

We're still a good six weeks from year-end, but already the prognostications for 2021 are being put forward. Among these are ten goodies by the **Economist**, which got exactly none of their predictions for 2020 correct. Of course this is completely understandable, given that no-one called for a global pandemic and all that went with that, including a global economic shutdown with governments scrambling to hold it all together. Among the list of trends to watch for are an economic recovery, which is expected to be better, though mixed -read [here](#) . We are considerably more optimistic than that, though it is always prudent to err on the side of caution. Record low interest rates, rising consumer demand and an improving employment picture should combine to make 2021 a very good year indeed.



*“Try rolling on the ground! Roll around on the ground!”*

Calls for a continuation of US-China tensions is expected, and an America led by President Biden is unlikely to relax trade barriers to Chinese exports. Tourism will rebound, but more slowly than expected and the divergence of companies performance will accelerate. Those that best utilize technology to get their products and services to the end user -the consumer- are expected to outperform next year and into the future. In other words, companies dominant in their market sector are expected to increase their position at the expense of weaker competitors.

It's a Darwinian world out there for sure, and Capitalism is relentless in its pursuit of profit. This will never change and the tech-celeration will continue to be the catalyst to this dynamic process of creative destruction. Bottom line is that some things are expected to change while others seem to be just more of the same. Sounds a lot like most years back-to-back really. But we do expect 37 million Canadians to have been vaccinated by this time in 2021. Hopefully sooner. Getting back to the world we knew at the start of this year couldn't happen soon enough for me!

If you have the time, have a read though the links to each of the talking points in the **Economist** article -some interesting points of view outlined here for sure. Happy reading!

Be safe, be well!

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