

PRIORITIES AND PERSPECTIVES OF THE GLOBAL CEO

October 2024

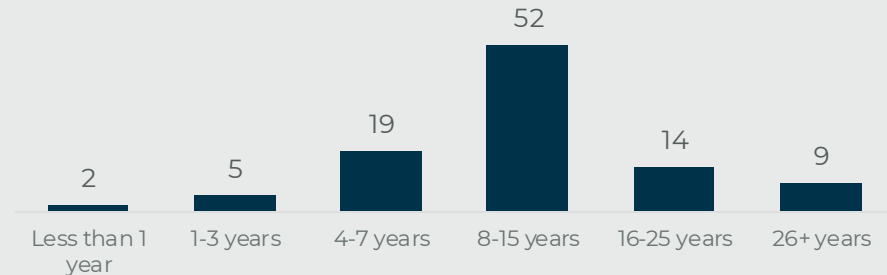
Key Themes

- 1 Expected impact of the U.S. Election on Business
- 2 Attractiveness of Investing in the Gulf Region
- 3 Optimism for Technology and AI

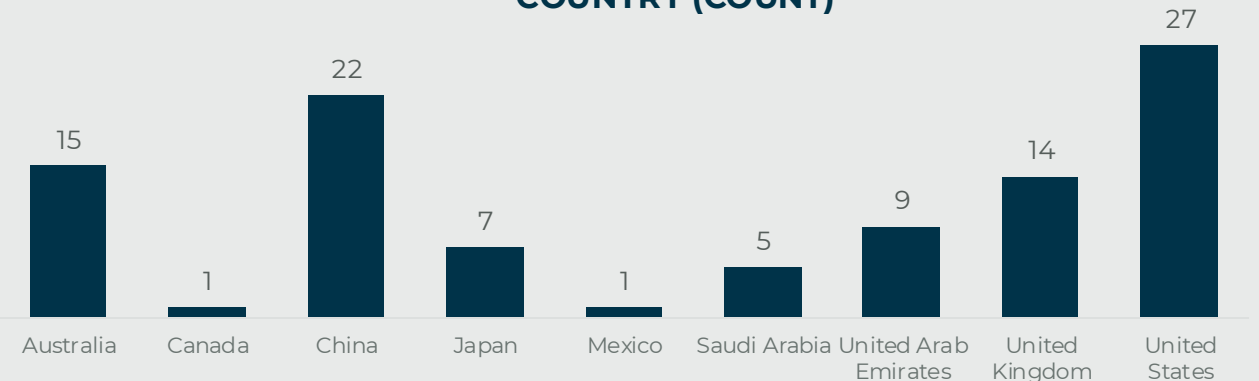
METHODOLOGY

- Survey adapted from a questionnaire previously administered by the Future Investment Initiative (FII).
- 10-minute online survey (mobile optimized)
- Survey was conducted in English only.
- Data collection October 4th - 11th, 2024.
- Sample was drawn from expert network sample lists.
- Respondents were selected based on the following criteria:
 - Company has a minimum of 10,000 employees.
 - Respondents must have the title of CEO.
- Final sample size: 100.

YEARS IN POSITION (COUNT)

