

Switzerland highlights

PwC's 22nd Annual Global CEO Survey



Optimism in Global Economic Growth

Question:

Do you believe global economic growth will improve, stay the same, or decline over the next 12 months?

Switzerland:

- 'Improve' 27%
- 'Stay the same' 27%
- 'Decline' 47%

Global:

- 'Improve' 42% vs. 57% in 2018
- 'Stay the same' 28% vs. 36% in 2018
- 'Decline' 29% vs. 5% in 2018

Impact of Artificial Intelligence

Question:

How strongly do you agree/ disagree that AI will have a larger impact on the world than the Internet revolution?

Switzerland:

- 43% of Switzerland CEOs agree/ strongly agree that 'AI will have a larger impact on the world than the Internet revolution'

Global:

- 62% of Global CEOs agree/ strongly agree that 'AI will have a larger impact on the world than the Internet revolution'

Confidence in 12-Month Revenue Growth

Question:

How confident are you about your organisation's prospects for revenue growth over the next 12 months?

Switzerland:

- 40% of Switzerland CEOs are 'very confident' about their 12 month revenue prospects

Global:

- 35% of Global CEOs are 'very confident' about their 12 month revenue prospects compared to 42% in 2018

Impact of Artificial Intelligence on Jobs

Question:

How strongly do you agree/ disagree that AI will displace more jobs than it creates in the long run?

Switzerland:

- 20% of Switzerland CEOs agree/ strongly agree that 'AI will displace more jobs than it creates in the long run'

Global:

- 49% of Global CEOs agree/ strongly agree that 'AI will displace more jobs than it creates in the long run'

Territories for Growth

Question:

Which three territories, excluding the territory in which you are based, do you consider most important for your organisation's overall growth prospects over the next 12 months?

Switzerland:

1. USA (37%)
2. Germany (37%)
3. China (23%)

Global:

1. USA (27%)
2. China (24%)
3. Germany (13%)

Survey Methodology

PwC conducted 3,200 interviews with CEOs in 91 territories:

- Our global sample (which includes responses from 1,378 CEOs) is weighted by national GDP to ensure that CEOs' views are fairly represented across all major territories
- 30 CEOs in Switzerland participated
- Not all figures add up to 100%, as a result of rounding percentages and exclusion of 'neither/nor' and 'don't know' responses

Threats to Growth & Contact Info

Question:

Please find below a list of potential threats to your organisation's growth prospects. How concerned are you, if at all, about each of these?

Switzerland CEOs top 5 threats to growth:

1. 'Over-regulation' (30% 'extremely concerned')
2. 'Trade conflicts' (27%)
3. 'Exchange rate volatility' (23%)
4. 'Availability of key skills'; 'climate change and environmental damage'; 'future of the Eurozone'; 'populism' (20%)

Global CEOs top 5 threats to growth:

1. 'Over-regulation' (35% 'extremely concerned')
2. 'Policy-uncertainty' (35%)
3. 'Availability of key skills' (34%)
4. 'Trade conflicts' (31%)
5. 'Cyber threats' (30%)

For more survey of if you would like to speak to a local spokesperson, please contact:

- INSERT TERRITORY PR CONTACT INFO



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