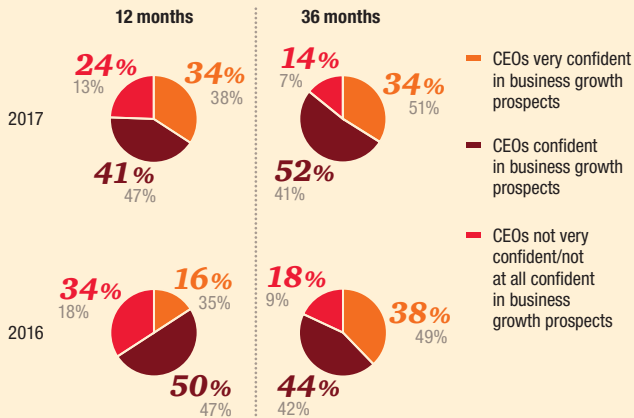




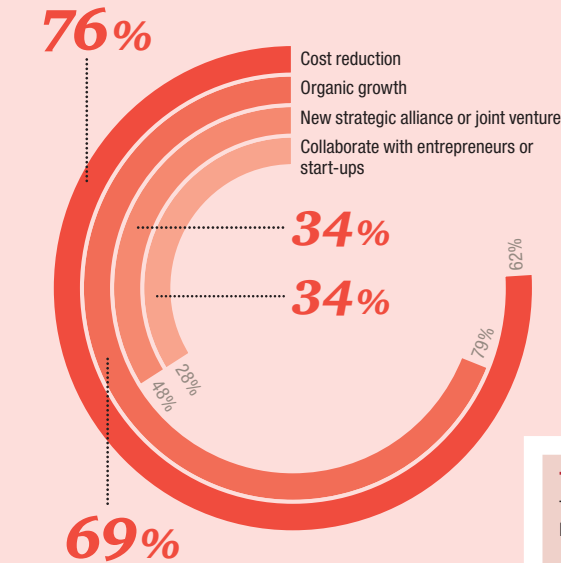
Business growth prospects

In the short term more Swiss CEOs are very confident compared to last year.



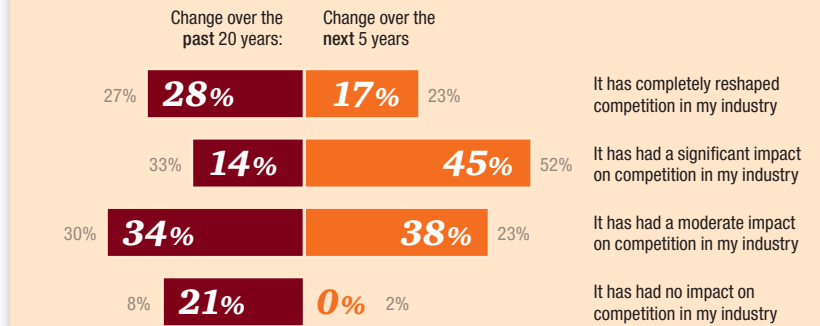
Trends for business success

In order to drive corporate growth or profitability, the following activities are on the CEOs agenda.



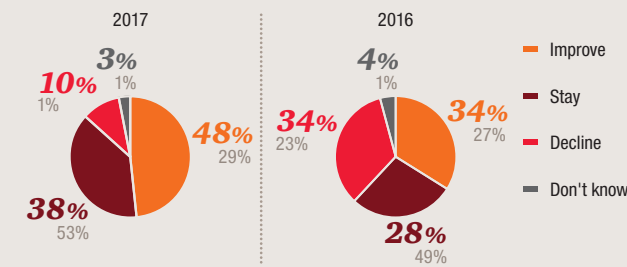
Impact of digital technologies

New technologies changed most industry within the last decade. Most CEOs think that the digital change will have significant impact on industry in the next five years.



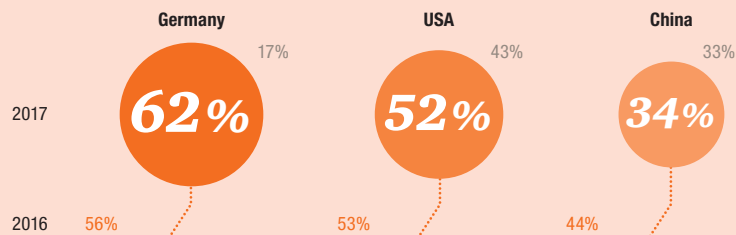
Global economic growth prospects

Compared to last year more Swiss CEOs believe that global economy will improve.



Growth opportunities

When Swiss CEOs were asked to name the countries most important to them for their growth in the next 12 months, 62% said Germany, 52% the USA, and 34% China.



Skills at work

All of Swiss CEOs believe, besides the technical business expertise, that problem-solving is the most important talent for the organisation.



Threats

The top three potential economic, policy, social and environmental threats highlighted by Swiss CEOs: 79% future of Eurozone, 79% over-regulation, and 76% exchange rate volatility.