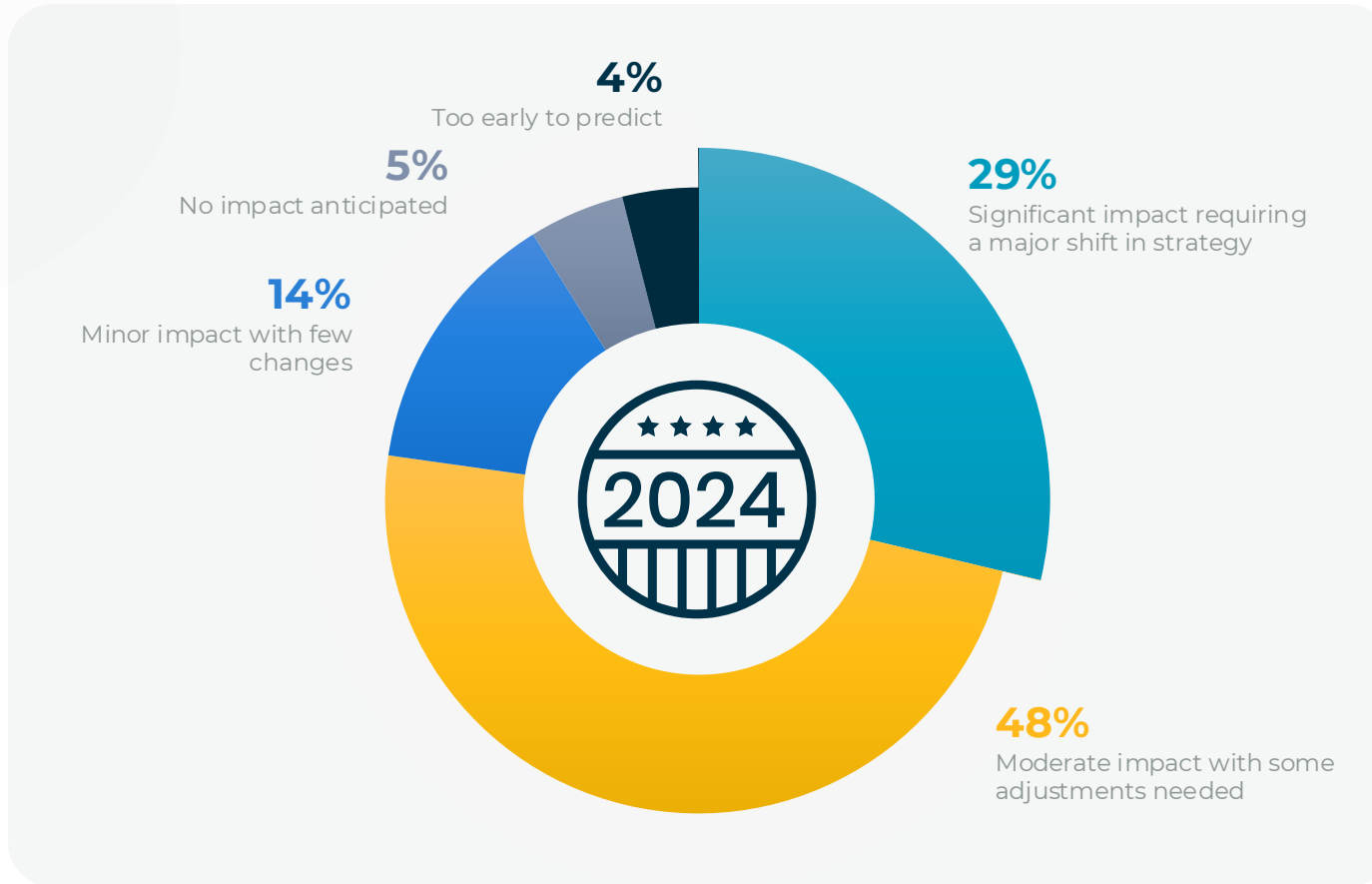


COUNTRY (COUNT)

