

An aerial photograph of a river with white-water rapids. A kayaker in a colorful kayak is navigating the rapids. The river is surrounded by lush green forest and rocky banks. There are several colorful rectangular overlays (orange, yellow, red) scattered across the image.

CEE Webcast – Transforming for impact on the future of Central and Eastern Europe

Insights from the 26th Annual Global
CEO Survey

17 March 2023, 10:30-11:30 CET

Welcome



Kasia Madera

BBC News host and presenter



Michelle Simmons

General Manager CEE Multi Country, Microsoft



Tomasz Wiatrak

Chairman & CEO, ORLEN Unipetrol



Krzysztof Krawczyk

Partner, Head of Poland at CVC Capital Partners



Adam Krasoń

CEO of PwC Central and Eastern Europe

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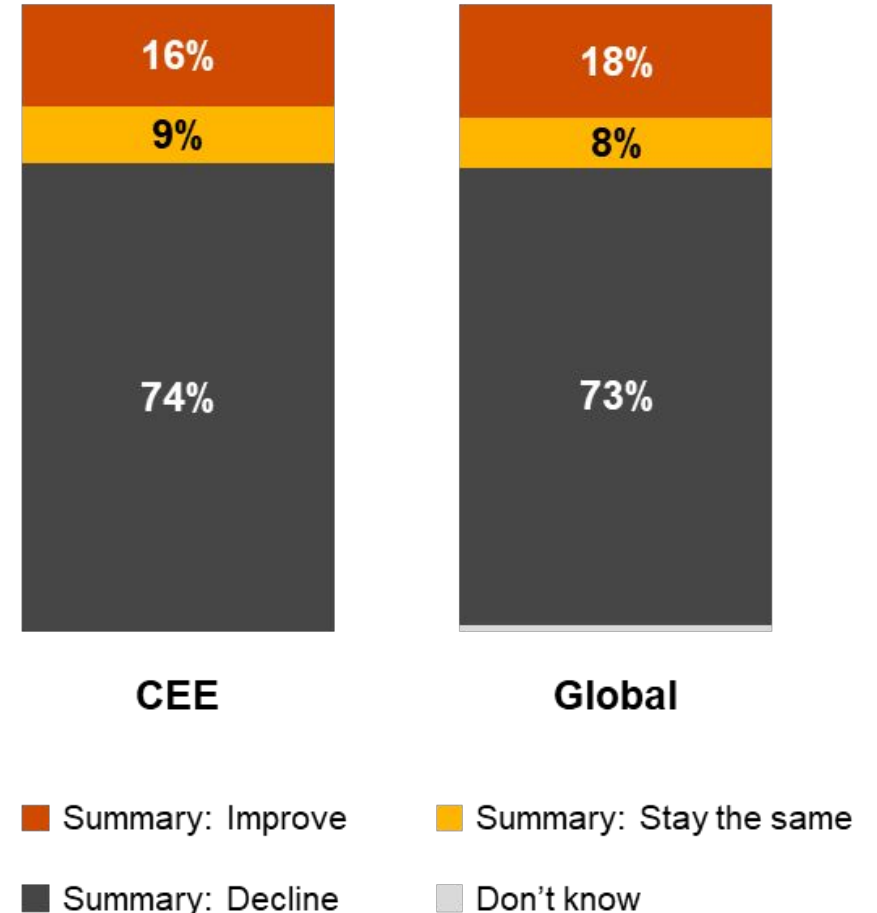
PwC 26th Annual Global CEO Survey: CEE results



How do CEOs believe economic growth will change over the next year in the global economy?

