



Tuesday 23 January 4pm GST

Transforming our Region

27th CEO survey edition

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The New Equation

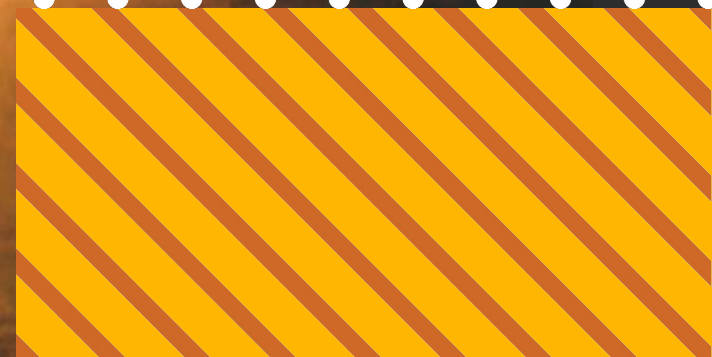
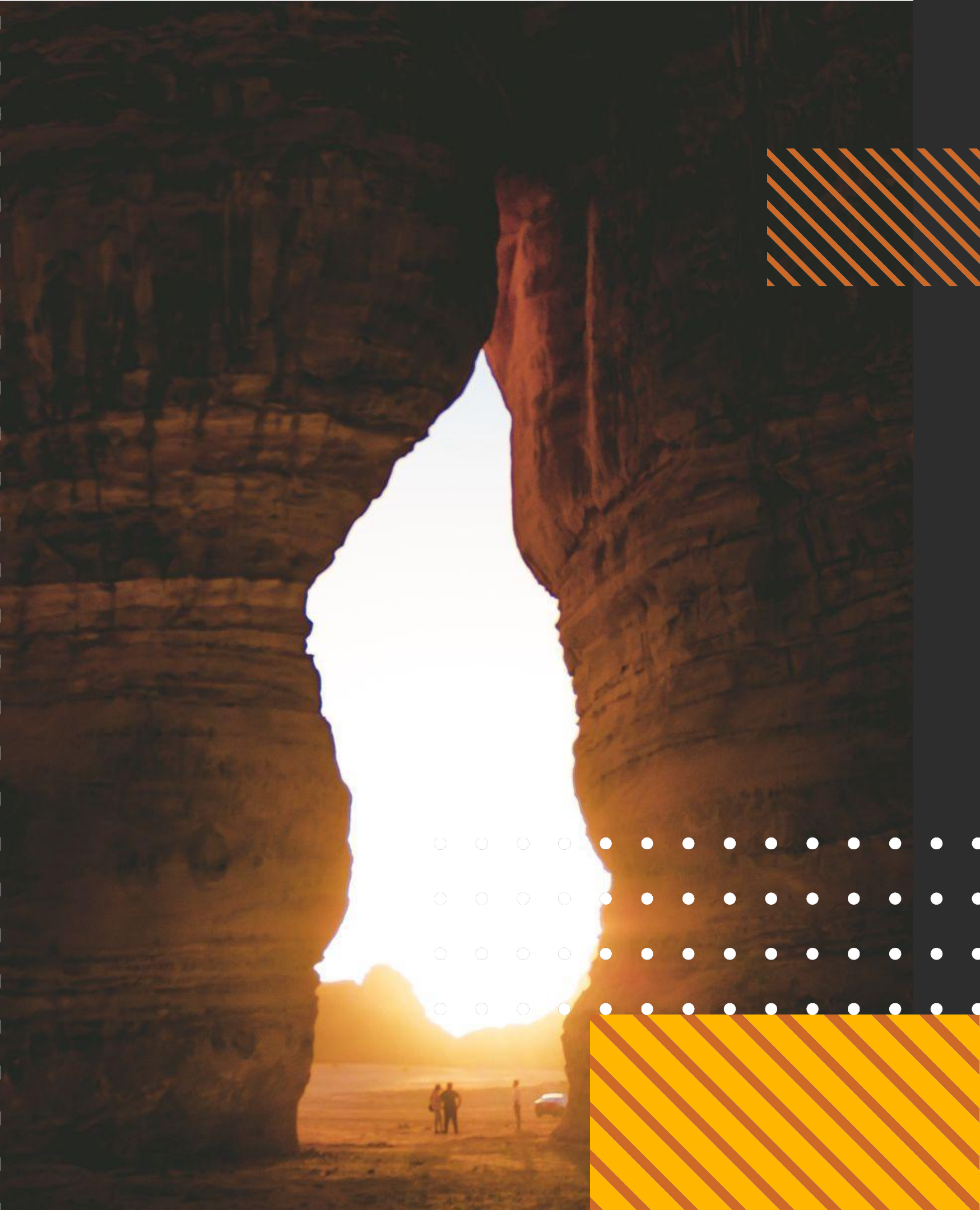


Welcome

Stephen Anderson

Strategy Leader
PwC Middle East

01



Welcome

Economic Updates

27th CEO Survey

Stephen Anderson

Strategy Leader

PwC Middle East

Jing Teow

Director, Economics & Sustainability

PwC Middle East

Stephen Anderson

Strategy Leader

PwC Middle East

Rami Yazbek

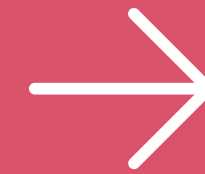
Data & AI Leader

PwC Middle East

Amal Larhlid

**EMEA Sustainability Leader for
Government & Public Sector**

PwC Middle East



Economic Update

Jing Teow

Director, Economics & Sustainability
PwC Middle East

02



Five GCC economic themes to watch in 2024

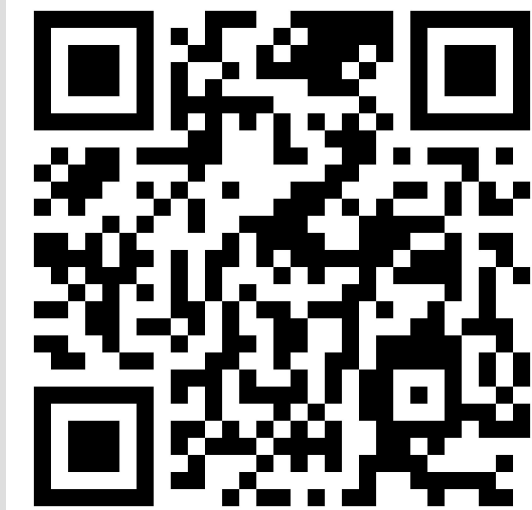
1. Global growth to slow but GCC to remain resilient