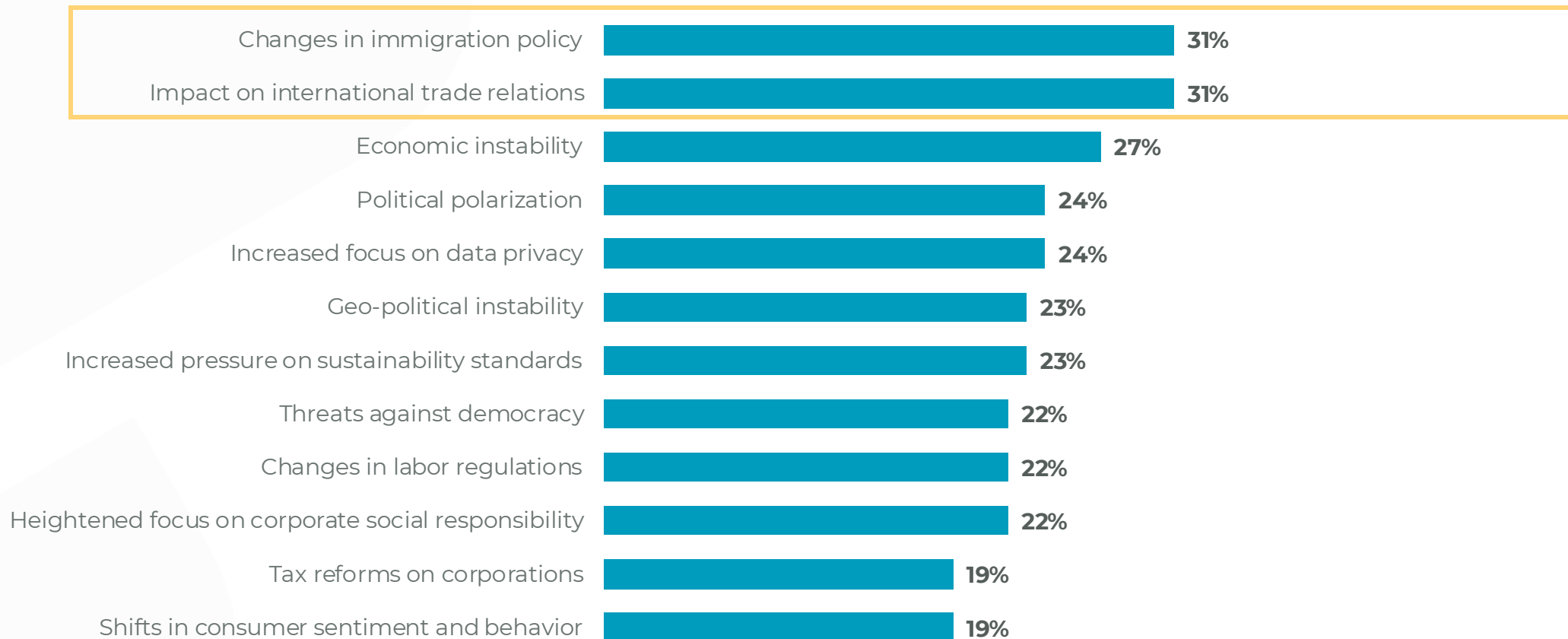


EXPECTED IMPACT OF THE U.S. ELECTION ON BUSINESS

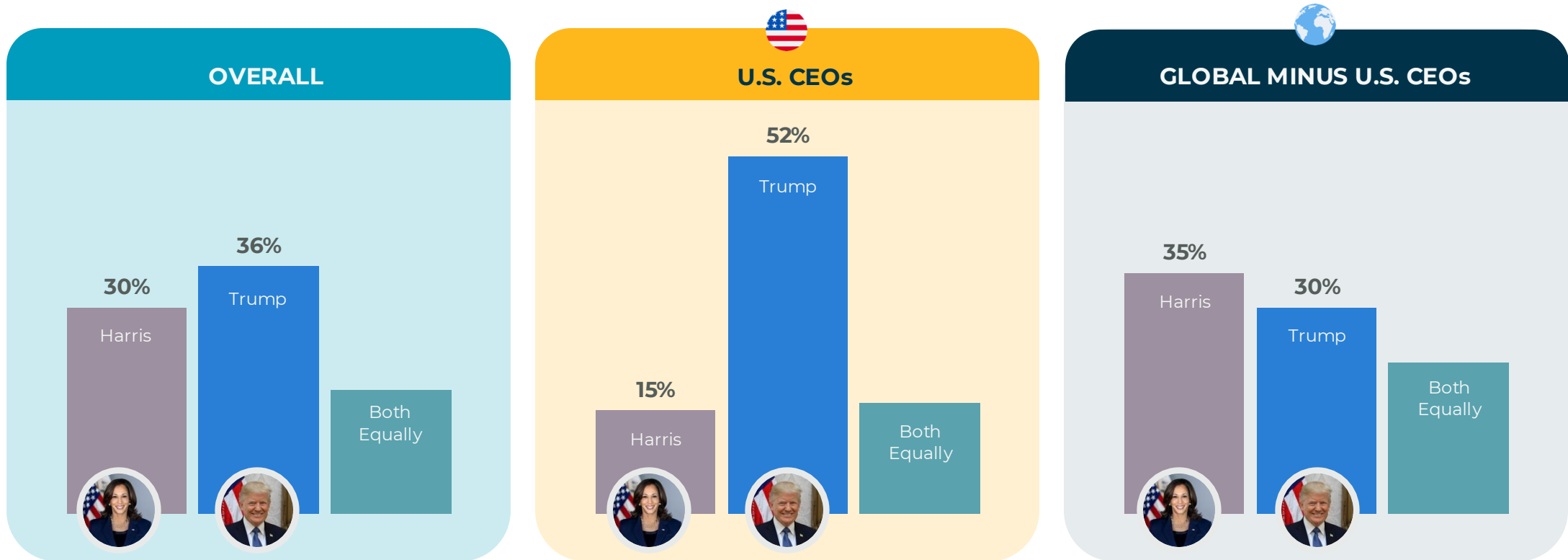
An impactful election: 77% of CEOs say the U.S. election will impact their business strategy



77% of CEOs say the U.S. presidential election will impact their 2025 business strategy; biggest changes expected on immigration and trade



U.S. CEOs favor Trump while Global CEOs are split on who will boost the global economy