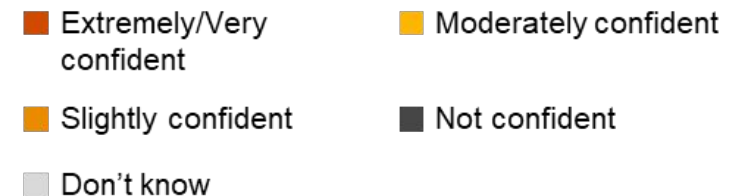
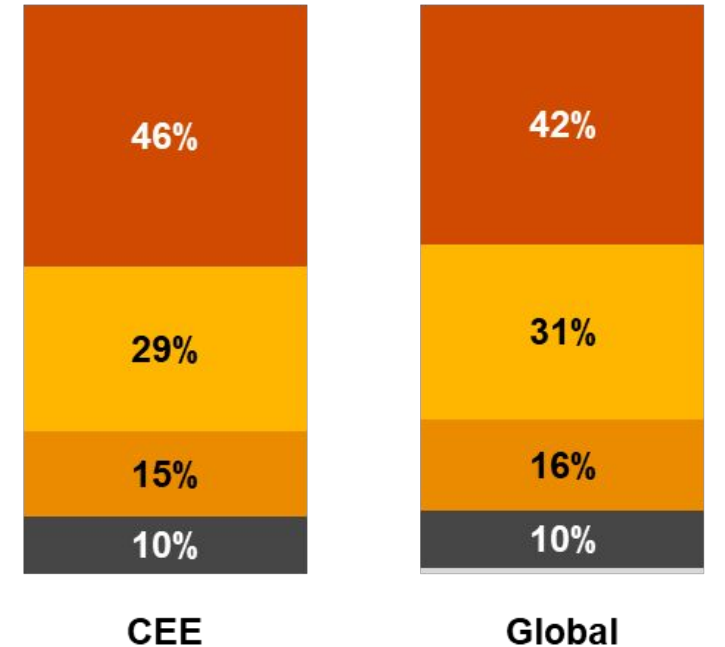
In the CEE region, **74%** of CEOs (vs **73%** globally) believe world economic growth will slow over the next 12 months.

These expectations represent a sharp reversal from last year, when 68% in the region and 77% around the world foresaw an improvement.



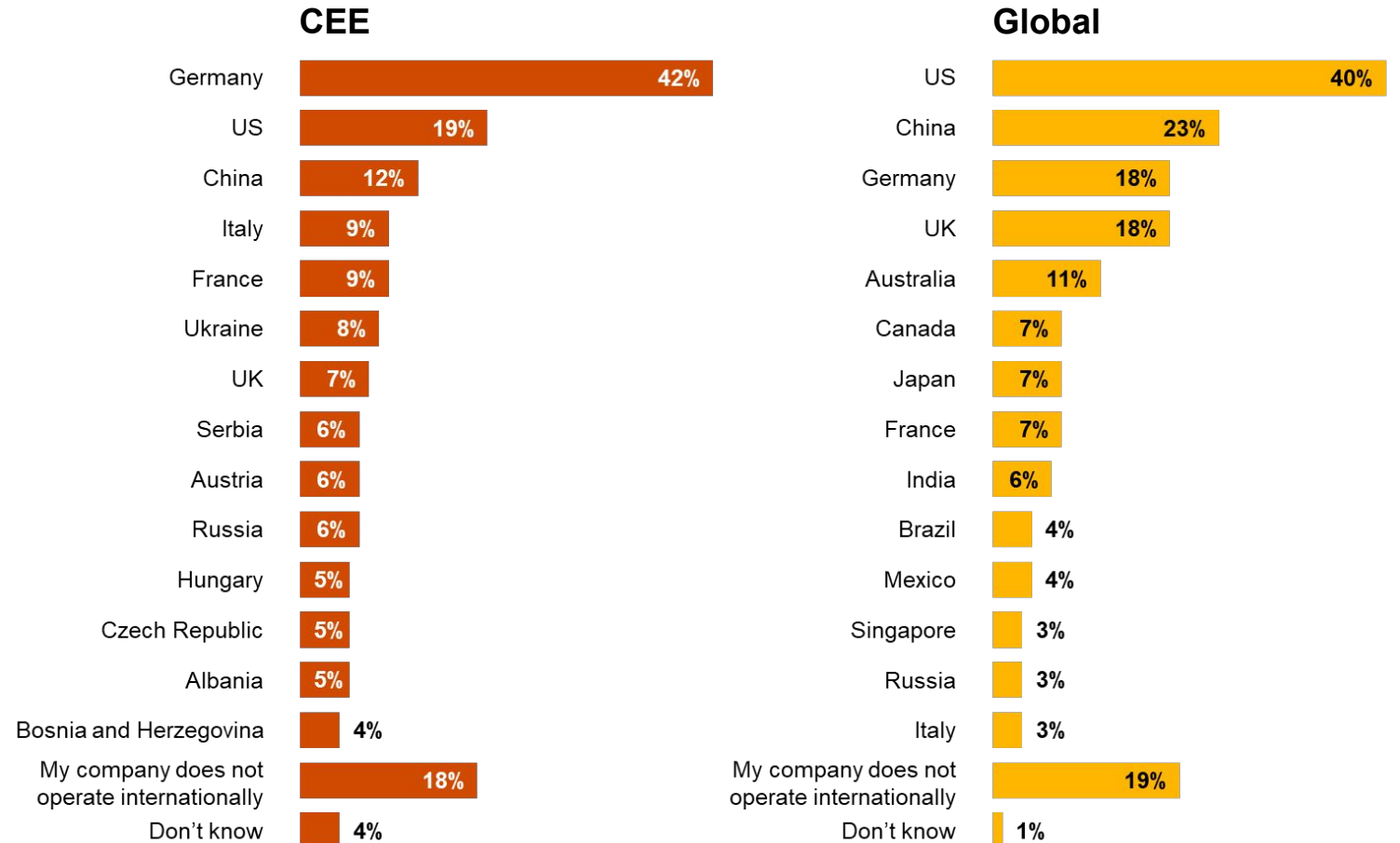
CEOs are more confident about the things they are better able to control: their own company's revenue growth prospects

