following section the differences between the Kingdom of Belgium, the Federal Republic of Nigeria & Portugal (The Portuguese Republic) will be covered.

¹⁰³ Muteswa, R.P.T. (2021) *Climate Change & the Global Business Community's Viewpoint (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*. Self Published Book, ISBN 978-1-77921-416-4, p27.

¹⁰⁴ Muteswa, R.P.T. (2021) *The Magnificence of Respecting Human Rights, Democracy & Freedoms in a Country & Organizations: (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*. 1st Edition, ISBN 978-1-77921-415-7, Self Published Book, p96.

5.3 Key differences between the Kingdom of Belgium, the Federal Republic of Nigeria & Portugal (The Portuguese Republic)

The basic differences that exist amongst nations must be clearly identified to enhance knowledge building in societies. Notably, the differences between the Kingdom of Belgium, the Federal Republic of Nigeria & Portugal (The Portuguese Republic) are highlighted in Table 5.1 below.

Table 5.1 Major differences between the Kingdom of Belgium, the Federal Republic of Nigeria & Portugal (The Portuguese Republic)

Kingdom of Belgium	Federal Republic of Nigeria	Portugal (The Portuguese Republic)
• It is geographically located on the continent of Europe.	• It is geographically located on the continent of Africa (West Africa).	• It is geographically located on the continent of Europe.
• The capital city of the Kingdom of Belgium is Brussels.	• The capital city of the Federal Republic of Nigeria is Abuja.	• The capital city of Portugal is Lisbon.
• ¹⁰⁵ The total population in the Kingdom of Belgium during the year of 2021 in July was estimated around 11,778,842 (<i>The World Factbook 2021</i> . Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).	• ¹⁰⁶ The total population in the Federal Republic of Nigeria during the year of 2021 in July was estimated around 219,463,862 (<i>The World Factbook 2021</i> . Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).	• ¹⁰⁷ The total population in Portugal during the year of 2021 in July was estimated around 10,263,850 (<i>The World Factbook 2021</i> . Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).

¹⁰⁵ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/belgium/>

¹⁰⁶ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/nigeria/>

¹⁰⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/portugal/>

<p>• The total land area of the Kingdom of Belgium is 30,528 sq. km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>	<p>• The total land area of the Federal Republic of Nigeria is 923,768 square kilometers (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>	<p>• The total land area of Portugal is 92,090 sq. km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>
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Source: Modified: Table Created By The Author Using Information Inspired From (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>).

The following section will cover aspects about some of the ‘28 Amazingly Beautiful Countries in the World’ in-depth.

5.4 Kingdom of Belgium, the Federal Republic of Nigeria & Portugal (The Portuguese Republic)

Most of the countries around the world are now placing more emphasis on improving the quality of life of their people through economic growth, conserving the natural environment, upholding peace and human rights in order to improve their international stature rankings. Some of the ‘Amazingly Beautiful Countries in the World’ are discussed below.

5.4.1 Kingdom of Belgium

¹⁰⁸According to Michigan State University (2021) Belgium is a country in Western Europe that borders the North Sea. Neighboring countries include France, Germany, Luxembourg, and the Netherlands. Flat coastal plains take up most of the northwest, but rugged mountains of the Ardennes Forest lie in the southeast. The government system is a federal parliamentary democracy under a constitutional monarchy. The chief of state is the king, and the head of government is the prime minister. Belgium has a mixed economic system which includes a private-enterprise system, combined with centralized economic planning, and government regulation. Belgium is a member of the European Union (EU) (Michigan State University, 2021,

¹⁰⁸ Michigan State University (2021) *Belgium*. Available from: <https://globaledge.msu.edu/countries/belgium> [Accessed November 16, 2021]

<https://globaledge.msu.edu/countries/belgium>).¹⁰⁹ Furthermore, according to the Belgian Federal Public Authorities (2021) Belgium became independent in 1830. Between 1970 and 1993, the country evolved into a more efficient federal structure. This occurred through six state reforms (in 1970, 1980, 1988-89, 1993, 2001 and 2012-2014). As a result, the first Article of the Belgian constitution reads today: 'Belgium is a federal state, composed of communities and regions'. The power to make decisions is no longer the exclusive preserve of the federal government and the federal parliament. The leadership of the country is now in the hands of various partners, who independently exercise their authority within their domains. **The communities.** The redistribution of power occurred along two lines. The first line relates to language and, in a broader sense, to everything related to culture. The result was several communities. The concept of 'community' refers to persons that make up a community and the bond that unifies them, namely their language and culture. Belgium sits across the fault line that separates German and Latin cultures. This explains why the country has three official languages: Dutch, French and German. As a result, Belgium today, has three communities: the Flemish Community, the French Community and the German-speaking Community. These communities therefore correspond with the population groups. **The regions.** The second line of state reform was historically inspired by economic interests. The regions, which aspired to more economic autonomy, conveyed these interests. The establishment of the three regions was the result: the Flemish Region, the Brussels Capital Region and the Walloon Region. Up to a certain level they can be compared with the American states or the German 'Länder'. The country is further divided into 10 provinces and 581 municipal councils. **The Federal State.** The Federal State nevertheless retains important powers, for example in the area of foreign affairs, national defence, justice, finance, social security, important parts of national health and domestic affairs... However, the communities and the regions also have the power to establish and maintain foreign relations (Belgian Federal Public Authorities, 2021, https://www.belgium.be/en/about_belgium/government/federale_staat).

¹⁰⁹ [Belgian Federal Public Authorities \(2021\) *Belgium, a federal state*. Available from: https://www.belgium.be/en/about_belgium/government/federale_staat](https://www.belgium.be/en/about_belgium/government/federale_staat) [Accessed November 16, 2021] Copyright © 2021 Federal Public Authorities

¹¹⁰“Belgium's strong points. **Belgium, in the heart of Europe.** Belgium is in the heart of Europe, surrounded by Germany, the Netherlands, France and the Grand Duchy of Luxembourg. Its excellent airport, road, rail, harbour and port facilities bring the country closer to several other European countries. This privileged strategic position has helped make the country a force to be reckoned with on the international scene, as much in political terms as in terms of the economy or tourism. With its 70 kilometres of coastline in the north and its hilly south, Belgium has plenty of tourist attractions to offer anyone who also wishes to discover its numerous cities, rich in art and history. **The country where life is good.** It is commonly said about Belgium that it's a country where you can live well. With a high human development index (17th in the UNDP ranking for 2012/2013), the country enjoys a high quality of life. Furthermore, Belgium has a lot of strong points: a healthcare system that is among the most highly developed in the world, its particularly dense transport network, its numerous green spaces, its open, diversified economy, and so on. **A major economic player.** Situated along a major economic and urban axis, Belgium also has a North Sea coastline. Enriched by its three national languages – French, Dutch, and German – it is at the top of many European competitiveness and productivity rankings. The Belgian economy is known for its great diversity, a guarantee of a certain stability. Most of Belgium's multicultural workers are therefore deployed in the food, automotive, or aerospace sectors, or in industries specialising in pharmaceutical products, biotechnology, and transport and logistics” (Council of Europe, 2021, <https://www.coe.int/en/web/portal/belgianchairmanship-federalstate>). ¹¹¹“**Location** Western Europe, bordering the North Sea, between France and the Netherlands. **Climate** temperate; mild winters, cool summers; rainy, humid, cloudy. **Terrain** flat coastal plains in northwest, central rolling hills, rugged mountains of Ardennes Forest in southeast. **Natural resources** construction materials, silica sand, carbonates, arable land. **Ethnic groups** Belgian 75.2%, Italian 4.1%, Moroccan 3.7%, French 2.4%, Turkish 2%, Dutch 2%, other 10.6% (2012 est.). **Languages** Dutch (official) 60%, French (official) 40%, German

¹¹⁰ Council of Europe (2021) *A modern Federal European State*. Available from:

<https://www.coe.int/en/web/portal/belgianchairmanship-federalstate> [Accessed November 16, 2021] © Council of Europe 2021

¹¹¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/belgium/>

(official) less than 1%. [Major urban areas - population](#) 2.096 million BRUSSELS (capital), 1.048 million Antwerp (2021). [Independence](#) 4 October 1830 (a provisional government declared independence from the Netherlands); 21 July 1831 (King LEOPOLD I ascended to the throne). [National holiday](#) Belgian National Day (ascension to the throne of King LEOPOLD I), 21 July (1831). [Agricultural products](#) sugar beet, milk, potatoes, wheat, pork, lettuce, poultry, maize, barley, pears. [Industries](#) engineering and metal products, motor vehicle assembly, transportation equipment, scientific instruments, processed food and beverages, chemicals, pharmaceuticals, base metals, textiles, glass, petroleum. [Exports](#) \$414.79 billion note: data are in current year dollars (2020 est.), \$436.3 billion note: data are in current year dollars (2019 est.), \$451.25 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 17](#). [Exports - partners](#) Germany 17%, France 14%, Netherlands 13%, United Kingdom 8%, United States 6%, Italy 5% (2019). [Exports - commodities](#) cars and vehicle parts, refined petroleum, packaged medicines, medical cultures/vaccines, diamonds, natural gas (2019). [Imports](#) \$412.85 billion note: data are in current year dollars (2020 est.), \$433.04 billion note: data are in current year dollars (2019 est.), \$452.53 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 15](#). [Imports - partners](#) Netherlands 16%, Germany 13%, France 10%, United States 8%, Ireland 5%, China 5% (2019). [Imports - commodities](#) cars, refined petroleum, packaged medicines, medical cultures/vaccines, diamonds, natural gas (2019). [Reserves of foreign exchange and gold](#) \$26.16 billion (31 December 2017 est.), \$24.1 billion (31 December 2015 est.) [country comparison to the world: 54](#). ¹¹²[Telecommunication systems](#) general assessment: Belgium has a highly developed, technologically advanced telecom system; LTE is nearly universal; ongoing investment in 5G with services to dozens of cities and towns; competition between the DSL and cable platforms with investment in fiber networks; 5G; operators accelerating fiber roll-out program; Brussels Airport collaborating with operator to deploy 5G and IoT solutions; international connections through satellite and submarine cables; importer of broadcast equipment from EU neighbors (2020) domestic: 34 per 100 fixed-line, 100 per 100 mobile-cellular; nationwide mobile-cellular telephone system; extensive cable network;

¹¹² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/belgium/>

limited microwave radio relay network (2020). [Broadcast media](#) a segmented market with the three major communities (Flemish, French, and German-speaking) each having responsibility for their own broadcast media; multiple TV channels exist for each community; additionally, in excess of 90% of households are connected to cable and can access broadcasts of TV stations from neighboring countries; each community has a public radio network coexisting with private broadcasters. [Internet country code](#) .be [Internet users](#) total: 10.57 million (2021 est.) percent of population: 91.52% (2020 est.) [country comparison to the world: 56](#). **Transportation.** [National air transport system](#) number of registered air carriers: 7 (2020), inventory of registered aircraft operated by air carriers: 117, annual passenger traffic on registered air carriers: 13,639,487 (2018), annual freight traffic on registered air carriers: 1,285,340,000 mt-km (2018). [Airports](#) total: 41 (2013) [country comparison to the world: 102](#). [Airports - with paved runways](#) total: 26. [Ports and terminals](#) major seaport(s): Oostende, Zeebrugge, container port(s) (TEUs): Antwerp (11,860,204) (2019), LNG terminal(s) (import): Zeebrugge, river port(s): Antwerp, Gent (Schelde River), Brussels (Senne River) Liege (Meuse River)''''¹¹³ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/belgium/>).

5.4.2 Federal Republic of Nigeria

¹¹⁴''''[Background](#) In ancient and pre-colonial times, the area of present-day Nigeria was occupied by a great diversity of ethnic groups with very different languages and traditions. British influence and control over what would become Nigeria and Africa's most populous country grew through the 19th century. A series of constitutions after World War II granted Nigeria greater autonomy. In 1999, a new constitution was adopted and a peaceful transition to civilian government was completed. [Location](#) Western Africa, bordering the Gulf of Guinea, between Benin and Cameroon. [Climate](#) varies; equatorial in south, tropical in center, arid in north. [Terrain](#)

¹¹³ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/belgium/>

¹¹⁴ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/nigeria/>

southern lowlands merge into central hills and plateaus; mountains in southeast, plains in north. [Major watersheds \(area sq km\)](#) Atlantic Ocean drainage: Niger (2,261,741 sq km). Internal (*endorheic basin*) drainage: Lake Chad (2,497,738 sq km). [Major aquifers](#) Lake Chad Basin, Lullemeden-Irhazer Aquifer System. [Major lakes \(area sq km\)](#) Fresh water lake(s): Lake Chad (endorheic lake shared with Niger, Chad, and Cameroon) - 10,360-25,900 sq km. note - area varies by season and year to year. [Major rivers \(by length in km\)](#) Niger river mouth (shared with Guinea [s], Mali, Benin, and Niger) - 4,200 km **note** – [s] after country name indicates river source; [m] after country name indicates river mouth. [Ethnic groups](#) Hausa 30%, Yoruba 15.5%, Igbo (Ibo) 15.2%, Fulani 6%, Tiv 2.4%, Kanuri/Beriberi 2.4%, Ibibio 1.8%, Ijaw/Izon 1.8%, other 24.7% (2018 est.). **note:** Nigeria, Africa's most populous country, is composed of more than 250 ethnic groups. [Languages](#) English (official), Hausa, Yoruba, Igbo (Ibo), Fulani, over 500 additional indigenous languages. ¹¹⁵[Major urban areas - population](#) 14.862 million Lagos, 4.103 million Kano, 3.649 million Ibadan, 3.464 million ABUJA (capital), 3.171 million Port Harcourt, 1.782 million Benin City (2021). [Independence](#) 1 October 1960 (from the UK). [National holiday](#) Independence Day (National Day), 1 October (1960). [Legal system](#) mixed legal system of English common law, Islamic law (in 12 northern states), and traditional law. [International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICCt jurisdiction. [Agricultural products](#) cassava, yams, maize, oil palm fruit, rice, vegetables, sorghum, groundnuts, fruit, sweet potatoes. [Industries](#) crude oil, coal, tin, columbite; rubber products, wood; hides and skins, textiles, cement and other construction materials, food products, footwear, chemicals, fertilizer, printing, ceramics, steel. [Exports](#) \$39.94 billion note: data are in current year dollars (2020 est.), \$69.93 billion note: data are in current year dollars (2019 est.), \$66.04 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 63](#). [Exports - partners](#) India 16%, Spain 10%, United States 7%, France 7%, Netherlands 6% (2019). [Exports - commodities](#) crude petroleum, natural gas, scrap vessels, flexible metal tubing, cocoa beans (2019). [Imports](#) \$72.18 billion note: data are in current year dollars (2020 est.), \$100.82 billion note: data are in current year dollars (2019 est.), \$71.64 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 48](#).

¹¹⁵ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/nigeria/>

[Imports - partners](#) China 30%, Netherlands 11%, United States 6%, Belgium 5% (2019). [Imports - commodities](#) refined petroleum, cars, wheat, laboratory glassware, packaged medicines (2019). [Reserves of foreign exchange and gold](#) \$38.77 billion (31 December 2017 est.), \$25.84 billion (31 December 2016 est.) [country comparison to the world: 45](#). **Communications.** [Telephones - fixed lines](#) total subscriptions: 107,031 (2020) subscriptions per 100 inhabitants: less than 1 (2020 est.) [country comparison to the world: 136](#). [Telephones - mobile cellular](#) total subscriptions: 204,228,678 (2020) subscriptions per 100 inhabitants: 99.07 (2020 est.) [country comparison to the world: 7](#). ¹¹⁶[Telecommunication systems](#) general assessment: one of the larger telecom markets in Africa subject to sporadic access to electricity and vandalism of infrastructure; most Internet connections are via mobile networks; foreign investment presence, particularly from China; market competition with affordable access; LTE technologies available but GSM is dominate; mobile penetration high due to use of multiple SIM cards and phones; government committed to expanding broadband penetration; operators to deploy fiber optic cable in six geopolitical zones and Lagos; operators invested in base stations to deplete network congestion; submarine cable break in 2020 slowed speeds and interrupted connectivity; importer of phones and broadcast equipment from China (2020). [Broadcast media](#) nearly 70 federal government-controlled national and regional TV stations; all 36 states operate TV stations; several private TV stations operational; cable and satellite TV subscription services are available; network of federal government-controlled national, regional, and state radio stations; roughly 40 state government-owned radio stations typically carry their own programs except for news broadcasts; about 20 private radio stations; transmissions of international broadcasters are available; digital broadcasting migration process completed in three states in 2018 (2019). [Internet country code](#) .ng [Internet users](#) total: 104.4 million (2021 est.) percent of population: 42% (2019 est.) [country comparison to the world: 8](#). **Transportation.** [National air transport system](#) number of registered air carriers: 13 (2020). [Airports](#) total: 54 (2013) [country](#)

¹¹⁶ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/nigeria/>

[comparison to the world: 87. Airports - with paved runways](#) total: 40”¹¹⁷ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/nigeria/>). ¹¹⁸“Nigeria has the largest market in Africa with a population of over 200 million. Nigeria also has an abundance of natural resources including oil, commercial minerals, and precious stones. According to a ¹¹⁹WorldCity analysis of the latest U.S. Census Bureau data, during the first five months of 2021, Nigeria’s trade with the United States amounted to \$1.43 billion. This is 25.4% below its total trade during the same time the previous year. U.S. exports to Nigeria decreased 4.35%, while U.S. imports from Nigeria fell 47.1%. The U.S. trade surplus with Nigeria was \$432.67 million. Nigeria plays an important leadership role in both West Africa and on the African continent. GON continues to promote Nigeria as a rewarding target for Foreign Direct Investment (FDI). Foreign capital flows into all major sectors of the economy with the United Kingdom, United States, Canada, France, and China as the main sources. **Services**. The potential of the Nigerian financial services sector remains enormous, and foreign banks are increasingly attracted to the market. **Information and Communication Technology (ICT)**. Nigeria is Africa’s largest ICT market, accounting for 29% of internet usage in Africa. **Agriculture**. Nigeria’s agricultural sector employs nearly 70% of the population and comprises nearly 22% of GDP. Nigeria possesses an abundance of arable land and a favorable climate for production of nuts, fruits, tubers, and grains” (The International Trade Administration, U.S. Department of Commerce, 2020, <https://www.trade.gov/country-commercial-guides/nigeria-market-overview>).

¹¹⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/nigeria/>

¹¹⁸ The International Trade Administration, U.S. Department of Commerce (2020) *Nigeria- Country Commercial Guide*. Available from: <https://www.trade.gov/country-commercial-guides/nigeria-market-overview> [Accessed November 13, 2021]
©2021 The International Trade Administration, U.S. Department of Commerce.

¹¹⁹ www.ustradenumbers.com/country/nigeria/

5.4.3 Portugal (The Portuguese Republic)

¹²⁰““Location Southwestern Europe, bordering the North Atlantic Ocean, west of Spain. Climate maritime temperate; cool and rainy in north, warmer and drier in south. Terrain the west-flowing Tagus River divides the country: the north is mountainous toward the interior, while the south is characterized by rolling plains. Natural resources fish, forests (cork), iron ore, copper, zinc, tin, tungsten, silver, gold, uranium, marble, clay, gypsum, salt, arable land, hydropower. Ethnic groups Portuguese 95%; citizens from Portugal’s former colonies in Africa, Asia (Han Chinese), and South America (Brazilian) and other foreign born 5%. Languages Portuguese (official), Mirandese (official, but locally used). Independence 1143 (Kingdom of Portugal recognized); 1 December 1640 (independence reestablished following 60 years of Spanish rule); 5 October 1910 (republic proclaimed). National holiday Portugal Day (Dia de Portugal), 10 June (1580); note - also called Camoes Day, the day that revered national poet Luis DE CAMOES (1524-80) died. Legal system civil law system; Constitutional Court review of legislative acts. International law organization participation accepts compulsory ICJ jurisdiction with reservations; accepts ICCt jurisdiction. Agricultural products milk, tomatoes, olives, grapes, maize, potatoes, pork, apples, oranges, poultry. Industries textiles, clothing, footwear, wood and cork, paper and pulp, chemicals, fuels and lubricants, automobiles and auto parts, base metals, minerals, porcelain and ceramics, glassware, technology, telecommunications; dairy products, wine, other foodstuffs; ship construction and refurbishment; tourism, plastics, financial services, optics. Exports \$85.28 billion note: data are in current year dollars (2020 est.), \$104.77 billion note: data are in current year dollars (2019 est.), \$105.76 billion note: data are in current year dollars (2018 est.) country comparison to the world: 44. Exports - partners Spain 23%, France 13%, Germany 12%, United Kingdom 6%, United States 5% (2019). Exports - commodities cars and vehicle parts, refined petroleum, leather footwear, paper products, tires (2019). ¹²¹Imports \$89.31 billion note: data are

¹²⁰ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/portugal/>

¹²¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/portugal/>

in current year dollars (2020 est.), \$103.05 billion note: data are in current year dollars (2019 est.), \$103.59 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 43](#). [Imports - partners](#) Spain 29%, Germany 13%, France 9%, Italy 5%, Netherlands 5% (2019). [Imports - commodities](#) cars and vehicle parts, crude petroleum, aircraft, packaged medicines, refined petroleum, natural gas (2019). [Reserves of foreign exchange and gold](#) \$26.11 billion (31 December 2017 est.), \$19.4 billion (31 December 2015 est.) [country comparison to the world: 55](#). **Communications.** [Telephones - fixed lines](#) total subscriptions: 5,212,507 (2020) subscriptions per 100 inhabitants: 51.12 (2020 est.) [country comparison to the world: 27](#). [Telephones - mobile cellular](#) total subscriptions: 11,854,999 (2020) subscriptions per 100 inhabitants: 116.3 (2020 est.) [country comparison to the world: 75](#). [Telecommunication systems](#) general assessment: Portugal has a medium-sized telecom market with a strong mobile sector and a growing broadband customer base; mobile market dominated by one operator with room for competition; 3G infrastructure is universal, with investment directed toward expanding provision of 90% LTE coverage in rural areas and 5G technologies; cable sector shifting to wireless, with access to 66% of population; developments in m-commerce; operator assessing installation of submarine cable between islands and mainland; importer of broadcasting equipment from EU (2020). domestic: integrated network of coaxial cables, open-wire, microwave radio relay, and domestic satellite earth stations; fixed-line 50 per 100 persons and mobile-cellular 116 per 100 persons (2019). [Internet country code](#) .pt [Internet users](#) total: 8.58 million (2021 est.) percent of population: 78.26% (2020 est.) [country comparison to the world: 65](#). [Broadband - fixed subscriptions](#) total: 4,160,895 (2020) subscriptions per 100 inhabitants: 40.81 (2020 est.) [country comparison to the world: 36](#). **Transportation.** [National air transport system](#) number of registered air carriers: 10 (2020) inventory of registered aircraft operated by air carriers: 168 annual passenger traffic on registered air carriers: 17,367,956 (2018) annual freight traffic on registered air carriers: 454.21 million mt-km (2018). [Airports](#) total: 64 (2013) [country comparison to the world: 77](#). [Airports - with paved runways](#) total: 43¹²² (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

¹²² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/portugal/>

<https://www.cia.gov/the-world-factbook/countries/portugal/>).¹²³ According to the Permanent Mission of Portugal to the United Nations The Ministry of Foreign Affairs – MFA (2021) Portugal was founded in 1143, year of the Zamora's Treaty signing. The treaty, agreed upon by D. Afonso Henriques, the first King of Portugal, and Alphonse the VII of León and Castile, recognized Portugal as an independent kingdom. In 1179 that status was confirmed by Pope Alexander the III. During the 12th and 13th Centuries, the Portuguese Kings extended the borders, until conquering the Algarve, consolidating a territory almost unchanged until today. With its borders defined, Portugal started to look inside itself. At the end of the 13th Century, King D. Dinis founded the prestigious University of Coimbra, one of the oldest in Europe. In the most important centers, castles, palaces and cathedrals were built as the territorial administration cemented. In 1385, following a popular movement, D. João I was acclaimed king, thus beginning the 2nd dynasty. The sons of D. João I and D. Filipa de Lencastre would be praised by Luiz Vaz de Camões ("Os Lusíadas") as a noble generation of great princes ("Ínclita geração, altos Infantes"), for their humanism, education and governing skills. Amongst them, one was to be known by History as the visionary and leader who made possible one of humanity's greatest adventures: the Discoveries. Thanks to the impetus of Infant D. Henrique, also known as Henri the Navigator, the Portuguese caravels crossed the seas, putting to use the best scientifically and practical knowledge of those days. During the 14th, 15th and 16th centuries they navigated to Africa, the Far East and the heart of the South American continent. They conquered lands, hoarded wealth and brought to Europe things never seen before. In 1498 Vasco da Gama discovered the maritime route to India and in 1500 Pedro Álvares Cabral arrived in Brasil. The Portuguese would still reach Oman (1508), Malasia (1511), Timor (1512), China (1513) and Japan (1543). It was also a Portuguese, Fernão de Magalhães (sometimes referred to as Magellan), who planned and commanded, between 1519 and 1522, the first circumnavigation of the Globe. This might have been the beginning of the globalization. To celebrate this era, particularly the arrival in India, King D. Manuel had the Jeronimos Monastery built (a singular building in which nautical motives are very present) and inserted the armillary sphere in the Portuguese flag. The small kingdom was then the largest Empire in the world. Portugal brought together wise men and mercenaries, scientists and painters, businessmen and poets, slaves and

¹²³ Permanent Mission of Portugal to the United Nations The Ministry of Foreign Affairs (MFA) (2021) *History*. Available from: <https://onu.missaoportugal.mne.gov.pt/en/about-portugal/history> [Accessed November 16, 2021]

princes. Such power and wealth awoke the jealousy of other peoples and after the tragic death of the young King D. Sebastião, in a battle at Alcácer Quibir, in the North of Africa, the resultant vacant throne was occupied by Spanish Kings, who united the two states under the same government for 60 years. ¹²⁴In 1640 Portugal had once again a Portuguese King, D. João IV, who restored the country's independence. In the 18th Century art-lover, absolutist King D. João V ordered the construction, in Mafra, of a giant Convent and palace and, in Lisbon, the Aqueduct of Águas Livres. However, the luxurious and exotic capital of the kingdom almost completely vanished in 1755 due to a devastating earthquake. It was Marquês de Pombal, Prime Minister of King D. José, who recreated a new Lisbon, monumental and ready to take on the furies of nature. In the early 19th Century, Napoleon's troops invaded Portugal and the court moved to Brazil, in order to ensure the Portuguese dynastical continuity and independence. Returning 14 years later, in 1821, King João VI found a different country: besides the scars of years of war, the liberal movement had transformed the political landscape. The king's power was no longer absolute and the first Constitution was close to being approved. After D. João VI's death, civil war broke out (1828) between his two sons: D. Miguel, supported by the courts, who opposed the Constitution, and D. Pedro, who defended it, along a liberal vision of the State, but was legally prevented from taking the Portuguese crown as he had declared Brazil's independence 6 years earlier. The quarrel would be settled in 1834 with the signing of the "Convenção de Évora Monte" that put an end to military operations and determined a return to a liberal and constitutional version of the monarchy. Republican ideas started gaining ground and momentum from the end of the 19th century onwards. After the King's assassination in 1908 and the revolution of October 5th, 1910, a Republic was established. D. Manuel II was the last King of Portugal and Teófilo Braga the first republican Head of State. Manuel de Arriaga was the first elected President of the Portuguese Republic. After a troubled period and the Portuguese participation at the First World War, a military coup caused the "Estado Novo" to emerge. This was an authoritarian, one party regime dominated by António Oliveira Salazar, who governed the country for almost half a century. However, on 25 April 1974 the «Carnation Revolution» returned freedom and democracy to the Portuguese, swiftly recognizing the independence of the former African colonies. Once again inside its original borders, Portugal turned round and faced Europe. In 1986

¹²⁴ Permanent Mission of Portugal to the United Nations The Ministry of Foreign Affairs (MFA) (2021) *History*. Available from: <https://onu.missaoportugal.mne.gov.pt/en/about-portugal/history> [Accessed November 16, 2021]

the country joined the CEE and, since then, the Portuguese have been enthusiastic participants in the construction of a new Europe, without however forgetting their History, their character and their traditions¹²⁵ (Permanent Mission of Portugal to the United Nations The Ministry of Foreign Affairs – MFA, 2021, <https://onu.missaoportugal.mne.gov.pt/en/about-portugal/history>).