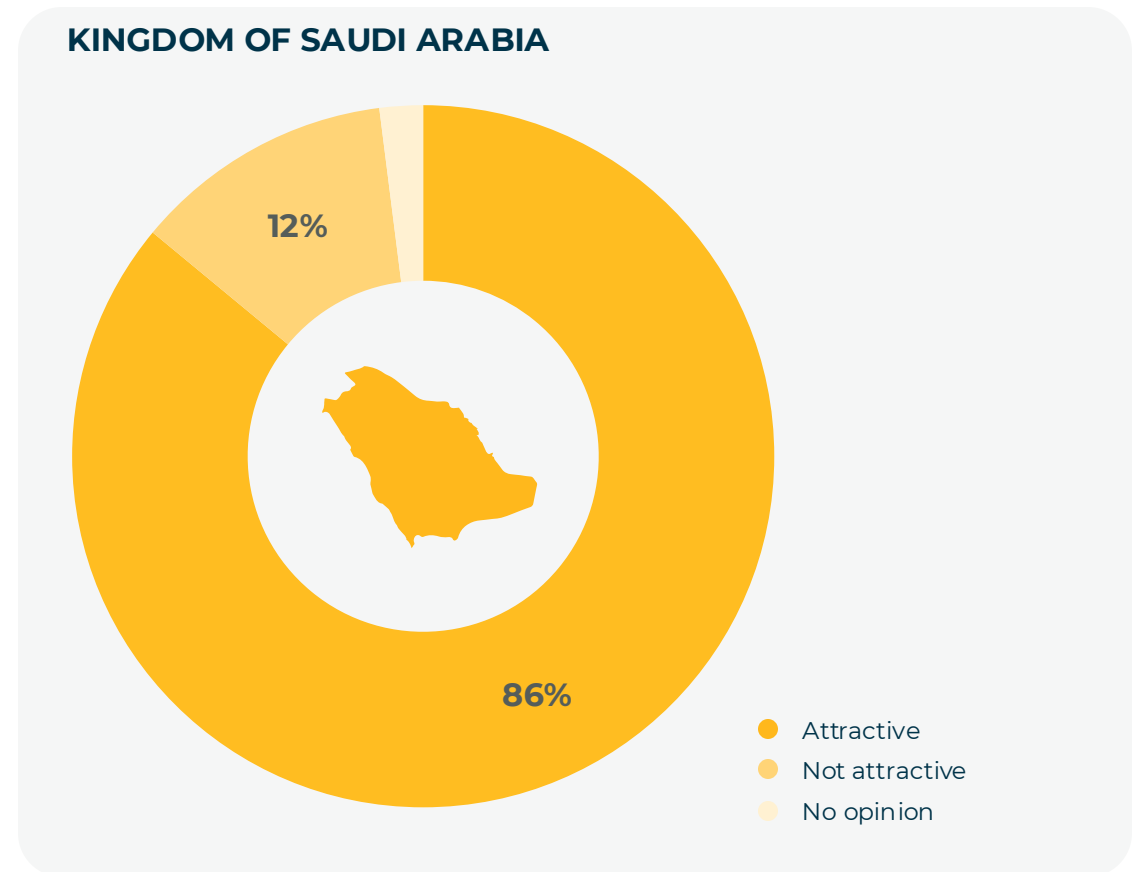
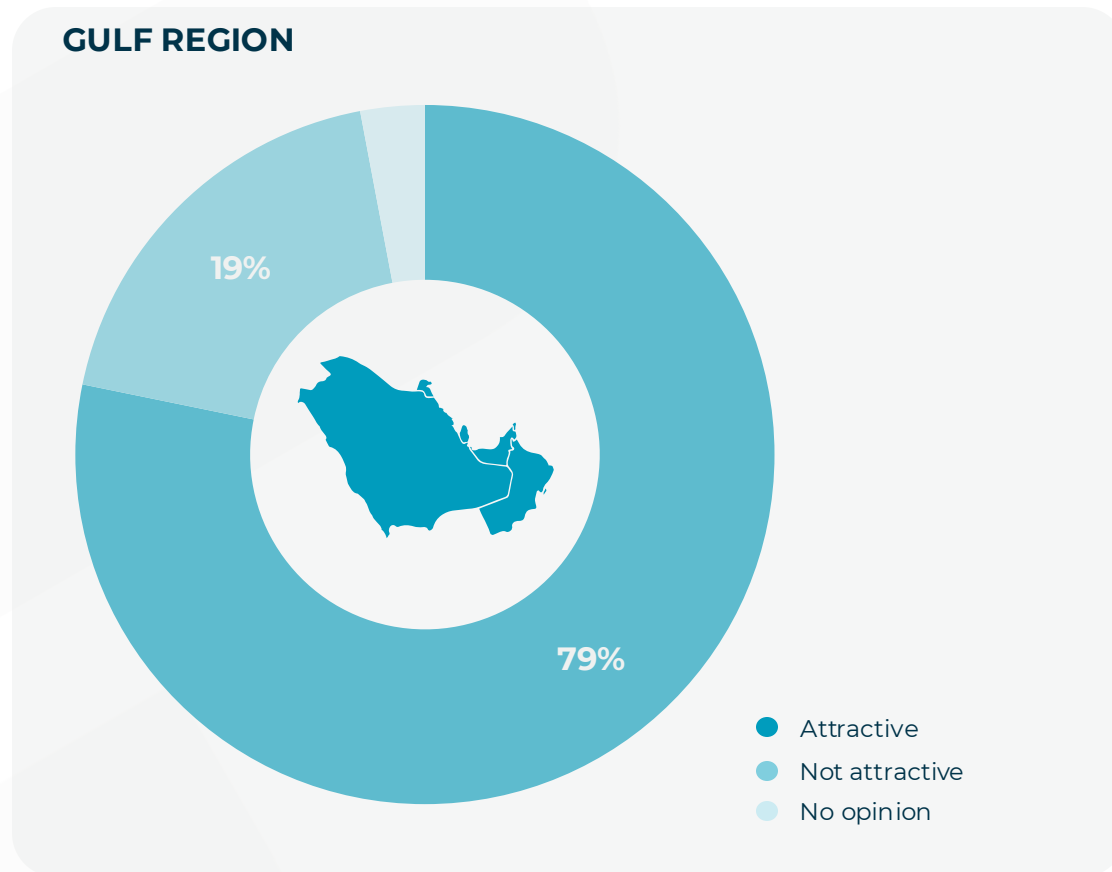


Broadly aligned with consumers, CEOs rate inflation as the most important economic priority in their country.

