



Transforming our Region: PwC's 29th Global CEO Survey: Middle East findings



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Welcome

Stephen Anderson

Chief Strategy & Technology Officer
PwC Middle East

**Five GCC economic
themes to watch in 2026**

Jing Teow

Partner, Economics & Sustainability
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**PwC's 29th Global CEO
Survey: Middle East
findings**

Mona Abou Hana

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PwC Middle East

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Five GCC economic themes to watch in 2026

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Key themes shaping 2026

Building broader and more diverse trade bridges



Securing critical minerals and strategic supply chains



Turning AI ambition into action across priority sectors



Managing workforce transitions in an AI-enabled economy



Strengthening fiscal resilience and mobilising private capital



Read more here



PwC's 29th CEO Survey: Middle East findings

Mona Abou Hana

Partner, Chief Corporate & Network Officer
PwC Middle East



Where capital meets confidence – growth, AI and resilience



Four key themes

01

**The Middle East:
A magnet for
capital**



02

**The road to
reinvention:
AI at scale and the
talent story**



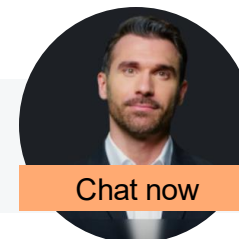
03

**Building
competitive
advantage with
selective M&A**



04

**A region anchored
in resilience**

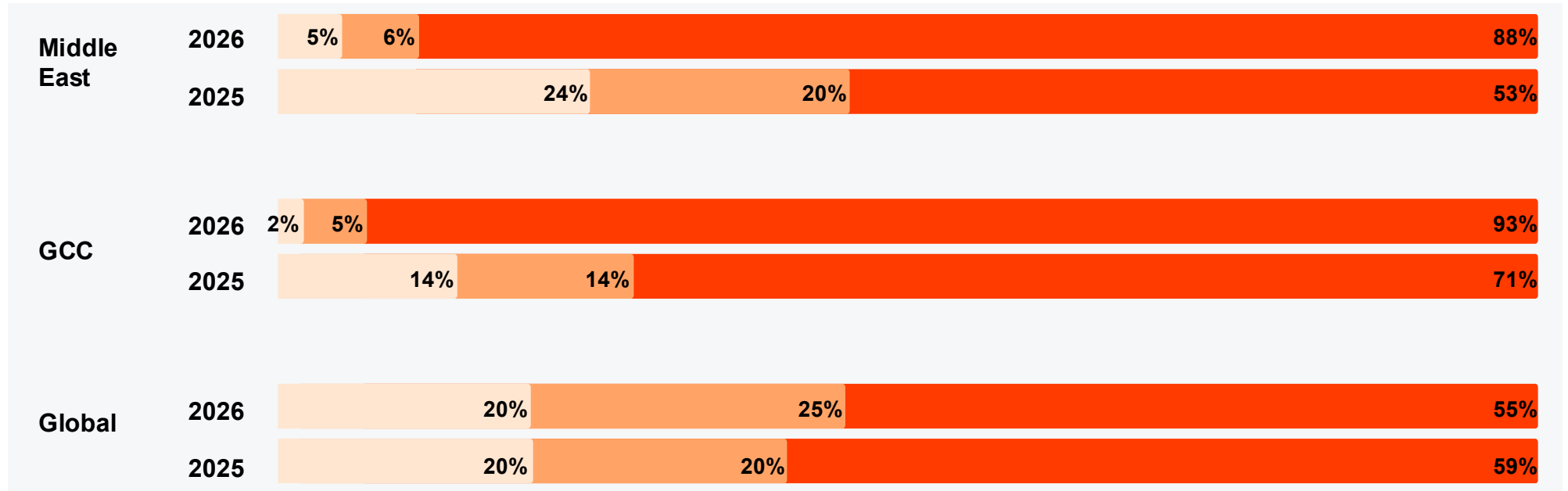


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Middle East report here

A magnet for capital: Confidence surges

What do you believe economic growth will be over the next 12 months in your territory?