““Climate. The Portuguese climate is characterized by mild winters and pleasant summers, varying, however, from region to region. In the North precipitation is higher and temperatures are lower, but temperature range is widest in the interior. To the south of the Tagus, the largest river in the Iberian Peninsula, one can feel the Mediterranean influence, with hot, long summers and short winters with little rainfall. Madeira has a Mediterranean climate with mild and pleasant temperatures all year round, while the Azores have a temperate maritime climate with abundant rainfall. National Symbols. National Flag. Following the establishment of the Republic, a decree of the National Constituent Assembly dated 19 June 1911 approved a new national flag. The national flag is vertically divided into two colours - dark green and red - with the green on the hoist or flagstaff side. In the centre, superimposed on the colour boundary, is the national coat of arms rimmed in white, over the armillary sphere in yellow and highlighted in black. The length of the flag is one-and-a-half times the height of the hoist. Two fifths of the total length are green, and the remaining three fifths are red. The emblem occupies half the height and is placed equidistant from the upper and lower borders.

National Anthem: A Portuguesa

Heróis do mar, nobre povo,
Nação valente, imortal,
Levantai hoje de novo
O esplendor de Portugal!
Entre as brumas da memória,
Ó Pátria, sente-se a voz
Dos teus egrégios avós,
Que há-de guiar-te à vitória!

¹²⁵ Permanent Mission of Portugal to the United Nations The Ministry of Foreign Affairs (MFA) (2021) *History*. Available from: <https://onu.missaoportugal.mne.gov.pt/en/about-portugal/history> [Accessed November 16, 2021]

Às armas, às armas!

Sobre a terra, sobre o mar,

Às armas, às armas!

Pela Pátria lutar

Contra os canhões marchar, marchar!”¹²⁶ (Permanent Mission of Portugal to the United Nations The Ministry of Foreign Affairs – MFA, 2021, <https://onu.missaoportugal.mne.gov.pt/en/about-portugal/history>).

5.5 Conclusion

It can be concluded that the Federal Republic of Nigeria is the largest economy on the continent of Africa and it is rich in culture, tourist attraction sites, natural resources and so on. Furthermore, it can be concluded that Portugal is the oldest country in Europe with a successful history of discovery and adventure. The Kingdom of Belgium is indeed the hub of the promotion of global human rights, democracy and diplomacy excellence and as a result this ultimately makes Belgium enjoy a strong nation brand status. In general the Kingdom of Belgium, the Federal Republic of Nigeria and Portugal have unique historical architecture, industries and values/beliefs which somehow make their quality of life rich whilst at the same time highly attractive to the international community.

5.6 Discussion questions

- 1) Briefly define the following terms ‘principle’ and ‘support’?
- 2) List the key differences between the Kingdom of Belgium, the Federal Republic of Nigeria & Portugal (The Portuguese Republic)?
- 3) Discuss in greater detail why the Kingdom of Belgium, the Federal Republic of Nigeria & Portugal (The Portuguese Republic) are part of the ‘28 Amazingly Beautiful Countries in the World’?

¹²⁶ Permanent Mission of Portugal to the United Nations The Ministry of Foreign Affairs (MFA) (2021) *History*. Available from: <https://onu.missaoportugal.mne.gov.pt/en/about-portugal/history> [Accessed November 16, 2021]

Chapter 6: Canada, the Federative Republic of Brazil & Republic of Botswana

After reading this chapter you should be able to:

- Define the following terms ‘celebrate’ and ‘freedom’.
- Discuss the key differences between Canada, the Federative Republic of Brazil & the Republic of Botswana.
- Explain why Canada, the Federative Republic of Brazil & Republic of Botswana are part of the ‘28 Amazingly Beautiful Countries in the World’.

6.1 Introduction

How your country is perceived on the global arena is critical towards its economic growth (*via tourism, international trade, creation of new export markets & banking institutions*), political agreements (*such as world peace, protection of human rights & climate change initiatives*) and so on. **Canada**. In general the great nation of Canada is one of the world’s cleanest and climate friendly nation with strict environment protection laws. Canada has a multicultural/diverse culture population, vast natural beauty, friendliest people and this has also led to Canada being ranked as a leading global tourist destination and one of the world’s best places to live with the happiest people. ¹²⁷According to the Michigan State University (2021) the head of state is the queen of the United Kingdom, and the head of government is the prime minister of Canada. Canada has a market economic system in which the prices of goods and services are determined in a free price system. Canada is a member of the Asia-Pacific Economic Cooperation (APEC), the North American Free Trade Agreement (NAFTA), and the Trans-Pacific Partnership (TPP) (Michigan State University, 2021, <https://globaledge.msu.edu/countries/canada>). **Federative Republic of Brazil**. Globally the great nation of Brazil is known for its diverse sporting activities and over the past number of years it has successfully hosted several major sporting events (*during the year 2014 and 2016*). Brazil is home to the world famous natural beauty ‘The Amazon River’ and ‘The Amazon Rainforest’.

¹²⁷ Michigan State University (2021) *Canada*. Available from: <https://globaledge.msu.edu/countries/canada> © 1994 - 2021 Michigan State University. All rights reserved.

¹²⁸Notably, Brazil is ranked as one of the largest economies in the world and it is also a member of the Common Market of the South (Mercosur) which comprises the following countries: Uruguay, Argentina, Paraguay and Venezuela (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021, <https://www.cia.gov/>). **Republic of Botswana.** ¹²⁹“Botswana has come to be known as the “African Exception.” Its record of economic growth and political democracy stands in stark contrast to virtually all other parts of Sub-Saharan Africa (SSA). World Bank data show that from 1965 to 1999, Botswana achieved the world’s highest rate of growth of per capita income: over 7 percent per annum” (Carleton College, 2020, <https://www.carleton.edu/president/lewis/speeches-writings/botswana-success/>). ¹³⁰According to The International Trade Administration, U.S. Department of Commerce (2021) with its democratic institutions, Botswana is one of the best functioning democracies in Africa. Botswana and the United States enjoy strong bilateral relations. Botswana’s small population of 2.3 million people belies its potential to leverage its position to be a gateway to the 277 million people southern African market. However, Botswana maintains a good credit profile that is supported by robust fiscal measures which maintain the debt level at no more than 40% of GDP (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/botswana-market-overview>). The following section will cover in-depth aspects related to the definition of terms.

¹²⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

[https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20\(July%202021%20est.\)](https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20(July%202021%20est.))

¹²⁹ Carleton College (2020) *Explaining Botswana’s Success: The Importance of Culture*. Available from:

<https://www.carleton.edu/president/lewis/speeches-writings/botswana-success/> [Accessed November 17, 2021]

¹³⁰ The International Trade Administration, U.S. Department of Commerce (2021) *Botswana-Market Overview*. Available from:

<https://www.trade.gov/country-commercial-guides/botswana-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

6.2 Define the following terms ‘celebrate’ and ‘freedom’

¹³¹“Words become easier to grasp if what they mean is properly defined in a much simpler manner by authors to clearly highlight the logic of whatever they intend to communicate to readers. The term ‘celebrate’ refers to the carrying-out of planned and well designed fun activities to commemorate a positive result or a worthy accomplishment in life” (Rudolph. Patrick. Tawanda. Muteswa, 2021:138). According to Rudolph. Patrick. Tawanda. Muteswa (2021:150) For the purposes of this textbook the term ‘freedom’ means the ability to freely decide and choose your day-to-day passion, ideas, choices and rights without any restrictions (Rudolph. Patrick. Tawanda. Muteswa, 2021:150). In the following section the differences between Canada, the Federative Republic of Brazil & the Republic of Botswana will be covered.

6.3 Key differences between Canada, the Federative Republic of Brazil & the Republic of Botswana

The basic differences that exist amongst nations must be clearly identified to enhance knowledge building in societies. Notably, the differences between Canada, the Federative Republic of Brazil & the Republic of Botswana are highlighted in Table 6.1 below.

Table 6.1 Major differences between Canada, the Federative Republic of Brazil & the Republic of Botswana

Canada	Federative Republic of Brazil	Republic of Botswana
• It is geographically located on the continent of North America.	• It is geographically located on the continent of South America.	• It is geographically located on the continent of Africa.
• The capital city of Canada is Ottawa.	• The capital city of the Federative Republic of Brazil is Brasilia (<i>The World Factbook 2021</i> . Washington, DC: Central	• The capital city of the Republic of Botswana is Gaborone (<i>The World Factbook 2021</i> .

¹³¹ Muteswa, R.P.T. (2021) *The Magnificence of Respecting Human Rights, Democracy & Freedoms in a Country & Organizations: (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*. 1st Edition, ISBN 978-1-77921-415-7, Self Published Book, p138 & p150.

	Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/ .	Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/ .
<ul style="list-style-type: none"> ¹³²The total population in Canada during the year of 2021 in July was estimated around 37,943,231 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> ¹³³The total population in the Federative Republic of Brazil during the year of 2021 in July was estimated around 213,445,417 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> ¹³⁴The total population in the Republic of Botswana during the year of 2021 in July was estimated around 2,350,667 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).
<ul style="list-style-type: none"> The total land area of Canada is 9,984,670 sq. km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> The total land area of the Federative Republic of Brazil is 8,515,770 square kilometers (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> The total land area of the Republic of Botswana is 581,730 sq. km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).

Source: Modified: Table Created By The Author Using Information Inspired From ((*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/>).

The following section will cover aspects about some of the ‘28 Amazingly Beautiful Countries in the World’ in-depth.

¹³² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/canada/>

¹³³ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

[https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20\(July%202021%20est.\)](https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20(July%202021%20est.))

¹³⁴ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/botswana/>

6.4 Canada, the Federative Republic of Brazil & the Republic of Botswana

It is now inevitable for countries to benchmark their living standards, happiness, prosperity and human rights indexes against each other to become better at everything they do for their citizens whilst boosting their nation brand. Some of the ‘Amazingly Beautiful Countries in the World’ include the following:

6.4.1 Canada

In general for the past number of years the beautiful great nation of Canada has been consecutively ranked as having one of the world’s highest quality of life standards and a nation brand. ¹³⁵“Canada is one of the leading developed nations in the world that has gone the extra mile in taking a positive step towards attaining a climate friendly economy” (Rudolph. Patrick. Tawanda. Muteswa, 2021:60). ¹³⁶According to the Australian Government Department of Foreign Affairs and Trade (2022) Both English and French have official language status, and French-speaking Quebec has a degree of constitutional autonomy in Canada. Indigenous people make up around 4.9 per cent of the population. Canada is the second-largest country in world (after Russia) in land area, with approximately 90 per cent of the population concentrated within 160 km of the US border. Canada has more fresh water than any other country with at least 2 million natural lakes; and almost 9 per cent of Canadian territory is water. Canada is divided into 10 provinces and 3 territories*: Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec, Saskatchewan, Northwest Territories*, Nunavut*, and Yukon*. Canada has been an active member of the North Atlantic Treaty Organization (NATO) since its inception in 1949. Canada, Australia and New Zealand have a history of working together in the United Nations (UN) on

¹³⁵ Muteswa, R.P.T. (2021) *Climate Change & the Global Business Community’s Viewpoint (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*. Self Published Humanitarian Educational Book ISBN 978-1-77921-416-4

¹³⁶ Australian Government Department of Foreign Affairs and Trade (2022) *Canada country brief*. Available from: <https://www.dfat.gov.au/geo/canada/canada-country-brief> [Accessed February 03, 2022] © Commonwealth of Australia 2022

issues ranging from security to development to human rights, including through an informal grouping known as CANZ (Australian Government Department of Foreign Affairs and Trade, 2022, <https://www.dfat.gov.au/geo/canada/canada-country-brief>).¹³⁷““Background A land of vast distances and rich natural resources, Canada became a self-governing dominion in 1867, while retaining ties to the British crown. Canada gained legislative independence from Britain in 1931 and formalized its constitutional independence from the UK in 1982 when it passed the Canada Act in 1982. Economically and technologically, the nation has developed in parallel with the US, its neighbor to the south across the world's longest international border. Canada also aims to develop its diverse energy resources while maintaining its commitment to the environment. Location Northern North America, bordering the North Atlantic Ocean on the east, North Pacific Ocean on the west, and the Arctic Ocean on the north, north of the conterminous US. Climate varies from temperate in south to subarctic and arctic in north. Terrain mostly plains with mountains in west, lowlands in southeast. Major watersheds (area sq km) Atlantic Ocean drainage: Mississippi* (*Gulf of Mexico*) (3,202,185 sq km, Canada only 32,000 sq km), Nelson (*Hudson Bay*) (1,093,141 sq km), Saint Lawrence* (1,049,636 sq km, Canada only 839,200 sq km), Arctic Ocean drainage: Mackenzie (1,706,388 sq km), Pacific Ocean drainage: Yukon* (847,620 sq km, Canada only 823,800 sq km), Columbia* (657,501 sq km, Canada only 103,000 sq km) note - watersheds shared with the US shown with *. Major aquifers Northern Great Plains Aquifer. Major lakes (area sq km) Fresh water lake(s): Huron* - 35,972 sq km; Great Bear Lake - 31,328 sq km; Superior* - 28,754 sq km; Great Slave Lake - 28,568 sq km; Lake Winnipeg - 24,387 sq km; Erie* - 12,776 sq km; Ontario* - 9,790 sq km; Lake Athabasca - 7,935 sq km; Reindeer Lake - 6,650 sq km; Nettilling Lake - 5,542 sq km. note - Great Lakes* area shown as Canadian waters. Major rivers (by length in km) Mackenzie - 4,241 km; Yukon river source (shared with the US [m]) - 3,185 km; Saint Lawrence river mouth (shared with US) - 3,058 km; Nelson - 2,570 km; Columbia river source (shared with the US [m]) - 1,953 km; Churchill - 1,600 km; Fraser - 1,368 km; Ottawa - 1,271 km; Athabasca - 1,231 km; North Saskatchewan - 1,220 km; Liard - 1,115 km note – [s] after country name indicates river source; [m] after

¹³⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/canada/>

country name indicates river mouth. ¹³⁸[Ethnic groups](#) Canadian 32.3%, English 18.3%, Scottish 13.9%, French 13.6%, Irish 13.4%, German 9.6%, Chinese 5.1%, Italian 4.6%, North American Indian 4.4%, East Indian 4%, other 51.6% (2016 est.). **note:** percentages add up to more than 100% because respondents were able to identify more than one ethnic origin. [Languages](#) English (official) 58.7%, French (official) 22%, Punjabi 1.4%, Italian 1.3%, Spanish 1.3%, German 1.3%, Cantonese 1.2%, Tagalog 1.2%, Arabic 1.1%, other 10.5% (2011 est.). [Administrative divisions](#) 10 provinces and 3 territories*; Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Northwest Territories*, Nova Scotia, Nunavut*, Ontario, Prince Edward Island, Quebec, Saskatchewan, Yukon*. [Independence](#) 1 July 1867 (union of British North American colonies); 11 December 1931 (recognized by UK per Statute of Westminster). [National holiday](#) Canada Day, 1 July (1867). [Legal system](#) common law system except in Quebec, where civil law based on the French civil code prevails. [International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICCT jurisdiction. [Economic overview](#) Canada resembles the US in its market-oriented economic system, pattern of production, and high living standards. Since World War II, the impressive growth of the manufacturing, mining, and service sectors has transformed the nation from a largely rural economy into one primarily industrial and urban. Canada has a large oil and natural gas sector with the majority of crude oil production derived from oil sands in the western provinces, especially Alberta. Canada now ranks third in the world in proved oil reserves behind Venezuela and Saudi Arabia and is the world's seventh-largest oil producer. The 1989 Canada-US Free Trade Agreement and the 1994 North American Free Trade Agreement (which includes Mexico) dramatically increased trade and economic integration between the US and Canada. Canada and the US enjoy the world's most comprehensive bilateral trade and investment relationship, with goods and services trade totaling more than \$680 billion in 2017, and two-way investment stocks of more than \$800 billion. Over three-fourths of Canada's merchandise exports are destined for the US each year. Canada is the largest foreign supplier of energy to the US, including oil, natural gas, and electric power, and a top source of US uranium imports. [Agricultural products](#) wheat, rapeseed, maize, barley, milk, soybeans, potatoes, oats, peas, pork. [Industries](#) transportation equipment, chemicals, processed and unprocessed minerals, food products, wood

¹³⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/canada/>

and paper products, fish products, petroleum, natural gas. [Exports](#) \$477.31 billion note: data are in current year dollars (2020 est.), \$555.83 billion note: data are in current year dollars (2019 est.), \$556.89 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 14](#). ¹³⁹[Exports - partners](#) US 73% (2019). [Exports - commodities](#) crude petroleum, cars and vehicle parts, gold, refined petroleum, natural gas (2019). [Imports](#) \$510.29 billion note: data are in current year dollars (2020 est.), \$583.6 billion note: data are in current year dollars (2019 est.), \$589.55 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 10](#). [Imports - partners](#) US 57%, China 11%, Mexico 5% (2019). [Imports - commodities](#) cars and vehicle parts, delivery trucks, crude petroleum, refined petroleum (2019). [Reserves of foreign exchange and gold](#) \$86.68 billion (31 December 2017 est.), \$82.72 billion (31 December 2016 est.) [country comparison to the world: 28](#). **Communications.** [Telephones - fixed lines](#) total subscriptions: 13.926 million (2020) subscriptions per 100 inhabitants: 36.9 (2020 est.) [country comparison to the world: 15](#). [Telephones - mobile cellular](#) total subscriptions: 36,093,021 (2020) subscriptions per 100 inhabitants: 95.63 (2020 est.) [country comparison to the world: 43](#). [Telecommunication systems](#) general assessment: Canada has highly developed, technologically advanced telecom services; LTE and broadband are nearly universal; competition between the DSL and cable platforms with investment in fiber networks; regulatory efforts ensure operators have spectrum available to develop 5G services; policy to improve service speeds and enable digital economy and e-services; operator's 5G network facilitates smart-city vehicle and pedestrian traffic; high value in e-commerce transactions; international connections through submarine, terrestrial, and satellite systems; importer of broadcasting equipment from China (2020). domestic: 35 per 100 fixed-line; 93 per 100 mobile-cellular; comparatively low mobile penetration provides further room for growth; domestic satellite system with about 300 earth stations (2019). [Internet country code.ca](#) [Internet users](#) total: 35.63 million (2021 est.) percent of population: 91% (2019 est.) [country comparison to the world: 26](#). [Broadband - fixed subscriptions](#) total: 15,776,602 (2020) subscriptions per 100 inhabitants: 41.8 (2020 est.) [country comparison to the world: 16](#). **Transportation.** [National air transport system](#) number of registered air carriers: 51 (2020), inventory of registered aircraft operated by air carriers: 879, annual

¹³⁹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/canada/>

passenger traffic on registered air carriers: 89.38 million (2018), annual freight traffic on registered air carriers: 3,434,070,000 mt-km (2018). [Airports](#) total: 1,467 (2013) [country comparison to the world: 4. Airports - with paved runways](#) total: 523¹⁴⁰ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/canada/>).

6.4.2 Federative Republic of Brazil

¹⁴¹“[Background](#) Following more than three centuries under Portuguese rule, Brazil gained its independence in 1822, maintaining a monarchical system of government until the abolition of slavery in 1888 and the subsequent proclamation of a republic by the military in 1889. By far the largest and most populous country in South America, Brazil underwent more than a half century of populist and military government until 1985, when the military regime peacefully ceded power to civilian rulers. Brazil continues to pursue industrial and agricultural growth and development of its interior. [Location](#) Eastern South America, bordering the Atlantic Ocean. [Climate](#) mostly tropical, but temperate in south. ¹⁴²[Terrain](#) mostly flat to rolling lowlands in north; some plains, hills, mountains, and narrow coastal belt. [Natural resources](#) alumina, bauxite, beryllium, gold, iron ore, manganese, nickel, niobium, phosphates, platinum, tantalum, tin, rare earth elements, uranium, petroleum, hydropower, timber. [Major watersheds \(area sq km\)](#) Atlantic Ocean drainage: Amazon (6,145,186 sq km), Orinoco (953,675 sq km), Paraná (2,582,704 sq km), São Francisco (617,814 sq km), Tocantins (764,213 sq km). [Major aquifers](#) Amazon Basin, Guarani Aquifer System, Maranhao Basin. [Major lakes \(area sq km\)](#) Fresh water lake(s): Lagoa dos Patos - 10,140 sq km. Salt water lake(s): Lagoa Mirim (shared with Uruguay) - 2,970 sq km. [Major rivers \(by length in km\)](#) Amazon river mouth (shared with Peru [s]) - 6,400 km; Rio de la Plata/Parana river source (shared with Paraguay, Argentina, and Uruguay [m]) - 4,880 km; Tocantins - 3,650 km; Sao Francisco - 3,180 km; Paraguay river source (shared with Argentina

¹⁴⁰ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/canada/>

¹⁴¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

[https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20\(July%202021%20est.\)](https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20(July%202021%20est.))

¹⁴² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

[https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20\(July%202021%20est.\)](https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20(July%202021%20est.))

and Paraguay [m]) - 2,549 km; Rio Negro river mouth (shared with Colombia [s] and Venezuela) - 2,250 km; Uruguay river source (shared with Argentina and Uruguay [m]) - 1,610 km **note** – [s] after country name indicates river source; [m] after country name indicates river mouth.

