

Michael Bauer International GmbH Launches Groundbreaking Political Risk Reports to Empower Businesses in a Globalized Landscape

Karlsruhe, January 18th, 2024: As businesses grapple with the challenges of an increasingly interconnected and volatile global landscape, Michael Bauer International (MBI), is pleased to announce the launch of its revolutionary product – the MBI CONIAS Political Risk Reports.

In the face of escalating political conflicts and the imperative for companies to safeguard their supply chains, the term "de-risking" has gained prominence. MBI recognizes the critical need for businesses to actively manage the security of their supply chains to protect production and customer relationships.

The Political Risk Reports serve as an indispensable tool for companies seeking to navigate the complexities of global markets. These reports offer in-depth insights into political conflicts, allowing organizations to proactively manage risks and make well-informed decisions. The reports cover a range of dimensions, including political stability and security, geopolitical context, market openness, social cohesion and labor market, human rights, and environment and sustainability in the country.

Key Features of the MBI CONIAS Political Risk Reports include:

1. **Conflict Radar:** Attain a comprehensive overview of political conflicts that require attention, enabling proactive risk management.
2. **Geospatial Mapping:** Geographically classify conflicts, identifying hotspots of violence and assessing risk at a granular, sub-national level.
3. **Comprehensive Overview Tables:** Summarize main conflicts, drivers, and resulting political risks for each segment considered.
4. **In-depth Textual Analysis:** Benefit from well-researched and understandable texts written by renowned country experts, providing background information on risks.
5. **Scenarios:** Explore three scenarios with implications and recommended actions for a more comprehensive risk assessment.

MBI's Political Risk Reports help organizations make informed decisions regarding international operations and investments. They provide insights into sending employees to specific countries or regions and evaluate the vulnerability of investments to political upheavals and subsidy withdrawals. The reports also assess risks to suppliers' facilities or inventories in war-like situations and gauge the potential impact of international conflicts on the supply chain

and trade disruptions. In essence, the reports offer a comprehensive analysis to assist businesses in navigating complex scenarios and making informed decisions.

MBI understands the dynamic nature of political landscapes and offers various options for updating and upgrading the reports. The full potential of the Political Risk Reports can be unlocked with enriched data sets that are available at the subnational level and provide additional information such as the probability of occurrence.

Dr. Nicolas Schwank, Chief Data Scientist for Political Risk at MBI, comments, "In an era of heightened geopolitical uncertainties, our Political Risk Reports provide a crucial foundation for businesses to navigate complex global landscapes. By offering detailed insights and scenario analysis, our reports empower organizations to make informed decisions and proactively manage risks, ensuring resilience in an ever-changing world."

For more information, please visit www.mbi-geodata.com or **contact the MBI Sales Team**.

About Michael Bauer International GmbH

Being a specialist for small-scale data for Geomarketing, Michael Bauer International has grown to one of the largest global data providers for over ten years. MBI unites passion and scientific know-how to provide globally consistent and comparable geographic, market and risk data.

Today MBI is not only recognized as a key data source but is also the preferred data provider for the largest leading GIS software and technology companies globally. For a vast variety of companies, MBI's data is the foundation for location-based questions related to company locations as well as branch and distribution networks. MBI mobile data offers valuable insights into the global consumer behavior and their customer journey. Companies from all industries are supplied with up-to-date data for market analyses and visualization by MBI, to take informed and data-based decisions.

With CONIAS Risk Intelligence, we provide in-depth and data-driven information about the current and emerging dynamics of political conflicts worldwide. We support internationally operating companies and organizations in identifying political risks to location, logistics and investment security at an early stage and in developing targeted adaptation strategies.

MBI is one of the first global HERE Technologies Distributors as well as **“Global HERE Distributor of the Year 2023”**. HERE is the leading provider in the development of digital maps and location-based services.

Both Michael Bauer Research GmbH and Michael Bauer Micromarketing GmbH are part of the Michael Bauer Group.

For more information, please visit www.mbi-geodata.com.

Michael Bauer International Press and Public Relations:

Jessica Hablowetz

Head of Marketing

Greschbachstr. 12

76229 Karlsruhe

+49 721-46470339

jessica.hablowetz@mbi-geodata.com

www.mbi-geodata.com