- Improve
- Stay the same
- Decline

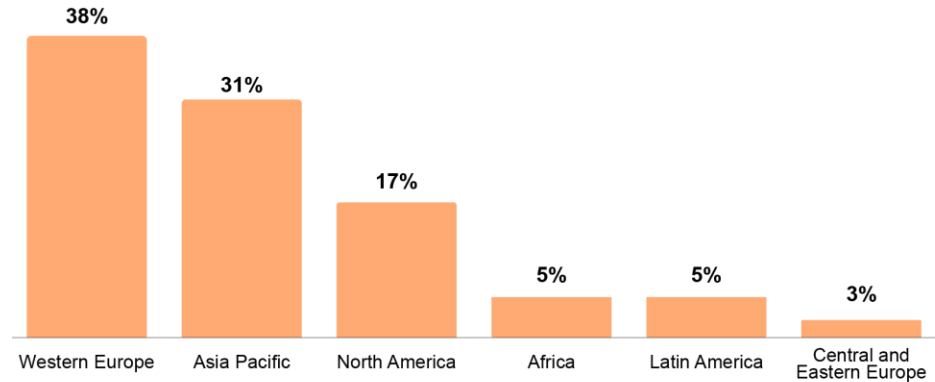


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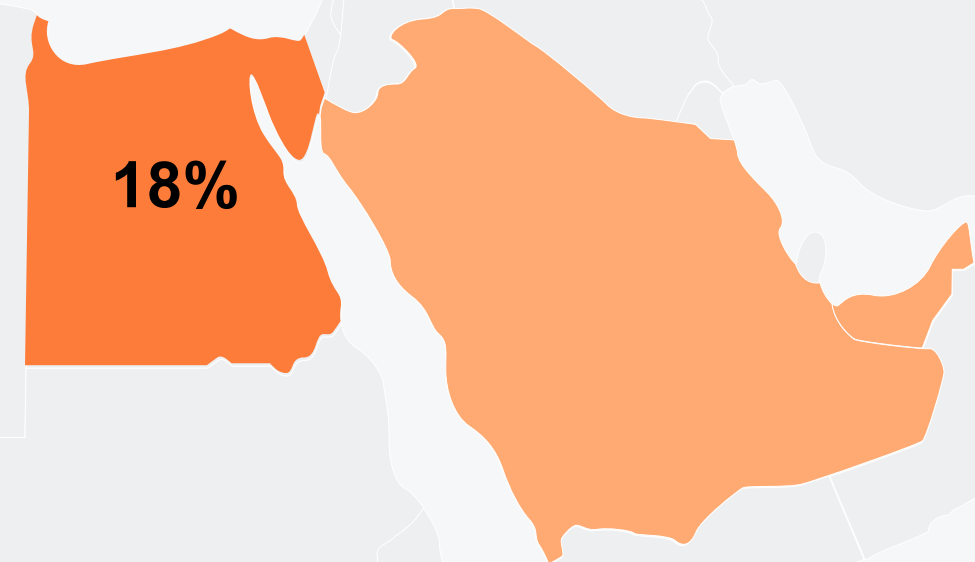
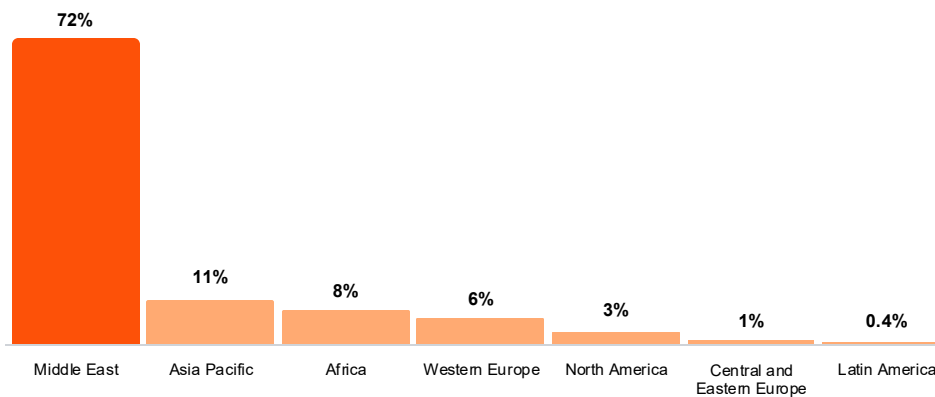
GCC countries moving into the top 10 for global investments

An expanding hub for international investment and trade

Top foreign investments into the Middle East



Where are Middle East CEOs planning to invest over the next 12 months?