[Ethnic groups](#) White 47.7%, mixed 43.1%, Black 7.6%, Asian 1.1%, Indigenous 0.4% (2010 est.). [Languages](#) Portuguese (official and most widely spoken language); note - less common languages include Spanish (border areas and schools), German, Italian, Japanese, English, and a large number of minor Amerindian languages. [Agricultural products](#) sugar cane, soybeans, maize, milk, cassava, oranges, poultry, rice, beef, cotton. [Industries](#) textiles, shoes, chemicals, cement, lumber, iron ore, tin, steel, aircraft, motor vehicles and parts, other machinery and equipment. [Exports](#) \$239.18 billion note: data are in current year dollars (2020 est.), \$260.07 billion note: data are in current year dollars (2019 est.), \$274.9 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 27](#). [Exports - partners](#) China 28%, United States 13% (2019). [Exports - commodities](#) soybeans, crude petroleum, iron, corn, wood pulp products (2019). [Imports](#) \$227.44 billion note: data are in current year dollars (2020 est.), \$269.02 billion note: data are in current year dollars (2019 est.), \$267.52 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 27](#). [Imports - partners](#) China 21%, United States 18%, Germany 6%, Argentina 6% (2019). ¹⁴³[Imports - commodities](#) refined petroleum, vehicle parts, crude petroleum, integrated circuits, pesticides (2019). [Reserves of foreign exchange and gold](#) \$374 billion (31 December 2017 est.), \$367.5 billion (31 December 2016 est.) [country comparison to the world: 10](#). **Communications.** [Telephones - fixed lines](#) total subscriptions: 30,653,813 (2020) subscriptions per 100 inhabitants: 14.42 (2020 est.) [country comparison to the world: 7](#). [Telephones - mobile cellular](#) total subscriptions: 205,834,781 (2020) subscriptions per 100 inhabitants: 96.84 (2020 est.) [country comparison to the world: 6](#). [Telecommunication systems](#) general assessment: Brazil is one of the largest mobile and broadband markets in Latin America with healthy competition and pricing; 5G launched on limited basis; countrywide network spectrum auction held in November 2021; large fixed-line broadband market with focus on fiber; landing point for submarine cables and investment into terrestrial fiber cables to neighboring countries; Internet penetration has increased, access varies along geographic and socio-economic lines; government provides free WiFi in urban public

¹⁴³ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

[https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20\(July%202021%20est.\)](https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20(July%202021%20est.))

spaces; pioneer in the region for M-commerce; major importer of integrated circuits from South Korea and China, and broadcasting equipment from China. (2021) domestic: fixed-line connections have remained relatively stable in recent years and stand at about 16 per 100 persons; less-expensive mobile-cellular technology has been a major impetus broadening telephone service to the lower-income segments of the population with mobile-cellular teledensity roughly 99 per 100 persons (2019). [Internet country code](#) .br [Internet users](#) total: 160 million (2021 est.) percent of population: 73.91% (2019 est.) [country comparison to the world: 5](#). [Broadband - fixed subscriptions](#) total: 36,344,670 (2020) subscriptions per 100 inhabitants: 17.1 (2020 est.) [country comparison to the world: 4](#). **Transportation.** [National air transport system](#) number of registered air carriers: 9 (2020) inventory of registered aircraft operated by air carriers: 443 annual passenger traffic on registered air carriers: 102,109,977 (2018) annual freight traffic on registered air carriers: 1,845,650,000 mt-km (2018). [Airports](#) total: 4,093 (2013) [country comparison to the world: 2](#). [Airports - with paved runways](#) total: 698¹⁴⁴ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. [https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20\(July%202021%20est\)](https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20(July%202021%20est))).

¹⁴⁵According to The International Trade Administration, U.S. Department of Commerce (2021) Brazil continues to be an excellent market for experienced U.S. exporters across a wide range of sectors, despite the economy experiencing a slow down as a result of the pandemic. U.S. exporters and those firms willing to become knowledgeable of regulatory and country-specific challenges can do well in Brazil. In 2019, Brazil was the United States' ninth largest export market and our fourteenth-largest trading partner ([U.S. Census](#)). The United States exported \$67.3 billion in goods and services to Brazil, while the United States imported \$37.6 billion in Brazilian goods and services, representing a \$29.7 billion U.S. trade surplus ([Bureau of Economic Analysis](#)). After the United States, Brazil is the Western Hemisphere's second largest population and economy. Brazil is Latin America's top oil producer and owns the largest recoverable ultra-deep oil reserves in the world, with 94% of Brazil's oil production produced

¹⁴⁴ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

[https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20\(July%202021%20est\)](https://www.cia.gov/the-world-factbook/countries/brazil/#:~:text=213%2C445%2C417%20(July%202021%20est))

¹⁴⁵ The International Trade Administration, U.S. Department of Commerce (2021) *Brazil-Market Overview*. Available from: <https://www.trade.gov/knowledge-product/brazil-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

offshore. Brazil is also the largest electricity market in Latin America and the 7th largest globally in electricity generation capacity. Brazil also remains the largest Latin American source of Foreign Direct Investment (FDI) in the United States according to [SelectUSA](#), the USG's investment promotion program. In 2019, the United States received \$45.7 billion in job creating FDI from Brazil, according to the [Bureau of Economic Analysis](#) (US Census, 2019; Bureau of Economic Analysis, 2020 & SelectUSA, 2021 cited in The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/knowledge-product/brazil-market-overview>).

6.4.3 Republic of Botswana

¹⁴⁶According to Hanson, S. published in Council for Foreign Relations (2007) Botswana is an upper middle-income country touted as one of Africa's few success stories. The diamond-rich country enjoys stable economic growth, consistently ranks near the top of international anticorruption measures, and remains untouched by the political instability that has roiled so many African nations. Botswana, a landlocked country of 1.8 million people in southern Africa, had the highest per-capita growth rate in the world for more than three decades after its independence in 1966. The bulk of this growth was fueled by diamonds, which were discovered in the early 1970s. Unlike many resource-rich African states, Botswana implemented prudent policies to manage its resources. Bolstered by its institutional strength, Botswana ranks near the top of many indices on governance. Botswana is considered a model for other African countries, but it still has a long way to go (Hanson, S., 2007, <https://www.cfr.org/backgrounder/botswana-african-success-story-shows-strains>).

¹⁴⁷““[Background](#) Seeking to stop the incorporation of their land into Rhodesia (Zimbabwe) or the Union of South Africa, in 1885, three tribal chiefs traveled to Great Britain and successfully lobbied the British Government to put "Bechuanaland" under UK protection. Upon independence

¹⁴⁶ Hanson, S. (2007) *Botswana: An African Success Story Shows Strains*. Available from: <https://www.cfr.org/backgrounder/botswana-african-success-story-shows-strains> ©2021 Council on Foreign Relations. All rights reserved.

¹⁴⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/botswana/>

in 1966, the British protectorate of Bechuanaland adopted the new name of Botswana. More than five decades of uninterrupted civilian leadership, progressive social policies, and significant capital investment have created one of the most stable economies in Africa. Mineral extraction, principally diamond mining, dominates economic activity, though tourism is a growing sector due to the country's conservation practices and extensive nature preserves. [Location](#) Southern Africa, north of South Africa. [Climate](#) semiarid; warm winters and hot summers. [Terrain](#) predominantly flat to gently rolling tableland; Kalahari Desert in southwest. [Natural resources](#) diamonds, copper, nickel, salt, soda ash, potash, coal, iron ore, silver. [Major watersheds \(area sq km\)](#) Atlantic Ocean drainage: Orange (941,351 sq km), Indian Ocean drainage: Zambezi (1,332,412 sq km), Internal (*endorheic basin*) drainage: Okavango Basin (863,866 sq km). [Major aquifers](#) Lower Kalahari-Stampriet Basin, Upper Kalahari-Cuvelai-Upper Zambezi Basin. [Major rivers \(by length in km\)](#) Zambezi (shared with Zambia [s]), Angola, Namibia, Zimbabwe, and Mozambique [m]) - 2,740 km; Limpopo (shared with South Africa [s], Zimbabwe, and Mozambique [m]) - 1,800 km; Okavango river mouth (shared with Angola [s], and Namibia) - 1,600 km note – [s] after country name indicates river source; [m] after country name indicates river mouth. [Ethnic groups](#) Tswana (or Setswana) 79%, Kalanga 11%, Basarwa 3%, other, including Kgalagadi and people of European ancestry 7%/. [Languages](#) Setswana 77.3%, Sekalanga 7.4%, Shekgalagadi 3.4%, English (official) 2.8%, Zezuru/Shona 2%, Sesarwa 1.7%, Sembukushu 1.6%, Ndebele 1%, other 2.8% (2011 est.). [Independence](#) 30 September 1966 (from the UK). [National holiday](#) Independence Day (Botswana Day), 30 September (1966). [Legal system](#) mixed legal system of civil law influenced by the Roman-Dutch model and also customary and common law. [International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICCT jurisdiction. [Agricultural products](#) milk, roots/tubers, vegetables, sorghum, beef, game meat, watermelons, cabbages, goat milk, onions. [Industries](#) diamonds, copper, nickel, salt, soda ash, potash, coal, iron ore, silver; beef processing; textiles. [Exports](#) \$6.16 billion note: data are in current year dollars (2019 est.), \$7.53 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 119](#). [Exports - partners](#) India 21%, Belgium 19%, United Arab Emirates 19%, South Africa 9%, Israel 7%, Hong Kong 6%, Singapore 5% (2019). [Exports - commodities](#) diamonds, insulated wiring, gold, beef, carbonates (2019). [Imports](#) \$7.44 billion note: data are in current year dollars (2019 est.), \$7.31 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 122](#).

[Imports - partners](#) South Africa 58%, Namibia 9%, Canada 7% (2019). [Imports - commodities](#) diamonds, refined petroleum, cars, delivery trucks, electricity (2019). [Reserves of foreign exchange and gold](#) \$7.491 billion (31 December 2017 est.), \$7.189 billion (31 December 2016 est.) [country comparison to the world: 82](#)”¹⁴⁸ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/botswana/>). ¹⁴⁹“U.S. government trade statistics show total U.S. exports to Botswana of \$48.7 million in 2020, down from \$104.5 million in 2019. Top U.S. exports consisted of low value shipments (\$22.77 million), excavating machinery (\$8.58 million), tanks, artillery, missiles, rockets, and guns (\$2.69 million), non-farming tractors and parts (\$2.29 million), aircraft (\$1.34 million), precious metal and stones (diamonds) (\$2.05 million), and industrial machines (\$1.26 million). Botswana exports to the United States were valued at \$175 million in 2020, down from \$275.3 million in 2019. The bulk of Botswana’s exports to the United States were gem diamonds at \$172.79 million in 2020.” (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/botswana-market-overview>). The conclusion of this chapter will be covered in the next section.

6.5 Conclusion

It can therefore be concluded that a country’s rankings or image significantly contributes towards its selection as an ‘Amazingly Beautiful Country in the World’. On the continent of Africa the Republic of Botswana has proven to be one of the most peaceful, multicultural and economically stable country with a thriving tourism sector. It can therefore be concluded that today Canada is a naturally beautiful nation with amazing landscapes, vegetation, wildlife and adventure. Canada is the second largest nation in terms of land area in the world despite being geographically located on the continent of North America. It can be concluded that the Federative Republic of Brazil is

¹⁴⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/botswana/>

¹⁴⁹ The International Trade Administration, U.S. Department of Commerce (2021) *Botswana-Market Overview*. Available from:

<https://www.trade.gov/country-commercial-guides/botswana-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

a rich country in terms of natural resources, being home to the largest tropical forest in the world called the Amazon rainforest. Brazil is famously known for its high quality coffee and highly attractive tourism destinations.

6.6 Discussion questions

- 1) Briefly define the following terms ‘celebrate’ and ‘freedom’?
- 2) Identify the key differences between Canada, the Federative Republic of Brazil & the Republic of Botswana?
- 3) Discuss in greater detail why Canada, the Federative Republic of Brazil & Republic of Botswana are part of the ‘28 Amazingly Beautiful Countries in the World’?

Chapter 7: Australia, Norway & the Republic of Namibia

After reading this chapter you should be able to:

- Define the following terms ‘positive liberty’ and ‘freedom to make the world (or to live in a world that we make)’.
- Discuss the key differences between Australia, Norway & the Republic of Namibia.
- Explain why Australia, Norway & the Republic of Namibia are part of the ‘28 Amazingly Beautiful Countries in the World’.

7.1 Introduction

Republic of Namibia. ¹⁵⁰“Overall Prosperity. Namibia is 88th in the overall Prosperity Index rankings. *Pillar rankings.* Namibia performs most strongly in Governance and Personal Freedom. The biggest improvement compared to a decade ago came in Safety & Security” (Legatum Institute Foundation, 2021, <https://www.prosperity.com/globe/namibia>). Namibia is globally recognized for its strong political and economic stability.¹⁵¹ According to The International Trade Administration, U.S. Department of Commerce (2021) Namibia has a population of 2.5 million, but with the recently completed expansion of the port at Walvis Bay, the country is positioning itself as a gateway to the more than 240 million people in the broader Southern Africa market. Namibia enjoys one of the most stable, peaceful political environments in Africa (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/namibia-market-overview>). **Australia.** ¹⁵²“*Our country.* Australia is a unique and diverse country in every way - in culture, population, climate,

¹⁵⁰ Legatum Institute Foundation (2021) *Namibia*. Available from: <https://www.prosperity.com/globe/namibia> [Accessed November 17, 2021]

¹⁵¹ The International Trade Administration, U.S. Department of Commerce (2021) *Namibia-Market Overview*. Available from: <https://www.trade.gov/country-commercial-guides/namibia-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce

¹⁵² Australian Government Department of Defence (2021) *Explore Our Stories*. Available from: <https://www.defence.gov.au> [Accessed October 19, 2021] ©Commonwealth of Australia 2021.

geography, and history. *Culture*. Australian culture is as broad and varied as the country's landscape. Australia is multicultural and multiracial and this is reflected in the country's food, lifestyle and cultural practices and experience"¹⁵³ (Australian Government australia.gov.au, 2021, <https://info.australia.gov.au/about-australia/our-country>). ¹⁵⁴According to the Australian Government Department of Foreign Affairs and Trade (2021) Australia is one of the most multicultural countries in the world, and home to the world's oldest continuing culture. We have a highly skilled workforce and a proud history of democracy and stable government. Australia's Indigenous peoples have lived on and managed the land for more than 60,000 years however, the early treatment of Australia's Indigenous population was marked by conflict and mistreatment. In 1901, Australia became a nation, forming the Commonwealth of Australia. One year later, Australia became one of the first countries in the world to give women the right to vote. In 1945, Australia became a founding member of the United Nations. We take our international responsibilities seriously and work closely with other countries to promote peace and security. Since 1947, over 65,000 Australians have served in more than 50 peace and security operations around the world. Today we are home to 25 million people from almost 200 countries. All Australians have access to quality and affordable health care – for both physical and mental health. Over 30 per cent of the Australian resident population were born overseas. While English is the national language, more than 300 languages are spoken in Australian homes. The top five (excluding English) are Mandarin, Arabic, Cantonese, Vietnamese, and Italian. *Australian democracy*. The core defining values of Australian Democracy are: • freedom of election and being elected • freedom of assembly and political participation • freedom of speech, expression and religious belief • rule of law • other basic human rights. Australians enjoy some of the highest living standards in the world despite being home to only 0.3 per cent of the global population. Since 1992, our economy has grown faster than any other major developed country. We have plentiful natural resources and a sophisticated services sector backed by a highly educated workforce. *Tourism is one of Australia's largest export industries*. It employs over

¹⁵³ Australian Government australia.gov.au (2021) *Our Country*. Available from: <https://info.australia.gov.au/about-australia/our-country> [Accessed October 19, 2021] ©Commonwealth of Australia 2021.

¹⁵⁴ Australian Government Department of Foreign Affairs and Trade (2021) *About Australia*. Available from: <https://www.dfat.gov.au/about-australia> [Accessed October 19, 2021] ©Commonwealth of Australia 2021.

666,000 people. With 43 cents in every tourism dollar spent in regional areas, tourism is important to both city and rural communities. The top reasons visitors choose Australia are: world-class beauty and natural environments (43 per cent), local wildlife (30 per cent), safety and security (27 per cent), friendly citizens (27 per cent), interesting attractions (25 per cent)¹⁵⁵ (Australian Government Department of Foreign Affairs and Trade, 2021, <https://www.dfat.gov.au/about-australia>). **Norway.** ¹⁵⁶According to The International Trade Administration, U.S. Department of Commerce (2021) Norway is located in Northern Europe and is a part of the Scandinavian Peninsula. Jan Mayen and the Arctic archipelago of Svalbard are also part of Norwegian territory. Most of the country shares a border to the east with Sweden; its northernmost region is bordered by Finland to the south and Russia to the east; and Denmark lies south of its southern tip across the Skagerrak Strait. Norway's extensive coastline is facing the North Atlantic Ocean and the Barents Sea. Norway is a vibrant, stable democracy. Most Norwegians are fluent in English and many have very close cultural and family ties to the United States. Norwegian business ethics are similar to those of the United States. Norway is not a member of the European Union (EU) but is linked to the EU through the European Economic Area (EEA) agreement. By virtue of the EEA, Norway is practically part of the EU's single market, except in fisheries and agriculture (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/norway-market-overview>). The following section will cover in-depth aspects related to the definition of terms.

¹⁵⁵ Australian Government Department of Defence (2021) *Explore Our Stories*. Available from: <https://www.defence.gov.au> [Accessed October 19, 2021] ©Commonwealth of Australia 2021.

¹⁵⁶ The International Trade Administration, U.S. Department of Commerce (2021) *Norway-Market Overview*. Available from: <https://www.trade.gov/country-commercial-guides/norway-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

7.2 Define the following terms ‘positive liberty’ and ‘freedom to make the world’ cited by Renowned United States of America-based academic Professor & Associate Dean Peter Levine, 2020

¹⁵⁷“There are several definitions of the term freedom being used in various career fields. ¹⁵⁸*Positive liberty*: the freedom to do something. *Freedom to make the world (or to live in a world that we make)*. Society is an artifact. We are born into the society of our ancestors, with all its flaws. But we are not compelled to replicate it. We become freer in this fifth sense the more that we design and fashion the world that we inhabit. That is a collaborative task, so it requires some limitations on negative liberty” (Renowned United States of America-based academic Professor & Associate Dean Peter Levine, 2020, <https://peterlevine.ws/?p=12571> cited in Rudolph. Patrick. Tawanda. Muteswa, 2021:151). In the following section the differences between Australia, Norway & the Republic of Namibia will be covered.

7.3 Key differences between Australia, Norway & the Republic of Namibia

The basic differences that exist amongst nations must be clearly identified to enhance knowledge building in societies. Notably, the differences between Australia, Norway & the Republic of Namibia are highlighted in Table 7.1 below.

Table 7.1 Major differences between Australia, Norway & the Republic of Namibia

Australia	Norway	Republic of Namibia
• It is geographically located on the continent of Oceania.	• It is geographically located on the continent of Europe.	• It is geographically located on the continent of Africa.
• The capital city of Australia is Canberra (<i>The World Factbook</i>)	• The capital city of Norway is Oslo (<i>The World Factbook 2021</i>).	• The capital city of the Republic of Namibia is

¹⁵⁷ Muteswa, R.P.T. (2021) *The Magnificence of Respecting Human Rights, Democracy & Freedoms in a Country & Organizations: (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*. 1st Edition, ISBN 978-1-77921-415-7, Self Published Book, p150 & p151.

¹⁵⁸ Peter Levine (2020) *Six Types of Freedom*. Available from: <https://peterlevine.ws/?p=12571> [Accessed March 18, 2021]

2021. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/).	Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/).	Windhoek.
<ul style="list-style-type: none"> • The total population in Australia during the year of 2021 in July was estimated around 25,809,973 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/). 	<ul style="list-style-type: none"> • The total population in Norway during the year of 2021 in July was estimated around 5,509,591 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/). 	<ul style="list-style-type: none"> • The total population in the Republic of Namibia as of Thursday, November 18, 2021, based on Worldometer elaboration of the latest United Nations data 2021 was around 2,604,181 (Worldometers, 2021, https://www.worldometers.info/world-population/namibia-population/).
<ul style="list-style-type: none"> • ¹⁵⁹The total land area of Australia is 7,741,220 sq. km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/). 	<ul style="list-style-type: none"> • ¹⁶⁰The total land area of Norway is 323,802 square kilometers (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/). 	<ul style="list-style-type: none"> • ¹⁶¹The total land area of the Republic of Namibia is 823,290 km² (Worldometers, 2021, https://www.worldometers.info/world-population/namibia-population/).

Source: Modified: Table Created By The Author Using Information Inspired From (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021, <https://www.cia.gov/> & Worldometers, 2021, <https://www.worldometers.info/>).

¹⁵⁹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/australia/>

¹⁶⁰ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/norway/>

¹⁶¹ Worldometers (2021) *Namibia Population*. Available from: <https://www.worldometers.info/world-population/namibia-population/> [Accessed November 17, 2021]

The following section will cover aspects about some of the '28 Amazingly Beautiful Countries in the World' in-depth.

7.4 Australia, Norway & the Republic of Namibia

It is now inevitable for countries to benchmark their living standards, happiness, prosperity and human rights indexes against each other to become better at everything they do for their citizens whilst boosting their nation brand. Some of the 'Amazingly Beautiful Countries in the World' include the following:

7.4.1 Australia

¹⁶²“**Population.** As of December 2014, Australia's population is roughly 23.6 million people. The most populous states are New South Wales and Victoria, with their respective capitals, Sydney and Melbourne, the largest cities in Australia. Australia's population is concentrated along the coastal region of Australia from Adelaide to Cairns, with a small concentration around Perth, Western Australia. The centre of Australia is sparsely populated. **Climate.** The majority of Australia experiences temperate weather for most of the year. The northern states of Australia are typically warm all the time, with the southern states experiencing cool winters but rarely sub-zero temperatures. Snow falls on the higher mountains during the winter months, enabling skiing in southern New South Wales and Victorian ski resorts, as well as the smaller resorts in Australia's island state, Tasmania. **Geography.** Australia is an island continent and the world's sixth largest country (7,682,300 sq km). Lying between the Indian and Pacific oceans, the country is approximately 4,000 km from east to west and 3,200 km from north to south, with a coastline 36,735 km long. Canberra is Australia's capital city. With a population of approximately 380,000 people and situated in the Australian Capital Territory, Canberra is roughly half way between the two largest cities Melbourne and Sydney. Australia has 19 listed World Heritage properties. Australia is also famous for its landmark buildings including the Sydney Harbour Bridge; its ancient geology, as well as for its high country. **History.** Australia's first inhabitants, the Aboriginal people, are believed to have migrated from some unknown point in Asia to Australia between 50,000 and 60,000 years ago. While Captain James Cook is

¹⁶² Australian Government [australia.gov.au](https://info.australia.gov.au) (2021) *Our Country*. Available from: <https://info.australia.gov.au/about-australia/our-country> [Accessed October 19, 2021] ©Commonwealth of Australia 2021.

credited with Australia's European discovery in 1770, a Portuguese possibly first sighted the country, while the Dutch are known to have explored the coastal regions in the 1640s. The first European settlement of Australia was in January 1788, when the First Fleet sailed into Botany Bay under the command of Captain Arthur Phillip. Originally established as a penal colony, by the 1830s the number of free settlers was increasing. Transportation of convicts to the eastern colonies was abolished in 1852 and to the western colonies in 1868. **Legal system.** Australia follows a Westminster system of government and law inherited from the British who originally colonised the country. There are two main political parties and a number of minor parties, which make up the Commonwealth Parliament. Each state and territory also has its own government” (Australian Government australia.gov.au, 2021, <https://info.australia.gov.au/about-australia/our-country>).¹⁶³ According to the Australian Government Department of Foreign Affairs and Trade (2021) **Renewable energy.** Australia has some of the best wind and solar resources in the world and remains committed to sustainable and renewable energy solutions. We are building and investing in renewables at record levels. Renewables are expected to contribute 50 per cent of our electricity sent out by 2030. We also have the world's highest level of uptake of household solar at one in four Australian homes. **Hydrogen strategy.** Australia is also positioning to be a global leader in hydrogen production and is driving investments to support the growth of a clean, innovative, safe and competitive Australian hydrogen industry. **Science and innovation.** Innovation drives Australian enterprise, science and research sectors, as well as our response to global crises, and is a priority of the Australian Government. We have developed and implemented a National Innovation and Science Agenda that supports smart ideas to create business growth, local jobs and global success. Emerging technologies are making an impact across Australia's economy and society and are being embraced by Australian businesses of different sizes, across different sectors. The Commonwealth Scientific and Industrial Research Organisation (CSIRO) is Australia's most trusted research institution and most connected innovator working with every Australian university, government department and major Australian industry. CSIRO works in over 80 countries and is ranked in the top one per cent of world scientific institutions in 13 of 22 research fields. **A leading Antarctic nation.** We are a leading Antarctic nation, driving international efforts to preserve Antarctica as a natural reserve

¹⁶³ Australian Government Department of Foreign Affairs and Trade (2021) *About Australia*. Available from: <https://www.dfat.gov.au/about-australia> [Accessed October 19, 2021] ©Commonwealth of Australia 2021.

devoted to peace and science. We take great pride in this role, with around 80 scientists and support staff living and working on Australia's Antarctic stations during winter, with this number increasing to 200 during summer. ¹⁶⁴**Tourism.** We are home to an incredible 10 per cent of the world's biodiversity, including a great number of native plants and animals that exist nowhere else on earth. The beauty of our natural landscapes, from pristine coastal areas to lush rainforests and red deserts, makes Australia one of the most desirable travel destinations in the world. Australia's national environment reserve system covers 19.74 per cent of our land mass—more than 151 million hectares across 12,000 properties—and includes a range of habitats from lush rainforests to savannas and deserts. **Study in Australia.** Education is our largest services export—in 2019, more than 758,000 international students were studying and living in Australia. Our education sector includes world-leading providers, and a diverse range of study options for international students. We also offer prestigious Australia Award scholarships to emerging leaders from around the world to undertake study, research, and professional development in tertiary institutions in Australia and the region. **Australia's national symbols. The Australian flag.** The stars of the Southern Cross represent Australia's geographic position in the Southern Hemisphere. The large Commonwealth star symbolises the federation of the states and territories, and the Union Jack reflects Australia's early ties to Great Britain. **Our national colours.** Australia's national colours are green and gold. The colours represent the Golden Wattle, which was proclaimed the national floral emblem in August 1988. **The coat of arms.** The Australian coat of arms consists of a shield containing the badges of the six Australian states symbolising federation, and the national symbols of the Golden Wattle, the kangaroo and the emu. **National anthem.** The tune of 'Advance Australia Fair' has been Australia's official national anthem since 19 April 1984.

