

**Update December 17<sup>th</sup> 2015**

**Markets positive – world has not ended – European investors happy at lower Euro – oil keeps falling – rethink of real size of emerging market middle class**

**US industrial production falls**

*With regard to US economic data, we yesterday saw a further fall in industrial production – this does not seem to preoccupy the Federal Reserve unduly. Are we seeing the triumph of hope over experience?*

**US Manufacturing – ignore at your own peril!**

*Assessing the importance of manufacturing in terms of its GDP weighting ignores its massive contribution to exports, productivity growth and value added. Never have so many Americans been beholden to so few for “The Great Leap” forward and take – off.*

**The morning after the night before, markets relieved – could have been worse**

*Following the historic step yesterday, world stock markets have breathed a sigh of relief. The dominant opinion seems to be that it could have been worse, with investors comforted by declarations considered reassuring. Whether they are remains in the eye of the beholder. Going on the basis of the US central bank’s statements, this shall most likely not be a “one-off” demonstrative raid on an enemy position but the opening salvo in a protracted military campaign.*

**Europe cheering lower Euro and longer de-compression time for the emerging markets**

*We are seeing considerable strength in Europe, with investor spirits boosted by a weakening of the Euro – lowering the cost of exports. The relative importance of the trade card for Germany – close to 50 per cent of GDP- is reflected in the strong leap for the DAX. We are also seeing relief that a reasonable outcome from the Federal Reserve shall lessen systemic risk from the emerging markets, not worsening an already precarious demand situation.*

**Europe in a holding pattern - do we have a unanimous pro-inflation consensus?**

*We see this as a holding pattern and continue to view the macro fundamentals as improved but certainly not stellar. Deflationary pressures remain strong, increasing the real value of debt for individuals, businesses and sovereigns. We now are in a new paradigm where there is a unanimous inflationary consensus. The ECB shall not stand by idly and we expect the single currency central bank to react decisively with respect to both falling prices and a rising Euro.*

**Emerging markets posting a relief rally – gradualism word of the day**

*The emerging market equity markets are also posting a relief rally, with the hope that:*

*The interest rate increase shall be gradual  
The gradualism shall slow the capital outflows from the emerging economies and allow for a managed transition to more balanced economies*

**A bounce does not an asset allocation increase make**

*We remain skeptical on the emerging markets space and do not see an expectation of a “bounce” as providing a valid reason to increase allocation to this asset class. Economic fundamentals have not changed with a Chinese slowing still on the cards and commodities still beset by persistent price declines.*

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***Low hanging fruit of middle class expansion already picked***

*On the internal demand front, while there is still scope for an expansion of the consumption driven middle class, we may have already seen the largest and easiest to achieve leap forward. The view that the “low hanging fruit” has been picked is gaining ground.*

***We may well see further commodities weakening***

*Commodities are weakening, with the pundits attributing this to the stronger US Dollar increasing their price for slowing economies. We beg to differ and see the major trigger as continued oversupply resulting from exceedingly generous growth forecasts.*

***The outlook remains difficult as the mid-size producers – late to the party- are squeezed between falling demand, higher financing costs and elimination pricing by the market leaders.***

*Short term prospects for oil remain muted, with a strong increase in US supplies providing further evidence that the shale sector has not vanished. On the foreign front, we are seeing continuing production increases from the traditional producers and we reiterate our view that this is now for some of them a case of “cash is king” – cash flow today as opposed to longer term business school marketing plans.*

***Focus on the Federal Reserve***

***Federal Reserve sticks to script – Labor market seen as improving – please explain millions of Americans still on the fringes of the work force – Where is inflation – “The Third Man”?***

***Cannot count on energy to redress inflation, oil and commodities not linear - Still see Federal Reserve action targeted at preventing further “bubbles”***

***Shades of Orson Welles – Vienna 1947 – Where is the “Third man”?***

*With regard to “The Third Man” – inflation – we are informed that this is expected to rise to the Federal Reserve’s target of 2 per cent by 2018.*

***No guarantees of oil not falling further***

*Increases in inflation are posited on a stabilization of energy prices – this is far from certain. The supply – demand imbalance in the oil sector shows little sign of abating; price movements in commodities are not linear. Step function adjustments are common.*

***Inflation – energy prices – interest rates linkages not linear***

*This may force the Federal Reserve to review its forecasts and call time on increases or increase faster than expected. Linking policy to inflation and linking inflation to “transitory” energy prices is an excellent recipe for volatility.*

***Phillips curve does not work against wages of Industrial Revolution***

*We are not seeing wage increases that might offset further imported inflation. The Federal Reserve speaks of “tighter labor market”. We see the link – in an atomized and hollowed out labor market – between employment and wage increases as null and void. Phillips curve does not work with the developed economies competing against wage levels of the Industrial Revolution.*

***Energy prices not “The root of all evil”***

*We are surprised that the Federal Reserve continues to be focused quasi-maniacally on oil prices as the “root of all evil” with respect to inflation. As much if not more damage is being wrought by continued overcapacity in China, with the world’s second economy in the role played by Germany in the run-up to the First World War.*

***Is it politically incorrect to speak of massive, subsidized overcapacity in China?***

*As long as the Chinese government does not shut down unprofitable companies- an outcome which we see as politically unpalatable – these pressures shall not abate. The Federal Reserve seems to be blithely ignoring that we are still in the midst of a strategy of competitive devaluations.*

***Deflationary pressures are showing little signs of abating in the major developed economies, with spill-over effects on the US. The backdrop for a rise in prices in the US remains modest at best.***

***Dot plots irrelevant – we are focusing on the “Far Side” of the credit spectrum***

*With regard to the vexing issue of further rate increases, the market is being prepared for a series of further rate raises in the course of 2016. We see the “dot plots” as largely irrelevant, with the key driver being an already tighter financing environment for the “Far Side” of the credit spectrum.*

***What shall the impact be abroad?******Euro Zone no Plan B – forced devaluation only option***

*The Euro Zone is still lagging the US in terms of economic recovery and with less scope for structural adjustment has no Plan B as opposed to monetary measures. With massive injections of liquidity having had a minimal impact, a forced devaluation is the only option.*

***Emerging markets do not see selling as over despite rally***

*As regards the emerging markets, while we see the Federal Reserve move as expected, we do not believe that the selling is over in the currency and asset markets. Contrary to popular belief, we see investor skepticism having shifted from a relative yield play to concerns over growth.*

***Governments may find themselves in a bind – having to raise rates to prevent further capital outflows and difficulties in financing their current accounts.***

***Commodity producers – this is not about the Federal Reserve***

*With respect to the commodity producers – where there is some overlap with the emerging markets – we continue to be skeptical with regard to both currency and growth. While we see a possible US Dollar strengthening as weakening commodity prices, we see the action as driven by Chinese slowing far more than by monetary policy.*

***China will continue to practice “benign neglect”***

*Will we see a sequel and / or repeat of “The Guns of August” in China. We do not see the Federal Reserve move as causing any significant changes to Chinese currency policy. We see a continuation of a policy of “benign neglect” compounding the “dumping highest stage of capitalism” spectacle to which we are being subjected.*

***The mistake when pushing globalization was the assumption that participation in the global economy = following conventional rules of resource allocation.***

## Research Highlights

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