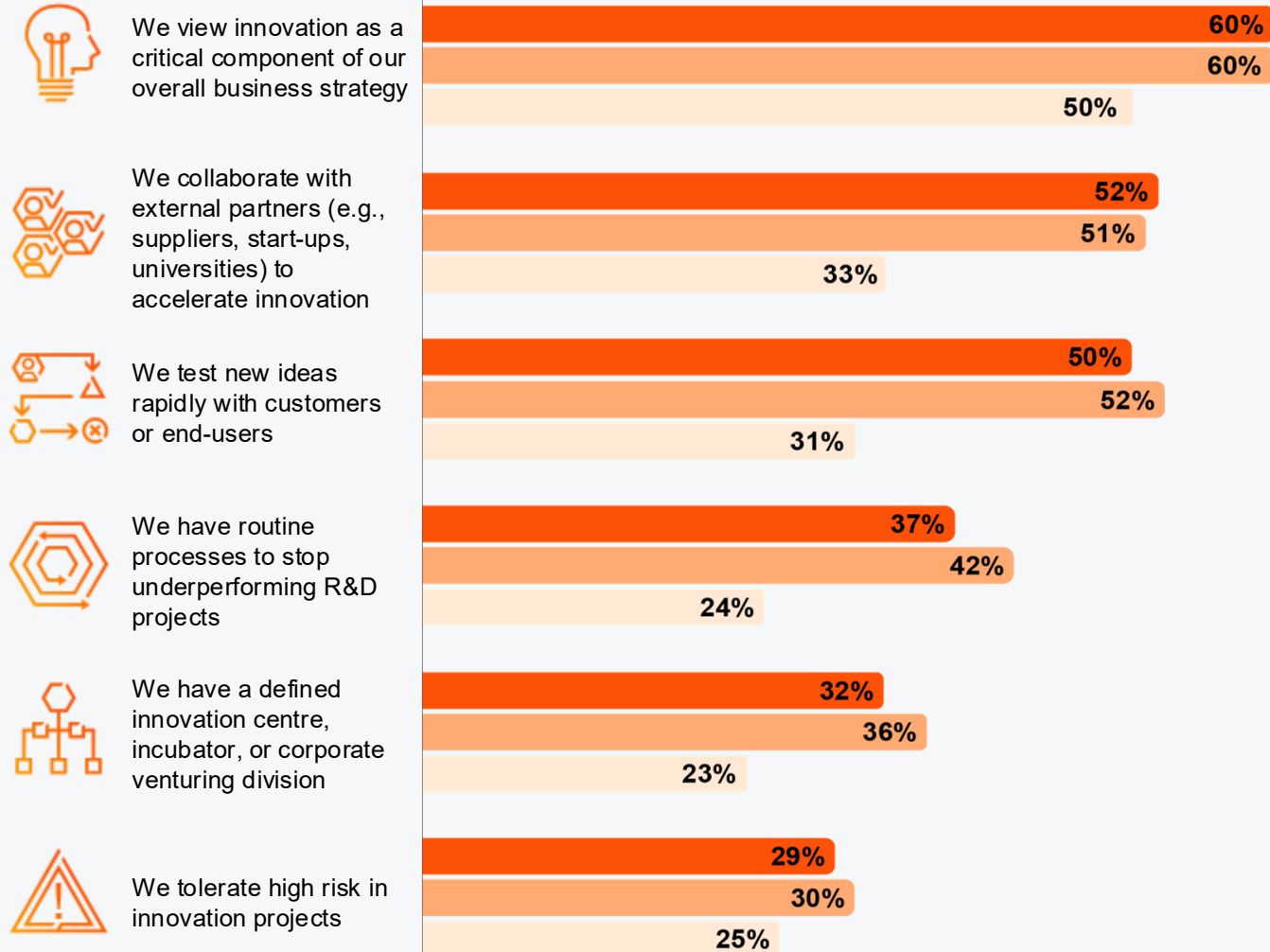
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Road to reinvention: Innovation and agility fueling ambition

To what extent do each of the following statements characterise your company's approach to innovation?

