

Borderless Reach. Local Impact.

The Fortify Global Point of View

The balance of power between local, national, and transnational governing bodies is rapidly evolving. **The framework within which multinational corporations achieve regulatory and policy outcomes has fragmented as many nations no longer view economic or geopolitical progress through a “Western-only” lens.**

The global governing organizations, like those of the United Nations, World Trade Organization and European Union, continue to exert influence over Western policymaking, and their viewpoint still underpins many multinational corporations’ expressed values.

However, the rest of the world’s economic engines and emerging markets are looking both inward to their own constituencies and outwards to an increasingly multi-polar world. Critically, their priorities often are at odds with Western priorities, creating challenges that must be navigated both in the market and globally.

Fortify Global believes our clients will achieve success in delivering on their business goals by investing in work that strengthens their reputation and drives initiatives to **localize their narrative** and **educate and engage policymakers** proactively. Core to this is establishing a dialogue to ensure that education and engagement are bilateral. This de-risking strategy will transform the impact business has while navigating an increasingly complicated global marketplace over the next few decades.

Shifting Priorities and Globalization

Whilst over recent decades the world has become more connected, giving businesses greater opportunity for growth, the world has become more fragmented when it comes to politics.

Not all markets and societies have the same priorities. This raises questions for businesses looking to operate across global markets. Businesses are trying to reconcile different expectations from customers, shareholders, employees, legislators alongside their own commercial strategy.

This issue is only going to become more complex and businesses must be smart navigate and benefit from global growth.

What is next?

- Priorities will continue to diverge.
- Slow economic growth and increased competition.
- Transnational organizations will press ahead with key initiatives.

Climate Issues	Promoting rules-based order
Digital Transformation	“Smart” Globalization
Health Equity	Economic Development
- Countries now have a multipolar world where the choice of legislation, regulation and core values rests more with local elected officials than with transnational organizations.
- Multinationals must adopt this reality and ensure their presence in every market is underpinned by a strategy of reputation building, engagement and advocacy to educate policymakers on critical issues.

How it All Comes Together

Fortify Global operates at the intersection of ideas and practical execution, utilizing our international network of public affairs experts to lay the right groundwork for our clients. Using the best of our network we can pull together hard-to-replicate teams that can act in nimble and smart way to help solve your geopolitical challenges.

Taking You to the Edge

Fortify Global, powered by leading public affairs agencies DDC and Portland, is a world leader in public affairs, communications and marketing support, with a presence in more than 100 countries. Our network of industry experts is uniquely suited to support clients with the right mix of insights, strategies and program support to achieve your business, political and regulatory objectives.

Insights



Country- / Market-Specific Political Analysis and Policy Watch



Polling / Message Strategy



Country- / Market-Specific Media Analysis



Values Analysis



Strategy



Political and Communications Consulting



Implementation



Direct Government Relations



Employee Engagement



Public Affairs Efforts – Influencers



Media Engagement



Public Affairs Efforts – Grassroots



Advertising



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