



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

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Welcome

Five GCC economic themes to watch in 2026

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

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Welcome

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1

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



3

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**



Chat now

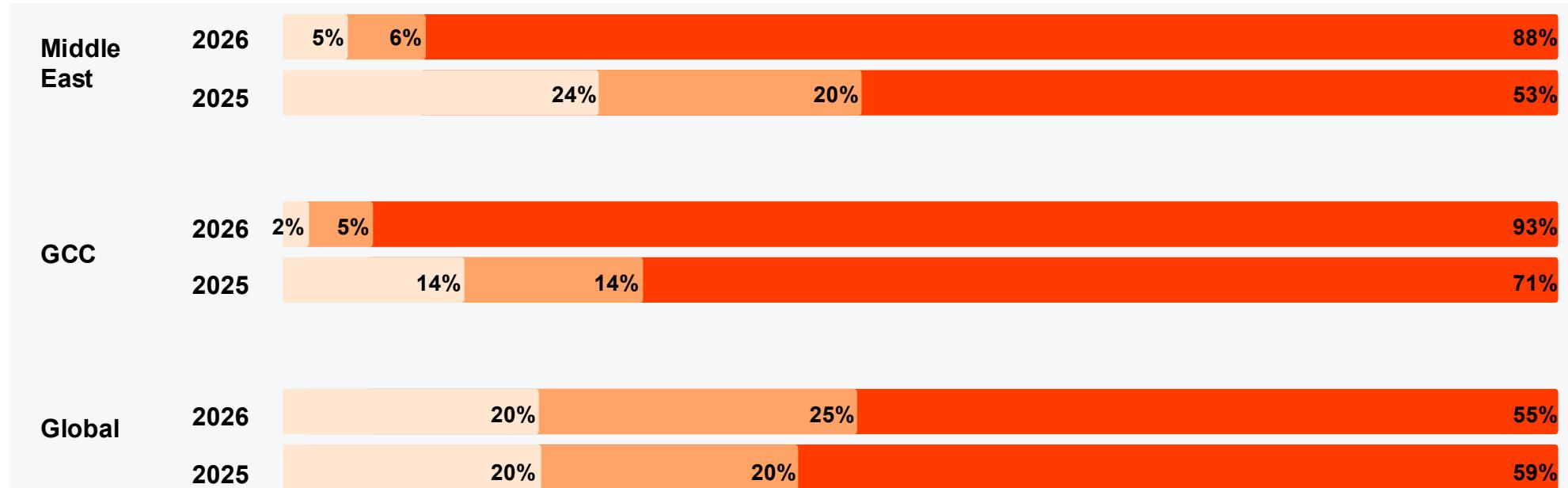


You can access and