(SUMMARY NET: To a large or very large extent)

- Middle East
- GCC
- Global



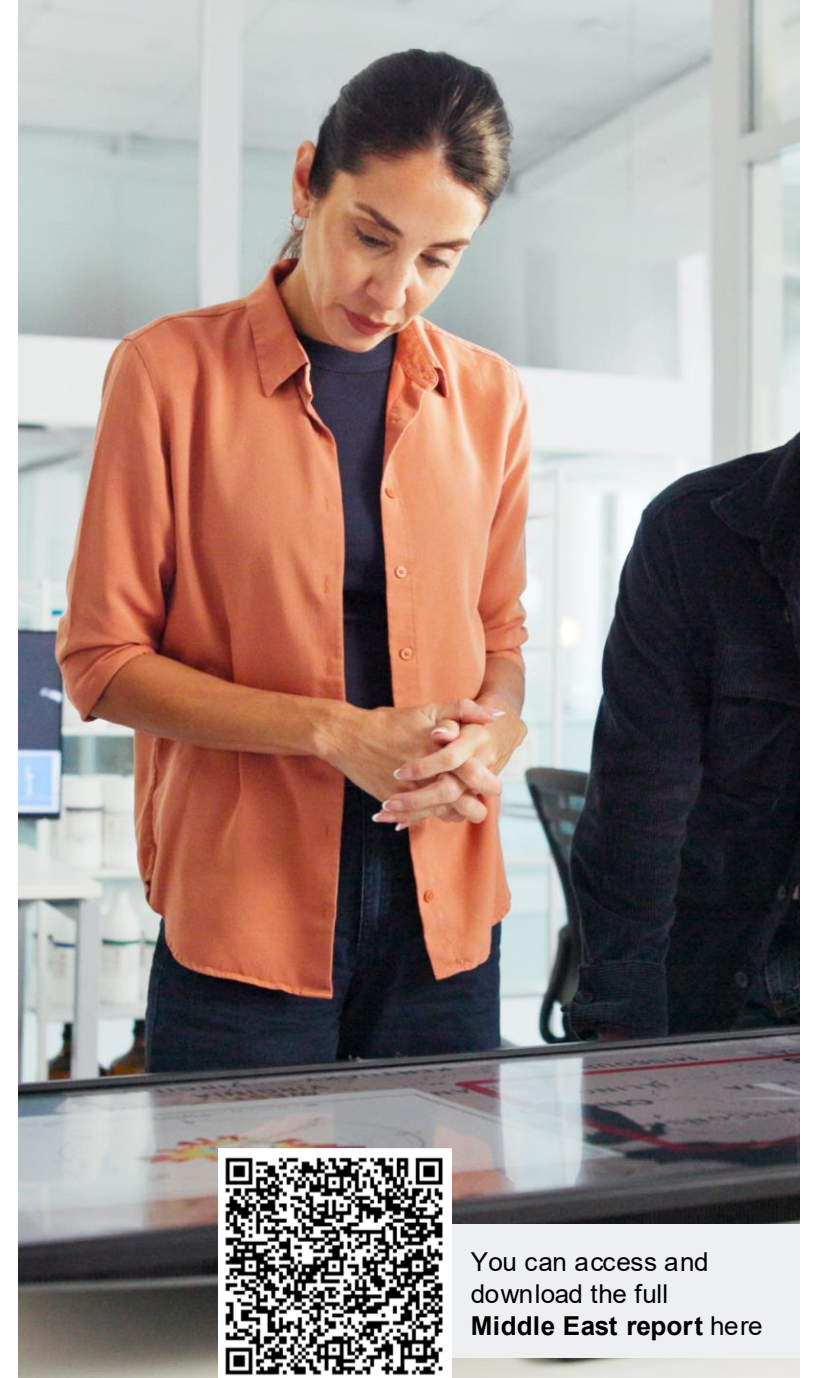
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Road to reinvention: AI readiness as a catalyst for growth

