



**Economy:** The UK economy is doing fairly well. Inflation was over 10% at the beginning of 2023, it is currently at 4.6%, and likely to go down to 2.5% by the end of 2024. PM Rishi Sunak and Chancellor Jeremy Hunt have taken much credit for it, as they managed to stabilise the economy after the disastrous mini budget in 2022, which cost the nation £30bn.

Many workers will be pleased that wages are rising at a faster rate than inflation. But interest rates remain high at 5.25%, which is unlikely to change until May/June, so borrowing money will still be expensive for mortgages.

The UK will be one of the best performing countries in the G7 outperforming France, Japan and Germany with GDP around 2.8% higher in 2024. Good to be a little optimistic!



**Business:** X, formerly known as Twitter may go bankrupt.

Elon Musk has frequently used bankruptcy warnings to motivate staff and issue threats, as he did with Tesla and Space X.

With his emotional outbursts against X's advertisers, advertising revenue has declined and new attempts to raise revenue elsewhere have failed. He might believe by putting X through bankruptcy, he can still come out on top. Interesting strategy.



**Oscars 2024:** A few surprises this year, as director (Greta Gerwig) and lead actress (Margot Robbie) for the billion-plus making 'Barbie' didn't get the Best Director and Best Actress nominations. Very odd. The Oscars can be rather political.

So, here are the predictions for the winners of key categories:

1. Best Picture: 'Oppenheimer'
2. Best Actress: Emma Stone for 'Poor Things'
3. Best Actor: Cillian Murphy for 'Oppenheimer'
4. Best Supporting Actress: Danielle Brooks for 'The Color Purple'
5. Best Supporting Actor: Robert Downey Jr for 'Oppenheimer'
6. Best Director: Christopher Nolan for 'Oppenheimer'



**US Politics:** It looks very likely that former President Donald Trump will be the Republican candidate for President in November, as Nikki Hayley (his only opponent) will not win her home state South Carolina.

Only a criminal conviction or individual States disqualifying him from the ballot paper might stop him facing Joe Biden, in a repeat of the 2020 presidential race.

But who will win? Well, my analysis will be released in October 2024 outlining key policies, impact and likely winner.



**Sports:** Lewis Hamilton will win his 8th F1 World Championship. Max Verstappen (Red Bull) will finish 2nd and George Russell (Mercedes) will finish 3rd.

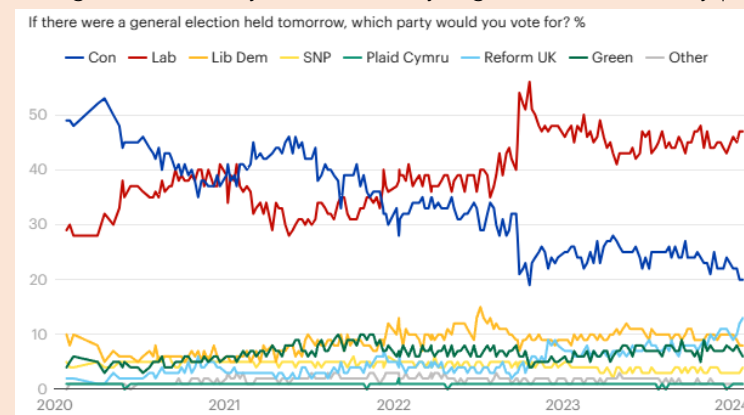


**Sports:** San Francisco 49ers are NFC Champions. They will beat Kansas City Chiefs to with their 6th Super Bowl. Super Bowl LVIII to be held in Las Vegas on 11 Feb will feature Usher as the headline act.



**UK Politics:** The General Election will be held by the end of November, after the US presidential election. The Conservatives (Tories) are looking very likely to lose, and lose badly. It's not that PM Rishi Sunak is incompetent or bad, it's just the party is very divided and very exhausted.

Labour is not really putting a case for government. Except for gradually spending £28bn a year on climate change activities, they have been very vague to commit to any policy. They will continue with Tory policies.



Source: YouGov poll data 23-24 January 2024

Labour needs to win a lot of seats, and so they will form a minority government by joining forces with the Liberal Democrats and SNP in Scotland. However, if the Reform Party manage to take seats away from the Tories, Labour's win will be a landslide.

My analysis on the General Election will be released before the election itself, so watch this space!

# Shahid Miah's

# 2024

# Predictions



**World Affairs:** A snapshot of global trends:

- Russia-Ukraine war will continue but attempts will be made to negotiate a peace settlement with Russia annexing some parts of Ukraine
- Israel-Hamas war will end, but there won't be a two-state solution to negotiate until there are 'moderate' governments in Israel and in the Palestinian Authority where Benjamin Netanyahu and Mahmoud Abbas will be unseated by voters in an election
- There will be at least one AI deepfake election scandal and multiple lawsuits
- There will be nearly 50 elections taking place in the world, one of which is in South Africa where the ANC will miss out on an absolute majority for the first time since Nelson Mandela became president
- In India, Narendra Modi will remain as prime minister in the elections in April/May, when he could claim to be the most popular democratically elected leader in the world, as his approval rating is very high
- The planet will become warmer and break the heat record of 1.5 degrees centigrade
- There will be an increase in global migration, particularly in Europe and the US
- Global GDP growth to 3% with inflation going down to around 5%
- There will be a 'second cold war' between the US and China – China's growth has slowed, there is tensions over Taiwan, and the US will continue to limit China's access to advanced technologies



**Art & Culture:** Some trends:

- Artists will incorporate organic materials into art
- More women will sell art over £1m+
- Digital and AI art will attract more mainstream art institutions
- Huge interest in 20th Century art – female, African and Asian artists
- Market volatility for emerging artists, as the market saturates further
- Operating costs rise will put pressure on galleries to open on tight margins



**Technology:** The merging of 5G and the Internet of Things (IoT) will create more opportunities for businesses and people than Artificial Intelligence (AI), which has been very trendy to get excited about, and to be afraid about.

But by the end of 2024, 5G networks could cover a third of the world's population enabling around 1.2 billion connections.

This will indeed power IoT, and by the end of 2024, IoT will in turn power around 12 billion connected devices, driven primarily by cloud computing, health care, and smart homes.

The cloud, AI and the regulatory environment will drive security and risk management spending, whilst 5G and IoT will drive innovation globally.



**Employment:** Technology recruitment had a very tough year in 2023, with companies being more cautious due to inflation, unpredictable business environment and overspending in the previous year.

However, confidence will grow back that will translate into more activity and more hiring, as businesses ramp up to fulfil their technology needs.

Other industries that also took a knock-back in 2023 but will grow in 2024 include:

- Financial services
- Professional services (Consulting)
- Construction & Property
- Life Sciences



**Sports:** Novak Djokovic's dominance is slowing down, but he should win the French Open and the US Open.

Wimbledon men and women will be won by Carlos Alcaraz and Coco Gauf respectively. And Venus Williams and Andy Murray will finally retire. Phew.



**Technology:** AI might not create more opportunities globally, but it will dominate in what people think of it and how they use it.

AI will accelerate innovation, business efficiency, relocate economic activity, and create workforce opportunity. For individuals, it will increase their standard of living. But there will be a further decline in trust, as governments figure out how to regulate it from potential abuses. Interesting times ahead.

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