2. With inflation cooling, monetary easing is expected by the end of 2024

3. The emergence of Saudi Arabia as a tourist destination

4. The transformative rise of GenAI continues apace

5. The emergence of the GCC as key player in the global energy transition



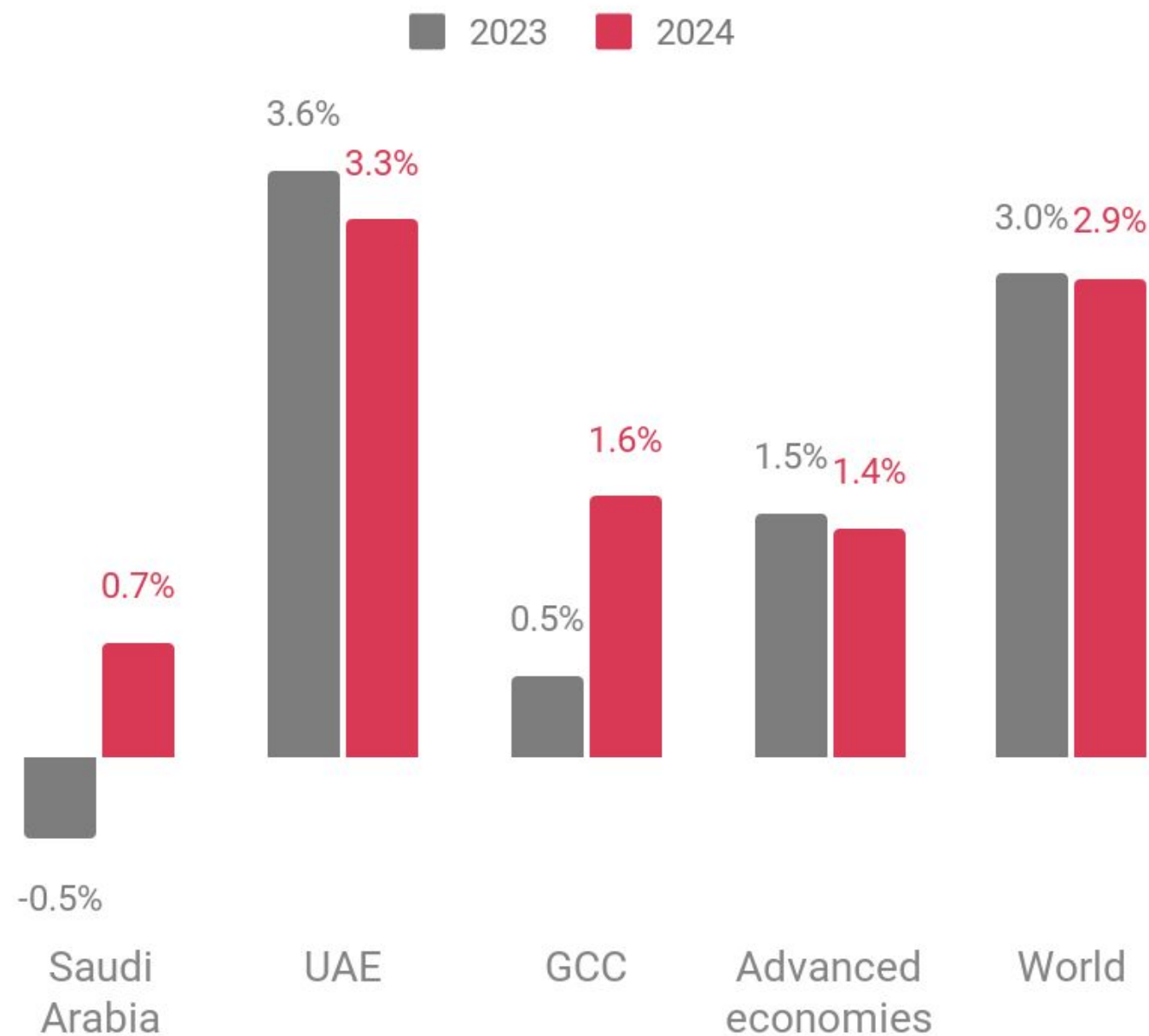
**Scan
here to
find out
more**

Economic Update

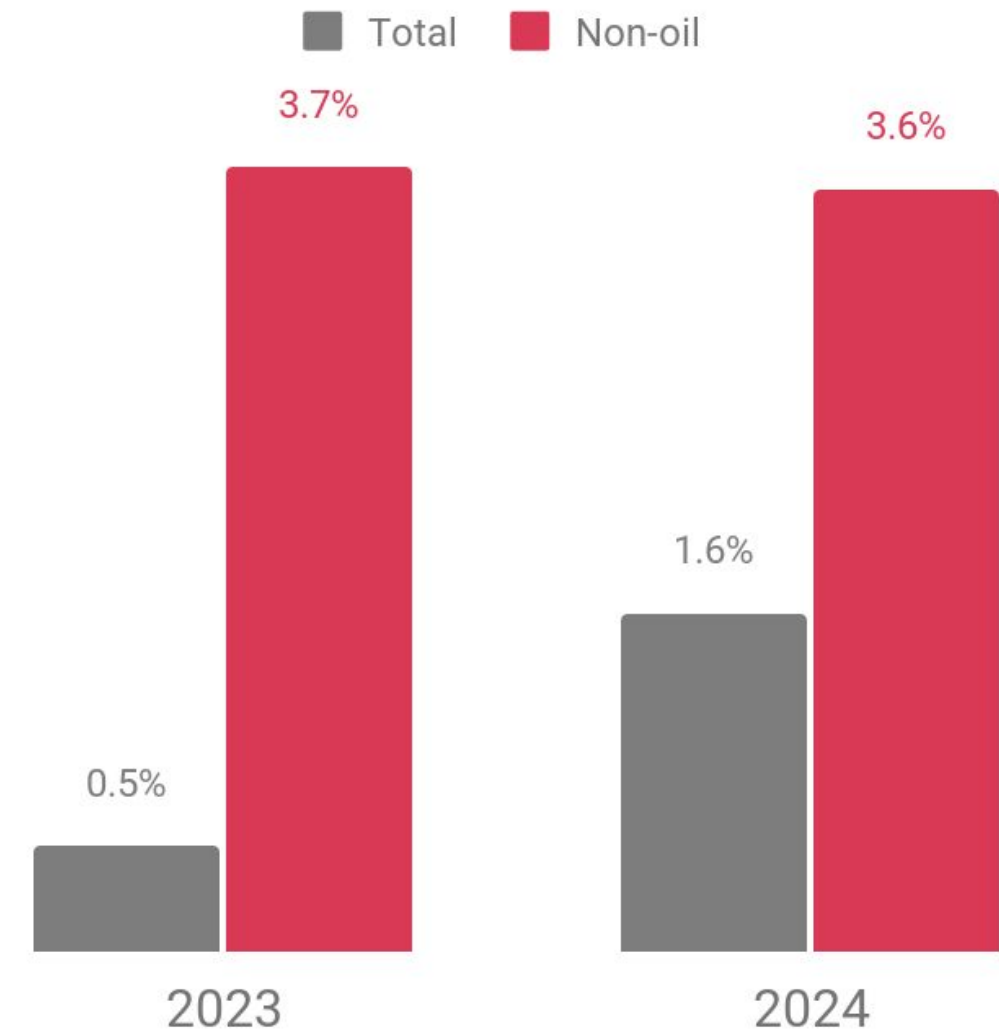
Having moderated in 2023, GCC economic growth is likely to pick up in 2024