To what extent do you agree with the following statements relating to AI use at your company?

[SUMMARY NET: Agree]

- Middle East
- GCC
- Global



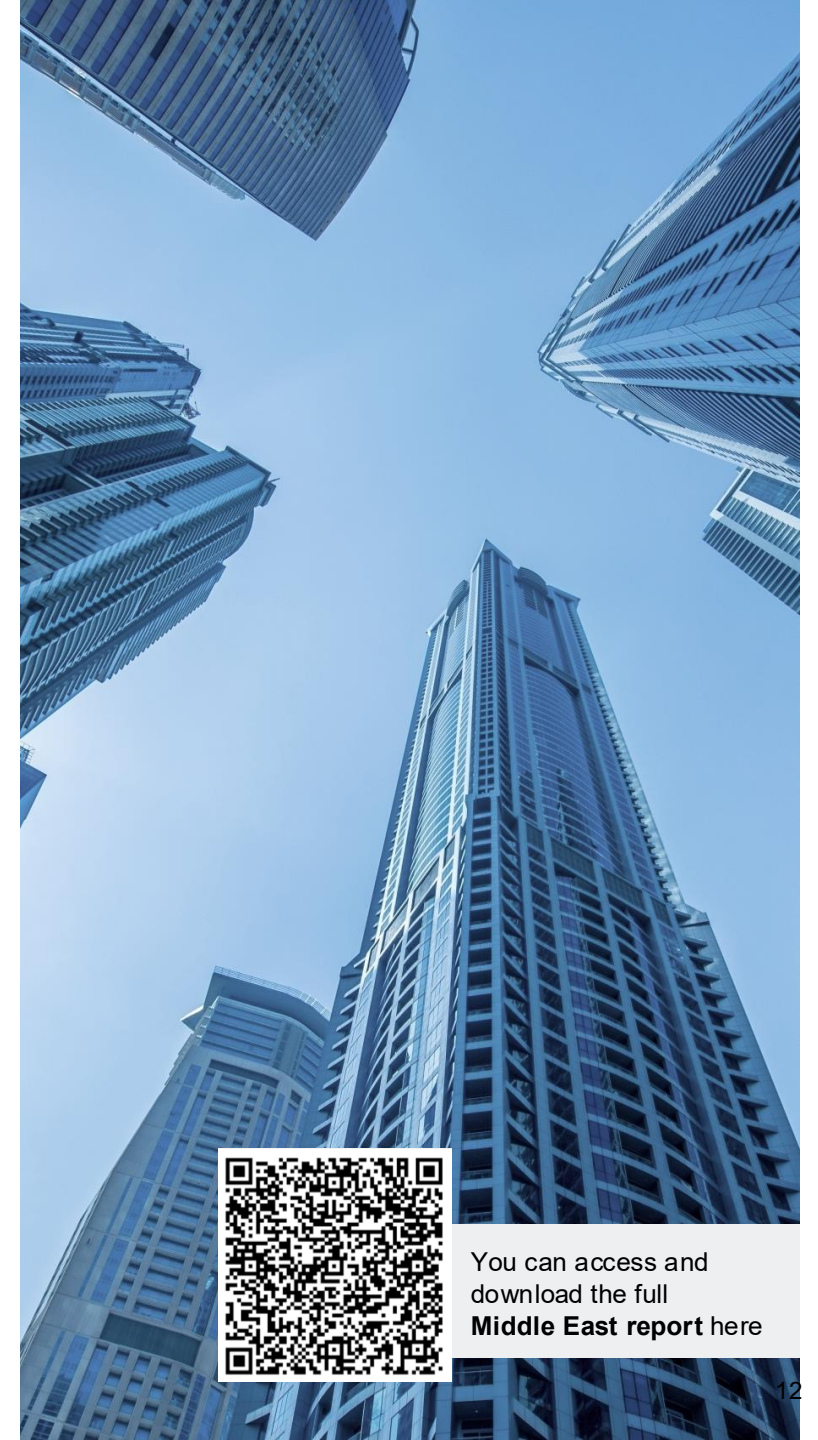
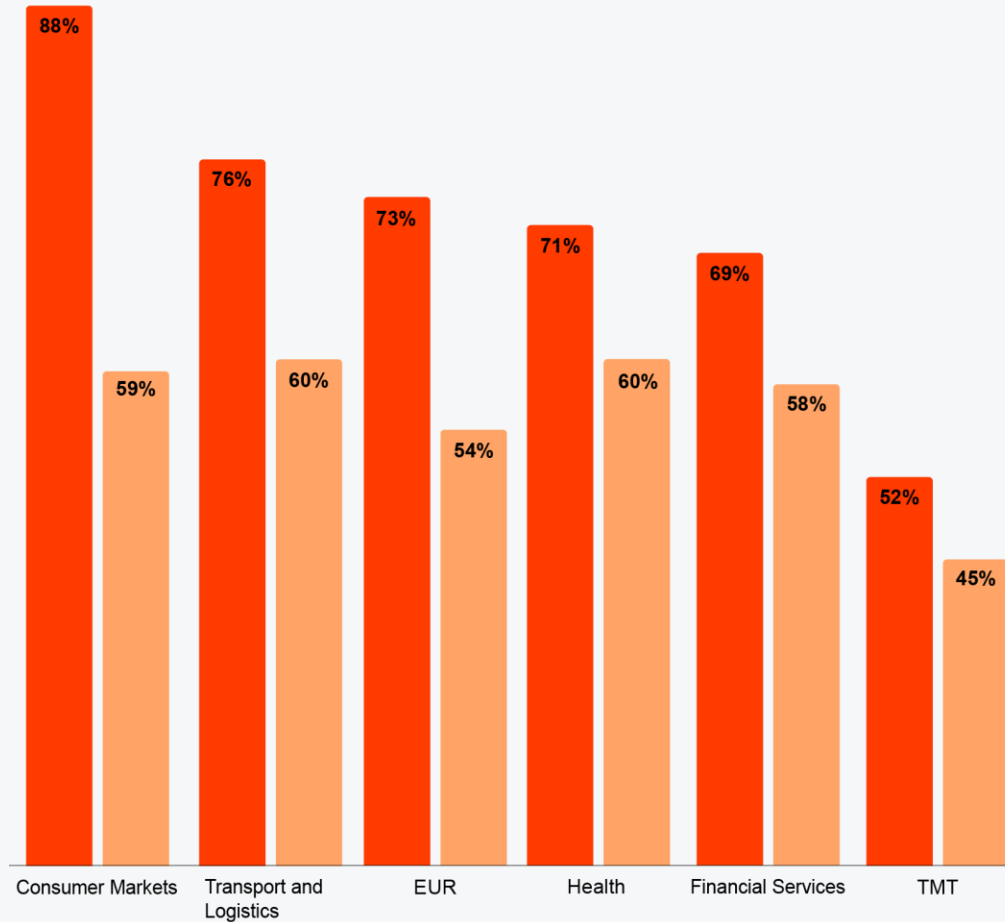
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Building competitive advantage: A strong appetite for M&A

How many major acquisitions, worth more than 10% of your company's assets, is your company planning to make in the next three years?

[SUMMARY NET: One or more]

