



## Inform, Analyze, Empower

The **Makana 360 Daily Monitor Report** aims to provide timely and insightful updates on the most significant global news and top events, offering a concise overview of key developments that impact businesses, politics, and society. By curating and analyzing major trends, the report enhances awareness, facilitates informed decision-making, and supports strategic planning for our audience.

### South Korea seeks mutually agreeable U.S. trade package

South Korea is urgently negotiating a trade deal with the U.S. to avoid 25% tariffs ahead of an August 1 deadline. Talks focus on shipbuilding and non-tariff issues like agriculture and digital services. The country aims to secure a deal no worse than Japan's, which reduced tariffs to 15%. High-level meetings and diplomatic visits highlight the pressure to reach an agreement. If successful, the deal could strengthen economic ties; failure may result in significant tariffs and strain relations.

### Trump unlikely to enforce tariff threat on Russian oil

Trump's threat to impose 100% tariffs on countries buying Russian oil is seen as unlikely to be enforced due to fears of rising inflation and global oil price spikes. Past inaction on similar threats, like with Venezuelan oil, adds to skepticism. Major buyers like China and India continue their imports. The move appears more political than practical, with enforcement likely to harm the U.S. economy and Trump's political standing ahead of elections.

### Trump suggests Fed may be ready to lower interest rates

President Trump's meeting with Fed Chair Powell highlighted increased pressure to cut interest rates. Trump interpreted Powell's remarks as openness to rate cuts, despite the Fed's cautious approach. Trump's criticism reflects his push for easier policy before elections. If the Fed resists, rates may stay steady, but political pressure could impact future decisions and raise concerns about its independence.



Event

Mentions  
& Engagement

Most Reached Media  
Coverage

PayPal

2M

PayPal announced the launch of its  
global platform, PayPal World.

Understanding daily mentions and engagement provides a real-time pulse on public sentiment, helping to shape narratives, anticipate trends, and make informed decisions in an ever-evolving digital landscape.

[Makana 360](#) is a leading political studies, and social media listening company dedicated to providing in-depth analysis and strategic insights. Through advanced monitoring and data-driven research, we help organizations navigate complex political and social landscapes.