GCC real GDP growth projections % YoY change



GCC real GDP growth projections % YoY change, total vs non-oil

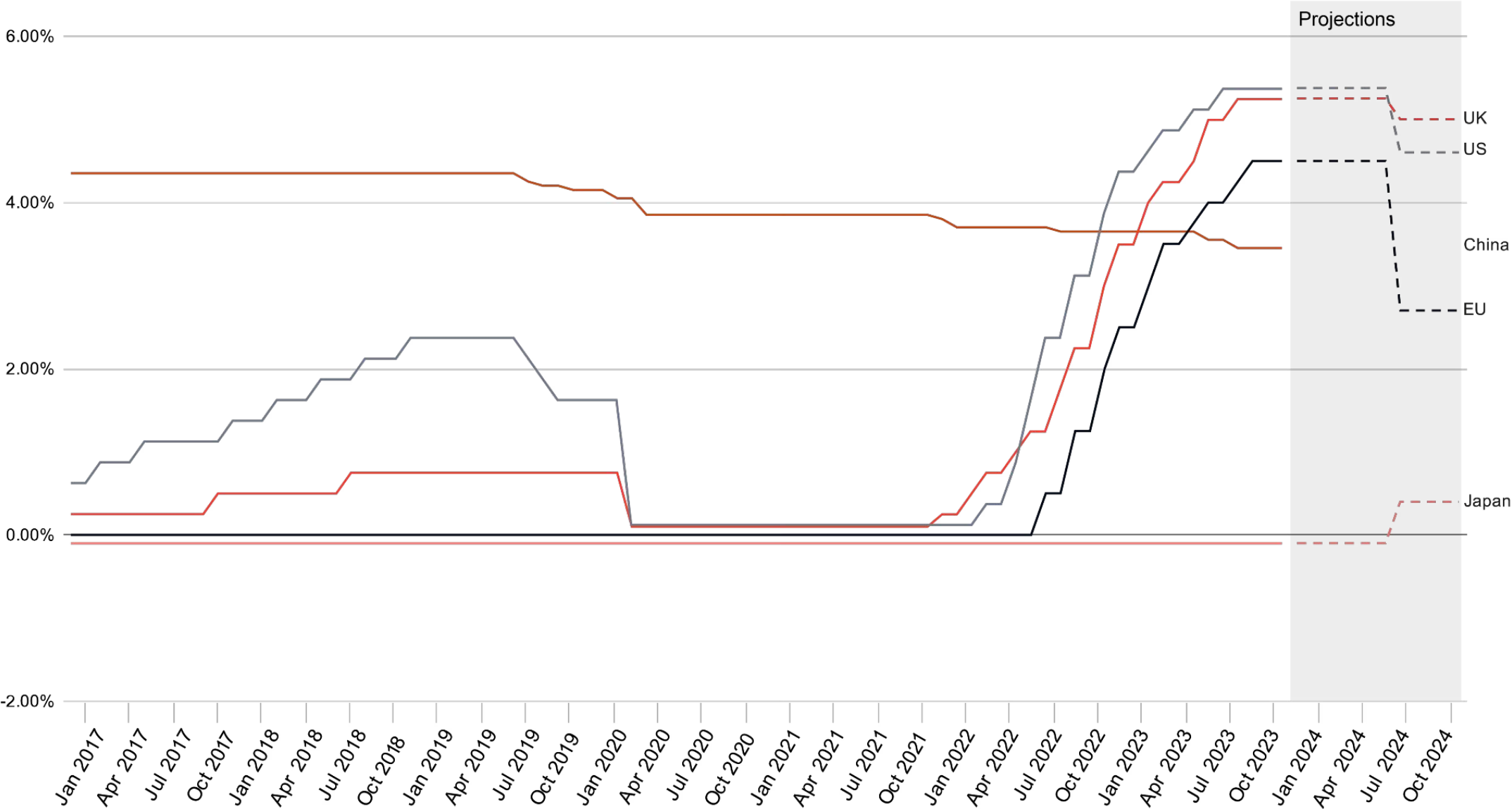


Economic Update

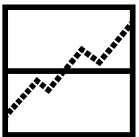
Inflation risks: we are not yet out of the woods



Global Key Policy Rates



Upside risks to inflation



- Potential escalation in geopolitical tensions (Middle East, Europe and elsewhere)
- Disruptions to seaborne trade
- Climate shocks
- Trade fragmentation

Source: Bank for International Settlements, IMF: The cost of misreading inflation

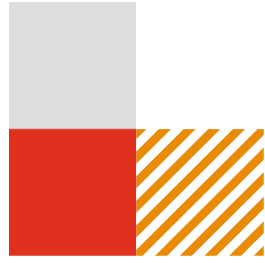


27th Annual CEO Survey: Middle East findings:

Optimism, reinvention and resilience



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27th Annual CEO Survey: Middle East findings

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Optimism



Accelerated growth & optimism

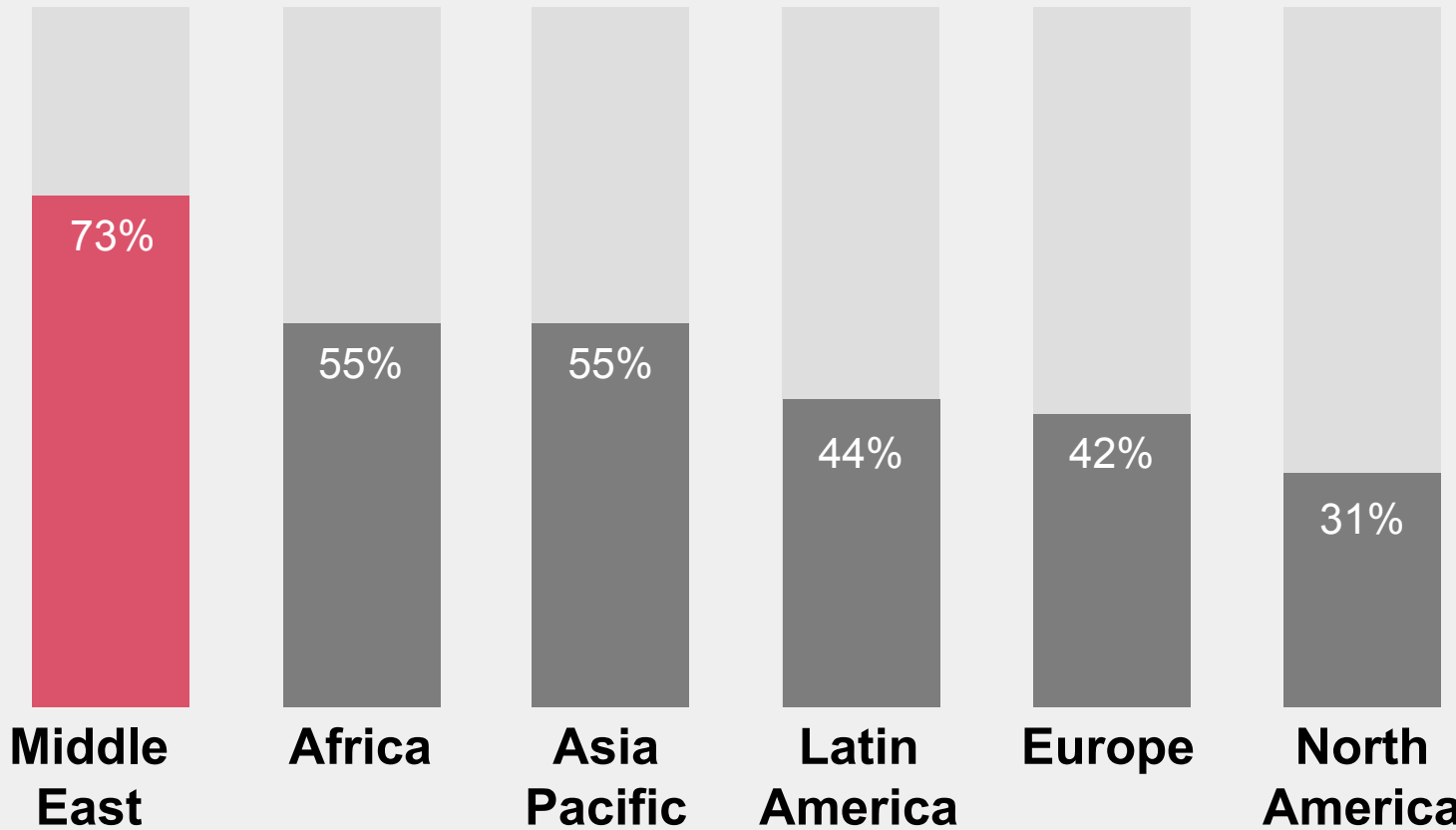
Q: How do you believe economic growth (i.e. gross domestic product) will change, if at all, over the next 12 months?

Middle East CEOs' outlook on regional growth



■ Improve ■ Stay the same ■ Decline

Middle East CEOs' outlook compared to Global peers



Accelerated growth & optimism

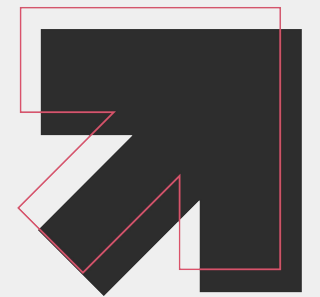


65%

of Middle East CEOs expect to increase headcount this year
compared to 39% globally

66%

of Middle East CEOs expect revenue growth over the next three years
compared to 49% globally