■ 2026
■ 2025

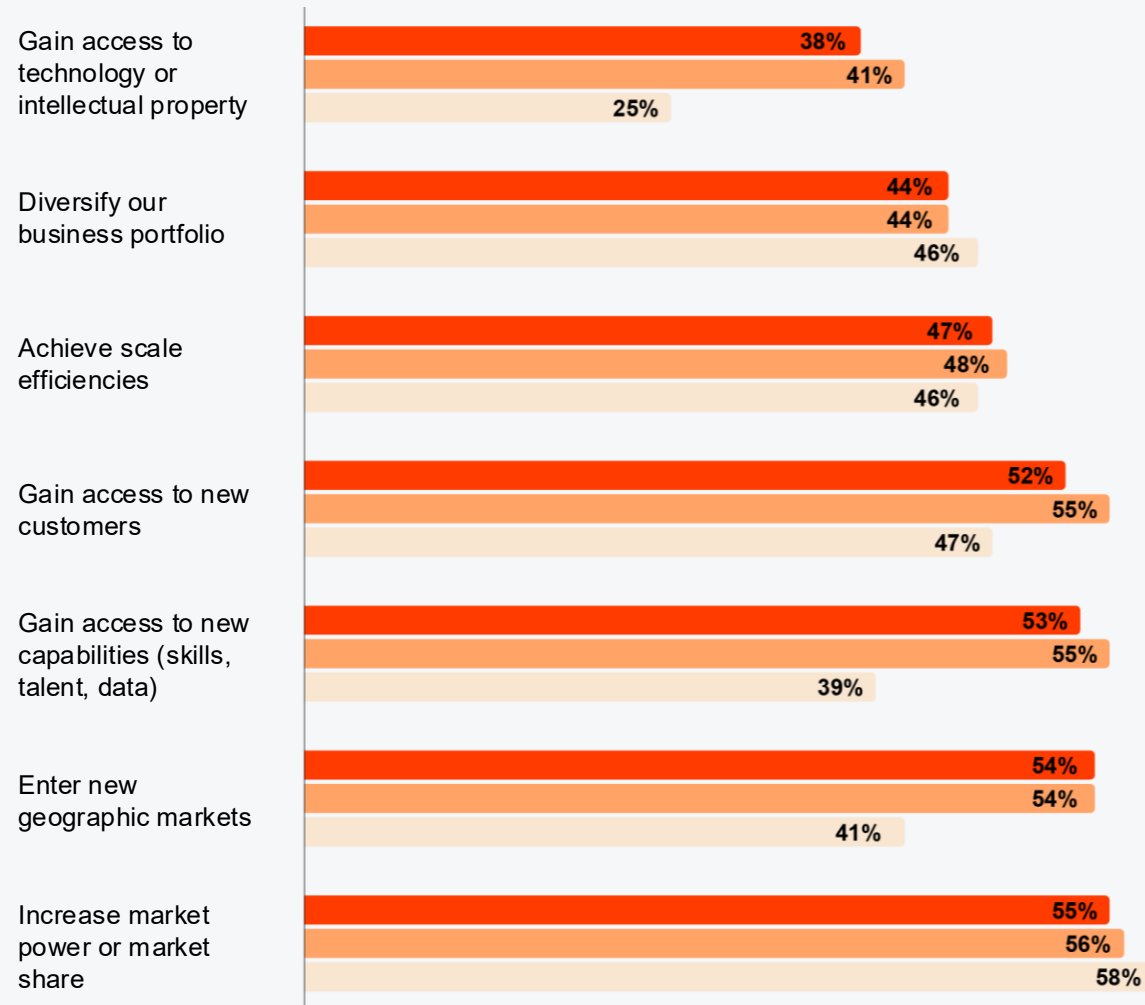


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Building competitive advantage: Accelerating investment in new sectors and industries

Which of the following statements describe your company's motivations for undertaking these acquisitions?

