

King David

U.S. and International Businesses Eye an Iranian 'Gold Mine' After Nuclear Deal

By Vivienne Walt

<http://time.com/3958946/us-international-business-iran/>

Iran has reached a nuclear agreement with U.S., France, Russia, Great Britain, Germany and E.U. officials. Iran has agreed to measures that halts their nuclear weapon building process. In exchange U.S. and European Union have agreed to dismantle the sanctions they've had in place for decades against Iran. The agreement results in the U.S. and E.U. getting what they perceive a much safer world with Iran becoming less of a danger because of their discontinuing to develop nuclear weapons. Iran, on the other hand, will receive a boost in economics with the removal of the sanctions, opening their borders to do business with the economic powers of the world, U.S. included.

After the nuclear agreement, all of the top business countries now realistically view Iran as an economic jewel, a Gold Mine. The dismantling of the sanctions could release \$125 billion of Iran's that frozen in International banks. This money will flow back into the country and strengthen its economy. Because of this potentially lucrative economy, businesses throughout the U.S and E.U. are preparing to launch their product and services at the country and its 77 million citizens. Because iPhones are coveted in Iran's wealthier communities, Apple has been meeting with the country's leaders discussing means to enter the market once sanctions were lifted. Since Iran has a high population of well-educated young people that are tech savvy, several international tech companies will compete with apple for they consider a market with great potential.

After the nuclear agreement, Iran citizens were celebrating in the streets of Tehran (Iran's Capitol). Experts, however, urge people not to expect to see popular American and other international restaurants, hotels, automobile dealerships lining the country's business districts in the near future.

Opposing parties in each country will put forth their fight to block the agreement, halting businesses from flooding the soon to be open market. But if the historic agreement stands as expected, Iran will be subject to an entirely new look as companies that were long outlawed, now can freely enter and place their brand within new land.

Iran's 77 million citizens that are sceptic of the outside world, having been told that America and its products are bad, will soon get to judge for themselves. A stoppage in Iran's nuclear development process and the dismantled sanctions that hindered its market from legally doing business with lucrative international companies now opens the country to a whole new world. Because of this, International planes are destined to frequent the country, GM, Ford and Chrysler cars will roam Iranian streets, the aroma of Starbucks' coffee will mix with the young Iranians and business class' social life and McDonald's famous arch will setup shop and serve millions of Iranian citizens.

My Opinion

The Article inspires people to embrace change. As Iran agrees not to be set on developing nuclear weapons to destroy the world, other countries are agreeing to open their world to the Iranians. Thus several involved parties have decided to accept change with hope of creating a better world. Of course I think each party has its own hidden agenda. But the change that this agreement creates can bring more change for the better. President Obama also was thinking long range change in his approach to the agreement. "In a 45-minute interview in the Cabinet Room, the president kept stressing one argument: Don't judge me on whether this deal transforms Iran, ends Iran's aggressive behavior toward some of its Arab neighbors or leads to détente between Shiites and Sunnis. Judge me on one thing: Does this deal prevent Iran from breaking out with a nuclear weapon for the next 10 years and is that a better outcome for America, Israel and our Arab allies than any other alternative on the table?"(Friedman,

2015). Plus, Iran's new open market might boost its economy to a level that'll influence its leaders to view the country's nuclear mission a hindrance instead of a must.

Therefore, I agree with the nuclear agreement because it brings people together and strengthens the economy. Over the last 20 months of nuclear negotiations, Iran's leaders have been selling the country to their counterparts as a unique investment opportunity, flirting with giving Western companies access to one of the largest untapped markets in the world (Erdsbrink, 2015). Better more this market is eager to be introduced to the world, to explore things outside of the world they have been closed off from because of sanctions that have lasted for decades. The article quotes an Iranian saying they're eager for American products simply because people have long told them how bad American products are. Thus they are excited to be able to experience the outside world for themselves. Perhaps Iranians might even find people from other countries not to be so bad, and other people might see that most Iranians are not infatuated with blowing up the rest of the world.

Erdsbrink, T. (2015) http://www.nytimes.com/2015/07/16/world/middleeast/iran-nuclear-deal-will-not-immediately-boost-economy.html?_r=0

Friedman, T.L. (2015) <http://www.nytimes.com/2015/07/15/opinion/thomas-friedman-obama-makes-his-case-on-iran-nuclear-deal.html>