Australians all let us rejoice,

For we are one and free;

We've golden soil and wealth for toil;

Our home is girt by sea;

¹⁶⁴ Australian Government Department of Foreign Affairs and Trade (2021) *About Australia*. Available from: <https://www.dfat.gov.au/about-australia> [Accessed October 19, 2021] ©Commonwealth of Australia 2021.

Our land abounds in nature's gifts

Of beauty rich and rare;

In history's page, let every stage

Advance Australia Fair.

In joyful strains then let us sing,

Advance Australia Fair.

Beneath our radiant Southern Cross

We'll toil with hearts and hands;

To make this Commonwealth of ours

Renowned of all the lands;

For those who've come across the seas

We've boundless plains to share;

With courage let us all combine

To Advance Australia Fair.

In joyful strains then let us sing, Advance Australia Fair¹⁶⁵.

National celebrations. Australia Day is celebrated each year on 26 January to celebrate our nation, its achievements, and its people. ANZAC Day - a national day of commemoration for all Australians who have fought in conflicts - is held on 25 April. It marks the day the Australian and New Zealand Army Corps (ANZAC) landed at Gallipoli in Turkey in 1915 during World War One (Australian Government Department of Foreign Affairs and Trade, 2021,

¹⁶⁵ Australian Government Department of Foreign Affairs and Trade (2021) *About Australia*. Available from: <https://www.dfat.gov.au/about-australia> [Accessed October 19, 2021] ©Commonwealth of Australia 2021.

<https://www.dfat.gov.au/about-australia>).¹⁶⁶“Location Oceania, continent between the Indian Ocean and the South Pacific Ocean. Climate generally arid to semiarid; temperate in south and east; tropical in north. Terrain mostly low plateau with deserts; fertile plain in southeast. Natural resources alumina, coal, iron ore, copper, tin, gold, silver, uranium, nickel, tungsten, rare earth elements, mineral sands, lead, zinc, diamonds, natural gas, petroleum; note - Australia is the world's largest net exporter of coal accounting for 29% of global coal exports. Major watersheds (area sq km) Indian Ocean drainage: (*Great Australian Bight*) Murray-Darling (1,050,116 sq km), Internal (*endorheic basin*) drainage: Lake Eyre (1,212,198 sq km). Major aquifers Great Artesian Basin, Canning Basin. Major lakes (area sq km) Fresh water lake(s): Lake Alexandrina - 570 sq km. Salt water lake(s): Lake Eyre - 9,690 sq km; Lake Torrens (ephemeral) - 5,780 sq km; Lake Gairdner - 4,470 sq km; Lake Mackay (ephemeral) - 3,494 sq km; Lake Frome - 2,410 sq km; Lake Amadeus (ephemeral) - 1,032 sq km. Ethnic groups English 25.9%, Australian 25.4%, Irish 7.5%, Scottish 6.4%, Italian 3.3%, German 3.2%, Chinese 3.1%, Indian 1.4%, Greek 1.4%, Dutch 1.2%, other 15.8% (includes Australian Aboriginal .5%), unspecified 5.4% (2011 est.). Languages English 72.7%, Mandarin 2.5%, Arabic 1.4%, Cantonese 1.2%, Vietnamese 1.2%, Italian 1.2%, Greek 1%, other 14.8%, unspecified 6.5% (2016 est.). Exports \$299.04 billion note: data are in current year dollars (2020 est.), \$342.43 billion note: data are in current year dollars (2019 est.), \$327.32 billion note: data are in current year dollars (2018 est.) country comparison to the world: 23. Exports - partners China 39%, Japan 15%, South Korea 7%, India 5% (2019). Exports - commodities iron ore, coal, natural gas, gold, aluminum oxide (2019). Imports \$249.07 billion note: data are in current year dollars (2020 est.), \$295.46 billion note: data are in current year dollars (2019 est.), \$310.23 billion note: data are in current year dollars (2018 est.) country comparison to the world: 23. Imports - partners China 25%, United States 12%, Japan 7%, Germany 5%, Thailand 5% (2019). Imports - commodities refined petroleum, cars, crude petroleum, broadcasting equipment, delivery trucks (2019). Reserves of foreign exchange and gold \$66.58 billion (31 December 2017 est.), \$55.07 billion (31 December

¹⁶⁶ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/australia/>

2016 est.) [country comparison to the world: 33](https://www.cia.gov/the-world-factbook/countries/australia/)¹⁶⁷ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/australia/>).

7.4.2 Norway

¹⁶⁸“[Background](#) Two centuries of Viking raids into Europe tapered off following the adoption of Christianity by King Olav TRYGGVASON in 994; conversion of the Norwegian kingdom occurred over the next several decades. In 1397, Norway was absorbed into a union with Denmark that lasted more than four centuries. In 1814, Norwegians resisted the cession of their country to Sweden and adopted a new constitution. Sweden then invaded Norway but agreed to let Norway keep its constitution in return for accepting the union under a Swedish king. Rising nationalism throughout the 19th century led to a 1905 referendum granting Norway independence. Although Norway remained neutral in World War I, it suffered heavy losses to its shipping. Norway proclaimed its neutrality at the outset of World War II, but was nonetheless occupied for five years by Nazi Germany (1940-45). In 1949, Norway abandoned neutrality and became a member of NATO. Discovery of oil and gas in adjacent waters in the late 1960s boosted Norway's economic fortunes. In referenda held in 1972 and 1994, Norway rejected joining the EU. Key domestic issues include immigration and integration of ethnic minorities, maintaining the country's extensive social safety net with an aging population, and preserving economic competitiveness. [Location](#) Northern Europe, bordering the North Sea and the North Atlantic Ocean, west of Sweden. [Climate](#) temperate along coast, modified by North Atlantic Current; colder interior with increased precipitation and colder summers; rainy year-round on west coast. [Terrain](#) glaciated; mostly high plateaus and rugged mountains broken by fertile valleys; small, scattered plains; coastline deeply indented by fjords; arctic tundra in north. [Natural resources](#) petroleum, natural gas, iron ore, copper, lead, zinc, titanium, pyrites, nickel, fish, timber, hydropower. [Ethnic groups](#) Norwegian 81.5% (includes about 60,000 Sami), other

¹⁶⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/australia/>

¹⁶⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/norway/>

European 8.9%, other 9.6% (2021 est.). [Languages](#) Bokmal Norwegian (official), Nynorsk Norwegian (official), small Sami- and Finnish-speaking minorities; note - Sami has three dialects: Lule, North Sami, and South Sami; Sami is an official language in nine municipalities in Norway's three northernmost counties: Finnmark, Nordland, and Troms. [National holiday](#) Constitution Day, 17 May (1814). [Legal system](#) mixed legal system of civil, common, and customary law; Supreme Court can advise on legislative acts. ¹⁶⁹[International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICtJ jurisdiction. [Agricultural products](#) milk, barley, wheat, potatoes, oats, pork, poultry, beef, eggs, rye. [Industries](#) petroleum and gas, shipping, fishing, aquaculture, food processing, shipbuilding, pulp and paper products, metals, chemicals, timber, mining, textiles. [Exports](#) \$117.06 billion note: data are in current year dollars (2020 est.), \$146.71 billion note: data are in current year dollars (2019 est.), \$165.37 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 37](#). [Exports - partners](#) United Kingdom 18%, Germany 14%, Netherlands 10%, Sweden 9%, France 6%, United States 5% (2019). [Exports - commodities](#) crude petroleum, natural gas, fish, refined petroleum, aluminum (2019). [Imports](#) \$119.08 billion note: data are in current year dollars (2020 est.), \$140.14 billion note: data are in current year dollars (2019 est.), \$140.3 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 36](#). [Imports - partners](#) Sweden 17%, Germany 12%, China 8%, Denmark 7%, United States 6%, United Kingdom 5%, Netherlands 5% (2019). [Imports - commodities](#) cars, refined petroleum, broadcasting equipment, natural gas, crude petroleum (2019). [Reserves of foreign exchange and gold](#) \$65.92 billion (31 December 2017 est.), \$57.46 billion (31 December 2015 est.) [country comparison to the world: 34](#). ¹⁷⁰[Telecommunication systems](#) general assessment: sophisticated telecom market with high broadband and mobile penetration rates and a highly developed digital media sector; synchronized with EC legislation; comprehensive LTE and focus on 5G; broadband penetration among highest in Europe; operators will migrate all DSL subscribers to fiber by 2023 and close 2G and 3G networks by 2025; regulator assigned

¹⁶⁹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/norway/>

¹⁷⁰ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/norway/>

spectrum for 5G; Oslo utilizes smart city technology; municipalities access EU-funded public Wi-Fi; importer of broadcasting equipment and computers from China (2020). domestic: Norway has a domestic satellite system; the prevalence of rural areas encourages the wide use of mobile-cellular systems; fixed-line 11 per 100 and mobile-cellular 107 per 100 (2019). [Broadcast media](#) state-owned public radio-TV broadcaster operates 3 nationwide TV stations, 3 nationwide radio stations, and 16 regional radio stations; roughly a dozen privately owned TV stations broadcast nationally and roughly another 25 local TV stations broadcasting; nearly 75% of households have access to multi-channel cable or satellite TV; 2 privately owned radio stations broadcast nationwide and another 240 stations operate locally; Norway is the first country in the world to phase out FM radio in favor of Digital Audio Broadcasting (DAB), a process scheduled for completion in late 2017 (2019). [Internet country code](#) .no [Internet users](#) total: 5.39 million (2021 est.) percent of population: 97% (2020 est.) [country comparison to the world: 89](#). [Broadband - fixed subscriptions](#) total: 2,387,661 (2020) subscriptions per 100 inhabitants: 44.04 (2020 est. [country comparison to the world: 54](#)). **Transportation.** [National air transport system](#) number of registered air carriers: 8 (2020), inventory of registered aircraft operated by air carriers: 125. [Airports](#) total: 95 (2013) [country comparison to the world: 61](#). [Airports - with paved runways](#) total: 67¹⁷¹ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/norway/>).

¹⁷²Furthermore, according to The International Trade Administration, U.S. Department of Commerce (2021) Norway is a modern, energy-rich country, and is considered one of the world's wealthiest countries with a GDP per capita based on purchasing power parities (PPP) exceeding USD 63,500. Incomes are also more evenly distributed, making every person a consumer. Norway's external financial position is very strong from a global perspective and the country has an important stake in promoting a liberal environment for foreign trade. The country is richly endowed with natural resources - petroleum, hydropower, fish, forests, and minerals - and is highly dependent on the petroleum sector. Norway is the world's 3rd largest exporter of

¹⁷¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/norway/>

¹⁷² The International Trade Administration, U.S. Department of Commerce (2021) *Norway-Market Overview*. Available from: <https://www.trade.gov/country-commercial-guides/norway-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

natural gas and 15th largest exporter of crude oil. Its large merchant shipping fleet is one of the most modern among maritime nations and ranked the 4th largest by value. Other major industries, such as offshore shipping, shipbuilding, fishing and fish farming, information technology, pulp and paper products, and light metals processing have prospered as well.¹⁷³The Norwegian economy features a combination of free market activity and government intervention. The government controls key areas, such as the vital petroleum sector, and the government maintains control over a number of large-scale state enterprises - some of them fully owned, and some publicly traded, but where the government has controlling interests. With its population covering 323,802 square kilometers, Norway is one of the most sparsely populated countries in Europe. It is a narrow and mountainous country nearly 1,600 miles long with a jagged coastline ten times its length. Norway is part of the Schengen Agreement, which guarantees free movement of persons and the absence of internal border control between 22 of the 27 EU Member States, as well as Norway, Iceland, Switzerland and Liechtenstein. Passport controls between Schengen countries have been reintroduced in 2017 (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/norway-market-overview>). ““Norway tops our [2017 index of inclusive economies](#), a study of which countries are best at providing growth that is sustained over decades, is broad-based across different sectors, creates jobs for a great majority of the population, and reduces poverty. The small Scandinavian country of 5 million people does things differently. It has the lowest income inequality in the world, helped by a mix of policies that support education and innovation. It also channels the world’s largest sovereign wealth fund, which manages its oil and gas revenues, into long-term economic planning. Norway has managed to translate economic growth into high and rising living standards, with a GDP per capita of \$89,741, well above the average of \$44,656 for 30 advanced economies covered in our report. Inclusiveness goes beyond employment to take into account other key factors such as education, efforts to close the gender gap and the carbon intensity of its economy. On the education front, Norway comes in second on our index for the quality of the schooling it delivers. The government has prioritised education as a means to diversify its economy and

¹⁷³ The International Trade Administration, U.S. Department of Commerce (2021) *Norway-Market Overview*. Available from: <https://www.trade.gov/country-commercial-guides/norway-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

foster higher and more inclusive growth. It promotes Science, Technology, Engineering and Mathematics (STEM) subjects, along with vocational and entrepreneurial skills. Norway does consistently well at [closing the gender gap](#) – whether on access to education, labour force participation or income. The ratio of women to men in the job market is 0.95, while the ratio of female to male earned income is 0.79. Norway ranks fourth out of 30 advanced economies on both counts”¹⁷⁴ (Corrigan, G., 2017, <https://www.weforum.org/agenda/2017/04/lessons-from-norway-the-world-s-most-inclusive-economy/>).

7.4.3 Republic of Namibia

¹⁷⁵“[Background](#) Various ethnic groups occupied south western Africa prior to Germany establishing a colony over most of the territory in 1884. South Africa occupied the colony, then known as German South West Africa, in 1915 during World War I and administered it as a mandate until after World War II, when it annexed the territory. [Location](#) Southern Africa, bordering the South Atlantic Ocean, between Angola and South Africa. [Climate](#) desert; hot, dry; rainfall sparse and erratic. [Terrain](#) mostly high plateau; Namib Desert along coast; Kalahari Desert in east. [Natural resources](#) diamonds, copper, uranium, gold, silver, lead, tin, lithium, cadmium, tungsten, zinc, salt, hydropower, fish, note, suspected deposits of oil, coal, and iron ore. [Major rivers \(by length in km\)](#) Zambezi (shared with Zambia [s]), Angola, Botswana, Zimbabwe, and Mozambique [m]) - 2,740 km; Orange river mouth (shared with Lesotho [s], and South Africa) - 2,092 km; Okavango (shared with Angola [s], and Botswana [m]) - 1,600 km note – [s] after country name indicates river source; [m] after country name indicates river mouth. [Major watersheds \(area sq km\)](#) Atlantic Ocean drainage: Orange (941,351 sq km), Indian Ocean drainage: Zambezi (1,332,412 sq km), Internal (*endorheic basin*) drainage: Okavango Basin (863,866 sq km). [Major aquifers](#) Lower Kalahari-Stampriet Basin, Upper Kalahari-Cuvelai-Upper Zambezi Basin. [Ethnic groups](#) Ovambo 50%, Kavangos 9%, Herero 7%, Damara

¹⁷⁴ Corrigan, G. (2017) *Lessons from Norway, the world's most inclusive economy*. Available from: <https://www.weforum.org/agenda/2017/04/lessons-from-norway-the-world-s-most-inclusive-economy/> [Accessed November 17, 2021] ©2021 World Economic Forum

¹⁷⁵ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/namibia/>

7%, mixed European and African ancestry 6.5%, European 6%, Nama 5%, Caprivian 4%, San 3%, Baster 2%, Tswana .5%. [Languages](#) Oshiwambo languages 49.7%, Nama/Damara 11%, Kavango languages 10.4%, Afrikaans 9.4% (also a common language), Herero languages 9.2%, Zambezi languages 4.9%, English (official) 2.3%, other African languages 1.5%, other European languages 0.7%, other 1% (2016 est.). **note:** Namibia has 13 recognized national languages, including 10 indigenous African languages and 3 European languages. [Independence](#) 21 March 1990 (from South African mandate). [National holiday](#) Independence Day, 21 March (1990). [Constitution](#) history: adopted 9 February 1990, entered into force 21 March 1990. [Legal system](#) mixed legal system of uncodified civil law based on Roman-Dutch law and customary law¹⁷⁶. [International law organization participation](#) has not submitted an ICJ jurisdiction declaration; accepts ICCt jurisdiction. [Exports](#) \$3.56 billion note: data are in current year dollars (2020 est.), \$4.56 billion note: data are in current year dollars (2019 est.), \$4.95 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 140](#). [Exports - partners](#) China 27%, South Africa 18%, Botswana 8%, Belgium 7% (2019). [Exports - commodities](#) copper, diamonds, uranium, thorium, gold, radioactive chemicals, fish (2019). [Imports](#) \$4.54 billion note: data are in current year dollars (2020 est.), \$5.77 billion note: data are in current year dollars (2019 est.), \$6.33 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 145](#). [Imports - partners](#) South Africa 47%, Zambia 16% (2019). [Imports - commodities](#) copper, refined petroleum, delivery trucks, diamonds, cars (2019). [Reserves of foreign exchange and gold](#) \$2.432 billion (31 December 2017 est.), \$1.834 billion (31 December 2016 est.) [country comparison to the world: 115](#). **Communications.** [Telephones - fixed lines](#) total subscriptions: 141,334 (2020), subscriptions per 100 inhabitants: 5.56 (2020 est.) [country comparison to the world: 126](#). [Telephones - mobile cellular](#) total subscriptions: 2,594,382 (2020), subscriptions per 100 inhabitants: 102.1 (2020 est.) [country comparison to the world: 144](#). [Telecommunication systems](#) general assessment: good competition in mobile market and investment in LTE government program to provide 95% of population with broadband by 2024; (2020) domestic: fixed-line subscribership is 6 per 100 and mobile-cellular 113 per 100 persons (2019). [Broadcast media](#) 1 private and 1 state-run TV station; satellite and cable TV service

¹⁷⁶ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/namibia/>

available; state-run radio service broadcasts in multiple languages; about a dozen private radio stations; transmissions of multiple international broadcasters available. [Internet country code](#). .na [Internet users](#) total: 1.31 million (2021 est.) percent of population: 51% (2019 est.) [country comparison to the world: 144](#). [Broadband - fixed subscriptions](#) total: 71,063 (2020) subscriptions per 100 inhabitants: 2.8 (2020 est.) [country comparison to the world: 134](#). **Transportation.** [National air transport system](#) number of registered air carriers: 2 (2020), inventory of registered aircraft operated by air carriers: 21, annual passenger traffic on registered air carriers: 602,893 (2018), annual freight traffic on registered air carriers: 26.29 million mt-km (2018). [Airports](#) total: 112 (2013) [country comparison to the world: 51](#). [Airports - with paved runways](#) total: 19¹⁷⁷ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/namibia/>). ¹⁷⁸Furthermore, according to The International Trade Administration, U.S. Department of Commerce (2021) Primary infrastructure (roads, rail, air, energy, and telecommunications) is relatively well developed and modern. The economy is mostly export-driven. Mining, tourism, fishing, and agriculture are Namibia's key industries. While the United States is among Namibia's top ten trading partners, imports into Namibia are dominated by South Africa, which is the source of 45 percent of Namibia's total imports. The Namibian dollar (N\$) is pegged one to one (1:1) to the South African Rand (ZAR). The World Bank ranked Namibia 104 among 190 countries in its 2019 Doing Business Report (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/namibia-market-overview>). The following section will cover the conclusion of this chapter.

7.5 Conclusion

It can therefore be concluded that the Republic of Namibia and Australia enjoy very unique dynamic weather patterns and this has overtime successfully managed to boost their tourism sector and renewable energy supply (via solar energy) thereby making these two nations key

¹⁷⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/namibia/>

¹⁷⁸ The International Trade Administration, U.S. Department of Commerce (2021) *Namibia-Market Overview*. Available from: <https://www.trade.gov/country-commercial-guides/namibia-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce

players in conserving the natural environment which ultimately boosts their nation brand value. Australia and the Republic of Namibia have beautiful pristine wildlife, natural vegetation and water reservoirs (ocean, lakes, rivers, streams and so on) which all enable them to be recognized as the ‘World’s Amazingly Beautiful Countries’ in this 21st century. Furthermore, it can be concluded that Norway is one of the top five exporters of natural gas in the world and it is globally ranked as one of the happiest and literate countries in the world.

7.6 Discussion questions

- 1) Briefly define the following terms ‘positive freedom’ and ‘freedom to make the world’ cited by Renowned United States of America-based academic Professor & Associate Dean Peter Levine, 2020?
- 2) List the key differences between Australia, Norway & the Republic of Namibia?
- 3) Discuss in greater detail why Australia, Norway & the Republic of Namibia are part of the ‘28 Amazingly Beautiful Countries in the World’?

Chapter 8: Spain, Republic of Ghana & Denmark

After reading this chapter you should be able to:

- Define the following terms ‘peace’ and ‘positive peace’.
- Discuss the key differences between Spain, the Republic of Ghana & Denmark.
- Explain why Spain, the Republic of Ghana & Denmark are part of the ‘28 Amazingly Beautiful Countries in the World’.

8.1 Introduction

Republic of Ghana.¹⁷⁹“Ghana is pretty much at the centre of the world, being both close to the equator and on the Greenwich Meridian, which represents 0° longitude. On a world map, you’ll find it on the west coast of Africa, the side closest to the Americas and bordering the Atlantic Ocean. Follow the western coast of Africa until it curves inwards and you’ll have located the Gulf of Guinea. Now, draw a line straight down from London to the Gulf and you’ll have landed on Ghana. In fact, Ghana only really has two seasons: one wet and one dry. In the dry season, temperatures can get pretty hot, reaching up to 30°C, or 86°F, on most days. The country is about equal parts sandy desert, shrubby savannah, and lush rainforest. The area along the coast is dry, but the heat is tempered by the cool breezes blowing in off of the Atlantic Ocean” (Jana Jansen van Vuuren, 2021, <https://www.gvi.co.uk/blog/16-interesting-facts-about-ghana/>).

¹⁸⁰“Overall Prosperity. Ghana is 100th in the overall Prosperity Index rankings. *Pillar Rankings*. Ghana performs most strongly in Personal Freedom and Governance. The biggest improvement compared to a decade ago came in Education” (Legatum Institute Foundation, 2020, <https://www.prosperity.com/globe/ghana>).

¹⁸¹“Many Ghanaians have strong personal or business

¹⁷⁹ Jana Jansen van Vuuren (2021) *16 Interesting Facts About Ghana*. Available from: <https://www.gvi.co.uk/blog/16-interesting-facts-about-ghana/> [Accessed November 12, 2021] ©2021 GVI World Limited

¹⁸⁰ Legatum Institute Foundation (2020) *Ghana*. Available from: <https://www.prosperity.com/globe/ghana> [Accessed November 17, 2021] Copyright 2020 Legatum Institute Foundation. All rights reserved.

