**Business & Industrial Outlook 2018**

2018 Year of the Earth Dog Predictions Business & Industrial Outlook

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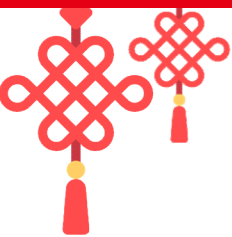
Why Some Businesses and Industries Flourish (or fumble) in Earth Dog Year 2018

In things that we do in life, we always hope for 3 things, opportune societal condition (天时), advantageous geographical position (地利) and harmonious or supportive human relationship (人和). With these 3 things, goal is accomplished and success is assured.

Economic condition and political climate change every moment, so do natural cyclical elements or forces. Dog Year 2018 brings with it a large proportion of the Earth (土) element, a small portion of the Metal (金) element and an even smaller portion of the Fire (火) element. These dominant elemental forces will bring fortune or misfortune to businesses and industries, leading to varying degrees of success and performance of the corporate world.

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Money Up for Grabs for These Businesses and Industries

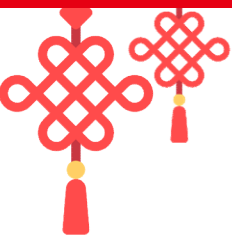
The 2 most important information in a financial report of a business entity are its revenue and profitability. The fortune of the business depends on whether there is wealth or money.

The dominant Earth element in Dog Year 2018 is the wealth or money element of the **Wood-element-related industries**. This is the opportune societal condition that I mentioned earlier. If these industries are able to establish strong market position and have good people to lead them, there are wealth opportunities to be seized. The Wood-element-related industries include **agriculture, publishing, paper, forestry, fashion, textile and furniture businesses**. Cultural, religious and arts institutions or organisations have a wonderful chance to do well and succeed in Dog Year 2018 as well. However, they may not be given the free reins to do what they want entirely and their actions may be controlled or regulated.

The presence of the Metal element brings some monetary respite to the **Fire-element-related industries**. These include **electronics, sensors, optics, power and energy, especially solar power, lighting, explosives, laser, media, food, manufacturing and visual-related businesses**. However, the pie would be smaller than the previous year and intense competition in these businesses leads to a more challenging outlook and an even thinner margin.

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Do Not Harbour High Hopes For These Industries

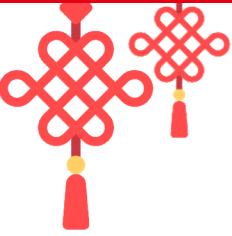
Another keenly followed industry would be the **Earth-element-related industries**, which include **property and real estate, construction, mining, sports-related, material and internet-related businesses**. These industries are likely to compete intensely and experience swings of fortune in Dog Year 2018. It is going to be a lacklustre first-half but things will pick up and the quiet engines will roar to life in the second-half. Put your wine glasses aside as it is not the right time to pop the champagne yet.

An Obstacle Too Many For These Industries

The outcome is likely to end mixed for **Water-element-related industries**. We may see some promising activity initially but as the going gets tough, it loses steam gradually. Water-element-related industries include **logistics, transportation, marine, beverage, water-treatment, filtration, travel and audio-related businesses**. There could also be high-handed government intervention or regulations put in place, resulting in obstacles that stifle growth and expansion.

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These Industries Will Be Worst Hit

In a ranking list, someone will come in top, while some other is bound to take the last spot. Unfortunately, the **Metal-element-related industries** will be the worst hit and claim the last spot. These include **banking, automotive, steel, precious metals, jewellery, law and speech-related businesses**. Not only that competition is throat cutting, there will also be regulations and obstacles to halt progress. While you fend off blows from external threats, internal conflicts threaten to break up the foundation that you have painstakingly built. Money does not come easily. Better to tighten the purse strings and save for the rainy day.