46% of CEOs in CEE (globally **42%**) said that they're "extremely confident" in their company's revenue growth in the next 12 months.

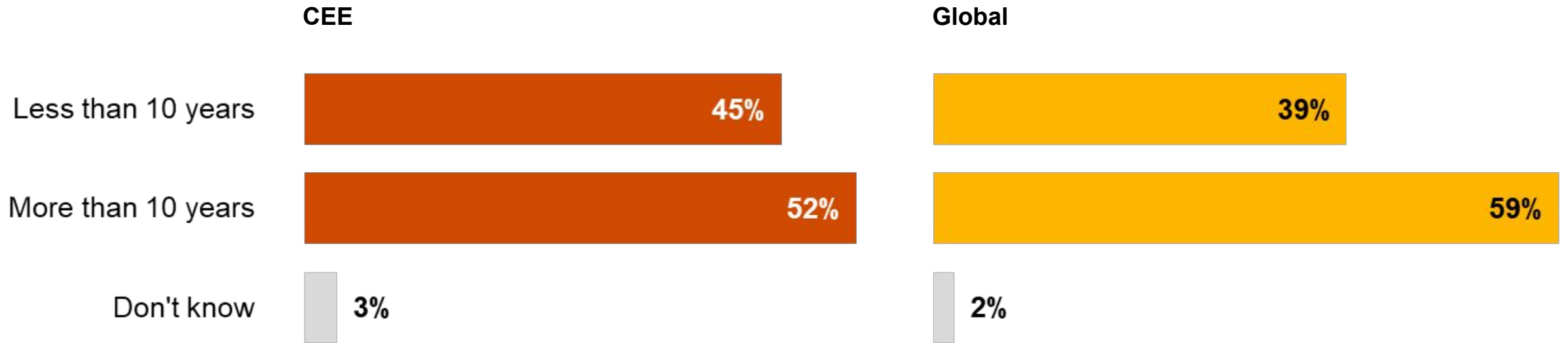


Business leaders in CEE are looking for growth opportunities closer to home

CEE leaders indicated an increased focus on **Germany, Ukraine, Serbia, Hungary, and Czechia**, among others.