¹⁸¹ The International Trade Administration, U.S. Department of Commerce (2021) *Ghana-Market Overview*. Available from: <https://www.trade.gov/knowledge-product/ghana-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

ties to the United States, and a strong affinity for American brands and technology. They are open to new American brand ideas and customer experiences. Ghanaians are known to be very hospitable people, and this trait spans all ethnic groups. They are also very religious, with roughly 95% engaging in an organized religion” (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/knowledge-product/ghana-market-overview>). **Spain.** ¹⁸²“Spain’s parliamentary system features competitive multiparty elections and peaceful transfers of power between rival parties. The rule of law prevails, and civil liberties are generally respected” (Freedom House, 2021, <https://freedomhouse.org/country/spain/freedom-world/2021>). **Denmark.** ¹⁸³“The Nordic Region. The four main Nordics - Denmark, Finland, Norway, and Sweden – are advanced, high income and highly connected countries. While each country has its own unique market and characteristics, there are certain synergies that tie these highly innovative marketplaces together. With an aggregate Gross Domestic Product (GDP) exceeding USD 1.5 trillion and a combined population of 26 million people, the Nordics are of genuine interest to many U.S. companies with leading and advanced products, technologies, and services” (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/norway-market-overview>). ¹⁸⁴According to the Ministry of Foreign Affairs of Denmark (2021) **Why Denmark is a great place to live.** Denmark often comes out near the top of global surveys on liveability and happiness. How can a small country with difficult weather be such a wonderful place to live? (Ministry of Foreign Affairs of Denmark, 2021, <https://denmark.dk/people-and-culture>). ¹⁸⁵“Empowerment is key to happiness. Christian Bjørnskov, a professor of economics at Aarhus University, is researching happiness. He sees a

¹⁸² Freedom House (2021) *Spain*. Available from: <https://freedomhouse.org/country/spain/freedom-world/2021> @2021 FreedomHouse

¹⁸³ The International Trade Administration, U.S. Department of Commerce (2021) *Norway-Market Overview*. Available from: <https://www.trade.gov/country-commercial-guides/norway-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

¹⁸⁴ Ministry of Foreign Affairs of Denmark (2021) *Why Denmark is a great place to live*. Available from: <https://denmark.dk/people-and-culture> [Accessed November 17, 2021]

¹⁸⁵ Ministry of Foreign Affairs of Denmark (2021) *Why are Danish people so happy?* Available from: <https://denmark.dk/people-and-culture/happiness> [Accessed November 17, 2021]

strong relationship between happiness and empowerment. *"Danes feel empowered to change things in their lives,"* says Professor Bjørnskov. *"What is special about Danish society is that it allows people to choose the kind of life they want to live. They rarely get caught in a trap. This means they're more satisfied with their lives."* (Professor Christian Bjørnskov, 2021 cited in Ministry of Foreign Affairs of Denmark, 2021, <https://denmark.dk/people-and-culture/happiness>). The following section will cover in-depth aspects related to the definition of terms.

8.2 Define the following terms ‘peace’ and ‘positive peace’

In general many dictionaries including academics, experts and authors have developed numerous definitions of the term ‘peace’ over the past number of years. ¹⁸⁶According to Peace Direct (2021) For some, *peace* means the absence of violence. To others, *peace* means freedom from fear. But what does it mean to you? From Sudan to Sri Lanka, our work shows us that peace means different things to us all. Peace is personal. Peace is much more than just the absence of war, but whatever it means, peace is personal (Peace Direct, 2021, <https://www.peacedirect.org/world-peace-day/>). “Positive peace

– *defined by a more lasting peace that is built on sustainable investments in economic development and institutions as well as societal attitudes that foster peace.*

- *can be used to gauge the resilience of a society, or its ability to absorb shocks without falling or relapsing into conflict*”¹⁸⁷ (Institute for Economics & Peace, 2018, <https://positivepeace.org/what-is-positive-peace>). In the following section the differences between Spain, the Republic of Ghana & Denmark will be covered.

¹⁸⁶ Peace Direct (2021) *World Peace Day*. Available from: <https://www.peacedirect.org/world-peace-day/> [Accessed October 24, 2021] © Peace Direct 2021. Peace Direct is a Registered Charity, Number 1123241

¹⁸⁷ Institute for Economics & Peace (2018) *What is Positive Peace*. Available from: <https://positivepeace.org/what-is-positive-peace> [Accessed October 25, 2021] Copyright 2018 Institute for Economics and Peace. All rights reserved.

8.3 Key differences between Spain, the Republic of Ghana & Denmark

The basic differences that exist amongst nations must be clearly identified to enhance knowledge building in societies. Notably, the differences between Spain, the Republic of Ghana & Denmark are highlighted in Table 8.1 below.

Table 8.1 Major differences between Spain, the Republic of Ghana & Denmark

Spain	Republic of Ghana	Denmark
<ul style="list-style-type: none"> It is geographically located on the continent of Europe. 	<ul style="list-style-type: none"> It is geographically located on the continent of Africa. 	<ul style="list-style-type: none"> It is geographically located on the continent of Europe.
<ul style="list-style-type: none"> The capital city of Spain is Madrid (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> The capital city of the Republic of Ghana is Accra (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> The capital city of Denmark is Copenhagen (Michigan State University, 2021, https://globaledge.msu.edu; <i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/; World Electric Guide, 2021, www.exportbureau.com)
<ul style="list-style-type: none"> ¹⁸⁸The total population in Spain 	<ul style="list-style-type: none"> ¹⁸⁹The total population in the Republic of Ghana during the year 	<ul style="list-style-type: none"> ¹⁹⁰¹⁹¹¹⁹²¹⁹³The total population in Denmark

¹⁸⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/spain/>

¹⁸⁹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/ghana/>

¹⁹⁰ Michigan State University (2021) *Denmark*. Available from: <https://globaledge.msu.edu/countries/denmark>) 1994 - 2021 *Michigan State University*. All rights reserved.

¹⁹¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>

<p>during the year of 2021 in July was estimated around 47,260,584 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p> <p>.</p> <p>.</p>	<p>of 2021 in July was estimated around 32,372,889 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>	<p>during the year 2020 was around 5,831,404 and during the year of 2021 in July was estimated around 5,894,687 (Michigan State University, 2021, https://globaledge.msu.edu; (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/); World Electric Guide, 2021, www.exportbureau.com).</p>
<p>• The total land area of Australia is 505,370 sq. km (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>	<p>• The total land area of the Republic of Ghana is 238,533 square kilometers (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>	<p>¹⁹⁴• The total land area of Denmark is 43,096 km² (16,640 mi²) (The International Trade Administration, U.S. Department of Commerce, 2020, https://www.trade.gov/).</p>

Source: Modified: Table Created By The Author Using Information Inspired From (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>; Michigan State University, 2021, <https://globaledge.msu.edu>).

The following section will cover aspects about some of the ‘28 Amazingly Beautiful Countries in the World’ in-depth.

¹⁹² World Electric Guide (2021) *Electric*. Available from: http://www.exportbureau.com/telephone_codes/electric2.html [Accessed November 13, 2021]

¹⁹³ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/denmark/>

¹⁹⁴ The International Trade Administration, U.S. Department of Commerce (2020) *Denmark-Market Overview*. Available from: <https://www.trade.gov/knowledge-product/denmark-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

8.4 Spain, the Republic of Ghana & Denmark

It is now inevitable for countries to benchmark their living standards, happiness, prosperity and human rights indexes against each other to become better at everything they do for their citizens whilst boosting their nation brand. Some of the ‘Amazingly Beautiful Countries in the World’ include the following:

8.4.1 Spain

¹⁹⁵“Location Southwestern Europe, bordering the Mediterranean Sea, North Atlantic Ocean, Bay of Biscay, and Pyrenees Mountains; southwest of France. Climate temperate; clear, hot summers in interior, more moderate and cloudy along coast; cloudy, cold winters in interior, partly cloudy and cool along coast. Terrain large, flat to dissected plateau surrounded by rugged hills; Pyrenees Mountains in north. Natural resources coal, lignite, iron ore, copper, lead, zinc, uranium, tungsten, mercury, pyrites, magnesite, fluor spar, gypsum, sepiolite, kaolin, potash, hydropower, arable land. Major rivers (by length in km) Tagus river source (shared with Portugal [m]) - 1,006. **note** – [s] after country name indicates river source; [m] after country name indicates river mouth. Population distribution with the notable exception of Madrid, Sevilla, and Zaragoza, the largest urban agglomerations are found along the Mediterranean and Atlantic coasts; numerous smaller cities are spread throughout the interior reflecting Spain's agrarian heritage; very dense settlement around the capital of Madrid, as well as the port city of Barcelona. Ethnic groups Spanish 84.8%, Moroccan 1.7%, Romanian 1.2%, other 12.3% (2021 est.). **note:** data represent population by country of birth. ¹⁹⁶Languages Castilian Spanish (official nationwide) 74%, Catalan (official in Catalonia, the Balearic Islands, and the Valencian Community (where it is known as Valencian) 17%, Galician (official in Galicia) 7%, Basque (official in the Basque Country and in the Basque-speaking area of Navarre) 2%, Aranese (official in the northwest corner of Catalonia (Vall d'Aran) along with Catalan, <5,000 speakers); note - Aragonese, Aranese Asturian, Basque, Calo, Catalan, Galician, and Valencian are

¹⁹⁵ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/spain/>

¹⁹⁶ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.
<https://www.cia.gov/the-world-factbook/countries/spain/>

recognized as regional languages under the European Charter for Regional or Minority Languages. [National holiday](#) National Day (Hispanic Day), 12 October (1492); note - commemorates the arrival of COLUMBUS in the Americas. [Legal system](#) civil law system with regional variations. [International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICCT jurisdiction. [Agricultural products](#) barley, milk, wheat, olives, grapes, tomatoes, pork, maize, oranges, sugar beet. [Industries](#) textiles and apparel (including footwear), food and beverages, metals and metal manufactures, chemicals, shipbuilding, automobiles, machine tools, tourism, clay and refractory products, footwear, pharmaceuticals, medical equipment. [Exports](#) \$392.85 billion note: data are in current year dollars (2020 est.), \$486.15 billion note: data are in current year dollars (2019 est.), \$499.55 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 18](#). [Exports - partners](#) France 15%, Germany 11%, Portugal 8%, Italy 8%, United Kingdom 7%, United States 5% (2019). [Exports - commodities](#) cars and vehicle parts, refined petroleum, packaged medicines, delivery trucks, clothing and apparel (2019). [Imports](#) \$373.67 billion note: data are in current year dollars (2020 est.), \$444.31 billion note: data are in current year dollars (2019 est.), \$460.98 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 18](#). [Imports - partners](#) Germany 13%, France 11%, China 8%, Italy 7% (2019). [Imports - commodities](#) crude petroleum, cars and vehicle parts, packaged medicines, natural gas, refined petroleum (2019). [Reserves of foreign exchange and gold](#) \$69.41 billion (31 December 2017 est.), \$63.14 billion (31 December 2016 est.) [country comparison to the world: 32](#). **Communications.** [Telephones - fixed lines](#) total subscriptions: 19,455,779 (2020) subscriptions per 100 inhabitants: 41.61 (2020 est.) [country comparison to the world: 13](#). [Telephones - mobile cellular](#) total subscriptions: 55,644,651 (2020) subscriptions per 100 inhabitants: 119 (2020 est.) [country comparison to the world: 27](#). ¹⁹⁷[Telecommunication systems](#) general assessment: well-developed and one of the largest telecom markets in Europe, with average mobile penetration for Europe; regulator has championed competition; LTE is nearly universal with shifts of service to 5G; operator joined government smart cities project; fixed-line broadband is backed by investment in fiber infrastructure; fiber broadband accounts for most of all fixed-line broadband connections; (2020). **domestic:** fixed-line 42 per 100 and mobile-cellular 118 telephones per 100

¹⁹⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/spain/>

persons (2019). [Broadcast media](#). [Internet country code](#) .es [Internet users](#) total: 42.54 million (2021 est.) percent of population: 93.21% (2020 est.) [country comparison to the world: 23](#). [Broadband - fixed subscriptions](#) total: 15,850,358 (2020) subscriptions per 100 inhabitants: 33.9 (2020 est.) [country comparison to the world: 15](#). **Transportation.** [National air transport system](#) number of registered air carriers: 21 (2020), inventory of registered aircraft operated by air carriers: 552, annual passenger traffic on registered air carriers: 80,672,105 (2018), annual freight traffic on registered air carriers: 1,117,070,000 mt-km (2018). ¹⁹⁸[Airports](#) total: 135 (2020) [country comparison to the world: 40](#). [Airports - with paved runways](#) total: 102”” (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/spain/>). ¹⁹⁹“**Overall Prosperity.** Spain is 24th in the overall Prosperity Index rankings. Since 2010, Spain has moved up the rankings table by 1 place. **Pillar Rankings.** Spain performs most strongly in Market Access & Infrastructure and Health. The biggest improvement compared to a decade ago came in Safety & Security” (Legatum Institute Foundation, 2020, <https://www.prosperity.com/globe/spain/>). ²⁰⁰““The United States enjoys close bilateral relations with Spain and Spanish importers are receptive to trade opportunities from U.S. exporters. With a GDP of USD 1.3 trillion and a population of 47 million people, Spain is the fourth-largest economy in the Eurozone. Spain has traditionally represented a significant export market for the United States, although the global pandemic reduced two-way trade in goods and services. According to the U.S. Department of Commerce, U.S. exports of goods to Spain in 2020 amounted to USD 12.9 billion, down from USD 15.2 billion in 2019. It should be considered that actual U.S. exports to Spain are substantially higher than the reported numbers, since many of Spain’s imports from the United States arrive via ports of entry in other European countries. Of particular interest to U.S. companies already doing business with Latin America, Spain places a high priority on the

¹⁹⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/spain/>

¹⁹⁹ Legatum Institute Foundation (2020) *Spain*. Available from: <https://www.prosperity.com/globe/spain/> [Accessed November 17, 2021] Copyright 2020 Legatum Institute Foundation. All rights reserved

²⁰⁰ The International Trade Administration, U.S. Department of Commerce (2021) *Spain-Market Overview*. Available from: <https://www.trade.gov/country-commercial-guides/spain-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

commercial and economic concerns of Latin American countries due to investment, language, immigration, and cultural ties. This close relationship with Latin America can provide strategic synergies like no other European country for U.S. exporters engaged in both Spain and Latin America. Investment plays a key role in the bilateral economic relationship. Many major U.S. companies are present in Spain, especially in the industrial sector – automobiles, chemicals, pharmaceuticals, industrial machinery, etc. Spanish investments in the United States increased substantially in recent years, making Spain the 10th largest investor in the United States in 2020, according to data from the U.S. Bureau of Economic Analysis”” (U.S. Bureau of Economic Analysis, 2020 cited in The International Trade Administration, U.S. Department of Commerce, 2020, <https://www.trade.gov/country-commercial-guides/spain-market-overview>).

8.4.2 Republic of Ghana

²⁰¹“Background Formed from the merger of the British colony of the Gold Coast and the Togoland trust territory, Ghana in 1957 became the first Sub-Saharan country in colonial Africa to gain its independence. Location Western Africa, bordering the Gulf of Guinea, between Cote d'Ivoire and Togo. Climate tropical; warm and comparatively dry along southeast coast; hot and humid in southwest; hot and dry in north. Terrain mostly low plains with dissected plateau in south-central area. Natural resources gold, timber, industrial diamonds, bauxite, manganese, fish, rubber, hydropower, petroleum, silver, salt, limestone. Major watersheds (area sq km) Atlantic Ocean drainage: Volta (410,991 sq km). Major rivers (by length in km) Volta river mouth (shared with Burkina Faso [s]) - 1,600 km. **note** – [s] after country name indicates river source; [m] after country name indicates river mouth. Ethnic groups Akan 45.7%, Mole-Dagbani 18.5%, Ewe 12.8%, Ga-Dangme 7.1%, Gurma 6.4%, Guan 3.2%, Grusi 2.7%, Mande 2%, other 1.6% (2021 est.). Languages Asante 16%, Ewe 14%, Fante 11.6%, Boron (Brong) 4.9%, Dagomba 4.4%, Dangme 4.2%, Dagarte (Dagaba) 3.9%, Kokomba 3.5%, Akyem 3.2%, Ga 3.1%, other 31.2% (2010 est.). Independence 6 March 1957 (from the UK). National holiday Independence Day, 6 March (1957). Legal system mixed system of English common law and customary law. International law organization participation has not submitted an ICJ jurisdiction declaration; accepts ICCt jurisdiction. Exports \$25.59 billion note: data are in current year dollars (2019 est.),

²⁰¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/ghana/>

\$22.51 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 73](#). [Exports - partners](#) Switzerland 23%, India 17%, China 12%, United Arab Emirates 8%, South Africa 8% (2019). [Exports - commodities](#) gold, crude petroleum, cocoa products, manganese, cashews (2019). [Imports](#) \$26.91 billion note: data are in current year dollars (2019 est.), \$23.22 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 74](#). [Imports - partners](#) China 24%, Nigeria 22%, United States 5% (2019). [Imports - commodities](#) metal tubing, ships, cars, refined petroleum, rice (2019). ²⁰²[Reserves of foreign exchange and gold](#) \$7.555 billion (31 December 2017 est.), \$6.162 billion (31 December 2016 est.) [country comparison to the world: 81](#). **Communications.** [Telephones - fixed lines](#) total subscriptions: 307,668 (2020), subscriptions per 100 inhabitants: less than 1 (2020 est.) [country comparison to the world: 107](#). [Telephones - mobile cellular](#) total subscriptions: 40,461,609 (2020), subscriptions per 10 inhabitants: 130.2 (2020 est.) [country comparison to the world: 37](#). [Telecommunication systems](#) general assessment: Ghana seeks to extend telecom services nationally; investment in fiber infrastructure enabled 600 additional towers to provide basic mobile services; launch of LTE has improved mobile data services, including m-commerce and banking; highly competitive Internet market, most through mobile networks; international submarine cables, and terrestrial cables have improved Internet capacity and reduced prices (2020). **domestic:** fixed-line about 1 per 100 subscriptions; competition among multiple mobile-cellular providers has spurred growth with a subscribership of more than 130 per 100 persons (2020). [Broadcast media](#) state-owned TV station, 2 state-owned radio networks; several privately owned TV stations and a large number of privately owned radio stations; transmissions of multiple international broadcasters are accessible; several cable and satellite TV subscription services are obtainable. [Internet country code](#) .gh [Internet users](#) total: 15.7 million (2021 est.), percent of population: 53% (2019 est.) [country comparison to the world: 46](#). [Broadband - fixed subscriptions](#) total: 78,371 (2020), subscriptions per 100 inhabitants: less than 1 (2020 est.) [country comparison to the world: 129](#). **Transportation.** [National air transport system](#) number of registered air carriers: 3 (2020), inventory of registered aircraft operated by air carriers: 21, annual passenger traffic on registered air carriers: 467,438 (2018). [Airports](#) total: 10 (2013)

²⁰² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/ghana/>

[country comparison to the world: 154. Airports - with paved runways](#) total: 7²⁰³ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/ghana/>). ²⁰⁴“The population of Ghana lives in a cosmopolitan metropolis, and the government recognises a host of indigenous languages as **national languages**. Two of the most widespread of these are the Twi language of the Ashanti people, which is spoken in the southern and central regions, and the Dagbani language of the Dagomba people – more commonly spoken by people in areas to the north. Ghana languages were kept alive mainly through oral tradition. Modern Ghanaians communicate across linguistic barriers using English as a unifier. About half of the country speaks English, and it’s one of the nation’s official languages. In fact, even Ghana’s National Anthem is sung in English. Ghanaian food is a mix of indigenous flavours and outside influences – like European and Indian. You’ll find tomato-based stews with complex flavours throughout Ghana. The stews usually contain a type of marine or freshwater fish and are eaten with a dough, which is used to scoop up the fish and soak up the fragrant sauce. The dough – sometimes called fufu or akple – is made from any type of starch, including cassava, plantain, yam, maize, millet, sorghum, potatoes or cocoyams. Another staple of Ghanaian cuisine is jollof rice: a one-pot rice dish that includes a variety of Ghanaian spices with tomatoes and chili. Peanuts are often used to flavour stews and garnish dishes. You’ll also find taro leaves and okra in many dishes. Street food is also a big part of Ghanaian culture, so be sure to buy a few takeaway meals in the market when you visit” (Jana Jansen van Vuuren, 2021, <https://www.gvi.co.uk/blog/16-interesting-facts-about-ghana/>). ²⁰⁵According to The International Trade Administration, U.S. Department of Commerce (2021) There are several business hotels in Accra, and restaurants offering Ghanaian cuisine and as well as food from around the world are plentiful. With its fast-growing, youthful population, Ghana offers a market with many opportunities for sales of foreign products and services. American products are valued

²⁰³ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/ghana/>

²⁰⁴ Jana Jansen van Vuuren (2021) *16 Interesting Facts About Ghana*. Available from: <https://www.gvi.co.uk/blog/16-interesting-facts-about-ghana/> [Accessed November 12, 2021] ©2021 GVI World Limited

²⁰⁵ The International Trade Administration, U.S. Department of Commerce (2021) *Ghana-Market Overview*. Available from: <https://www.trade.gov/knowledge-product/ghana-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

for their quality, durability, state-of-the-art technology, customer service and after-sales customer care. Ghana is also an excellent platform for market entry into 55 countries of Sub Saharan Africa, a market of 1.3 billion people. The services sector is the largest contributor to Ghana's GDP - 43.1% as of the second quarter of 2019. The industrial sector is the next largest sector of the economy - 31.53%; followed by the agricultural sector with a 18.27% contribution to GDP. Agriculture employs about 45 percent of Ghana's workforce, mainly consisting of small landholders (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/knowledge-product/ghana-market-overview>).

8.4.3 Denmark

²⁰⁶“Location Northern Europe, bordering the Baltic Sea and the North Sea, on a peninsula north of Germany (Jutland); also includes several major islands (Sjælland, Fyn, and Bornholm). Climate temperate; humid and overcast; mild, windy winters and cool summers. Terrain low and flat to gently rolling plains. Natural resources petroleum, natural gas, fish, arable land, salt, limestone, chalk, stone, gravel and sand. Ethnic groups Danish (includes Greenlandic (who are predominantly Inuit) and Faroese) 86.3%, Turkish 1.1%, other 12.6% (largest groups are Polish, Syrian, German, Iraqi, and Romanian) (2018 est.) **note:** data represent population by ancestry. Languages Danish, Faroese, Greenlandic (an Inuit dialect), German (small minority); note - English is the predominant second language. Independence ca. 965 (unified and Christianized under HARALD I Gormsson); 5 June 1849 (became a parliamentary constitutional monarchy). National holiday Constitution Day, 5 June (1849); note - closest equivalent to a national holiday. Legal system civil law; judicial review of legislative acts. International law organization participation accepts compulsory ICJ jurisdiction with reservations; accepts ICCT jurisdiction. Agricultural products milk, wheat, barley, potatoes, sugar beet, pork, rye, rapeseed, oats, poultry. Industries wind turbines, pharmaceuticals, medical equipment, shipbuilding and refurbishment, iron, steel, nonferrous metals, chemicals, food processing, machinery and transportation equipment, textiles and clothing, electronics, construction, furniture and other wood products. Exports \$191.53 billion note: data are in current year dollars (2020 est.), \$204.14 billion note: data are in current year dollars (2019 est.), \$200.81 billion note: data are in current year dollars

²⁰⁶ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/denmark/>

(2018 est.) [country comparison to the world: 31](#). [Exports - partners](#) Germany 14%, United States 11%, Sweden 10%, United Kingdom 7%, Norway 6%, Netherlands 5%, China 5% (2019). [Exports - commodities](#) packaged medicines, electric generators, pork, refined petroleum, medical cultures/vaccines (2019). [Imports](#) \$170.33 billion note: data are in current year dollars (2020 est.), \$178.44 billion note: data are in current year dollars (2019 est.) \$179.95 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 32](#). [Imports - partners](#) Germany 21%, Sweden 11%, Netherlands 8%, China 7% (2019). ²⁰⁷[Imports - commodities](#) cars, refined petroleum, packaged medicines, crude petroleum, broadcasting equipment (2019). [Reserves of foreign exchange and gold](#) \$75.25 billion (31 December 2017 est.), \$64.25 billion (31 December 2016 est.) [country comparison to the world: 30](#). **Communications.** [Telephones - fixed lines](#) total subscriptions: 937,469 (2020) subscriptions per 100 inhabitants: 16.19 (2020 est.) [country comparison to the world: 75](#). [Telephones - mobile cellular](#) total subscriptions: 7,144,123 (2020), subscriptions per 100 inhabitants: 123.3 (2020 est.) [country comparison to the world: 103](#). [Telecommunication systems](#) general assessment: Denmark has one of the highest broadband penetration rates globally, with near universal availability of superfast connections; progressive regulator encouraged upgrades to cable and DSL infrastructure; fast growing fiber networks with aim for nation-wide build-out; comprehensive LTE with 90% coverage of 5G; operator expands NB-IoT across its LTE network; survey underway for cable connecting Denmark to Norway; upgrades to submarine cable connection to North America; importer of broadcasting equipment from EU neighbors (2020). **domestic:** fixed-line 17 per 100, 126 per 100 for mobile-cellular (2019). [Internet country code](#) .dk [Internet users](#) total: 5.69 million (2021 est.) percent of population: 96.55% (2020 est.) [country comparison to the world: 84](#). [Broadband - fixed subscriptions](#) total: 2,571,736 (2020), subscriptions per 100 inhabitants: 44.4 (2020 est.) [country comparison to the world: 50](#). **Transportation.** [National air transport system](#) number of registered air carriers: 10 (2020), inventory of registered aircraft operated by air carriers: 76, annual passenger traffic on registered air carriers: 582,011 (2015), annual freight traffic on registered air carriers: 0 mt-km (2015). [Airports](#) total: 80 (2013) [country](#)

²⁰⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/denmark/>

comparison to the world: 68. Airports - with paved runways total: 28”²⁰⁸(*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/denmark/>). ²⁰⁹According to the Ministry of Foreign Affairs of Denmark (2021) **Why are Danish people so happy? International surveys usually rank Denmark among the world’s happiest countries. But what makes Danish people so happy?** When international surveys ask citizens around the world how happy they are with their daily lives and personal circumstances, Denmark always comes in among the top three happiest countries in the world. But what makes the Danes so happy? Is it the tuition-free access to high-quality education, or the no-fee public health care? Is it the relative lack of crime and corruption, or just plain Danish *hygge*? According to the World Happiness Report, happiness is closely linked to social equality and community spirit - and Denmark does well on both. Denmark has a high level of equality and a strong sense of common responsibility for social welfare. Even though there are nine major political parties in Denmark, none of them seriously supports dismantling the Danish welfare state. **Trust and safety.** Trust is an essential value in Danish culture and society, and a significant factor in Danish happiness. In Denmark, the default is to trust one another when it comes to business, government, or personal relationships (World Happiness Report cited in the Ministry of Foreign Affairs of Denmark, 2021, <https://denmark.dk/people-and-culture/happiness>). Furthermore, according to the Ministry of Foreign Affairs of Denmark (2021) **Trust, community, and the Danish welfare state.** Denmark has extremely high levels of social trust. People trust each other and trust institutions like the government, the monarchy, the hospitals, and the police. Trust is an important part of the business environment, too. People are assumed to be honest unless proven otherwise. These values of trust and community are deeply embedded in Danish culture and society and have their roots in Danish history²¹⁰ (Ministry of Foreign Affairs of Denmark, 2021, <https://denmark.dk/people-and-culture>). ““Honesty is expected, and corruption in business or among public servants is very rare. The relatively high level of safety in Denmark compared to many other countries means that Danish children enjoy

²⁰⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021.