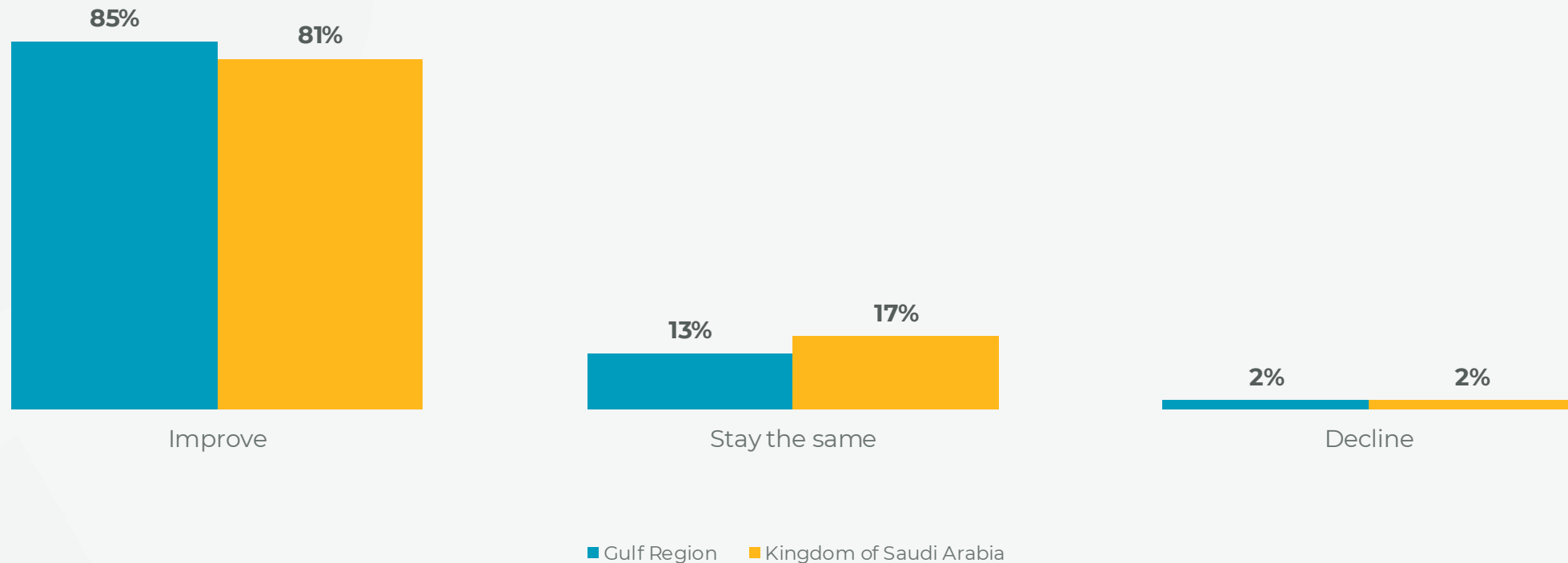


INVESTMENT IN THE GULF REGION AND KSA

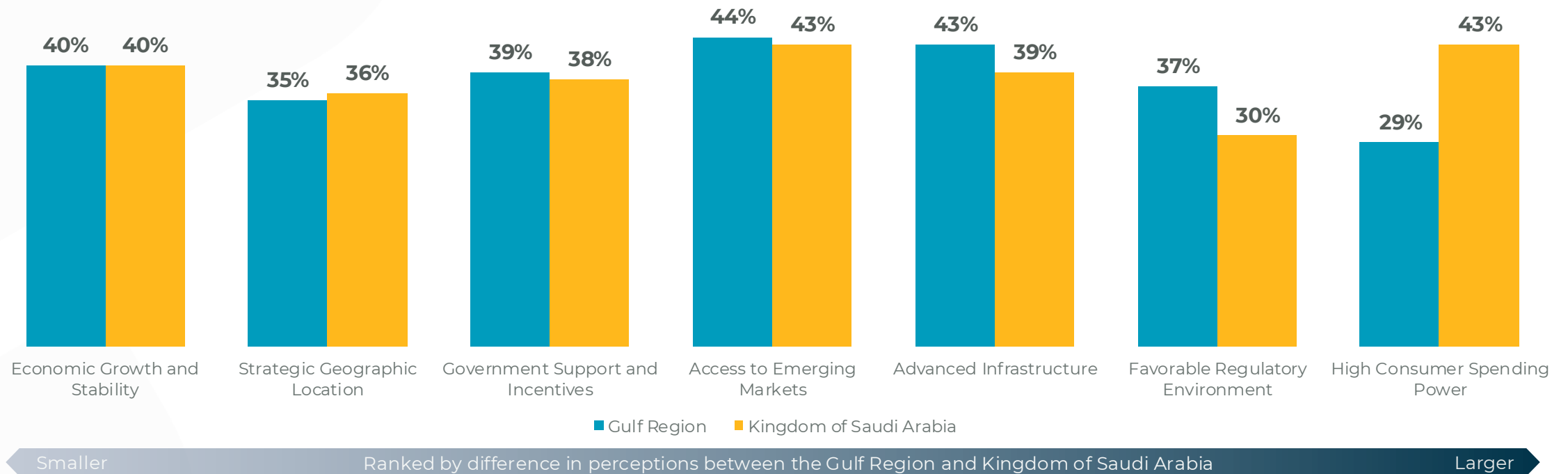
Both the Gulf Region and KSA are seen as attractive for investment although intensity of opinion is moderate.