download the full
Middle East report here

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

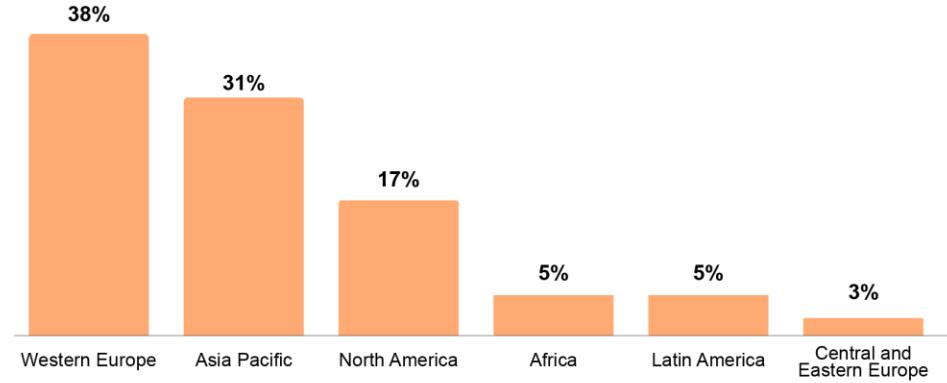


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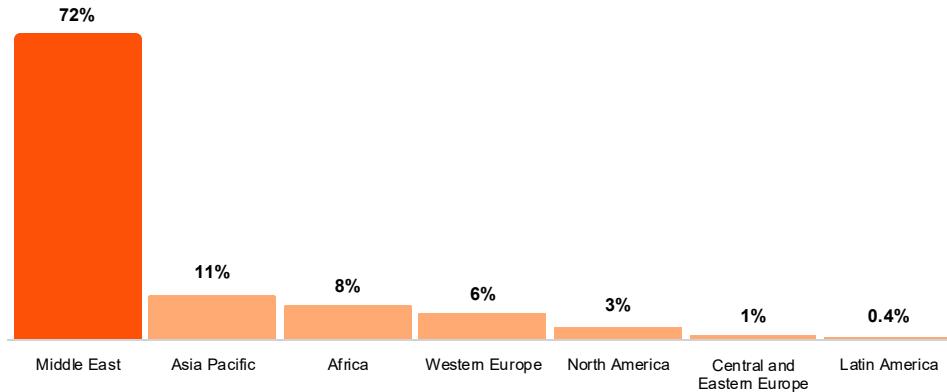
GCC countries moving into the top 10 for global investments

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?



18%



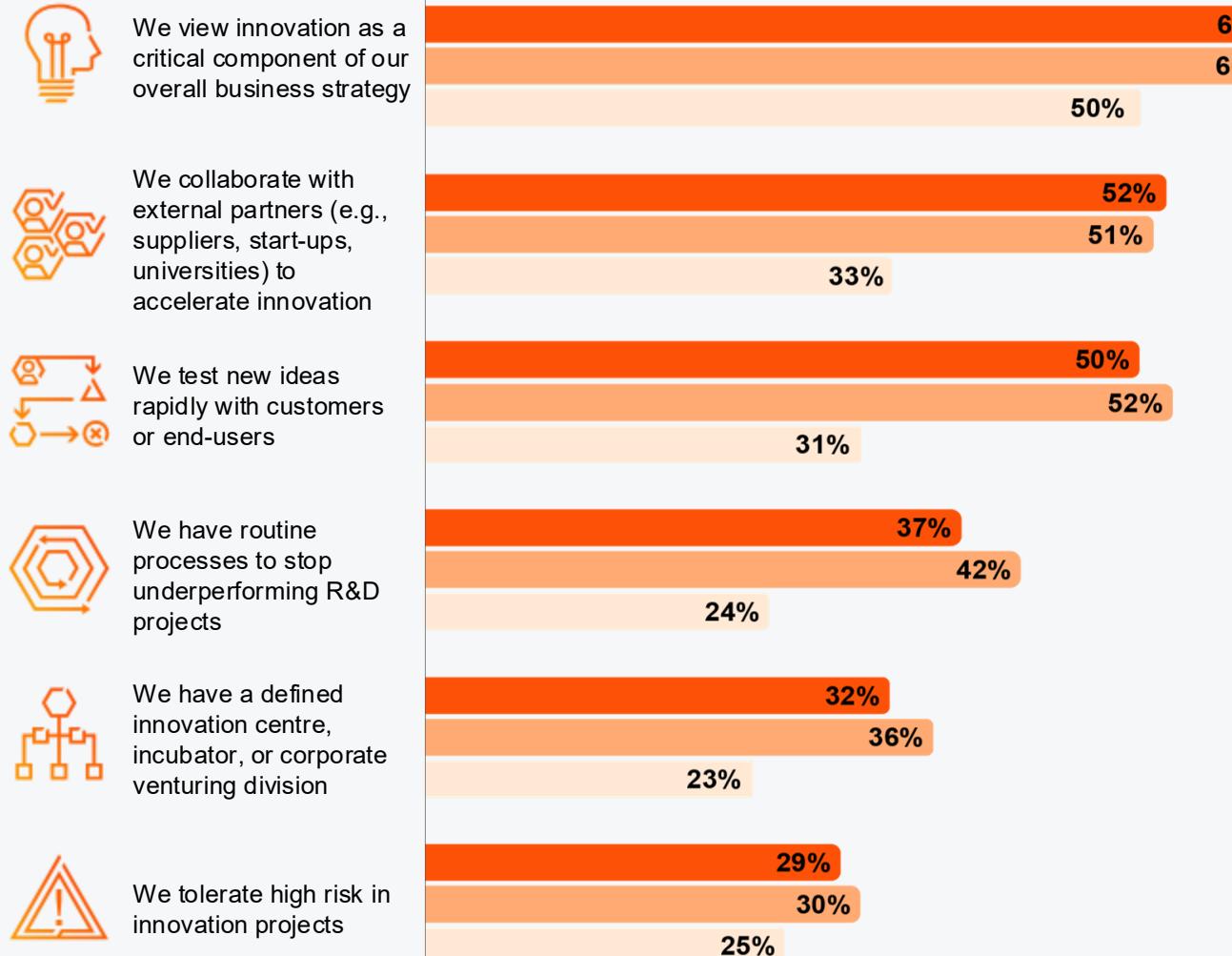
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Road to reinvention: Innovation and agility fueling ambition