<https://www.cia.gov/the-world-factbook/countries/denmark/>

²⁰⁹ Ministry of Foreign Affairs of Denmark (2021) *Why are Danish people so happy?* Available from: <https://denmark.dk/people-and-culture/happiness> [Accessed November 17, 2021]

²¹⁰ Ministry of Foreign Affairs of Denmark (2021) *Why Denmark is a great place to live.* Available from: <https://denmark.dk/people-and-culture> [Accessed November 17, 2021]

much more freedom and independence than their counterparts elsewhere in the world. And it is usually safe to walk or bicycle in Denmark at any time of the day or night. **What is Danish hygge?** The Danish concept of *hygge* is hard to translate, but in general it means taking time away from the daily rush to enjoy the good things in life. *Hygge* often takes place with family and friends, but you can also *hygge* (verb) alone, too, maybe with a good book or your favourite TV series.²¹¹ During the long Danish winters, *hygge* mostly takes place indoors - playing board games or chatting with friends over a hot beverage. But it can also be *hyggeligt* (adjective) to take a winter walk in nature and observe how plants and animals are coping with the cold weather. During Denmark's short and often unreliable summers, *hygge* is centred around Danish summer houses - small, basic homes-away-from-home, where Danes tend gardens and throw big lunch or dinner parties that feature delicious locally-grown strawberries. *Hygge* is about enjoying the simple and good parts of life together with people you care about”” (World Happiness Report cited in Ministry of Foreign Affairs of Denmark, 2021, <https://denmark.dk/people-and-culture/happiness>).²¹² According to the Ministry of Foreign Affairs of Denmark (2021) For a country with fewer than 6 million citizens, Denmark plays an outsize role on the world stage when it comes to sustainable development and the fight for human rights. Denmark is also part of NATO, and the Danish military joins in international missions. As a founding member of the United Nations, Denmark has committed itself for decades to a substantial role in the global fight for human rights and the eradication of poverty. Denmark is one of only 5 countries in the world that meets the UN goal for rich countries of providing a minimum of 0.7 of gross national income for development assistance. A portion of Danish development aid is channelled through the UN, the European Union, the World Bank and other multinational bodies, while another portion is earmarked for **Danida, the Danish Development Assistance**. Danida fights poverty and helps improve education in several developing countries. **Fighting terrorism, helping countries avoid conflict and collapse**. Denmark is a founding member of the North Atlantic Treaty Organisation (NATO), and the Danish military participates in NATO coalitions and other group efforts to fight terrorism and further

²¹¹ Ministry of Foreign Affairs of Denmark (2021) *Why are Danish people so happy?* Available from: <https://denmark.dk/people-and-culture/happiness> [Accessed November 17, 2021]

²¹² Ministry of Foreign Affairs of Denmark (2021) *Denmark and the world*. Available from: <https://denmark.dk/society-and-business/denmark-in-the-world> [Accessed November 18, 2021]

global peace and stability. The Danish armed forces have a long tradition of delivering reliable and effective contributions in peacekeeping and related international missions. Denmark's international engagement is multifaceted and includes the deployment of military personnel, police, and civilian specialists, including humanitarian rescue workers. Denmark also engages actively in fragile states in order to ensure facilitate free and fair elections and encourage good government. **Activism for universal human rights, against torture.** Denmark is at the forefront of the fight for universal human rights and has ratified a wide range of intergovernmental human rights obligations. The Danes are also active players in achieving a world without torture as a leader in the cross-regional Convention Against Torture Initiative together with Chile, Ghana, Indonesia and Morocco. The idea is to help states ratify and implement the UN convention against torture as successfully as they can. In its development efforts Denmark also works to uphold the rule of law and eradicate all types of discrimination - including gender discrimination - and promote respect for minorities and indigenous people²¹³ (Ministry of Foreign Affairs of Denmark, 2021, <https://denmark.dk/society-and-business/denmark-in-the-world>).²¹⁴“The government system is a constitutional monarchy; the chief of state is the queen, and the head of government is the prime minister. Denmark boasts a modern market economy in which the prices of goods and services are determined in a free price system. Denmark is a member of the European Union (EU)” (Michigan State University, 2021, <https://globaledge.msu.edu/countries/denmark>).²¹⁵According to The International Trade Administration, U.S. Department of Commerce (2021) Denmark is a rich, modern society with state-of-the-art infrastructure and distribution systems, a highly skilled labor force, and a central location that makes it an excellent distribution point for the Scandinavian, Northern European, and Baltic markets. Denmark's fiscal position is sound, and has entered the global COVID-19 pandemic from a position of strength. Denmark's standard of living is among the highest in the

²¹³ Ministry of Foreign Affairs of Denmark (2021) *Denmark and the world*. Available from: <https://denmark.dk/society-and-business/denmark-in-the-world> [Accessed November 18, 2021]

²¹⁴ Michigan State University (2021) Denmark. Available from: <https://globaledge.msu.edu/countries/denmark> 1994 - 2021 Michigan State University. All rights reserved.

²¹⁵ The International Trade Administration, U.S. Department of Commerce (2021) *Denmark-Market Overview*. Available from: <https://www.trade.gov/knowledge-product/denmark-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

world with a GDP per capita of USD 65,147 in 2019. Denmark is a firm advocate of liberal trade and investment policies and actively encourages foreign investment. There are more than 550 American subsidiaries established in Denmark and a strong American Chamber of Commerce with approximately 275 members. Denmark's major imports from the United States are industrial machinery, capital equipment, computers and telecom products, software, aircraft, and scientific instruments. Other important U.S. exports to Denmark are military equipment, chemicals and pharmaceuticals, tobacco, wine, fresh vegetables, nuts, and forest products (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/knowledge-product/denmark-market-overview>). The conclusion of this chapter will be covered next.

8.5 Conclusion

It can therefore be concluded that the Republic of Ghana's richness in terms of natural resources (minerals) significantly improved its economic strength over the past decades and this ultimately led to the west African nation significantly: improving the quality of life of its people, investing in effective education systems, achieving global recognition for its highly attractive tourist sector via investing in vast modern infrastructure development projects and becoming a top exporter of gold and cocoa on the continent of Africa. Today Denmark is undoubtedly globally recognized as the most happiest nation on planet earth that enjoys a high expectancy rate, an effective social system, democracy, clean natural environment, peace, a stable market economy and so on. It can also be concluded that Spain is one of the 'Most Amazingly Beautiful Countries in the World' as a result of its significant investments towards infrastructure development and better health care.

8.6 Discussion questions

- 1) Briefly define the following terms 'peace' and 'positive peace'?
- 2) Identify the key differences between Spain, the Republic of Ghana & Denmark?
- 3) Discuss in greater detail why Spain, the Republic of Ghana & Denmark are part of the '28 Amazingly Beautiful Countries in the World'.

Chapter 9: New Zealand, Kingdom of Sweden & Italy

After reading this chapter you should be able to:

- Define the following terms ‘peacemaking’ and ‘strategic peacebuilding’.
- Discuss the key differences between New Zealand, the Kingdom of Sweden & Italy.
- Explain why New Zealand, the Kingdom of Sweden & Italy are part of the ‘28 Amazingly Beautiful Countries in the World’.

9.1 Introduction

New Zealand. ²¹⁶“[Population distribution](#) over three-quarters of New Zealanders, including the indigenous Maori, live on the North Island, primarily in urban areas. [Major urban areas - population](#) 1.630 million Auckland, 417,000 WELLINGTON (capital) (2021). [Government type](#) parliamentary democracy under a constitutional monarchy; a Commonwealth realm” (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/new-zealand/>). New Zealand is well known globally for its amazing landscapes, mountain ranges, geysers, eye-catching wilderness, eye-catching sports facilities and so on. **Italy.** The nation of Italy is one of the world’s richest nations whilst at the same time it is also very rich in historical architecture (*such as buildings, houses, monuments, universities, museums, theatres, and so on*) as this has significantly boosted its highly attractive tourism sector. ²¹⁷According to the Legatum Institute Foundation (2020) [Overall Prosperity](#). Italy is 31st in the overall Prosperity Index rankings. [Pillar Rankings](#). Italy performs most strongly in Health and Safety & Security but is weakest in Social Capital (Legatum Institute Foundation, 2020, <https://www.prosperity.com/globe/italy>). **Sweden.** ²¹⁸“It’s a great place for families – it has 16 months of parental leave and free day care services - it invests in green living, has favourable

²¹⁶ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/new-zealand/>

²¹⁷ Legatum Institute Foundation (2020) *Italy*. Available from: <https://www.prosperity.com/globe/italy> [Accessed November 18, 2021] Copyright 2020 Legatum Institute Foundation. All rights reserved.

²¹⁸ Gray, A. (2017) *Why Sweden beats other countries at just about everything*. Available from: <https://www.weforum.org/agenda/2017/01/why-sweden-beats-most-other-countries-at-just-about-everything/> [Accessed November 18, 2021] © 2021 World Economic Forum

economic growth, is a safe country for women, has transparency in the media and last, but by no means least - it's a beautiful country. It's a great place to grow old. Sweden ranks third overall in the [Global AgeWatch Index 2015](#), which measures the quality of life for older people. Sweden's strengths lie in the capability of its older generation – they have above average employment rates (73.6%) and levels of educational attainment (68.7%).” (Helpage.com, 2015 cited in [Global AgeWatch Index, 2015](#) Gray, A., 2017, <https://www.weforum.org/agenda/2017/01/why-sweden-beats-most-other-countries-at-just-about-everything/>). The following section will cover in-depth aspects related to the definition of terms.

9.2 Define the following terms ‘peacemaking’ and ‘strategic peacebuilding’

Generally there are many definitions that are used in numerous books, career fields and academic journals to define the following terms ‘peacemaking’ and ‘strategic peacebuilding’.²¹⁹ According to Conciliation Resources (2021) *Peacebuilding* seeks to address the underlying causes of conflict, helping people to resolve their differences peacefully and lay the foundations to prevent future violence (Conciliation Resources, 2021, www.c-r.org/). Furthermore, according to Kroc Institute for International Peace Studies, University of Notre Dame (2021) *Peacebuilding becomes strategic* when it works over the long run and at **all levels of society** to establish and sustain relationships among people locally and globally. Strategic peacebuilding connects people and groups “**on the ground**” (community and religious groups, grassroots organizations, etc.) with **policymakers and powerbrokers** (governments, the United Nations, corporations, banks, etc.)²²⁰ (Kroc Institute for International Peace Studies, University of Notre Dame, 2021, <https://kroc.nd.edu/>). In the following section the differences between New Zealand, the Kingdom of Sweden & Italy will be covered.

²¹⁹ Conciliation Resources (2021) *What is peacebuilding?* Available from: <https://www.c-r.org/who-we-are/why-peacebuilding/what-peacebuilding> [Accessed October 25, 2021] © Conciliation Resources Company

²²⁰ Kroc Institute for International Peace Studies, University of Notre Dame (2021) *What is Strategic Peacebuilding*. Available from: <https://kroc.nd.edu/about-us/what-is-peace-studies/what-is-strategic-peacebuilding/> Copyright © 2021 University of Notre Dame Kroc Institute for International Peace Studies [Accessed October 25, 2021]

9.3 Key differences between New Zealand, the Kingdom of Sweden & Italy

The basic differences that exist amongst nations must be clearly identified to enhance knowledge building in societies. Notably, the differences between New Zealand, the Kingdom of Sweden & Italy are highlighted in Table 9.1 below.

Table 9.1 Major differences between New Zealand, the Kingdom of Sweden & Italy

New Zealand	Kingdom of Sweden	Italy
<ul style="list-style-type: none"> • It is geographically located on the continent of Oceania. 	<ul style="list-style-type: none"> • It is geographically located on the continent of Europe. 	<ul style="list-style-type: none"> • It is geographically located on the continent of Europe.
<ul style="list-style-type: none"> • The capital city of New Zealand is Wellington (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> • The capital city of the Kingdom of Sweden is Stockholm (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> • The capital city of Italy is Rome (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).
<ul style="list-style-type: none"> • The total population in New Zealand during the year of 2021 in July was estimated around 4,991,442 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> • The total population in the Kingdom of Sweden during the year of 2021 in July was estimated around 10,261,767 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/). 	<ul style="list-style-type: none"> • The total population in Italy during the year of 2021 in July was estimated around 62,390,364 (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).
<ul style="list-style-type: none"> • ²²¹The total land area of New Zealand is 268,838 sq. km (<i>The</i> 	<ul style="list-style-type: none"> • ²²²The total land area of the Kingdom of Sweden is 	<ul style="list-style-type: none"> • ²²³The total land area of Italy is 301,340 sq km

²²¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/new-zealand/>

²²² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/sweden/>

²²³ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/italy/>

<p><i>World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/.</p>	<p>450,295 square kilometers (<i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/).</p>	<p><i>The World Factbook 2021</i>. Washington, DC: Central Intelligence Agency, 2021. https://www.cia.gov/the-world-factbook/</p>
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Source: Modified: Table Created By The Author Using Information Inspired From (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>).

The following section will cover aspects about some of the ‘28 Amazingly Beautiful Countries in the World’ in-depth.

9.4 New Zealand, the Kingdom of Sweden & Italy

It is now inevitable for countries to benchmark their living standards, happiness, prosperity and human rights indexes against each other to become better at everything they do for their citizens whilst boosting their nation brand. Some of the ‘Amazingly Beautiful Countries in the World’ include the following:

9.4.1 New Zealand

²²⁴According to the Michigan State University (2021) The government system is a parliamentary democracy and a Commonwealth realm; the chief of state is the queen of the United Kingdom, and the head of government is the prime minister. New Zealand has a free market economy in which the prices of goods and services are determined in a free price system. New Zealand is a member of the Asia-Pacific Economic Cooperation (APEC) and the Trans-Pacific Partnership (TPP) (Michigan State University, 2021, <https://globaledge.msu.edu/countries/new-zealand/>).²²⁵²²⁶According to the Legatum Institute Foundation (2020) cited in New Zealand

²²⁴ Michigan State University (2021) *New Zealand*. Available from: <https://globaledge.msu.edu/countries/new-zealand> [Accessed November 18, 2021]1994 - 2021 Michigan State University. All rights reserved.

²²⁵ New Zealand Government Ministry of Business, Innovation & Employment (2021) *New Zealand cited as most prosperous non-European country*. Available from: <https://www.newzealandnow.govt.nz/resources/new-zealand-cited-as-most-prosperous-non-european-country> © Copyright 2021 NZ

Government Ministry of Business, Innovation & Employment (2021) New Zealand has been highlighted as the world's most prosperous country outside of Europe in the annual Legatum Prosperity Index. The [Prosperity Index](#) is the only global index that uses measurements based on both wealth and wellbeing. Covering 96% of the world's population and 99% of global GDP, the index provides a more complete picture of global prosperity than any other tool of its kind. The country has secured a position in the top ten ranking of this index in terms of prosperity since 2009 showing the ongoing strength of its economy as well as the financial comfort it can offer British emigrants looking to move to New Zealand. When the results are broken down New Zealand also ranks in the top 5 for social capital and particularly high in governance, investment environment and natural environment. Key selling attractions for Brits looking to move to New Zealand are the high quality of life, balanced lifestyle, the stunning scenery, temperate climate and cheaper cost of living. It also offers a solid environment for children so is ideal for families (Legatum Institute Foundation, 2020 cited in New Zealand Government Ministry of Business, Innovation & Employment, 2021, <https://www.newzealandnow.govt.nz/resources/new-zealand-cited-as-most-prosperous-non-european-country>).²²⁷“[Location](#) Oceania, islands in the South Pacific Ocean, southeast of Australia. [Climate](#) temperate with sharp regional contrasts. [Terrain](#) predominately mountainous with large coastal plains. [Natural resources](#) natural gas, iron ore, sand, coal, timber, hydropower, gold, limestone. [Major lakes \(area sq km\)](#) Fresh water lake(s): Lake Taupo - 610 sq km. [Population distribution](#) over three-quarters of New Zealanders, including the indigenous Maori, live on the North Island, primarily in urban areas. [Ethnic groups](#) European 64.1%, Maori 16.5%, Chinese 4.9%, Indian 4.7%, Samoan 3.9%, Tongan 1.8%, Cook Islands Maori 1.7%, English 1.5%, Filipino 1.5%, New Zealander 1%, other 13.7% (2018 est.). **note:** based on the 2018 census of the usually resident population; percentages add up to more than 100% because respondents were able to identify more than one ethnic group. [Languages](#) English (de facto official) 95.4%, Maori (de jure official) 4%, Samoan 2.2%, Northern Chinese 2%, Hindi 1.5%, French 1.2%, Yue 1.1%, New Zealand Sign Language (de jure official) 0.5%, other or not stated 17.2% (2018 est.). **note:** shares sum to 124.1% due to multiple responses on

²²⁶ Legatum Institute Foundation (2020) *The Legatum Prosperity Index*TM. Available from: <https://www.prosperity.com/#/>
[Accessed November 18, 2021] Copyright 2020 Legatum Institute Foundation. All rights reserved.

²²⁷ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/new-zealand/>

the 2018 census. [Dependent areas](#) Cook Islands, Niue, Tokelau. [Independence](#) 26 September 1907 (from the UK). [National holiday](#) Waitangi Day (Treaty of Waitangi established British sovereignty over New Zealand), 6 February (1840); Anzac Day (commemorated as the anniversary of the landing of troops of the Australian and New Zealand Army Corps during World War I at Gallipoli, Turkey), 25 April (1915). [Legal system](#) common law system, based on English model, with special legislation and land courts for the Maori. [International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICtCt jurisdiction. [Agricultural products](#) milk, beef, kiwi fruit, apples, potatoes, mutton, grapes, wheat, barley, green onions/shallots. [Industries](#) agriculture, forestry, fishing, logs and wood articles, manufacturing, mining, construction, financial services, real estate services, tourism. [Exports](#) \$50.43 billion note: data are in current year dollars (2020 est.), \$57.16 billion note: data are in current year dollars (2019 est.), \$57.71 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 57](#). [Exports - partners](#) China 28%, Australia 14%, United States 9%, Japan 6% (2019). [Exports - commodities](#) dairy products, sheep/goat meats, lumber, beef products, fresh fruits (2019). [Imports](#) \$47.86 billion note: data are in current year dollars (2020 est.), \$57.75 billion note: data are in current year dollars (2019 est.), \$58.39 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 62](#). [Imports - partners](#) China 18%, Australia 15%, United States 9%, Japan 6%, Germany 5% (2019). [Imports - commodities](#) cars, crude petroleum, refined petroleum, delivery trucks, gas turbines (2019). [Reserves of foreign exchange and gold](#) \$20.68 billion (31 December 2017 est.), \$17.81 billion (31 December 2016 est.) [country comparison to the world: 58](#). **Communications.** ²²⁸[Telephones - fixed lines](#) total subscriptions: 1.76 million (2018), subscriptions per 100 inhabitants: 37.11 (2018 est.) [country comparison to the world: 58](#). [Telephones - mobile cellular](#) total subscriptions: 6.4 million (2018), subscriptions per 100 inhabitants: 136.1 (2019 est.) [country comparison to the world: 113](#). [Telecommunication systems](#) general assessment: excellent domestic and international systems with progress in mobile services; LTE rates some of the fastest in the world; growth in mobile broadband and fiber sectors; roll out of 5G; investment and development of infrastructure enabled network capabilities to propel the digital economy, e-government, and e-commerce across the country; new satellite to improve telecom in the Asia

²²⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/new-zealand/>

Pacific region; importer of broadcasting equipment and computers from China (2020). **domestic:** fixed-line 37 per 100 and mobile-cellular telephone subscribership 135 per 100 persons (2019). [Internet country code .nz](#) [Internet users](#) total: 4.55 million (2021 est.), percent of population: 90.81% (2019 est.) [country comparison to the world: 98](#). [Broadband - fixed subscriptions](#) total: 1.647 million (2018), subscriptions per 100 inhabitants: 33.67 (2019 est.) [country comparison to the world: 63](#). **Transportation.** [National air transport system](#) number of registered air carriers: 15 (2020), inventory of registered aircraft operated by air carriers: 199, annual passenger traffic on registered air carriers: 17,249,049 (2018), annual freight traffic on registered air carriers: 1,349,300,000 mt-km (2018). [Airports](#) total: 123 (2013) [country comparison to the world: 47](#). [Airports - with paved runways](#) total: 39”” (The World Factbook 2021. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/new-zealand/>).²²⁹According to The International Trade Administration, U.S. Department of Commerce (2020) New Zealand offers U.S. companies a relatively wealthy, sophisticated market with a very transparent and open business environment, and a stable democratic system. New Zealand consistently ranks high in measures of business honesty and integrity, and these features tend to offset the small market size. (Population: 5 million.). The foundation of New Zealand’s economy is exporting agricultural commodities such as dairy products, meat, forest products, fruit and vegetables, and wine. Dairy is the lead export commodity. In 2020, New Zealand exports to the U.S. totaled US\$4.2 billion, approximately 10% of New Zealand’s total exports. In 2020, New Zealand imports from the U.S. totaled US\$3.1 billion. U.S. agricultural machinery, ICT, and healthcare products are key items sold to New Zealand. New Zealand is one of a few countries to have a zero-emissions goal enshrined in law. The act aims to achieve net zero-emissions of almost all greenhouse gases by 2050. For business this means adopting new technologies and investment choices, e.g., introduction of electric vehicle fleets (The International Trade Administration, U.S. Department of Commerce, 2020, <https://www.trade.gov/country-commercial-guides/new-zealand-market-overview>).

²²⁹ The International Trade Administration, U.S. Department of Commerce (2020) *New Zealand-Market Overview*. Available from: <https://www.trade.gov/country-commercial-guides/new-zealand-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

9.4.2 Kingdom of Sweden

“The geography of Sweden is mostly flat with mountains in the west. The government system is a constitutional monarchy; the chief of state is the king, and the head of government is the prime minister. Sweden has a mixed economic system in which there is a variety of private freedom, combined with centralized economic planning and government regulation”²³⁰ (Michigan State University, 2021, <https://globaledge.msu.edu/countries/sweden>). ²³¹““Background A military power during the 17th century, Sweden has not participated in any war for two centuries. An armed neutrality was preserved in both World Wars. Since then, Sweden has pursued a successful economic formula consisting of a capitalist system intermixed with substantial welfare elements. Sweden joined the EU in 1995, but the public rejected the introduction of the euro in a 2003 referendum. The share of Sweden’s population born abroad increased from 11.3% in 2000 to 19.1% in 2018. Location Northern Europe, bordering the Baltic Sea, Gulf of Bothnia, Kattegat, and Skagerrak, between Finland and Norway. Climate temperate in south with cold, cloudy winters and cool, partly cloudy summers; subarctic in north. Terrain mostly flat or gently rolling lowlands; mountains in west. Natural resources iron ore, copper, lead, zinc, gold, silver, tungsten, uranium, arsenic, feldspar, timber, hydropower. Ethnic groups Swedish 80.3%, Syrian 1.9%, Iraqi 1.4%, Finnish 1.4%, other 15% (2020 est.). **note:** data represent the population by country of birth; the indigenous Sami people are estimated to number between 20,000 and 40,000. Languages Swedish (official). Government type parliamentary constitutional monarchy. Independence 6 June 1523 (Gustav VASA elected king of Sweden, marking the abolishment of the Kalmar Union between Denmark, Norway, and Sweden). National holiday National Day, 6 June (1983); note - from 1916 to 1982 this date was celebrated as Swedish Flag Day. Legal system civil law system influenced by Roman-Germanic law and customary law. International law organization participation accepts compulsory ICJ jurisdiction with reservations; accepts ICCt jurisdiction. Economic overview Sweden’s small, open, and competitive economy has been

²³⁰ Michigan State University (2021) *Sweden*. Available from: <https://globaledge.msu.edu/countries/sweden> 1994 - 2021 *Michigan State University*. All rights reserved.