The future looks bright for the region and KSA as CEOs expect investment opportunities to improve.

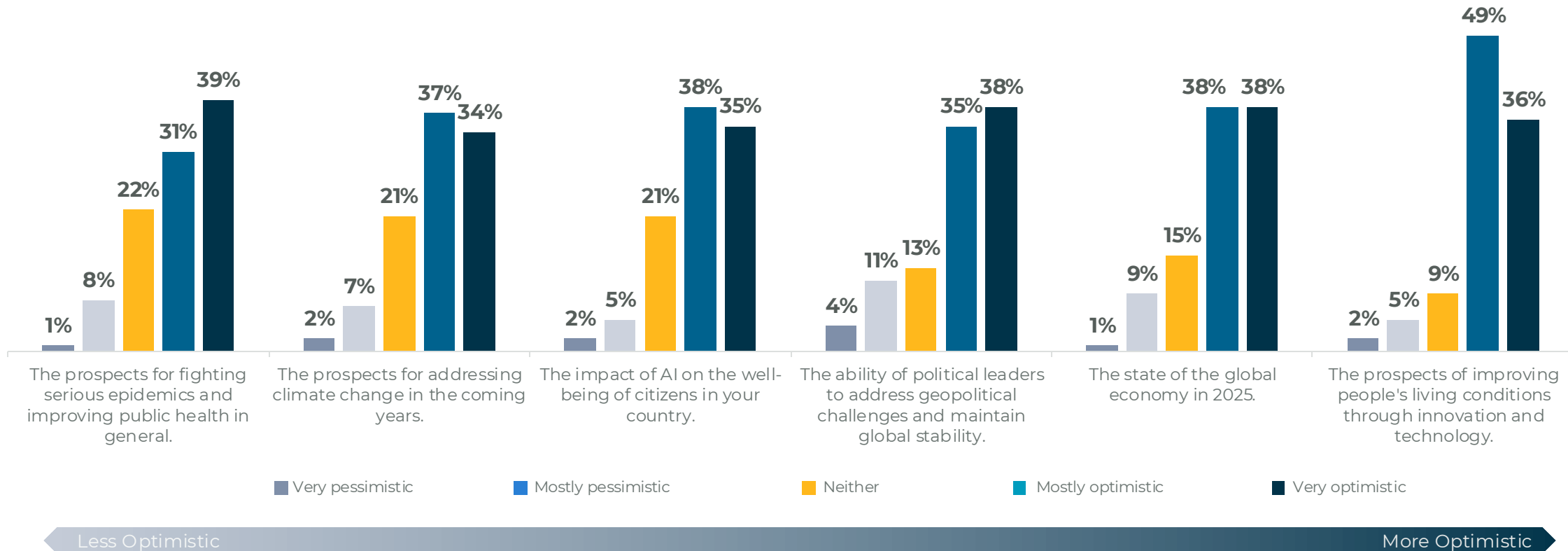


Access to emerging markets makes the Gulf Region an appealing investment destination; KSA is particularly more attractive than the rest of the region because of its high consumer spending power.