Reinvention



The reinvention imperative

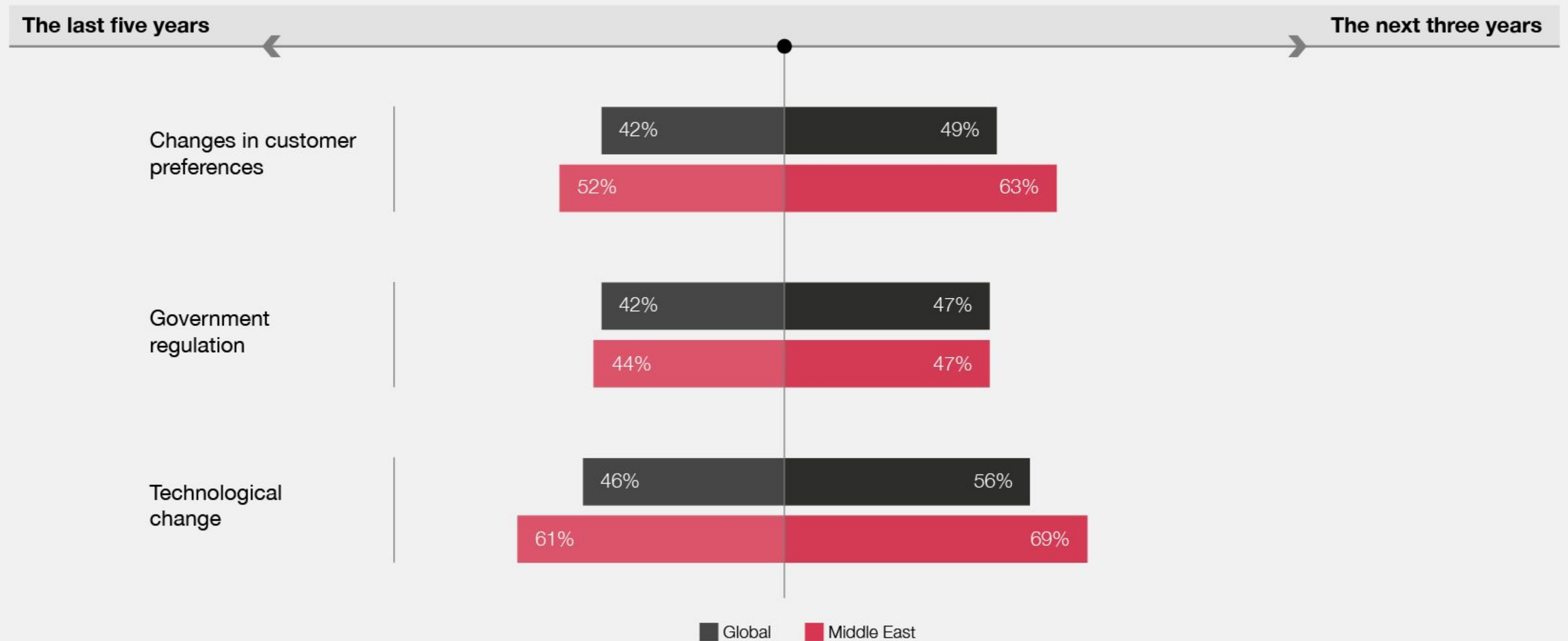
48%

of Middle East CEOs believe their businesses won't be economically viable within 10 years if they don't evolve
up from 34% last year



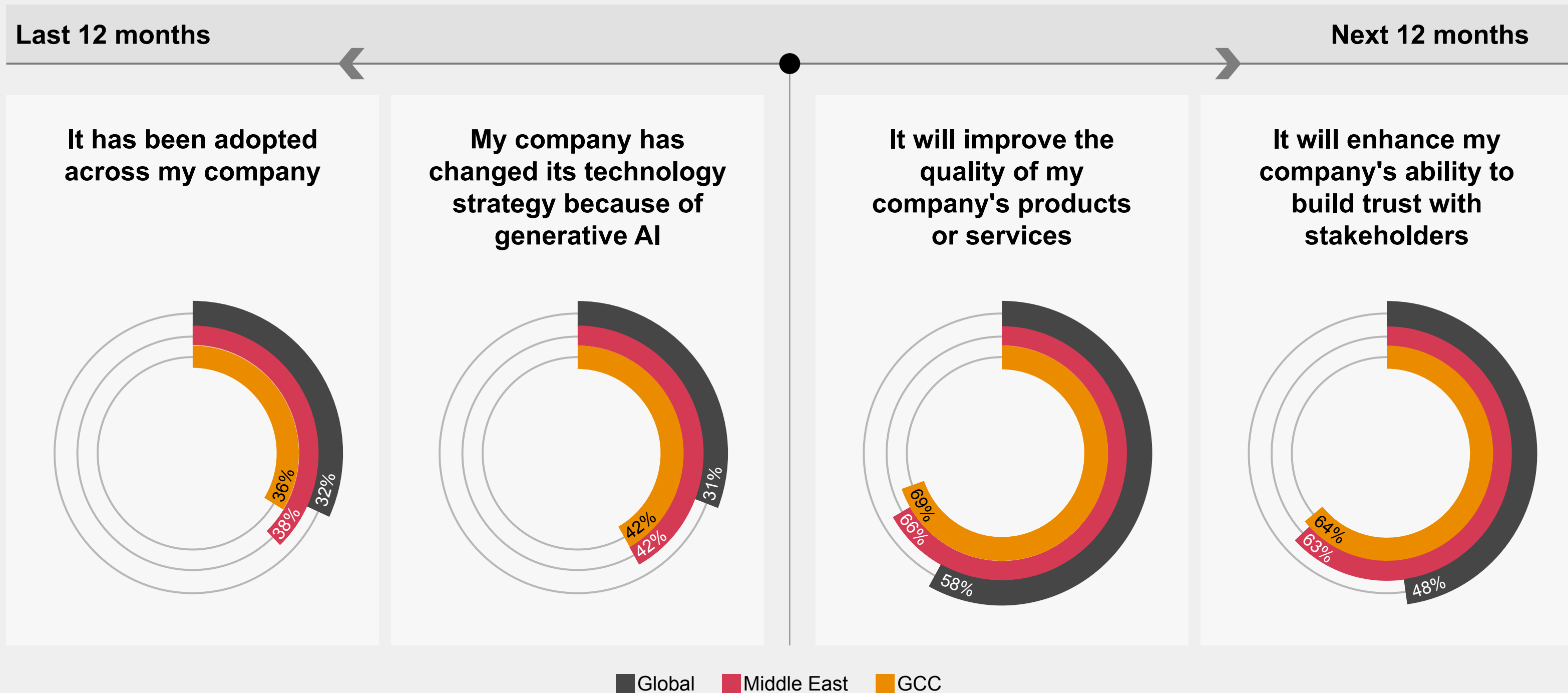
The reinvention imperative

Q: Please indicate the extent to which the following factors have driven changes to the way your company creates, delivers and captures value?



