

Global economy of electronic money and local coffee producers

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“Global markets cover the whole world at a different scale. Investments, labour and international production by trans- and multinationals are not dependent on nationality or a nation state.”

Transnational firms use the political power over production and prices

- Want **new coffee growers** like Vietnam. Old growers' economies as Ecuador, Columbia, Brazil, Nicaragua, suffer from **overproduction** of the world market. The more coffee the less money. Coffee producing countries are very dependent on global price changes; what amount coffee would be produced at what price in a particular country. Trade unions as EU, NAFTA and ASEAN use unequal economic power by Free Trade Zones in the Pacific and the APC-countries (status of some favourites with the EU).

International tourism increases the impacts and power of global economy at local level

- Tourism increase globalisation at a very large scale: economic, cultural, social and ecological. People's **labour migration** and working as guest labours in tourist places intermediate new cultural impacts on consuming habits, fashion, food and drinking and leisure time. **World music** is much more popular than original ethno in tourism. **Glocalisation** absorbs both **from inside** and **outside** cultural elements. The unbalanced "cultural soup" of all influences are not any more global, not any more local. New "**brandies**" are conscious creations from **multiculturalism**.

Processes behind poverty in the world

- The **increase urbanisation with overpopulation** is easily perceived at the back of poverty. Illnesses as AIDS is a social and even regional hazard. It causes many other effects than poverty and hunger: Poverty is linked to **lack of good governance, lack of democracy and human rights, economic crises, unskilled labour, lack of education, exploitation of people as raw materials by multinationals, conflicts and wars. Multinationals behave as neo-colonialists** by exploiting low-paid masses of labour force. **International money circulates in international organisations, not at local level as investments in the true wellbeing of people.** Increase of unemployment and low standard housing are evident in many Third World cities. Hazards of dryness and floods are partly natural but they may become man-made hazards e.g. by using marginal lands and soils and by overpopulation in urban areas. Urban water and sanitation problems are hygienic risks. Exploitation of atmosphere is also global but the impacts are more often local. Energy and economic growth may be social motors for the better life of poor – if social equality is politically approved. Solving the syndrome of overpopulation is also the question of better quality of life – in the core is the education of women.

The Global Agenda for the better governing of globalising process is in the core of eliminating poverty, too.