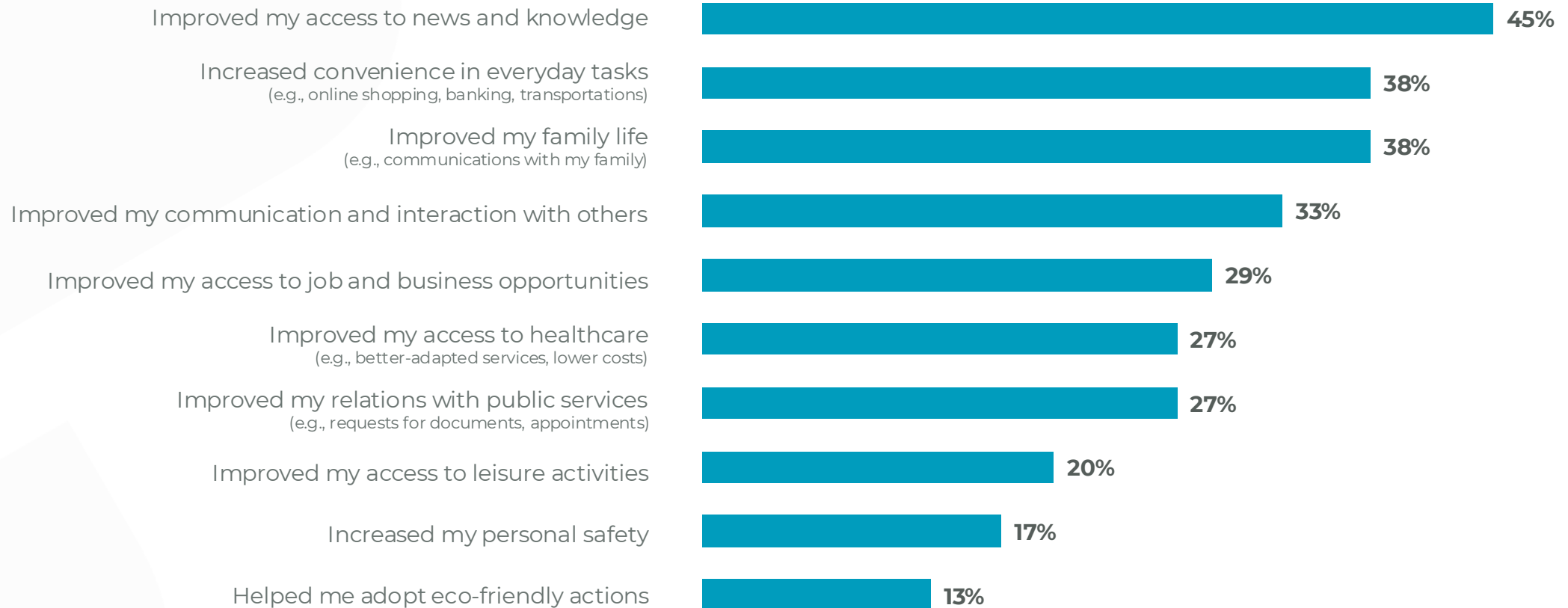


OPTIMISM FOR TECHNOLOGY AND AI

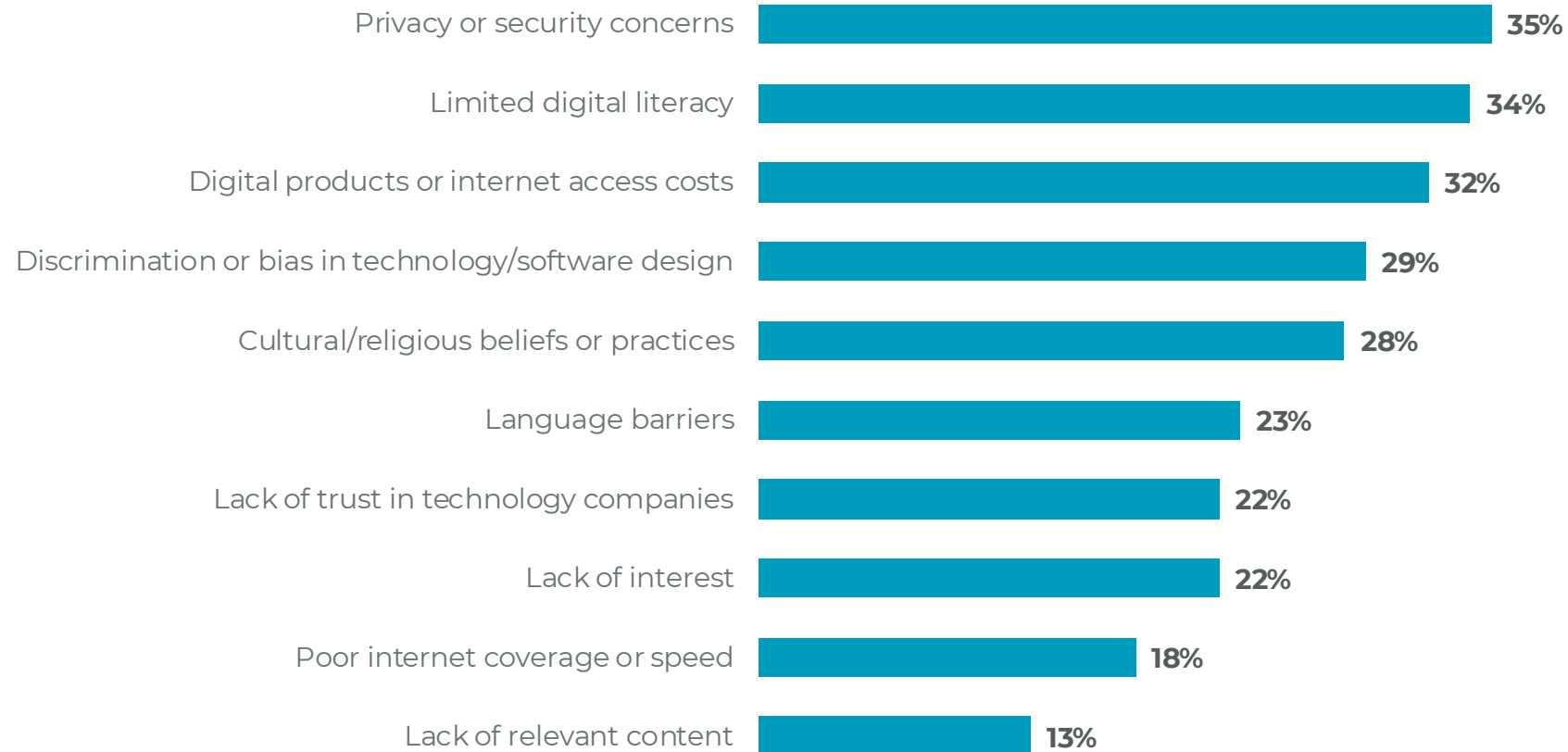
85% of CEOs are optimistic about innovation and technology as a force for improving life quality



