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**Hong Kong businesses prioritise technology, sustainability and their people as drivers of future growth, HSBC research**

*\*\*\*Top must-dos to ensure future success are leveraging innovative technology and investing in employees' skills\*\*\**

*\*\*\*More than one-third of Hong Kong businesses feel that increasing consumer demand for sustainability is a growth driver – among the highest proportions globally\*\*\**

About a third of businesses globally expect to change radically in the next two years, from what they sell to where they work, as they seek growth opportunities in a fast-changing world, according to a new HSBC survey.

Businesses in Hong Kong see innovation as a business enabler, with most of the respondents citing their ability to leverage innovative technology (33%) as critical to their future success. Other priorities for enabling growth include investing in the skills of their workforce (26%) and being more agile and responsive to change (26%).

'Navigator: Made for the Future', a survey of over 2,500 companies in 14 countries and territories, shows that Hong Kong firms' investment plans focus on two pillars – people and platforms – both largely in line with global findings.

According to the survey, most of Hong Kong businesses also see increasing consumer expectations that companies be environmentally sustainable as a key factor that will drive growth over the next one or two years (38%). This is amongst the highest percentage in the markets surveyed to see sustainability as a major growth driver and significantly higher than the global average (28%). More than a quarter of decision-makers in Hong Kong plan to increase their investment in sustainability (26%). This could include upgrading premises or equipment to be more energy-efficient, or improving sustainability in the product manufacturing process, the survey found.

Terence Chiu, Head of Commercial Banking, Hong Kong, HSBC, said, "There is a growing trend in Hong Kong and globally for businesses to use technology to improve productivity and drive customer-centricity. By integrating new technologies into business models, investing in employee skills and prioritizing sustainability, we believe that Hong Kong companies will meet their customers' evolving expectations and truly be made for the future."

More than half of businesses in Hong Kong see Artificial Intelligence (59%), the Internet of Things (57%) and 5G (54%) as growing opportunities, particularly companies from the Services and Wholesale and Retail Trading sectors.

Interviews for the 'Navigator: Made for the Future' survey were conducted in Australia, Canada, mainland China, France, Germany, Hong Kong, India, Indonesia, Malaysia, Mexico, Singapore, the UAE, the UK and the USA in May 2019.

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#### **Key growth driver businesses need to be 'Made for the Future'**

<b>Key factors contributing to expectation of business growth</b>	<b>Respondents</b>
Increasing sustainability demands	38%
Increasing / Stable End Customer Base	32%
Quality And Availability Of Skills In Your Workforce	31%

#### **Specific technologies providing opportunities**

<b>Technologies providing opportunities in the next 1-2 years</b>	<b>Respondents</b>
Artificial Intelligence	59%
Internet of Things	57%
5G	54%

#### **Note to editors:**

##### **About Navigator: Made for the future**

HSBC's 'Navigator: Made for the future' report is based on research commissioned by HSBC and conducted by Kantar. It surveyed over 2,500 businesses with turnover of USD5m or above from 14 key markets globally, including: Australia, Canada, mainland China, France, Germany, Hong Kong, India, Indonesia, Malaysia, Mexico, Singapore, UAE, UK and USA in May 2019.

Survey respondents were key decision makers and those having significant input into the decision making of their company's strategic direction. The survey gauges sentiment and expectations of the businesses in the near to midterm future, and covers business outlook, future of business in terms of opportunities & threats, investment priorities and changes foreseen in the future; as well as business innovation and workforce, sustainability and success factor for the future.

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