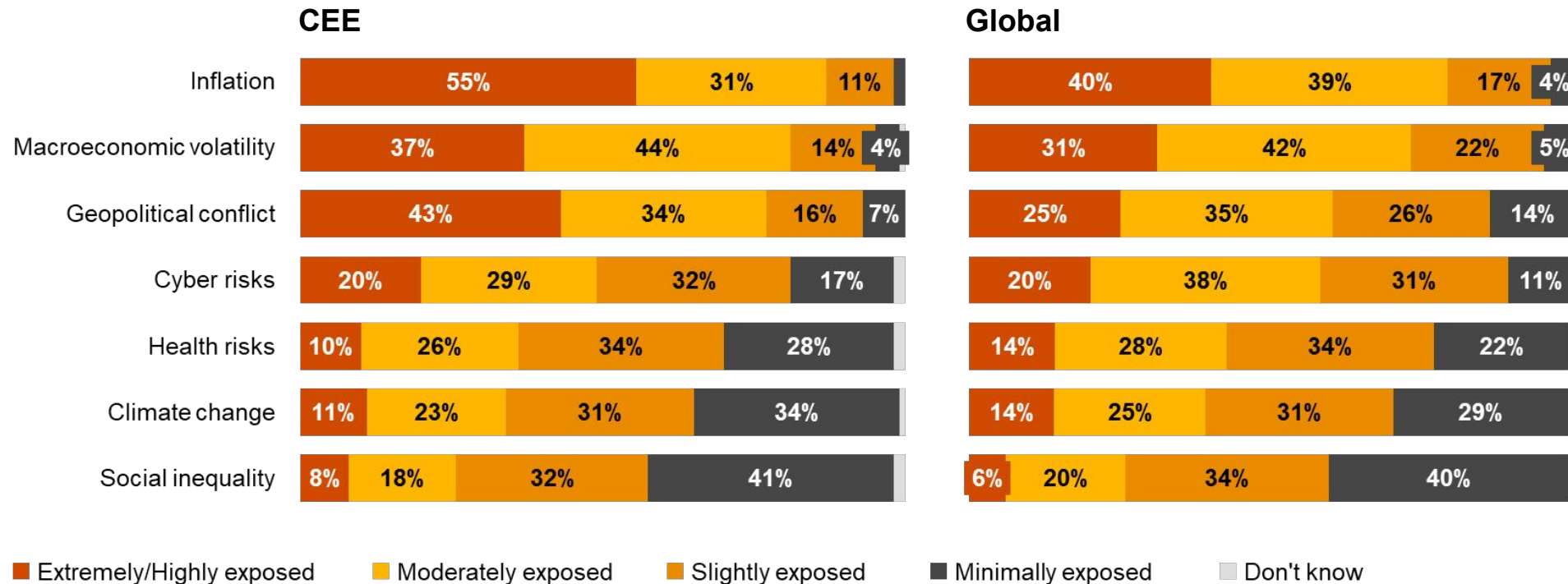


CEOs are aware of the need to transform their business



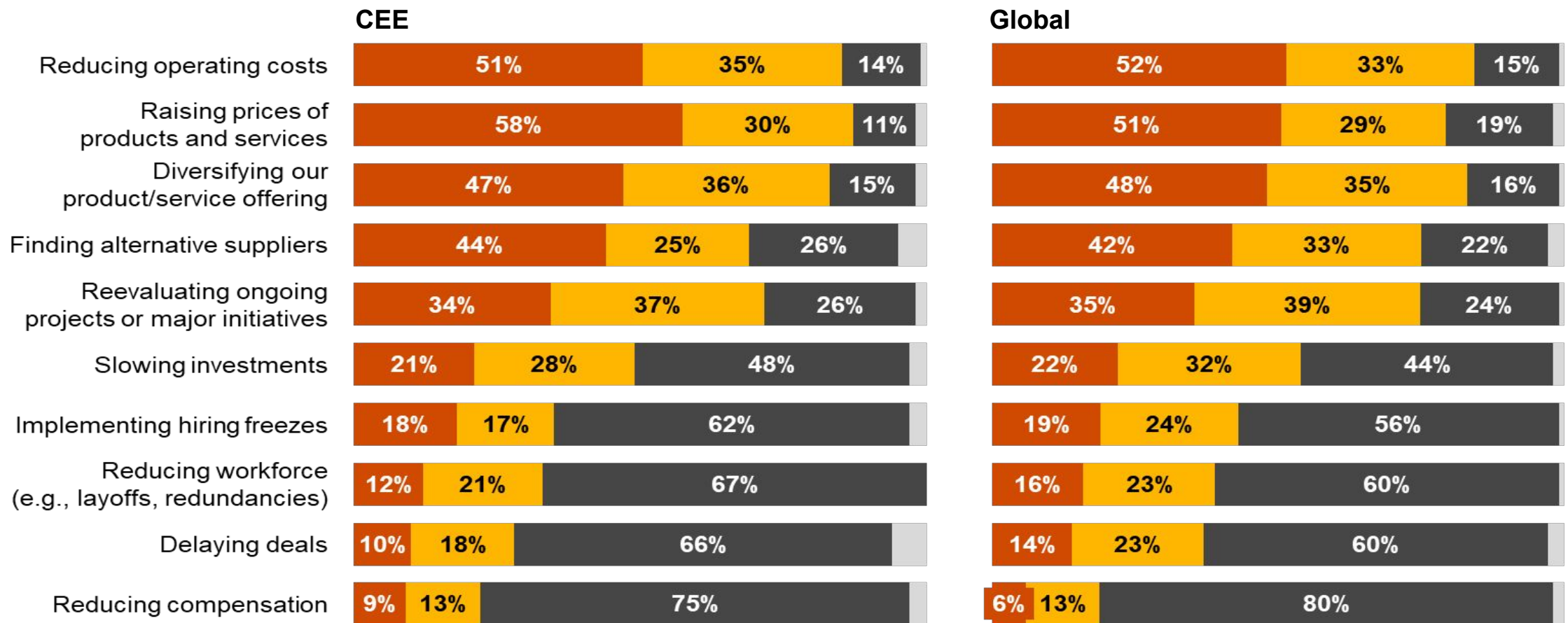
45% of CEOs in CEE (vs **39%** globally) said their companies won't be economically viable a decade from now if they continue as is.