²³¹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/sweden/>

thriving and Sweden has achieved an enviable standard of living with its combination of free-market capitalism and extensive welfare benefits. Sweden remains outside the euro zone largely out of concern that joining the European Economic and Monetary Union would diminish the country's sovereignty over its welfare system. Timber, hydropower, and iron ore constitute the resource base of a manufacturing economy that relies heavily on foreign trade. Exports, including engines and other machines, motor vehicles, and telecommunications equipment, account for more than 44% of GDP. Sweden enjoys a current account surplus of about 5% of GDP, which is one of the highest margins in Europe. GDP grew an estimated 3.3% in 2016 and 2017 driven largely by investment in the construction sector. [Agricultural products](#) wheat, milk, sugar beet, barley, potatoes, oats, rapeseed, pork, rye, triticale. [Industries](#) iron and steel, precision equipment (bearings, radio and telephone parts, armaments), wood pulp and paper products, processed foods, motor vehicles. ²³²[Exports](#) \$240.08 billion note: data are in current year dollars (2020 est.), \$254.53 billion note: data are in current year dollars (2019 est.), \$254.25 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 26](#). [Exports - partners](#) Germany 10%, Norway 9%, United States 8%, Denmark 7%, Finland 6%, United Kingdom 5%, Netherlands 5%, China 5% (2019). [Exports - commodities](#) cars and vehicle parts, packaged medicines, refined petroleum, broadcasting equipment, lumber (2019). [Imports](#) \$217.68 billion note: data are in current year dollars (2020 est.), \$232.81 billion note: data are in current year dollars (2019 est.), \$241.53 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 28](#). [Imports - partners](#) Germany 18%, Netherlands 9%, Denmark 7%, Norway 7%, China 6%, Finland 5%, Belgium 5%, Poland 5% (2019). [Imports - commodities](#) cars and vehicle parts, crude petroleum, refined petroleum, broadcasting equipment, computers (2019). [Reserves of foreign exchange and gold](#) \$62.22 billion (31 December 2017 est.), \$59.39 billion (31 December 2016 est.) [country comparison to the world: 36](#). **Communications.** [Telephones - fixed lines](#) total subscriptions: 1,624,271 (2020), subscriptions per 100 inhabitants: 16.08 (2020 est.) [country comparison to the world: 61](#). [Telephones - mobile cellular](#) total subscriptions: 12,959,858 (2020), subscriptions per 100 inhabitants: 128.3 (2020 est.) [country comparison to the world: 73](#). [Telecommunication systems](#)

²³² *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/sweden/>

general assessment: Sweden’s telecom market includes mature mobile and broadband sectors stimulated by investment of the main operators in new technologies; one of the best developed LTE infrastructures in the region; ranked among leading countries for fixed-line, mobile-cellular, Internet, and broadband penetration; best developed LTE infrastructure in the region; government promotes national broadband strategy to increase connectivity (2020). **domestic:** fixed-line 19 per 100 and mobile-cellular 126 per 100; coaxial and multiconductor cables carry most of the voice traffic; parallel microwave radio relay systems carry some additional telephone channels (2019). [Broadcast media](#) publicly owned TV broadcaster operates 2 terrestrial networks plus regional stations; multiple privately owned TV broadcasters operating nationally, regionally, and locally; about 50 local TV stations; widespread access to pan-Nordic and international broadcasters through multi-channel cable and satellite TV; publicly owned radio broadcaster operates 3 national stations and a network of 25 regional channels; roughly 100 privately owned local radio stations with some consolidating into near national networks; an estimated 900 community and neighborhood radio stations broadcast intermittently. [Internet country code](#) .se ²³³[Internet users](#) total: 9.93 million (2021 est.) percent of population: 94.54% (2020 est.) [country comparison to the world: 60](#). [Broadband - fixed subscriptions](#) total: 4,101,078 (2020) subscriptions per 100 inhabitants: 40.61 (2020 est.) [country comparison to the world: 37](#). **Transportation.** [National air transport system](#) number of registered air carriers: 11 (2020), inventory of registered aircraft operated by air carriers: 316. [Airports](#) total: 231 (2013) [country comparison to the world: 25](#). [Airports - with paved runways](#) total: 149”” (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/sweden/>). ²³⁴According to Gray, A. (2017) It is globally competitive. The World Economic Forum publishes a Global Competitiveness Index every year, and this year it put Sweden in sixth place. “Growth has been robust, at 3.7 percent in 2016, and the country has managed to significantly decrease its deficit in 2015, jumping 30 places to 22nd on this indicator. “The labour market functions reasonably well and Sweden has a high employment rate, with a

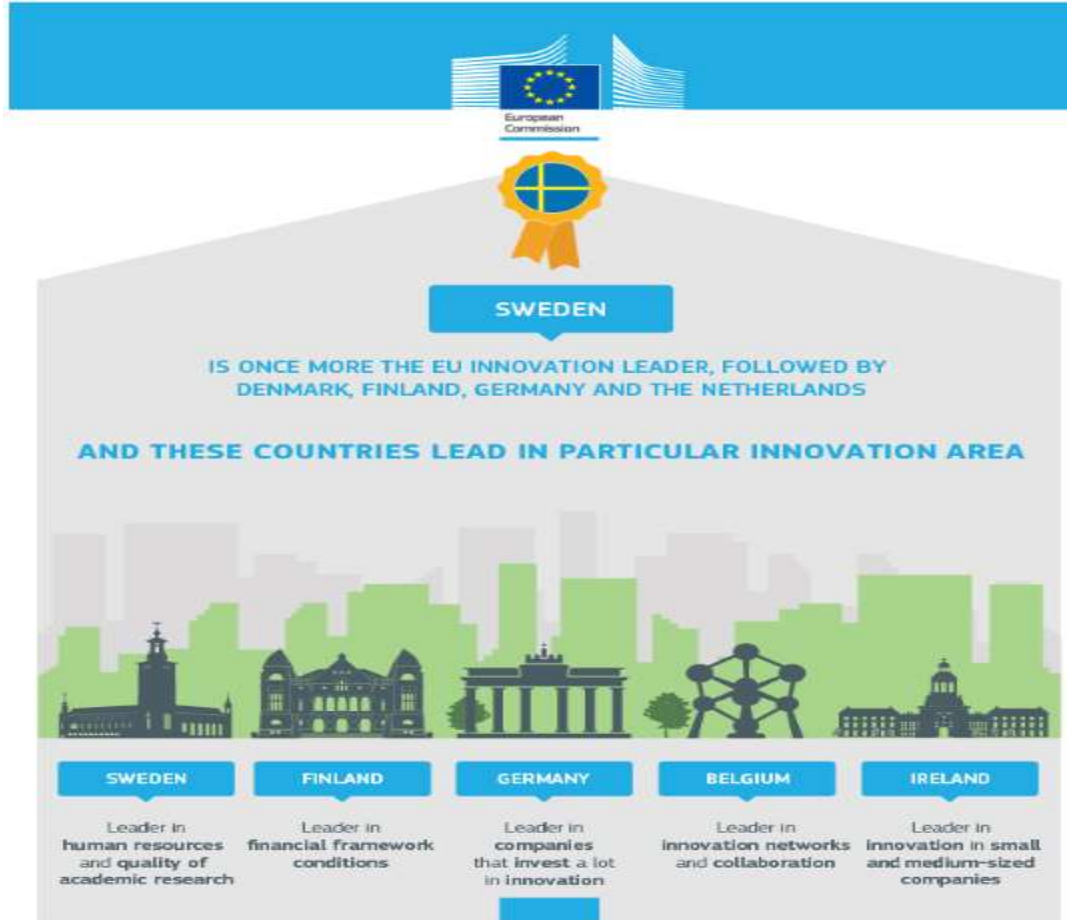
²³³ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/sweden/>

²³⁴ Gray, A. (2017) *Why Sweden beats other countries at just about everything*. Available from: <https://www.weforum.org/agenda/2017/01/why-sweden-beats-most-other-countries-at-just-about-everything/> [Accessed November 18, 2021] © 2021 World Economic Forum

high level of women’s participation in the workforce.” It has good gender equality. Sweden is placed 4th on the World Economic Forum’s [Global Gender Gap Index](#) 2016, having closed more than 81% of its overall gender gap. It has recently seen an increase in female legislators, senior officials and managers, and has reached parity in the number of women in ministerial positions.²³⁵ It has low levels of corruption. Sweden has a low level of corruption and ranks 4th in Transparency International's latest [Corruption Perceptions Index](#), which measures the perceived levels of public sector corruption in 186 countries. It’s highly innovative. The [European Commission’s European Innovation Scoreboard](#) 2016 places Sweden in top place. Alongside Denmark, Finland, Germany, the Netherlands, Sweden is an “Innovation Leader” with innovation performance well above that of the EU average, according to the study. Innovation performance is measured by average performance on 25 indicators. Sweden leads in human resources - the availability of a high-skilled and educated workforce - and quality of academic research (European Commission, 2016; Transparency International, 2017 cited in Gray, A., 2017, <https://www.weforum.org/agenda/2017/01/why-sweden-beats-most-other-countries-at-just-about-everything/>). The [European Commission’s European Innovation Scoreboard](#) 2016 will be illustrated by Figure 9.1 below.

²³⁵ Corruption Perceptions Index (2015) *by Transparency International is licensed under CC-BY-ND 4.0*

Figure 9.1 The European Commission’s European Innovation Scoreboard 2016



Source: (Image: European Commission cited in Gray, A., 2017, <https://www.weforum.org/>).

As depicted by Figure 9.1 it can be interpreted that the Kingdom of Sweden has successfully managed to invest its education system to achieve a high innovation rate or culture amongst its people. ²³⁶“Sweden, with a GDP of \$537 billion (2020) and a population of 10.4 million, is the largest Nordic economy and boasts a transparent, highly developed, sophisticated and diversified market with few barriers to entry. According to the World Economic Forum’s Global Competitiveness Report for 2019, Sweden ranks 8th in the world on the Global Competitiveness Index. This is due in part to Sweden’s export-oriented manufacturing sector, competitive small and medium-sized enterprises (SME), and budgetary discipline. Sweden also consistently ranks

²³⁶ The International Trade Administration, U.S. Department of Commerce (2020) *Sweden-Market Overview*. Available from: <https://www.trade.gov/country-commercial-guides/sweden-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

among the top 10 worldwide for its connectivity, governance, investment in R&D, and business climate. As such, many foreign firms establish operations in Sweden when looking to enter or expand into the Nordics and/or the Baltics. In 2020, U.S. merchandise exports to Sweden were valued at \$4.77 billion and imports were \$12.37 billion, generating a trade deficit of \$7.60 billion. The U.S. exported \$4.95 billion in services to Sweden in 2020 and imported \$2.97 billion, generating a trade surplus of \$1.98 billion. Major categories of U.S. exports to Sweden include aerospace/defense, automotive aftermarket, telecommunications equipment, healthcare/life sciences, information technologies, safety/security, clean-tech, industrial machines, and renewable energy”” (World Economic Forum’s Global Competitiveness Report for 2019 cited in The International Trade Administration, U.S. Department of Commerce, 2020, <https://www.trade.gov/country-commercial-guides/sweden-market-overview>).

9.4.3 Italy

²³⁷According to the Legatum Institute Foundation (2020) [Overall Prosperity](#). Italy is 31st in the overall Prosperity Index rankings. [Pillar Rankings](#). Italy performs most strongly in Health and Safety & Security but is weakest in Social Capital (Legatum Institute Foundation, 2020, <https://www.prosperity.com/globe/italy>). ²³⁸““[Background](#) Italy became a nation-state in 1861 when the regional states of the peninsula, along with Sardinia and Sicily, were united under King Victor EMMANUEL II. A democratic republic replaced the monarchy in 1946 and economic revival followed. Italy is a charter member of NATO and the European Economic Community (EEC) and its subsequent successors the EC and the EU. It has been at the forefront of European economic and political unification, joining the Economic and Monetary Union in 1999. [Location](#) Southern Europe, a peninsula extending into the central Mediterranean Sea, northeast of Tunisia. [Climate](#) predominantly Mediterranean; alpine in far north; hot, dry in south. [Terrain](#) mostly rugged and mountainous; some plains, coastal lowlands. [Natural resources](#) coal, antimony, mercury, zinc, potash, marble, barite, asbestos, pumice, fluorspar, feldspar, pyrite (sulfur),

²³⁷ Legatum Institute Foundation (2020) *Italy*. Available from: <https://www.prosperity.com/globe/italy> [Accessed November 18, 2021] Copyright 2020 Legatum Institute Foundation. All rights reserved.

²³⁸ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/italy/>

natural gas and crude oil reserves, fish, arable land. [Ethnic groups](#) Italian (includes small clusters of German-, French-, and Slovene-Italians in the north and Albanian-Italians and Greek-Italians in the south). [Languages](#) Italian (official), German (parts of Trentino-Alto Adige region are predominantly German speaking), French (small French-speaking minority in Valle d'Aosta region), Slovene (Slovene-speaking minority in the Trieste-Gorizia area). [Major urban areas - population](#) 4.278 million ROME (capital), 3.144 million Milan, 2.183 million Naples, 1.795 million Turin, 900,000 Bergamo, 850,000 Palermo (2021). [Government type](#) parliamentary republic. [Independence](#) 17 March 1861 (Kingdom of Italy proclaimed; Italy was not finally unified until 1871). [National holiday](#) Republic Day, 2 June (1946). [Legal system](#) civil law system; judicial review of legislation under certain conditions in Constitutional Court. [International law organization participation](#) accepts compulsory ICJ jurisdiction with reservations; accepts ICCT jurisdiction. [Economic overview](#) The Italian economy is driven in large part by the manufacture of high-quality consumer goods produced by small and medium-sized enterprises, many of them family-owned. Italy also has a sizable underground economy, which by some estimates accounts for as much as 17% of GDP. These activities are most common within the agriculture, construction, and service sectors. [Agricultural products](#) milk, grapes, wheat, maize, tomatoes, apples, olives, sugar beet, oranges, rice. [Industries](#) tourism, machinery, iron and steel, chemicals, food processing, textiles, motor vehicles, clothing, footwear, ceramics. [Exports](#) \$558.26 billion note: data are in current year dollars (2020 est.), \$636.01 billion note: data are in current year dollars (2019 est.), \$656.06 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 11](#). [Exports - partners](#) Germany 12%, France 11%, United States 10%, United Kingdom 5%, Spain 5%, Switzerland 5% (2019).²³⁹[Exports - commodities](#) packaged medicines, cars and vehicle parts, refined petroleum, valves, trunks/cases, wine (2019). [Imports](#) \$486.35 billion note: data are in current year dollars (2020 est.), \$569.7 billion note: data are in current year dollars (2019 est.), \$605.44 billion note: data are in current year dollars (2018 est.) [country comparison to the world: 13](#). [Imports - partners](#) Germany 16%, France 9%, China 7%, Spain 5%, Netherlands 5%, Belgium 5% (2019). [Imports - commodities](#) crude petroleum, cars, packaged medicines, natural gas, refined petroleum (2019).

²³⁹ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/italy/>

[Reserves of foreign exchange and gold](#) \$151.2 billion (31 December 2017 est.), \$130.6 billion (31 December 2015 est.) [country comparison to the world: 17](#). **Communications.** [Telephones - fixed lines](#) total subscriptions: 19,430,559 (2020), subscriptions per 100 inhabitants: 32.14 (2020 est.) [country comparison to the world: 14](#). [Telephones - mobile cellular](#) total subscriptions: 77,796,840 (2020), subscriptions per 100 inhabitants: 128.7 (2020 est.) [country comparison to the world: 21](#). [Telecommunication systems](#) general assessment: well-developed, fully automated telephone, and data services; among highest mobile penetration rates in Europe; benefitted from progressive government programs aimed at developing fiber in broadband sector; leading edge of development with 5G in six cities; fiber network reaches more than half of population; Milan developing smart city technology; importer of broadcasting equipment and computers from China (2020). **domestic:** high-capacity cable and microwave radio relay trunks; 32 per 100 for fixed-line and 133 per 100 for mobile-cellular subscriptions (2019). [Internet country code](#) .it [Internet users](#) total: 50.54 million (2021 est.), percent of population: 63.08% (2019 est.) [country comparison to the world: 19](#). [Broadband - fixed subscriptions](#) total: 17,855,620 (2020), subscriptions per 100 inhabitants: 29.53 (2020 est.) [country comparison to the world: 12](#). **Transportation.** [National air transport system](#) number of registered air carriers: 9 (2020), inventory of registered aircraft operated by air carriers: 180, annual passenger traffic on registered air carriers: 27,630,435 (2018), annual freight traffic on registered air carriers: 1.418 billion mt-km (2018). [Airports](#) total: 129 (2013) [country comparison to the world: 44](#). [Airports - with paved runways](#) total: 98²⁴⁰ (*The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/italy/>). According to The International Trade Administration, U.S. Department of Commerce (2021) Italy is the world's eighth largest economy with a GDP of \$1.85 trillion in 2020 and a per capita GDP of \$31,630. In 2020 Italy was the 16th largest market for U.S. exports, which totaled approximately \$23.8 billion, and the fifth largest U.S. export market in the EU, following Germany, the Netherlands, France, and Belgium. U.S. exports to Italy are concentrated in such high-value sectors as chemicals (23.1%), oil and gas (13%), transportation equipment (10.2%), primary metal manufacturing (9.5%), and computer and

²⁴⁰ *The World Factbook 2021*. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/countries/italy/>

electronic products (7.9%). The United States remained by far Italy's largest non-EU export market with roughly a 9% share of all non-EU exports. In 2020, the United States was Italy's third largest destination for exports, with U.S. imports from Italy totaling \$49.4 billion, following Germany and France. The U.S. had a goods trade deficit with Italy valued at \$29.5 billion in 2020. In 2019 Italian foreign direct investment in the U.S. totaled \$43.7 billion, supporting 93,700 American jobs. Top industry sectors for Italian FDI include industrial equipment, software & IT services, food & beverages, metals, renewable energy, and auto components. U.S. direct investment in Italy totaled \$34.9 billion in 2019, ranking eighth in Europe, less than half of U.S. investment in France and one-fourth the size of U.S. FDI in Germany. U.S. investment in Italy is concentrated in manufacturing, computer services and software, and energy, with significant industrial relationships in the aerospace and automotive sectors. Italy ranks 58 out of 190 countries in the 2020 World Bank Doing Business Report, and though its index score is gradually improving, it ranks 52 out of 180 countries in Transparency International's 2020 Corruption Perception Index²⁴¹ (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/italy-market-overview>). The conclusion of this chapter will be covered in the following section.

9.5 Conclusion

Today the great nation of New Zealand is much loved by its citizens and foreign visitors for its beautiful landscapes, healthy lifestyle, pristine wildlife and friendly people. It can be concluded that New Zealand is indeed a nation of discovery, economic prosperity, adventure, natural experiences and better quality of life. Italy's nation brand is strengthened by its highly functional health sector and its participation towards global humanitarian initiatives aimed at eliminating poverty, civil wars, human rights violations, lack of access to better health care and so on. It can therefore be concluded that the Kingdom of Sweden is globally renowned for its outstanding

²⁴¹ The International Trade Administration, U.S. Department of Commerce (2021) *Italy-Market Overview*. Available from: <https://www.trade.gov/country-commercial-guides/italy-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce

parental leave, highly accessible public services, fun lifestyle, high transparency principles and benefits offered to the elderly population.

9.6 Discussion questions

- 1) Briefly define the following terms ‘peacemaking’ and ‘strategic peacebuilding’?
- 2) List the key differences between New Zealand, the Kingdom of Sweden & Italy?
- 3) Discuss in greater detail why New Zealand, the Kingdom of Sweden & Italy are part of the ‘28 Amazingly Beautiful Countries in the World’?

Chapter 10: European Union (EU) Member States

After reading this chapter you should be able to:

- Define the following terms ‘dialogue’ and ‘national dialogue’. Describe what is the ‘European Union’ & the ‘Schengen area’.
- Discuss the origins of the European Union. Identify the key goals & values of the European Union. Explain the features of the European Union flag. Describe the Anthem of the European Union.
- Discuss how the European Union works. Explain why European Union Member States are part of the ‘Amazingly Beautiful Countries in the World’.

10.1 Introduction

Over the past decades’ most of the world’s powerful and rich developed nations discovered that living and working in silos slows down their pace towards achieving prosperity, innovation, nation branding and military strength. The formation of closer ties with ‘like minded’ nations became a priority since they were all aiming to achieve the same vision and goals despite having different national boundaries. Regional integration became a strategic priority for most of the developed nations and this led to many treaties and regional bodies being established around the world. The European Union is a culture rich, travel adventure, pro-democracy & protection of human rights, peacebuilding, pro-education & health, climate friendly, powerful, globally celebrated and much loved regional body that was founded in Western Europe. Most of the European Union Member States are consecutively ranked as having the highest quality of life and resources in the world for the past number of years. ²⁴²“Since 1957, the European Union has benefited its citizens by working for peace and prosperity. It helps protect our basic political, social and economic rights. **Peace & Security**. Central and western Europe has never known so long a period without war. The EU is the most successful [peace](#) project in human history and has been awarded the [Nobel Peace Prize](#). Europeans are closely linked economically and culturally,

²⁴² European Union (2021) *What the EU does for its citizens*. Available from:

https://europa.eu/european-union/about-eu/what-the-eu-does-for-its-citizens_en [Accessed November 18, 2021] © European Union, 1995-2021

and through the democratic values we share” (European Union, 2021, https://europa.eu/european-union/about-eu/what-the-eu-does-for-its-citizens_en). The following section will cover in-depth aspects related to the definition of terms.

10.2 Define the following terms ‘dialogue’ and ‘national dialogue’

There are various definitions that are used in different fields of study and generally these help readers to better understand complex words or terms in numerous books, articles, magazines, academic journals and so on. There are many definitions of the term dialogue in academic publications and dictionaries. The term *‘dialogue’* refers to any form of planned interaction, communication, talking or liaising of two or more individuals or groups with the aim of creating a mutual, consensual, joint, viable and meaningful long lasting outcome/decision from the planned conversation whilst at the same time ensuring that bias is eliminated by any means necessary during the dialogue process (Rudolph. Patrick. Tawanda. Muteswa, 2022).²⁴³ *“National dialogue* is an increasingly popular tool for conflict resolution and political transformation. It can broaden debate regarding a country’s trajectory beyond the usual elite decision makers; however, it can also be misused and manipulated by leaders to consolidate their power. National dialogues are becoming an increasingly popular tool for conflict resolution and political transformation” (Stigant, S. & Murray, E. of The United States Institute of Peace, 2015, <https://www.usip.org/publications/2015/10/national-dialogues-tool-conflict-transformation>). The following section will cover aspects about the ‘European Union’ & the Schengen area’ in-depth.

