

# Global Banking 2020: Using Scenario Planning to Guide Strategies

## Scenario 3 – New Markets

**Sichel:** New markets is a world in which banks are still playing by old rules, but it's a world in which there has been a significant shift in terms of the economy from the developed world to the emerging world. And the reason why this is happening is that, initially, some of the developed markets had more stringent regulations in place but what we have is basically banks shopping around for safe havens where they can headquarter themselves, and try to bypass some of the regulations in place. What we have is some of the developed markets rolling back some of the early regulations that they had in place. It's a world in which we have new players dominating, and these players would be the national champions and incumbents from the emerging markets, and they're winning not only in their home turf but also going abroad and being successful in these worlds.