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PUTTING TWO FAIR WINDS AT YOUR BACK

The whole point of investing through global themes is to put the wind at your back.



Long term global themes - the ageing of Europe and Japan, the Development of China, the growing shortage of clean water - are impossible to stop, however many bullets are flying in Cairo's Tahrir Square. Pursuing long term themes in your investment marathon is likely to give you a better chance of breaking the tape. Provided you've got the endurance, the wind of long term economic change should push you along at a merry pace.

Indeed, long term GTI demographics (the median age of 80mn Egyptians is only 24) drive Cairo's political restiveness, and also provide hope for muscular economic growth if a political solution can be achieved

But there's another investment wind that may be just as strong, and, if it's applied to global thematic investing it will put a further spring into your stride.

This investment wind – now a significant part of our own GTI portfolio of stocks - is a type of business with an attribute so powerful that it is a wonder that it is so seldom discussed. And there may be good reasons.

These businesses are so powerful that governments - of all political hues - look upon them with suspicion, and often try to legislate against them. The media is often denied access to their byzantine corridors. "Sell-side" brokerage firms tend to emphasize their competitors as there is little prestige in touting well-known names.