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

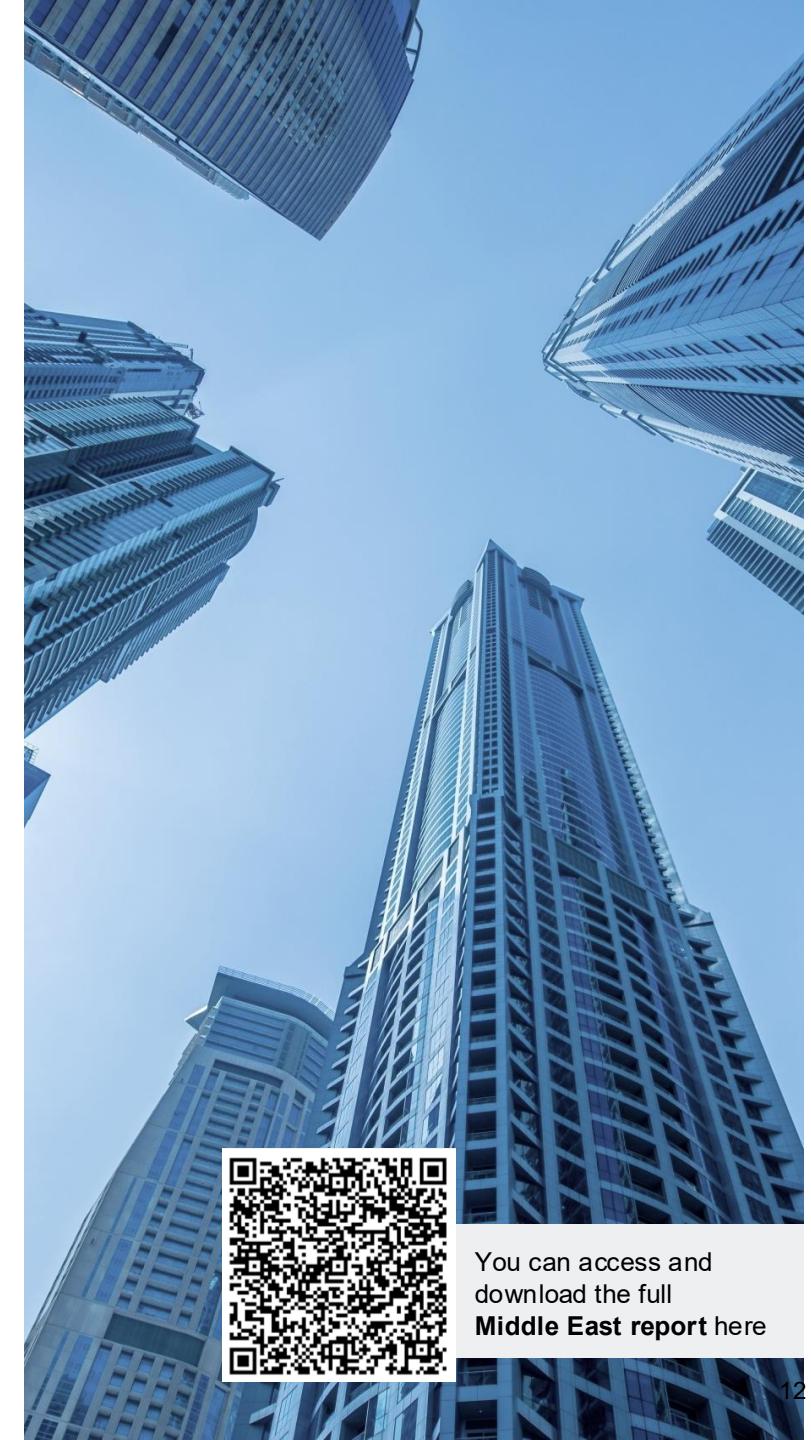
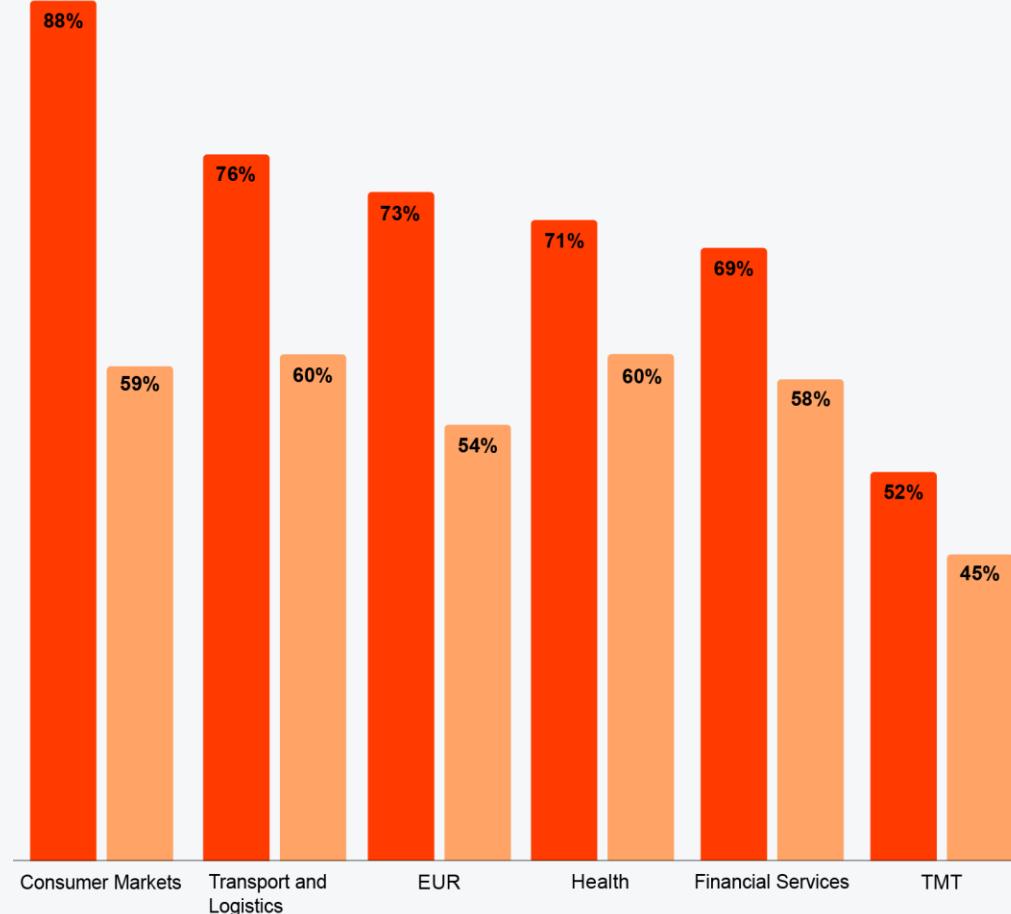