GenAI set to dominate the agenda for the year ahead

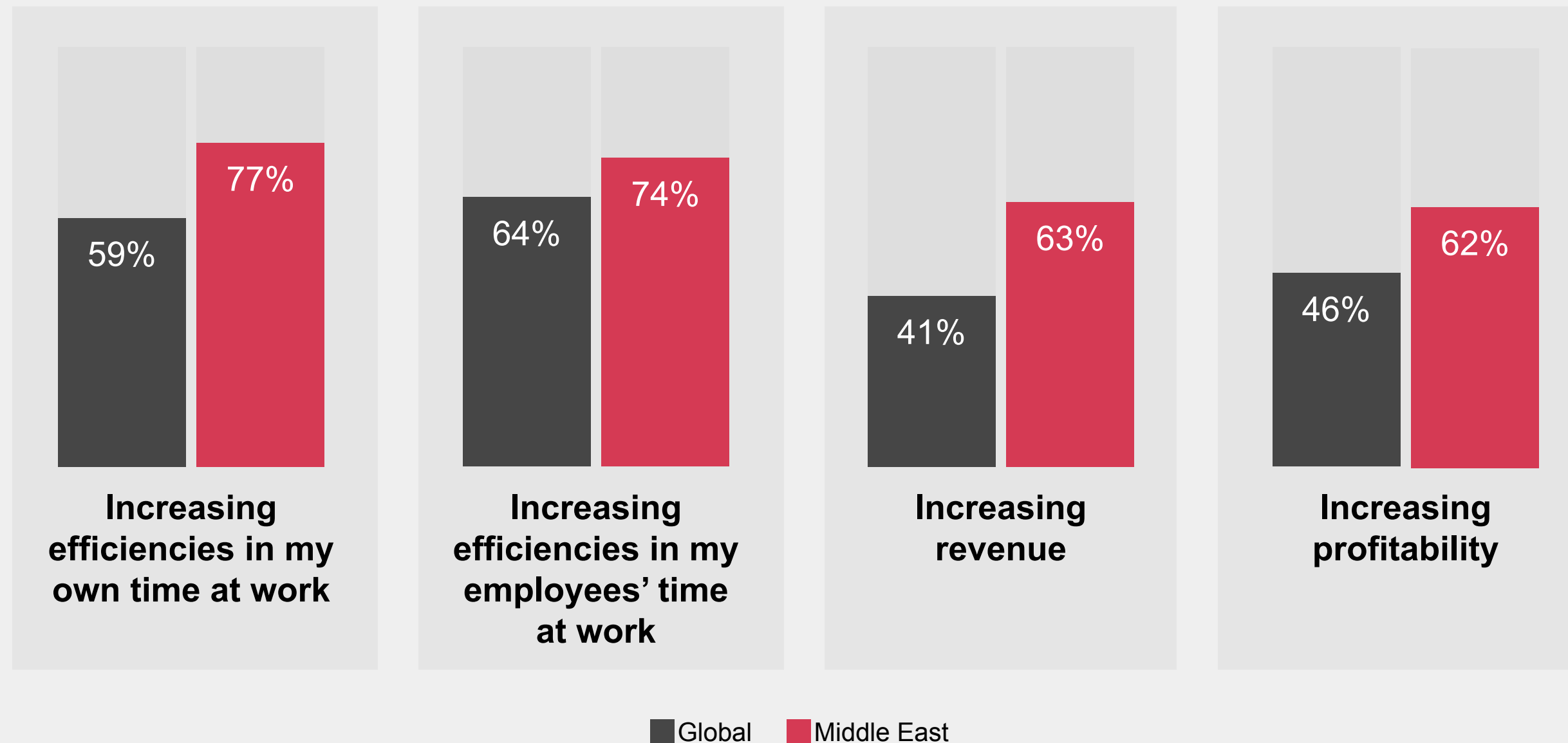
Q: To what extent do you agree with the following statements about generative AI?



GenAI set to dominate the agenda for the year ahead

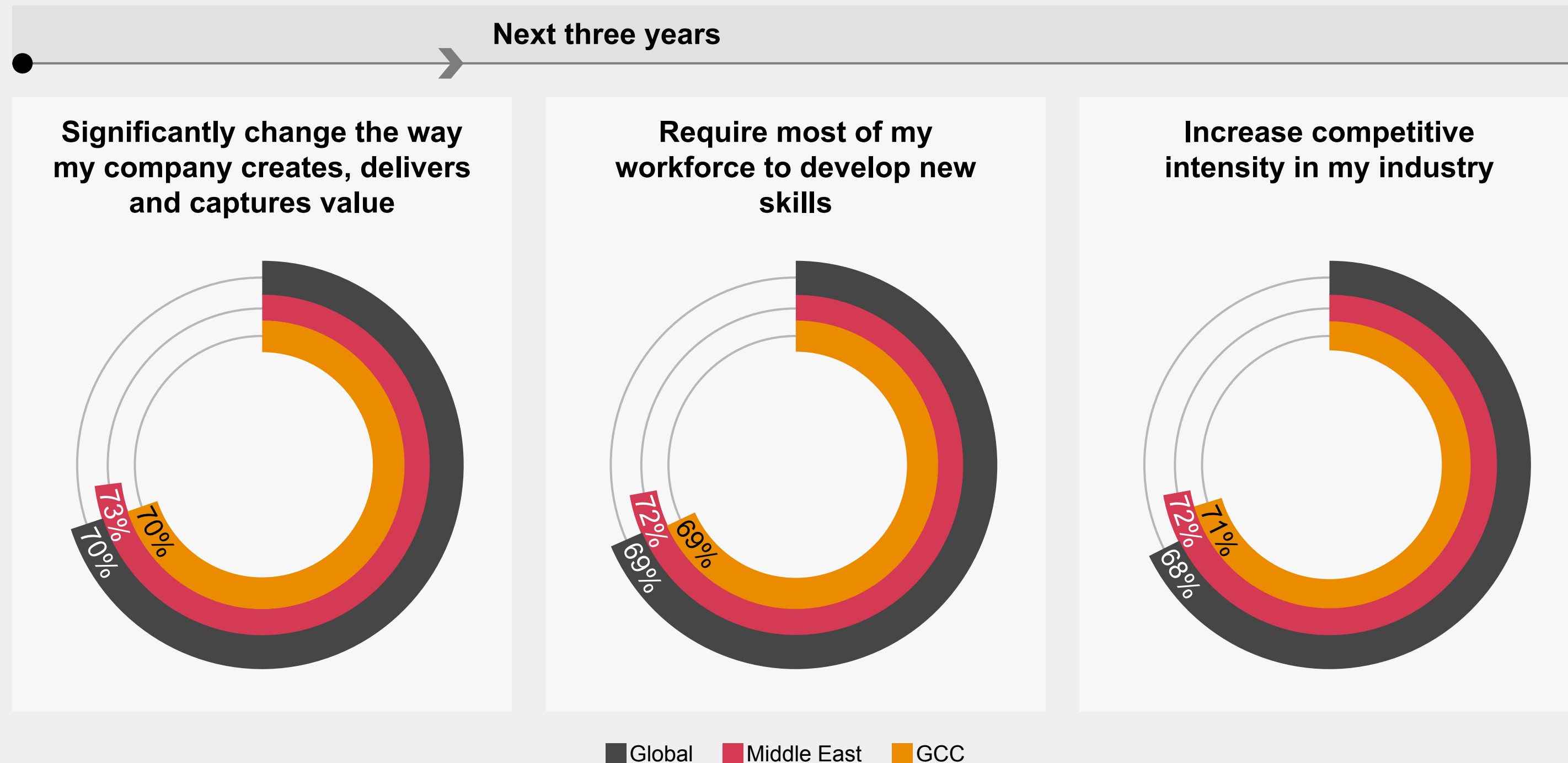


Q: To what extent will generative AI increase the following in your company in the next 12 months?