Key threats: Inflation is the top concern in the next 12 months, with geopolitical conflict the biggest worry over the next five years



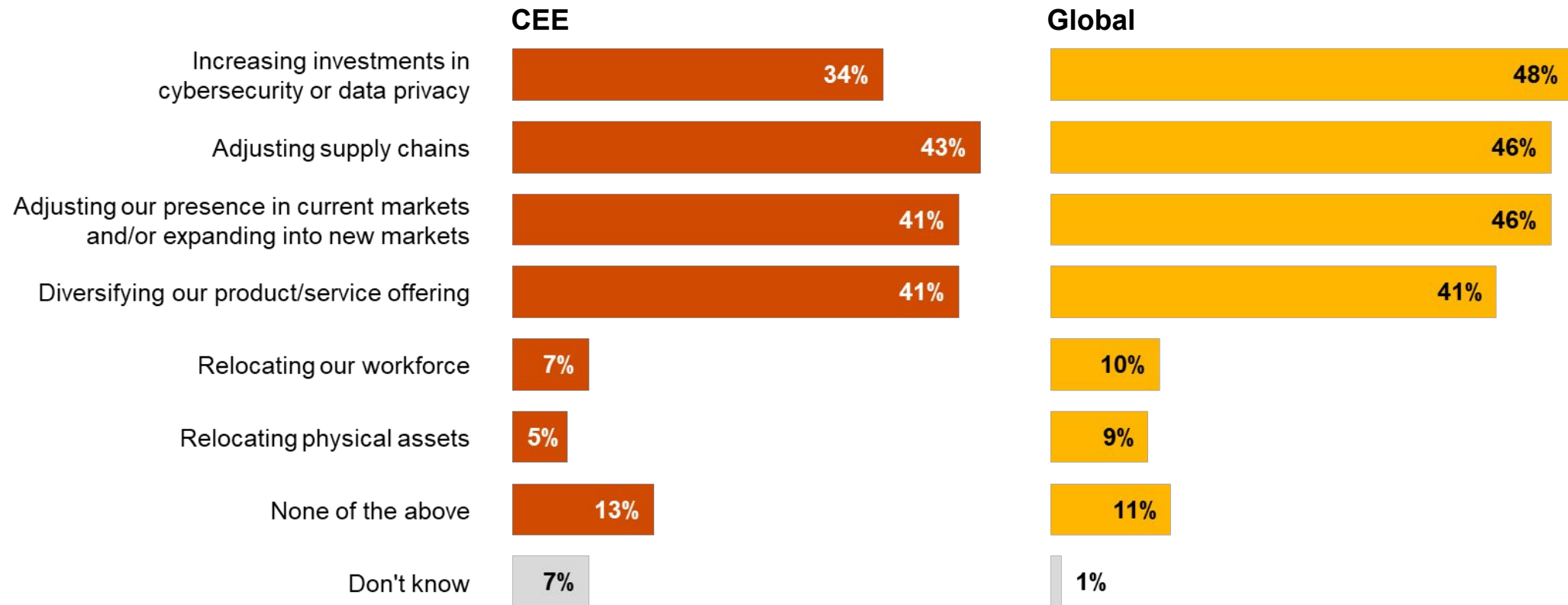
Inflation is the top risk that business leaders see over the next 12 months, cited by 55% of CEOs