Building competitive advantage: A strong appetite for M&A

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

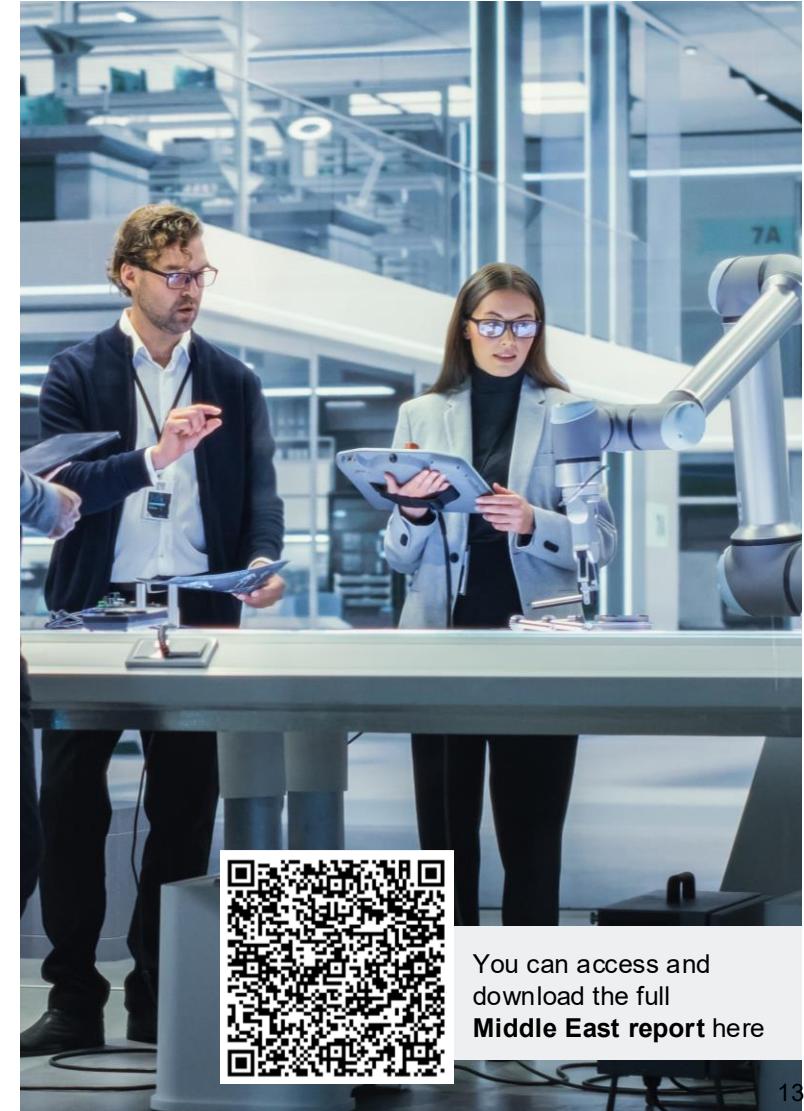
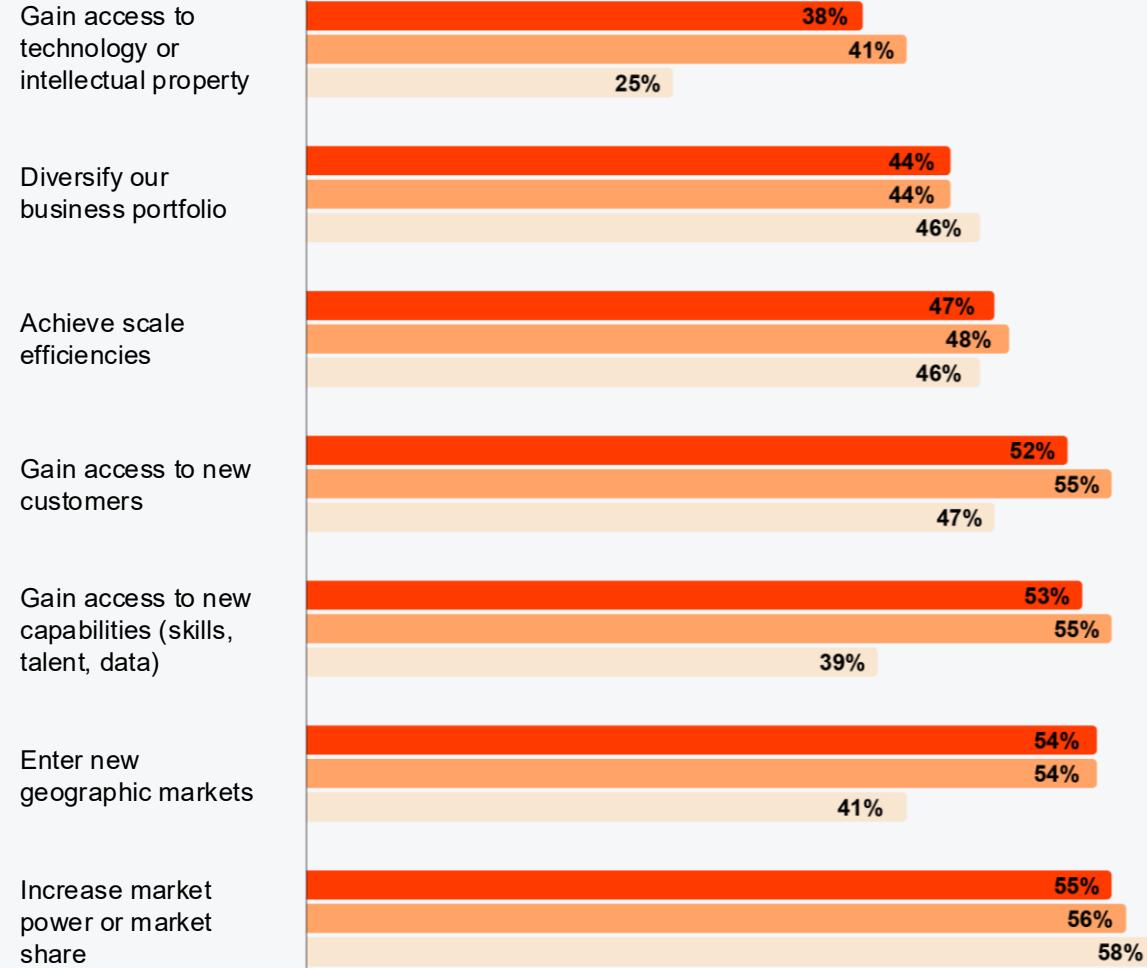