- Middle East
- GCC
- Global

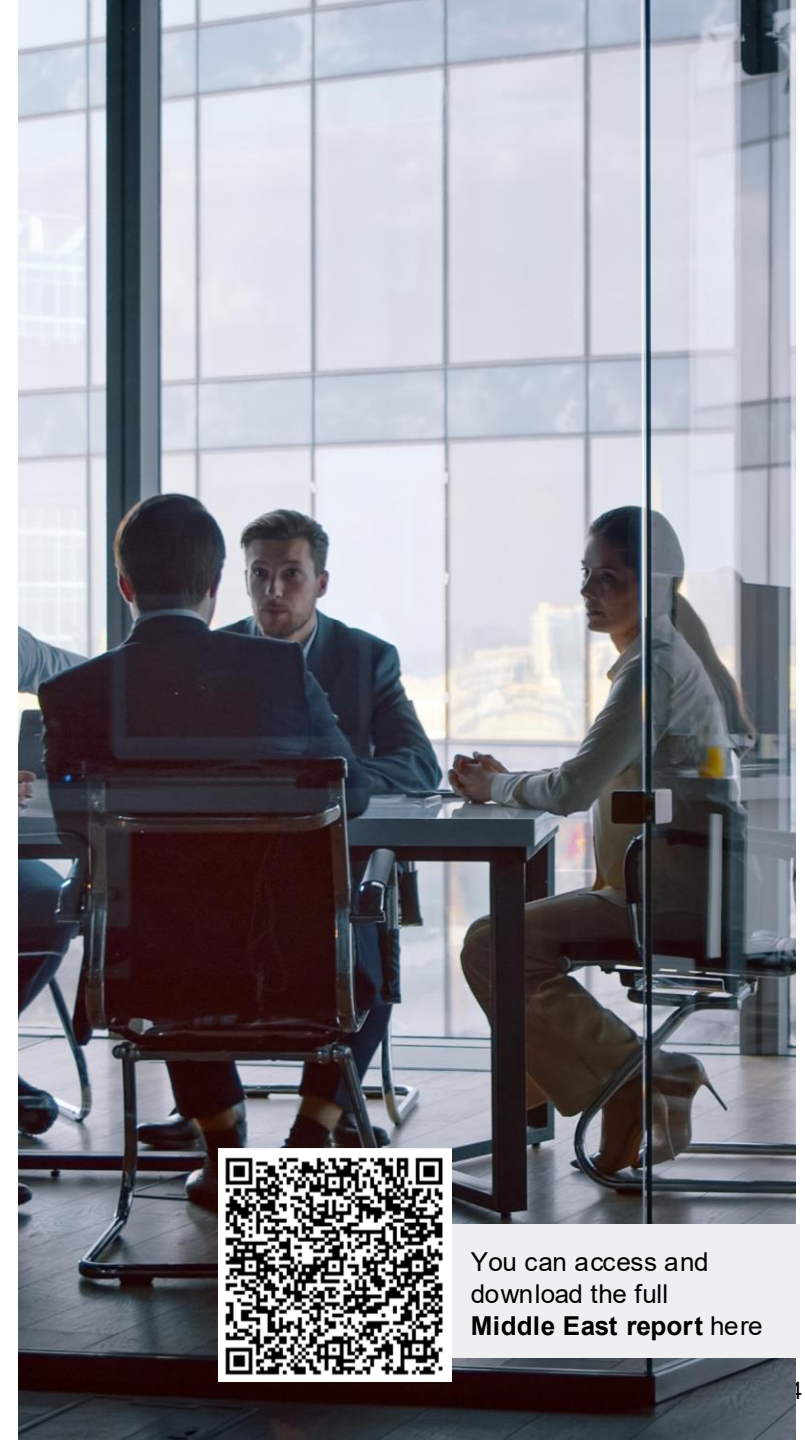
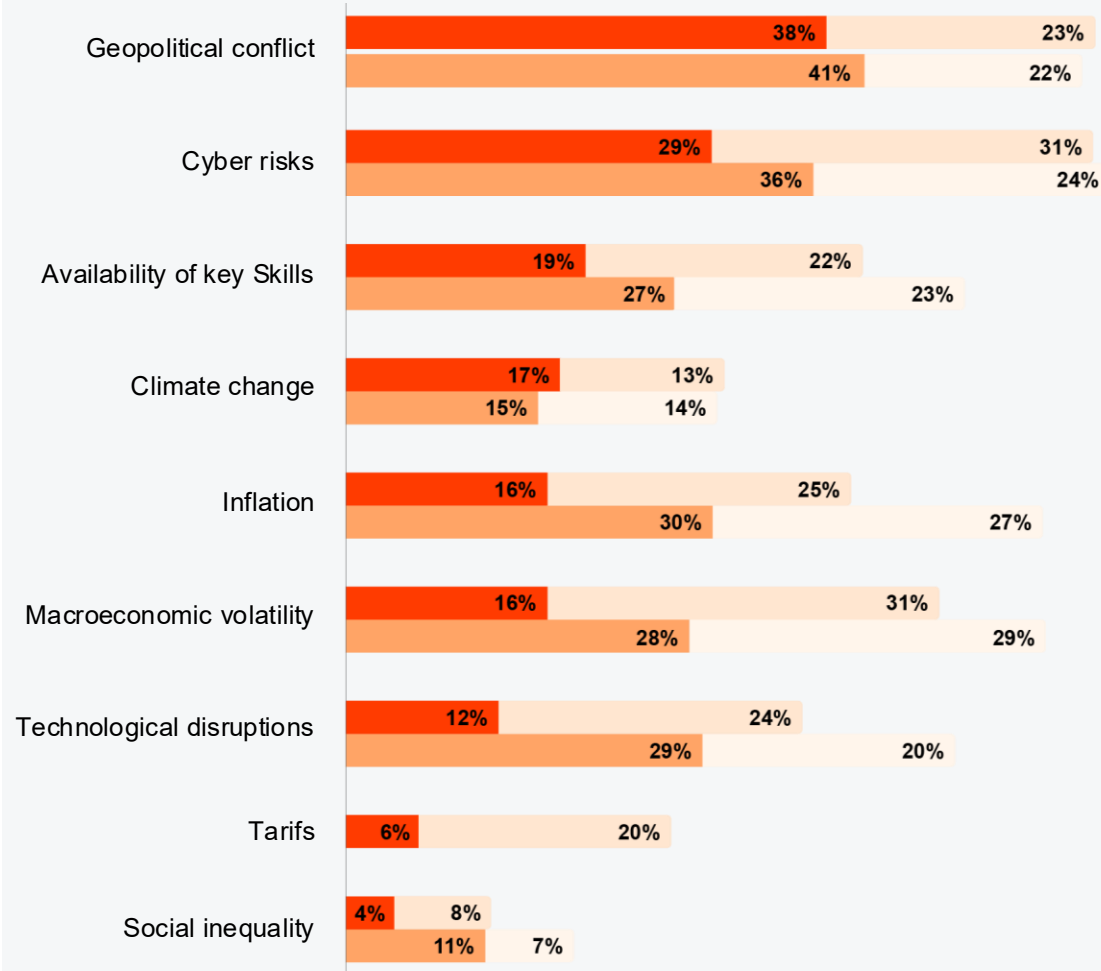


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A region anchored in resilience: Near-term caution, long-term dynamism

How exposed do you believe your company will be to the following key threats in the next 12 months?

