A number of measures introduced in the trade war so far, such as the imposition of new tariffs by various counties, are having a tangible, negative economic impact on global markets with trade volume growth declining to its lowest level in several years. This is coupled with the numerous non-tariff barriers to trade which, while less visible, are significant inhibitors to trade for businesses. But, PwC’s economic modelling suggests that for some businesses there can be opportunities as well as challenges.

Game of Trade is an immersive game-based experience where business leaders can explore the effects of tariff increases, non-tariff measures and protectionist policies on business operations, international trade and supply chains.

Game of Trade engages players on strategic and tactical moves that major trading blocs are using by allowing them to take the role of countries. The game then switches into company mode, with the players adopting the role of a business like theirs. They explore how to defend and make the most of the instability caused by the trade war into the macro environment.

Business leaders play in teams against each other, and PwC facilitators draw out key learnings as the moves are played. Whether you are a winner or loser will depend on the actions you take.