SUPERTRENDS

Winning Investment Strategies for the Coming Decades

LARS TVEDE

LARS TVEDE is an entrepreneur and financial investor. He is an active forex trader as well as trading commodities, precious metals, equities and bonds. Mr. Tvede has been a seed investor in a number of early stage ventures and has founded a financial trading company and a financial software company. He is the author or coauthor of a number of books including *Marketing Strategies For the New Economy*, *The Psychology of Finance*, *Data Broadcasting* and *Business Cycles*. Mr. Tvede is a graduate of the Copenhagen Business School and Royal Danish Veterinary and Agricultural University.

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MAIN IDEA

To be highly successful as an investor, there's no point looking at projected profits for investments in the next twelve months alone. Rather, you need to take into account the big picture and the underlying long-term trends to make astute investment decisions. From that expanded perspective, it's clear the future value of any investments made today will be directly influenced by developments in politics, conflict, economics, demographics, environment, lifestyles, business, finance and technology.

So the real question investors should ask is: "What will the world be like in 2050?" As strange as it may sound, you can already answer that question in more detail and depth than you may realize. The world in 2050 will be the direct result of the continuation of three cycles and seventeen trends which are already in place. When you take into account these cycles and long-term trends, there are seven supersectors which will outperform the overall market over the next forty years.

"I have discovered that the times in my life when I personally have made the best investments and had the greatest fun in business was when I got the really big picture right and took long-term positions against the prevailing mood or ahead of the game. I have also noticed that to have fun and to succeed, it's not enough to play your game well – it is far more important to choose the right game to play. When things worked for me, I really was in the right place at the right time, as they say."

– Lars Tvede

Cycle 1	Inventories
Cycle 2	Capital spending
Cycle 3	Property

Trend 1	Population growth
Trend 2	Urbanization
Trend 3	Aging
Trend 4	Globalization
Trend 5	Wealth explosion
Trend 6	Knowledge
Trend 7	Female emancipation
Trend 8	Environment
Trend 9	Resources
Trend 10	Asset prices
Trend 11	Investment funds
Trend 12	Innovation
Trend 13	Consumer products
Trend 14	Intelligence
Trend 15	Happiness
Trend 16	Wars
Trend 17	Empires and tribes

Supersector 1	Finance
Supersector 2	Real estate
Supersector 3	Commodities
Supersector 4	Alternative energy
Supersector 5	Genomics & biotech
Supersector 6	Information technology
Supersector 7	Luxury