

VIEWS FROM THE TOP 9

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A TRADEMARK “Obama Speech” of “hope and inspiration”. The president laid out his vision of America’s future direction (“win the future”) with an overwhelming focus on domestic policy but came short on foreign policy and didn’t appeal to the global audience.

President Obama’s speech firmly drove the message that the American dream is still alive but the people have to meet the demands of a new age driven by technology and globalisation. This is based on five pillars: regaining fiscal balance, reforming education, spurring innovation, rebuilding America’s infrastructure and eliminating barriers to business success, and to harness free enterprise.

The tenor of the speech was optimistic and hopeful, reassuring Americans that the US is an exceptional nation that will overcome its economic challenges. He deftly encouraged America to view China, India, and other emerging Asian economies not as a threat but rather as a motivation to unleash their creative spirits and to “out educate and out-innovate” the rest of the world to be the leader. It has far-reaching implications to all economies.