GenAI set to dominate the agenda for the year ahead

Q: To what extent do you agree with the following statements about generative AI?



Setting climate priorities

Potential c. \$45 Trn Value at risk to financial markets

CEO survey findings

Strategy

Climate change is an industry disruptor with both risks and opportunities.

Fewer than half of all CEOs have incorporated climate risk into financial planning.

Holistic consideration of supply chain interdependencies is required.

Nearly 1/3 of CEOs expect climate change to impact, create, deliver, and capture value in the next three years.

Consider

CEOs should explore opportunities to create nature-positive business models.

CEOs globally are accepting lower hurdle rates for climate-friendly investments.

Enabler

CFOs are identified as natural and trusted partners for CEOs in addressing climate strategy.

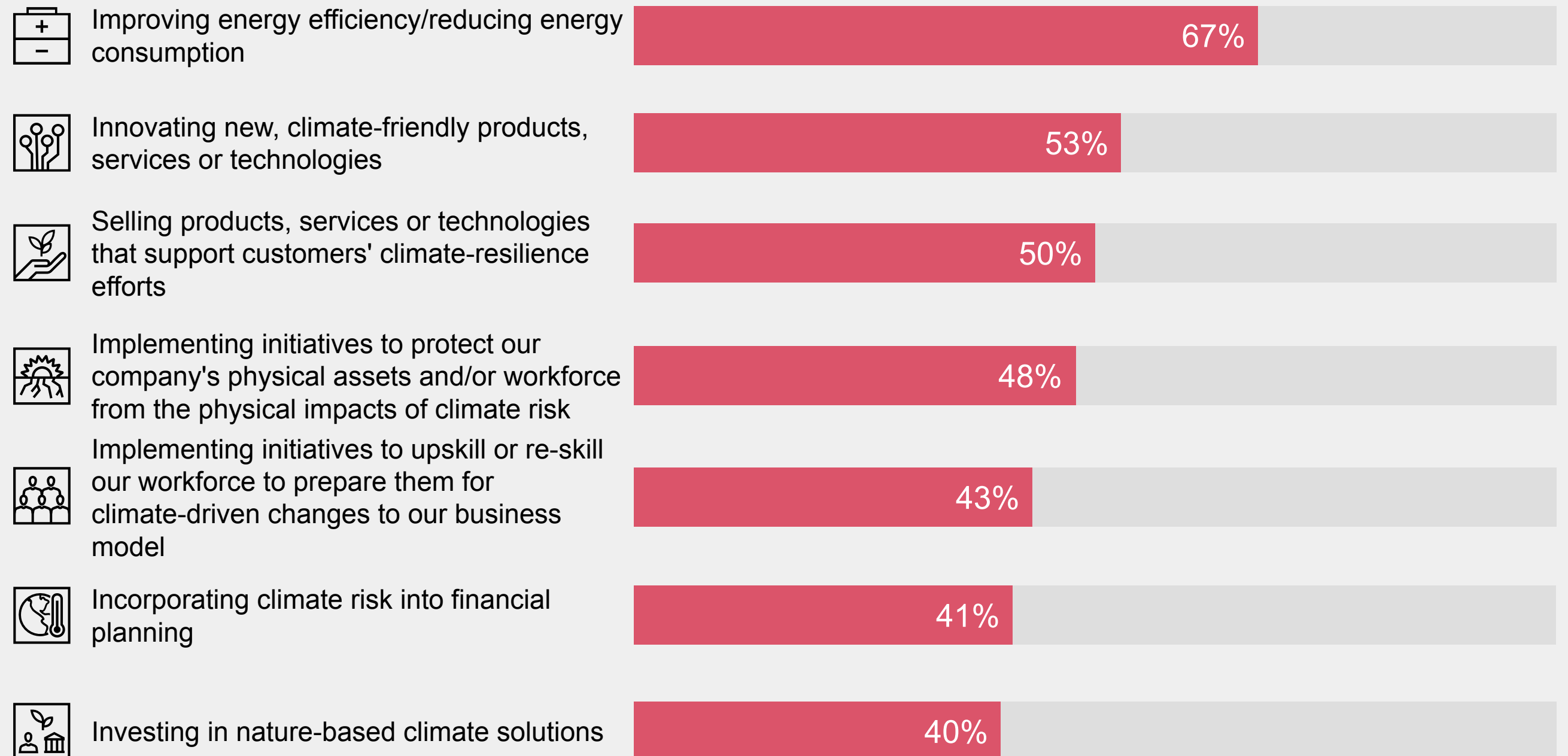
Investing in reforestation biodiversity, channels capital to developing economies, and supports indigenous communities.

Upskilling or reskilling is crucial for a just transition to a net-zero economy.