10.3 What is the ‘European Union’ & the ‘Schengen area’

²⁴⁴According to the European Union (2021) The European Union is a group of 27 countries in Europe. These countries came together to make things better, easier and safer for people. They agreed to work together and help each other (European Union, 2021, https://europa.eu/european-union/about-eu/easy-to-read_en).²⁴⁵“*From economic to political union.* The European Union is

²⁴³ Stigant, S. and Murray, E. of The United States Institute of Peace (2015) *National Dialogues: A Tool for Conflict Transformation?* Available from: <https://www.usip.org/publications/2015/10/national-dialogues-tool-conflict-transformation> [Accessed October 26, 2021]

²⁴⁴ European Union (2021) *Easy to read - The European Union.* Available from: https://europa.eu/european-union/about-eu/easy-to-read_en [Accessed November 18, 2021] © European Union, 1995-2021

²⁴⁵ European Union (2021) *EU in Brief: Goals and values of the EU.* Available from:

a unique economic and political union between [27 EU countries](#) that together cover much of the continent. The predecessor of the EU was created in the aftermath of the Second World War. The first steps were to foster economic cooperation: the idea being that countries that trade with one another become economically interdependent and so more likely to avoid conflict. The result was the European Economic Community (EEC), created in 1958, and initially increasing economic cooperation between six countries: Belgium, Germany, France, Italy, Luxembourg and the Netherlands. Since then, 22 other members joined and a huge [single market](#) (also known as the 'internal' market) has been created and continues to develop towards its full potential. On 31 January 2020 the United Kingdom left the European Union. What began as a purely economic union has evolved into an organization spanning [policy areas](#), from climate, environment and health to external relations and security, justice and migration. A name change from the European Economic Community (EEC) to the European Union (EU) in 1993 reflected this. **Stability, a single currency, mobility and growth.** The EU has delivered more than half a century of peace, stability and prosperity, helped raise living standards and launched a single European currency: the [euro](#). More than 340 million EU citizens in 19 countries now use it as their currency and enjoy its benefits. Thanks to the abolition of border controls between EU countries, people can travel freely throughout most of the continent. And it has become much easier to [live, work and travel](#) abroad in Europe. All EU citizens have the right and freedom to choose in which EU country they want to study, work or retire. Every EU country must treat EU citizens in exactly the same way as its own citizens for employment, social security and tax purposes. The EU's main economic engine is the single market. It enables most goods, services, money and people to move freely. The EU aims to develop this huge resource to other areas like energy, knowledge and capital markets to ensure that Europeans can draw the maximum benefit from it. **Transparent and democratic institutions.** The EU remains focused on making its governing [institutions](#) more transparent and democratic. Decisions are taken as openly as possible and as closely as possible to the citizen. More powers have been given to the directly elected [European Parliament](#), while national parliaments play a greater role, working alongside

https://europa.eu/european-union/about-eu/eu-in-brief_en#:~:text=promote%20peace%2C%20its%20values%20and,social%20progress%2C%20and%20environmental%20protection [Accessed November 18, 2021] © European Union, 1995-2021

the European institutions”²⁴⁶(European Union, 2021, https://europa.eu/european-union/about-eu/eu-in-brief_en#:~:text=promote%20peace%2C%20its%20values%20and,social%20progress%2C%20and%20environmental%20protection). “The European Union made the ‘Schengen Area’.²⁴⁷The Schengen Area is an area without borders. In this area, people can travel from country to country freely and easily. They do not have to go through checks and controls when they pass from one country to another. Thanks to the Schengen Area, it is now easier for people to travel for work or tourism. The Schengen Area was made in 1985. Today 22 out of the 27 countries of the European Union are part of the Schengen Area. These countries are:

- Austria • Belgium • Czechia • Denmark • Estonia • Finland • France • Germany • Greece
- Hungary • Italy • Latvia • Lithuania • Luxembourg • Malta • Netherlands • Poland • Portugal
- Slovakia • Slovenia • Spain • Sweden

Also, 4 countries outside the European Union are part of the Schengen Area:

- Iceland • Liechtenstein • Norway • Switzerland

That means that people can travel freely and easily from one of these countries to another. This way it is easier for people to visit any of these countries for tourism or for work” (European Union, 2021, https://europa.eu/european-union/about-eu/easy-to-read_en). The following section will cover aspects about the origins of the European Union in-depth.

²⁴⁶ European Union (2021) *EU in Brief: Goals and values of the EU*. Available from: https://europa.eu/european-union/about-eu/eu-in-brief_en#:~:text=promote%20peace%2C%20its%20values%20and,social%20progress%2C%20and%20environmental%20protection [Accessed November 18, 2021] © European Union, 1995-2021

²⁴⁷ European Union (2021) *Easy to read - The European Union*. Available from: https://europa.eu/european-union/about-eu/easy-to-read_en [Accessed November 18, 2021] © European Union, 1995-2021

10.4 Origins of the European Union

According to the European Union (2021) The idea to make the European Union came after two big wars happened in Europe. Countries in Europe saw that it is better to work together than fighting against each other. Figure 10.1 helps to show the origins of the European Union (European Union, 2021, https://europa.eu/european-union/about-eu/easy-to-read_en).

Figure 10.1 Origins of the European Union



Source: (European Union, 2021, <https://europa.eu/>).

²⁴⁸“In the beginning, only 6 countries in Europe started working together:

• Belgium • Germany • France • Italy • Luxembourg • Netherlands

Soon, more and more countries in Europe joined them and the European Union was made.

Today, 27 countries are part of the European Union. These countries are:

• Austria • Belgium • Bulgaria • Croatia • Cyprus • Czechia • Denmark • Estonia • Finland • France • Germany • Greece • Hungary • Ireland • Italy • Latvia • Lithuania • Luxembourg • Malta • Netherlands • Poland • Portugal • Romania • Slovakia • Slovenia • Spain • Sweden

In June 2016 the United Kingdom decided to stop being part of the European Union. So from 31 January 2020, the United Kingdom is no longer part of the European Union” (European Union,

²⁴⁸ European Union (2021) *Easy to read - The European Union*. Available from: https://europa.eu/european-union/about-eu/easy-to-read_en [Accessed November 18, 2021] © European Union, 1995-2021

2021, https://europa.eu/european-union/about-eu/easy-to-read_en). The following section will cover aspects about the key goals & values of the European Union in-depth.

10.5 Key goals & values of the European Union

²⁴⁹According to the European Union (2021) All countries that are part of the European Union work together to make sure that:

- there is peace in Europe
- people have good lives
- things are fair for all people and nobody is left out
- the languages and cultures of all people are respected
- there is a strong European economy and countries use the same coin to do business together (European Union, 2021, https://europa.eu/european-union/about-eu/easy-to-read_en). ²⁵⁰“Goals and values of the EU. Goals. The goals of the European Union are:

- promote peace, its values and the well-being of its citizens
- offer freedom, security and justice without internal borders

²⁴⁹ European Union (2021) *Easy to read - The European Union*. Available from: https://europa.eu/european-union/about-eu/easy-to-read_en [Accessed November 18, 2021] © European Union, 1995-2021

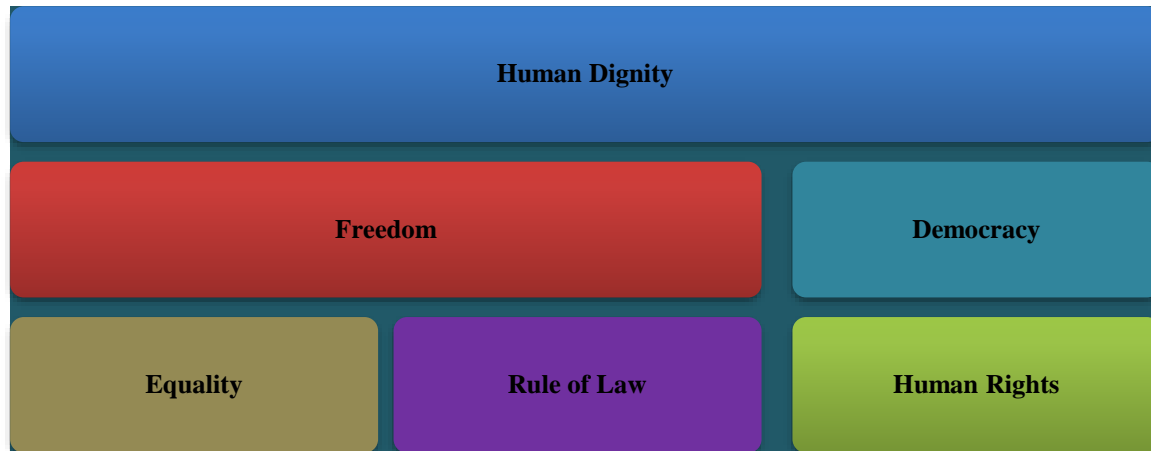
²⁵⁰ European Union (2021) *EU in Brief: Goals and values of the EU*. Available from: https://europa.eu/european-union/about-eu/eu-in-brief_en#:~:text=promote%20peace%2C%20its%20values%20and,social%20progress%2C%20and%20environmental%20protection [Accessed November 18, 2021] © European Union, 1995-2021

- sustainable development based on balanced economic growth and price stability, a highly competitive market economy with full employment and social progress, and environmental protection
- combat social exclusion and discrimination
- promote scientific and technological progress
- enhance economic, social and territorial cohesion and solidarity among EU countries
- respect its rich cultural and linguistic diversity
- establish an economic and monetary union whose currency is the euro” (European Union, 2021, <https://europa.eu/european-union/>).

10.5.1 Values of the European Union

The different values of the European Union are depicted by Figure 10.2 below.

Figure 10.2 Values of the European Union



Source: Diagram Created By Author & Information Inspired From (European Union 2021, <https://europa.eu>).

Furthermore, according to the European Union (2021) **Values**. The EU values are common to the EU countries in a society in which inclusion, tolerance, justice, solidarity and non-discrimination prevail. ²⁵¹**These values are an integral part of our European way of life:**

- **Human dignity**

Human dignity is inviolable. It must be respected, protected and constitutes the real basis of fundamental rights.

- **Freedom**

Freedom of movement gives citizens the right to move and reside freely within the Union. Individual freedoms such as respect for private life, freedom of thought, religion, assembly, expression and information are protected by the EU Charter of Fundamental Rights.

²⁵¹ European Union (2021) *EU in Brief: Goals and values of the EU*. Available from:

https://europa.eu/european-union/about-eu/eu-in-brief_en#:~:text=promote%20peace%2C%20its%20values%20and,social%20progress%2C%20and%20environmental%20protection [Accessed November 18, 2021] © European Union, 1995-2021

• **Democracy**

The functioning of the EU is founded on representative democracy. Being a European citizen also means enjoying political rights. Every adult EU citizen has the right to stand as a candidate and to vote in elections to the European Parliament. EU citizens have the right to stand as candidate and to vote in their country of residence, or in their country of origin.

• **Equality**

Equality is about equal rights for all citizens before the law. The principle of equality between women and men underpins all European policies and is the basis for European integration. It applies in all areas. The principle of equal pay for equal work became part of the Treaty of Rome in 1957. Although inequalities still exist, the EU has made significant progress.

• **Rule of law**

The EU is based on the rule of law. Everything the EU does is founded on treaties, voluntarily and democratically agreed by its EU countries. Law and justice are upheld by an independent judiciary. The EU countries gave final jurisdiction to the European Court of Justice which judgements have to be respected by all.

• **Human rights**

Human rights are protected by the EU Charter of Fundamental Rights. These cover the right to be free from discrimination on the basis of sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation, the right to the protection of your personal data, and the right to get access to justice.

These goals and values form the basis of the EU and are laid out in the [Lisbon Treaty](#) and the [EU Charter of fundamental rights](#). In 2012, the EU was awarded the [Nobel Peace Prize](#) for advancing the causes of peace, reconciliation, democracy and human rights in Europe²⁵²

²⁵² European Union (2021) *EU in Brief: Goals and values of the EU*. Available from:

(European Union, 2021, <https://europa.eu/european-union/>). The following section will help to depict a sample picture of how goals are ticked on a clip board via Figure 10.3.

Figure 10.3 Sample of listed goals ticking clip board picture by the European Union



Source: (European Union, 2021, <https://europa.eu/>).

²⁵³“The countries of the European Union share some important values. For example, they work to make sure that all people are equal and their rights are respected” (European Union, 2021, https://europa.eu/european-union/about-eu/easy-to-read_en). The following section will cover aspects about the features of the European Union flag in-depth.

10.6 Features of the European Union flag

The features of the European Union flag are depicted in Figure 10.4 below.

https://europa.eu/european-union/about-eu/eu-in-brief_en#:~:text=promote%20peace%2C%20its%20values%20and,social%20progress%2C%20and%20environmental%20protection [Accessed November 18, 2021] © European Union, 1995-2021

²⁵³ European Union (2021) *Easy to read - The European Union*. Available from: https://europa.eu/european-union/about-eu/easy-to-read_en [Accessed November 18, 2021]

Figure 10.4 The European flag.



Source: (European Union, 2021, <https://europa.eu/>).

²⁵⁴“**The European flag.** The flag of the European Union is blue and has a circle of gold stars on it. It is a symbol that shows that the countries of the European Union are united and stand by each other” (European Union, 2021, https://europa.eu/european-union/about-eu/easy-to-read_en). The following section will cover aspects about the anthem of the European Union in-depth.

10.7 What is the Anthem of the European Union

According to the European Union (2021) Every country has a melody that better shows its values and culture as a country. This melody is called ‘**anthem**’. The European Union has its own anthem too. In 1985, people who make decisions in the European Union chose a melody of a very important composer to be the anthem of the European Union. This composer is called Ludwig van Beethoven. The melody shows how important it is that all people are free, live in peace and stand by each other. The European Union believes in these values and that is why it has chosen this melody to be its anthem (European Union, 2021, https://europa.eu/european-union/about-eu/easy-to-read_en). The European Union listening link will be depicted in Figure 10.5 below.

²⁵⁴ European Union (2021) *Easy to read - The European Union*. Available from: https://europa.eu/european-union/about-eu/easy-to-read_en [Accessed November 18, 2021] © European Union, 1995-2021

Figure 10.5: Anthem listening link



Source: (European Union, 2021, <https://europa.eu/>).

“If you want to listen to the anthem of the European Union, [click here](#)” (European Union, 2021, https://europa.eu/european-union/about-eu/easy-to-read_en). The following section will cover aspects about how the European Union works in-depth.

10.8 How the European Union works

““The European Union has 3 main bodies:

- the **European Commission**

The people of the European Commission suggest laws for the European Union.

Figure 10.6 European Commission



Source: (European Union, 2021, <https://europa.eu/>).

- ²⁵⁵the **European Parliament**

The people of the European Parliament are elected by all people in Europe to stand for their rights.

Figure 10.7 European Parliament



Source: (European Union, 2021, <https://europa.eu/>).

- the **Council of the European Union**

People who make decisions in every country of the European Union come together and make the Council of the European Union.

²⁵⁵ European Union (2021) *Easy to read - The European Union*. Available from: https://europa.eu/european-union/about-eu/easy-to-read_en [Accessed November 18, 2021] © European Union, 1995-2021

Figure 10.8 Council of the European Union



Source: (European Union, 2021, <https://europa.eu/>).

²⁵⁶These 3 bodies are very important for the European Union. They work closely together to make things better in Europe:

- The **European Commission** suggests laws.
- The **European Parliament** and the **Council of the European Union** discuss these laws and decide if they want these laws to happen in Europe.
- If they decide that a law must happen in Europe, all countries of the European Union must work to make this law happen in them. Other bodies that are important for the European Union are:
 - The **Court of Justice of the European Union** that makes sure that all laws happen correctly in the European Union.
 - the **Court of Auditors** that checks if the money of the ²⁵⁷European Union is spent in the right way.

²⁵⁶ European Union (2021) *Easy to read - The European Union*. Available from: https://europa.eu/european-union/about-eu/easy-to-read_en [Accessed November 18, 2021] © European Union, 1995-2021

²⁵⁷ European Union (2021) *Easy to read - The European Union*. Available from: https://europa.eu/european-union/about-eu/easy-to-read_en [Accessed November 18, 2021] © European Union, 1995-2021

There are also other bodies of the European Union that are doing important work. For example, there are bodies that:

- check if the European Union works in the right way and respects the rights of all people.
- publish useful information about the European Union.
- choose the people who have the skills to work for the European Union.
- stand for the rights of all people in Europe like people with disabilities, workers and others.

Figure 10.9 Goal listing clip board



Source: (European Union, 2021, <https://europa.eu/>).

All these bodies work together to make sure that the European Union works in the right way for the good of its people” (European Union, 2021, https://europa.eu/european-union/about-eu/easy-to-read_en). The following section will cover aspects about why the European Union is part of the ‘Amazingly Beautiful Countries in the World’ in-depth.

10.9 Why the European Union is part of the ‘Amazingly Beautiful Countries in the World’?

There are various reasons why the European Union is part of the ‘Amazingly Beautiful Countries in the World’. In general the achievements, values and goals of the European Union are all part of the reasons why it has beautiful countries that are globally ranked as having high quality life, freedoms, peace, powerful international statures, equality and so on. Some of the key

achievements of the European Union which this book helps to highlight as the main reasons why the European Union is categorized/included as part of the ‘Amazingly Beautiful Countries in the World’ are further discussed below.

10.9.1 “Key European Union achievements and tangible benefits. Key achievements. Since 1957, the European Union has achieved great things for its citizens and the world:

- a continent at peace
- freedom for its citizens to live, study or work anywhere in the EU
- the world’s biggest single market
- aid and development assistance for millions of people worldwide

10.9.1.1 Peace and stability. The EU has delivered over half a century of peace, stability and prosperity. It also plays an important role in diplomacy and works to promote these same benefits – as well as democracy, fundamental freedoms and the rule of law – across the globe. In 2012, the EU was awarded the [Nobel Peace Prize](#) for its achievements in this field. 70 years of lasting peace

- The EU’s [common foreign & security policy](#) is designed to resolve conflicts and promote international understanding, based on diplomacy and respect for international rules.

10.9.1.2 ²⁵⁸**Single market.** The EU's main economic engine is the single market. It enables most goods, services, money and people to move freely throughout most of the continent. It has certainly become much easier to move around Europe – all EU citizens have the right to study, work or retire in any EU country. As an EU national, for employment, social security and tax purposes, every EU country is required to treat you exactly the same as its own citizens.

- **Euro** – used by over 340 million EU citizens, the euro has eliminated the risk of currency fluctuation and exchange costs, and strengthened the single market – to the benefit of us all.

- **Telephone & digital services** – you can use your phone and online services at no extra cost across the EU, thanks to the end of roaming rules.

10.9.1.3 Citizens' rights and protections. The [Treaty on the European Union](#) gives EU citizens and legal residents a wide range of rights, enacted in EU law across many fields.

Charter of fundamental rights. The Charter brings together all the personal, civic, political, economic and social rights enjoyed by people within the EU.

[EU Charter of fundamental rights](#)

10.9.1.3.1 Employment rights

Every EU worker enjoys certain minimum rights relating to health and safety at work; equal opportunities; protection against all forms of discrimination; and labour laws.

- **Retire abroad**

²⁵⁸ European Union (2021) *Key European Union achievements and tangible benefits*. Available from: https://european-union.europa.eu/priorities-and-actions/achievements_en [Accessed November 17, 2021] © European Union, 1995-2021

10.9.1.3.2 Digital rights

²⁵⁹The EU has taken a strong stance to protect individual rights and personal information in its data protection and privacy laws, to ensure we all have more control over our personal data.

- [Right to be forgotten](#)

10.9.1.3.3 Consumer rights

EU consumers can feel safe in the knowledge that they will get their money back if they return unwanted products, and will receive a refund if they experience any avoidable delays or cancellations while travelling.

10.9.1.4 Business, growth and trade. The EU is the largest trade bloc in the world. It is the world's biggest exporter of manufactured goods and services, and the biggest import market for over 100 countries. Free trade among its members was one of the EU's founding principles. This is possible thanks to the single market. Beyond its borders, the EU is also committed to liberalising world trade.

10.9.1.4.1 Business

The EU has ensured that you're protected against the downsides of globalisation through EU support for small businesses and rules to make sure big companies pay their fair share of tax. The EU can also help if you've been treated unfairly as a business owner. Successful EU programmes like Erasmus+ can help you help you get training to make the most of your career.

- [Defending business owners' rights](#)
- [Exchange scheme for young entrepreneurs \(Erasmus\)](#)

²⁵⁹ European Union (2021) *Key European Union achievements and tangible benefits*. Available from: https://european-union.europa.eu/priorities-and-actions/achievements_en [Accessed November 17, 2021] © European Union, 1995-2021

10.9.1.4.2 Trade

The EU has achieved a strong position by acting together with one voice on the global stage, rather than with separate trade strategies. The EU is in prime position when it comes to global trade. The openness of our trade regime has meant that the EU is the biggest player on the global trading scene and remains a reliable partner to do business with.

- [EU-Singapore free trade agreement](#)

This agreement, signed in 2018, makes it easier for EU firms to export more to Singapore, helps protect people’s rights at work and the environment and opens up Singapore’s markets to EU companies for services and government contracts”” (European Union, 2021, https://european-union.europa.eu/priorities-and-actions/achievements_en).

10.9.1.5 ²⁶⁰“**Food quality and environmental standards.** Because EU countries cooperate so closely, our food and our environment meet some of the world’s highest quality standards.

10.9.1.5.1 Food

Protecting health is the aim of all EU laws and standards in the farming and food sectors. An extensive body of EU-wide law covers the entire food production and processing chain within the EU, as well as imported and exported goods.

- [Food safety – EU legislation explained](#)
- [Organic farming statistics](#)
- [Animal welfare – main achievements](#)

²⁶⁰ European Union (2021) *Key European Union achievements and tangible benefits*. Available from: https://european-union.europa.eu/priorities-and-actions/achievements_en [Accessed November 17, 2021] © European Union, 1995-2021

10.9.1.5.2 Environment

The EU has developed some of the strictest environmental standards in the world. EU policy seeks to minimise risks to the climate, health and biodiversity.

- [Emissions targets already achieved](#)
- [Renewable energy/energy transition \(2018 Energy Directive\)](#)

10.9.1.6 ²⁶¹International diplomacy & development. EU countries acting in unison have much more of a voice on the world stage than 27 nations of varying size acting separately. Taken together, the EU institutions and national governments are the world's leading donor of development assistance and work collectively to promote good governance, fight hunger and preserve natural resources.

10.9.1.6.1 Diplomacy & security

Through its political, practical and economic support, the EU has played a crucial role in building peace in the Western Balkans since the Yugoslav wars. One example is the [EU-facilitated dialogue between Serbia and Kosovo](#), which led to a landmark deal in April 2013 that is currently being implemented, with EU support.

10.9.1.6.2 Human rights

The EU has developed human rights policy guidelines covering areas such as the death penalty, torture and freedom of expression, both on and offline. The EU's [Instrument for Democracy and Human Rights \(EIDHR\)](#) provides support to improve respect for human rights and fundamental freedoms in countries and regions where they are most at risk.

²⁶¹ European Union (2021) *Key European Union achievements and tangible benefits*. Available from: https://european-union.europa.eu/priorities-and-actions/achievements_en [Accessed November 17, 2021] © European Union, 1995-2021

10.9.1.6.3 Humanitarian aid

The EU provides assistance to countries and populations, both within Europe and abroad, when major disasters or humanitarian emergencies strike. Collectively, the EU and its constituent countries are the world's leading donor of humanitarian aid. Every year the EU provides food, shelter, protection, healthcare and clean water to over 120 million victims of disasters and conflict in over 80 countries.

10.9.1.6.4 Aid, development and diplomacy in action

²⁶²The EU cooperates with governments in 150 partner countries across the developing world, as well as civil society and international organisations. For example, in Haiti the EU provides a number of different forms of aid and development assistance, to help the country develop resilience, resolve structural weaknesses and bring short-term relief to the most vulnerable. Since 1994, the EU has provided Haiti with €419 million in aid to:

- give access to life-saving health services
- distribute emergency shelter in camps and host families
- give access to water and sanitation facilities
- distribute food
- prevent an increase in malnutrition, outbreaks of epidemics and potential civil unrest
- reduce vulnerability in camps

set up early warning systems and strengthen shelters and infrastructure against recurring hurricanes, floods, and other natural hazards”” (European Union, 2021, https://european-union.europa.eu/priorities-and-actions/achievements_en)

²⁶² European Union (2021) *Key European Union achievements and tangible benefits*. Available from: https://european-union.europa.eu/priorities-and-actions/achievements_en [Accessed November 17, 2021] © European Union, 1995-2021

[union.europa.eu/priorities-and-actions/achievements_en](https://european-council.europa.eu/priorities-and-actions/achievements_en)). The conclusion of this chapter will be covered in the following section.

10.10 Conclusion

It can be concluded that the European Union has Member States that all qualify to be recognized as part of the ‘Amazingly Beautiful Countries in the World’. The European Union is indeed a major key player in the world in terms of diplomacy and security as it invests a lot of its resources towards securing worldwide peace initiatives. Millions of people around the world have immensely benefited from the humanitarian aid of the European Union which focuses on issues such as natural disasters, climate change, health, promotion & protection of human rights, democracy and freedoms programs. The European Union enables its citizens to enjoy affordable information, communication and technology (*ICT*) services whilst ensuring that their data is well secured under the European Union laws. In addition the European Union Schengen borderless area that allows European Union citizens to freely travel amongst 22 out of 27 Member States while enjoying certain rights stipulated by the European Union laws.

10.11 Discussion questions

- 1) Briefly define the following terms ‘dialogue’ and ‘national dialogue’? Describe what is the ‘European Union’ & the Schengen area’?
- 2) Discuss the origins of the European Union? Identify the key goals & values of the European Union? Explain the features of the European Union flag? Describe the Anthem of the European Union?
- 3) Discuss how the European Union works? Explain why European Union Member States are part of the ‘Amazingly Beautiful Countries in the World’?

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Chapter 4

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