- ME - 2026
- ME - 2025
- Global - 2026
- Global - 2025



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A region anchored in resilience: A renewed focus on cybersecurity

46%

say they can anticipate disruption before it occurs

60%

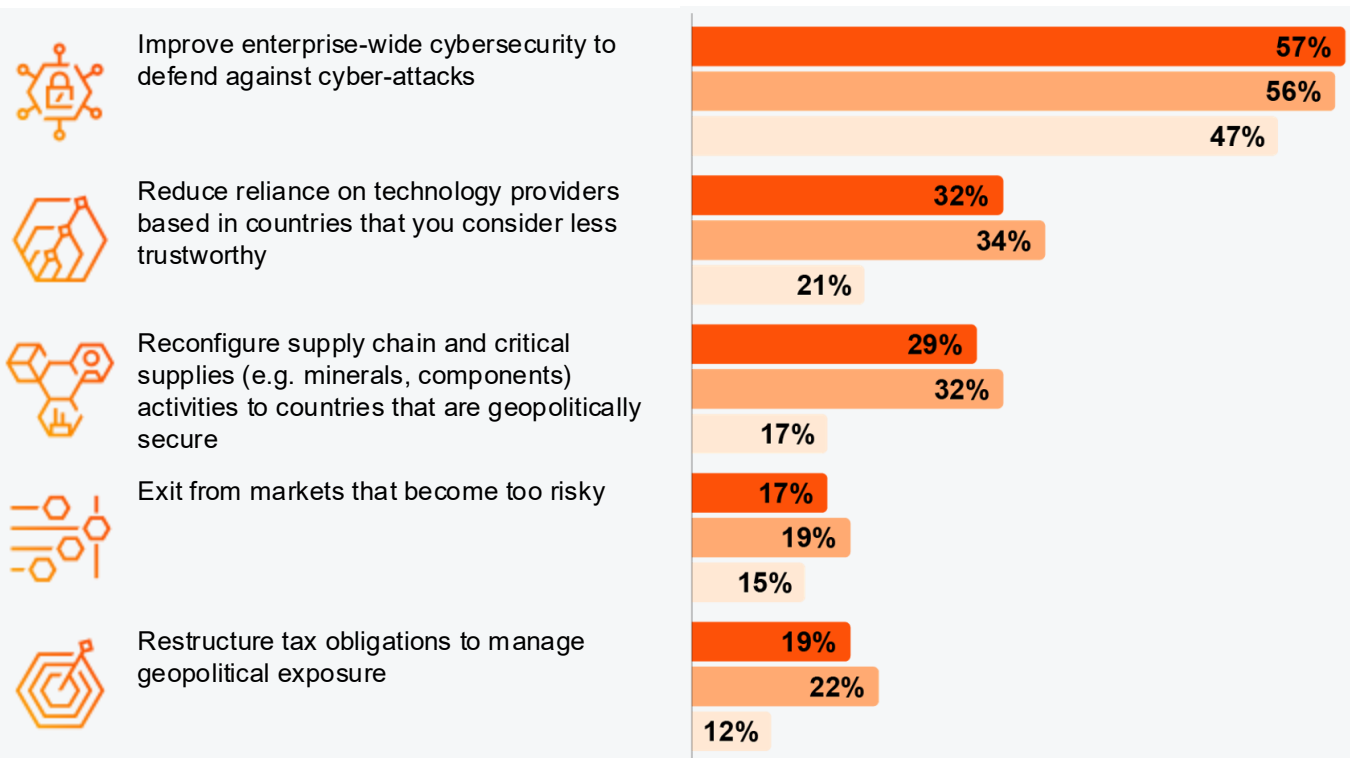
say they can lead organisational response effectively when disruption occurs

42%

can create new business opportunities that arise from disruptions

To what extent do you expect your company to take each of the following actions in response to potential geopolitical risk, over the next three years

- Middle East
- GCC
- Global

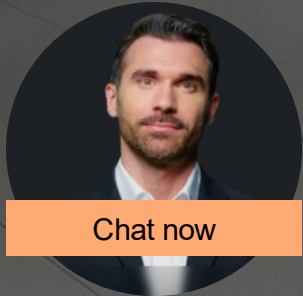


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Middle East findings



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Q&A

Thank you