Setting climate priorities



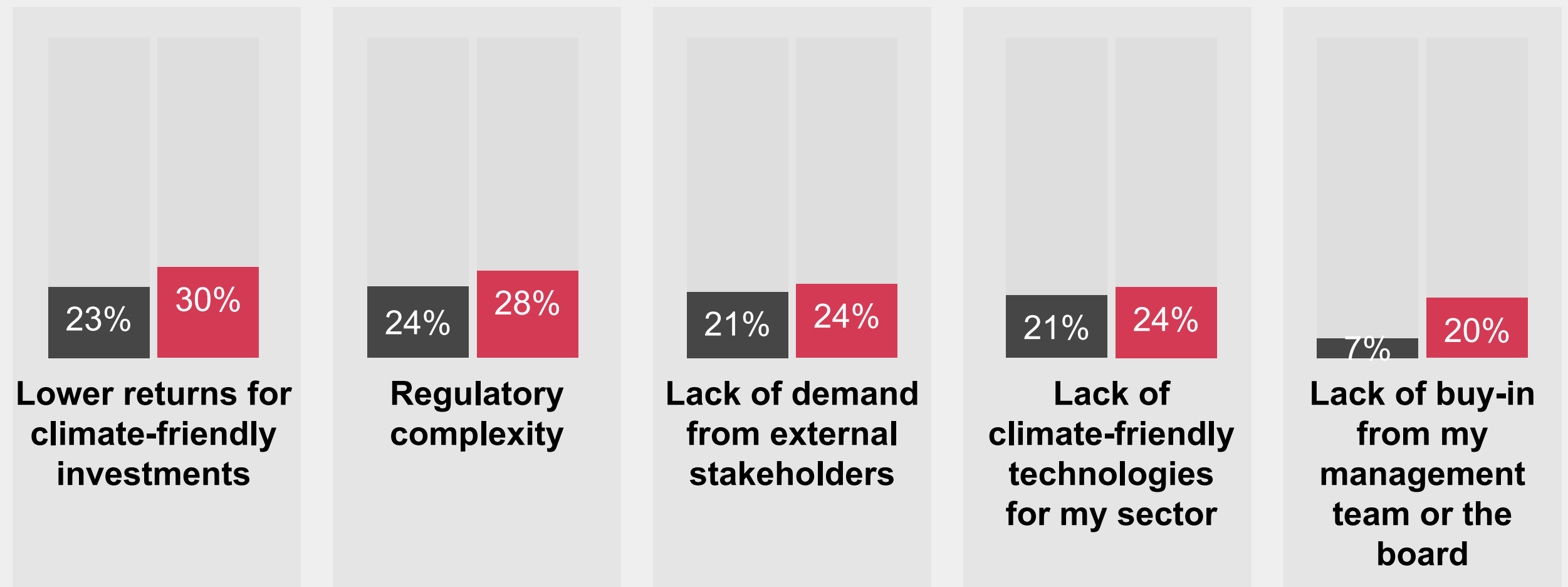
Q: Which of the following best describes your company's level of progress on each of these actions?



Setting climate priorities



Q: To what extent, if at all, are the following factors inhibiting your company's ability to decarbonise its business model?



■ Global ■ Middle East

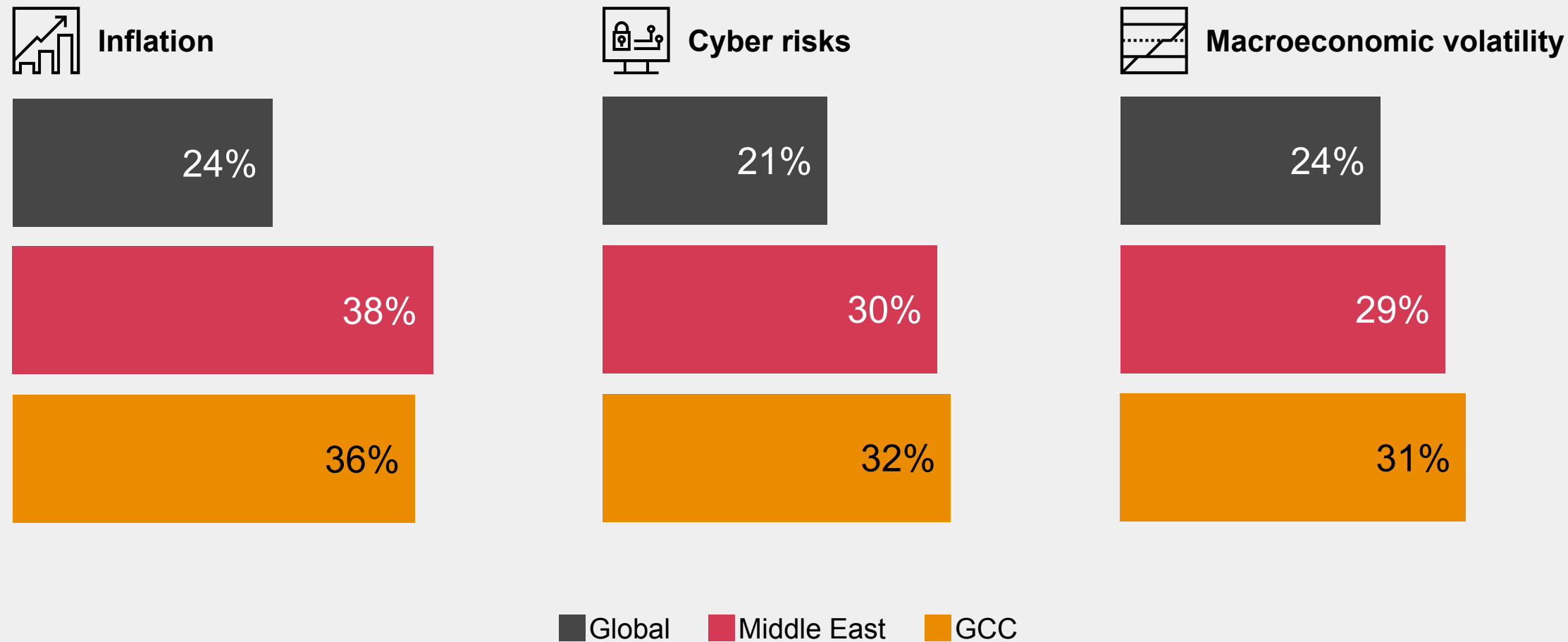


Resilience



The resilience mindset

Q: Which key threats do you believe your company to be 'highly' or 'extremely' exposed to?



Geopolitical conflict is firmly on the risk agenda for

71%

of Middle East CEOs





Your next move

01

Optimism

- Pursue a growth strategy
- Scale technology usage
- Build organisational capability



02

Reinvention

- Evolve or die!
- Upskill workforce on GenAI
- Commit to climate action & incorporate sustainability into business strategy

03

Resilience

- Employ a robust geopolitical risk strategy
 - Pivot & prioritise cost control techniques
 - Invest further in cyber security to shield from potential breaches
- 
- 



Q&A





27th Annual CEO Survey: Middle East findings:

Learn more:



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