

Taiwan

Taiwan-based CEOs

No of responses: 39 | 69% male, | 23% female

59% CEO of a single or multi-entity parent company

15% CEO of a country subsidiary within a multi-entity parent company

3% CEO of a product-oriented subsidiary within a multi-entity company

The reinvention imperative

An enduring imperative to reinvent

49% of Taiwan-based CEOs believe the global economy will improve over the next 12 months, higher than the Asia Pacific average (40%).

Taiwan-based CEOs consider the US and China as critical for their growth prospects in 2024.

Territories that are most important for their company's prospects for revenue 2024

Territory	2024
US	67%
China	64%
Japan	28%
Germany	17%
India	17%

Note: This question only takes into account companies that operate internationally

85% believe their companies will not be economically viable in the next decade, if they continue on their current path. This is higher than the Asia Pacific average (63%).

	Taiwan 2024	Asia Pacific 2024
10 years or less	85%	63%
More than 10 years	0%	34%

97% of surveyed Taiwan-based CEOs have taken at least some steps to change how they create, deliver, and capture value over the past five years.

Over that timeframe, 80% took at least one action that had a large or very large impact on their company's business model.

Pressures and threats

In the next 12 months, Taiwan-based CEOs identify the same key threats as Asia Pacific CEOs, but feel more exposed than CEOs in the region.

Threat	Taiwan 2024	Asia Pacific 2024
Macroeconomic volatility	59%	21%
Inflation	54%	20%
Geopolitical conflict	38%	18%
Health risk	36%	14%
Climate change	33%	11%
Cyber risk	15%	16%
Social inequality	5%	6%

Note: Only showing 'Highly and extremely exposed'

On average, Taiwan-based CEOs identify similar barriers to reinvention when compared to their Asia Pacific counterparts. Top three barriers (at least to a moderate extent) for them are:

No.	Taiwan	Asia Pacific
1	Lack of workforce skills (88%)	Regulatory environment (66%)
2	Lack of technological capabilities in my company (79%)	Lack of workforce skills (60%)
3	Regulatory environment (77%)	Supply chain instability (57%)

Looming existential change

Climate change a work in progress

- Taiwan-based CEOs have undertaken some actions to mitigate climate change.
- Most progress has been made in
 - Decarbonisation: 85% are in progress/have improved energy efficiency, and 59% are in progress or have completed innovating new, climate-friendly products, services or technologies respectively.
 - Just transition: 46% are in progress implementing initiatives to protect our company's physical assets and/or workforce from the physical impacts of climate risk.
 - Climate adaption: 54% are in progress/have sold products, services or technologies that support customers' climate-resilience efforts.
- Notably, 41% don't plan to pursue nature-based solutions.
- Taiwan-based CEOs cite the barriers to decarbonisation (at least to a moderate extent):
 - Regulatory complexity (76% vs. 63% in Asia Pacific)
 - Lower returns for climate-friendly investments (73% vs. 61% in Asia Pacific)
 - Lack of demand from external stakeholders (63% vs. 51% in Asia Pacific)
- When evaluating climate-friendly investments, 28% have accepted rates of return that were lower than for other investments (vs. 51% in Asia Pacific).

The Generative Artificial Intelligence (GenAI) opportunity and challenge

- At least 33% of Taiwan-based CEOs anticipate impacts within three years – including impacts to the workforce (vs. at least 57% in Asia Pacific).
- 72% agree GenAI will require most of their workforce to learn new skills in the next three years (vs. 76% in Asia Pacific).
- However, 72% report that they have not adopted GenAI across their companies (vs. 41% in Asia Pacific).
- 59% believe GenAI will increase efficiency for both themselves and their employees (vs. at least 65% in Asia Pacific).
- At least 41% believe GenAI will help increase revenue and profitability (vs. 49% in Asia Pacific).
- 18% predict a reduction in headcount due to GenAI (vs. 26% in Asia Pacific).
- They agree that GenAI will increase cybersecurity risk (82% vs. 49% in Asia Pacific) and spread misinformation (82% vs. 44% in Asia Pacific).

Additional data on surveyed companies

Ownership

5% privately-owned company

95% public company

Revenue

46% Less than US\$100 million

33% US\$100 million - Less than \$1 billion

18% US\$1 billion - Less than \$10 billion

3% US\$10 billion - Less than \$25 billion

Employees

51% fewer than 500

13% 500–999

21% 1,000–4,999

10% 5,000–9,999

5% 10,000–24,999

Industry

3% financial services

46% technology, media and telecommunications

18% consumer markets

28% industrial, manufacturing and automotive

5% health industries (including pharma)

Note: Throughout this snapshot, not all figures will add up to 100% as a result of rounding percentages and the decision in certain cases to exclude the display of 'neither/nor', 'other', 'none of the above', 'don't know' and 'prefer not to say' responses.



Joseph Chou | Chairman & Chief Executive Officer | joseph.chou@pwc.com
Patrick Tuan | Markets Leader | patrick.tuan@pwc.com

Contacts:

For more details, please read our Asia Pacific report [here](#)