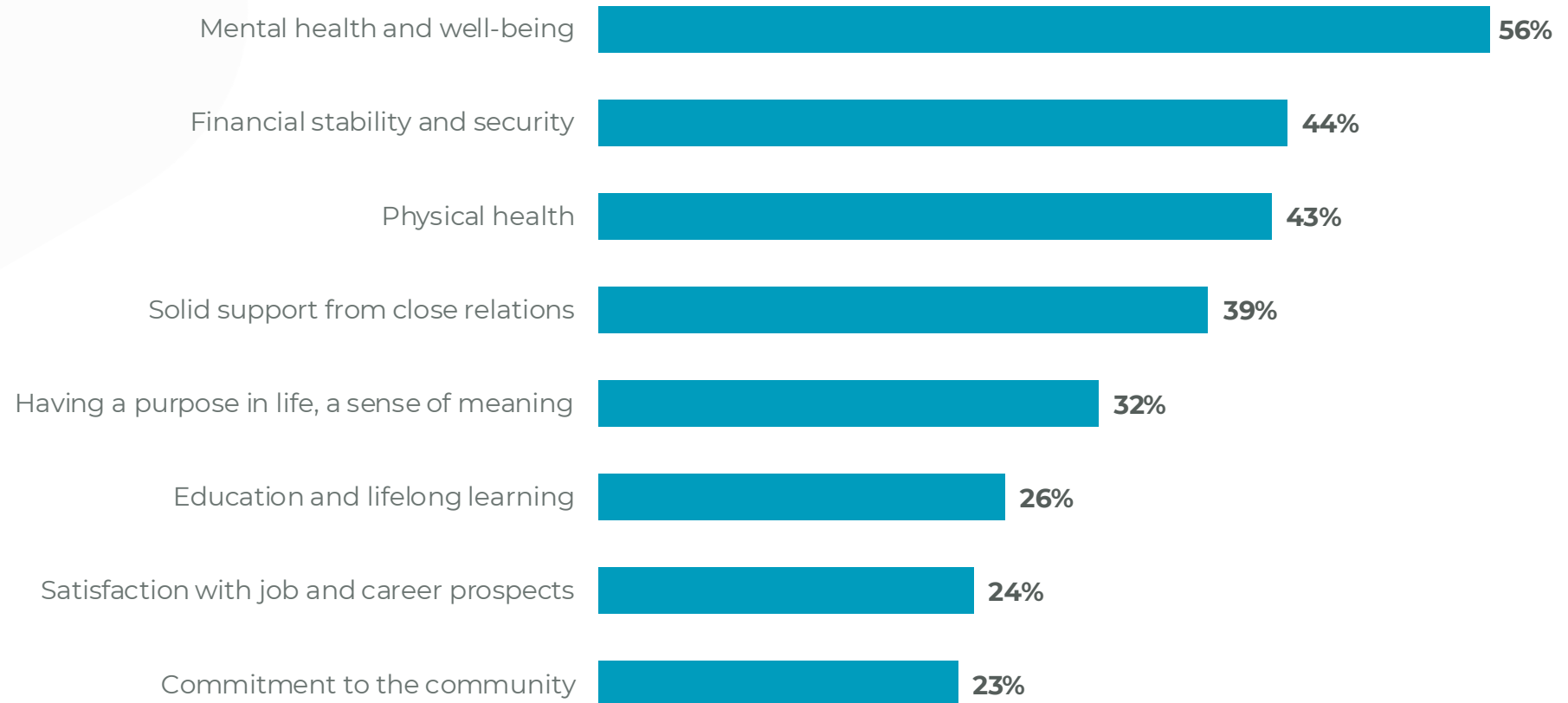
Technology is seen as a facilitator of knowledge and connections, as well as improving personal life.



CEOs see the need to address privacy/security and literacy as well as cost to reduce barriers to technology adoption.



CEO opinions align with other global studies that speak to the importance of addressing mental health issues.





**Questions? Contact
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