Taking action: In CEE, CEOs are raising prices and cutting costs—but most don't plan to reduce workforce



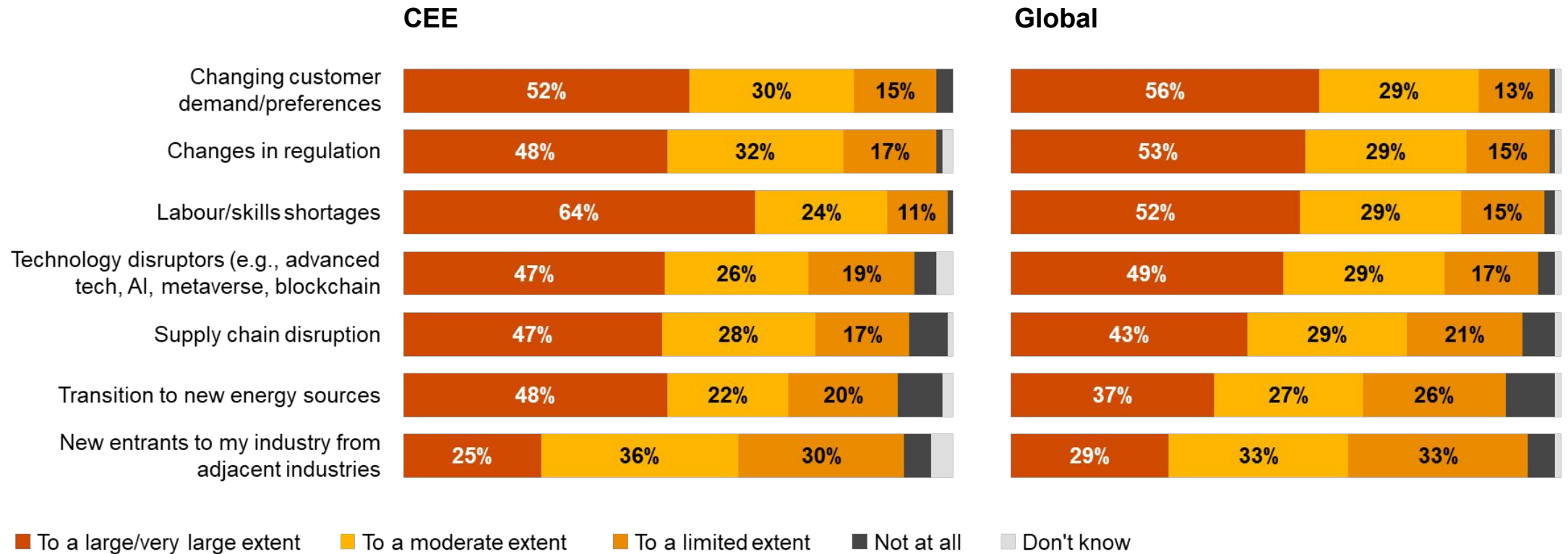
■ We are already doing this/have done this
 ■ We are considering this in the next 12 months
 ■ We do not plan to do this
 ■ Don't know

The war in Ukraine and growing concern about geopolitical instability have caused CEOs to rethink aspects of their business models and the way they perceive risk



CEOs in CEE are increasing cyber investments in response to geopolitical risk, yet not as much as their global counterparts.

Chief among long-term threats to their businesses, for leaders in our region, are potential shortages of labour and skills



64% of regional CEOs cited skills shortages as impacting them “to a large/very large extend” well above the **52%** global rate

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Panel discussion



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Audience Q&A





Thank you

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