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Building competitive advantage: Accelerating investment in new sectors and industries

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

- Middle East
- GCC
- Global



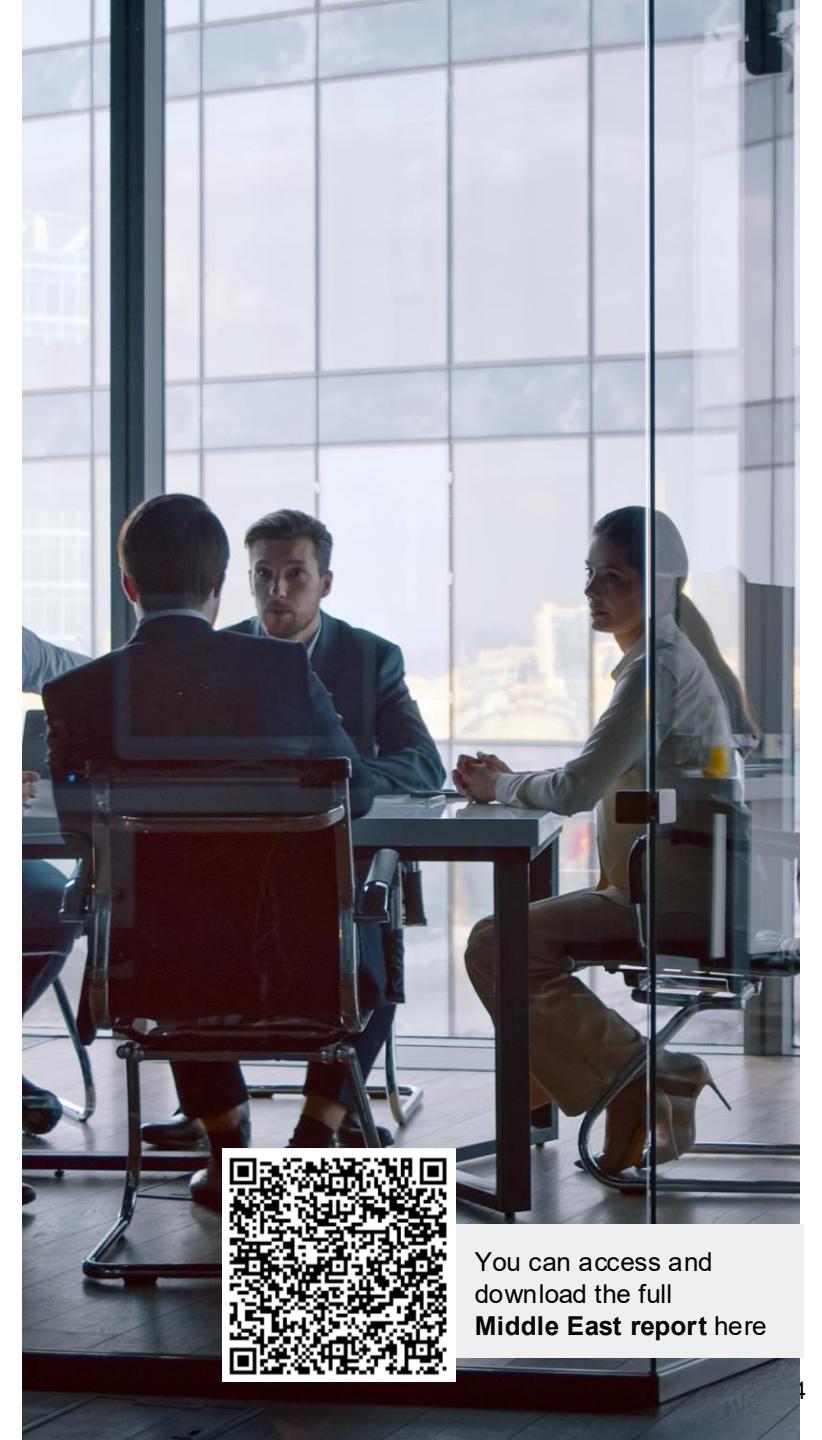
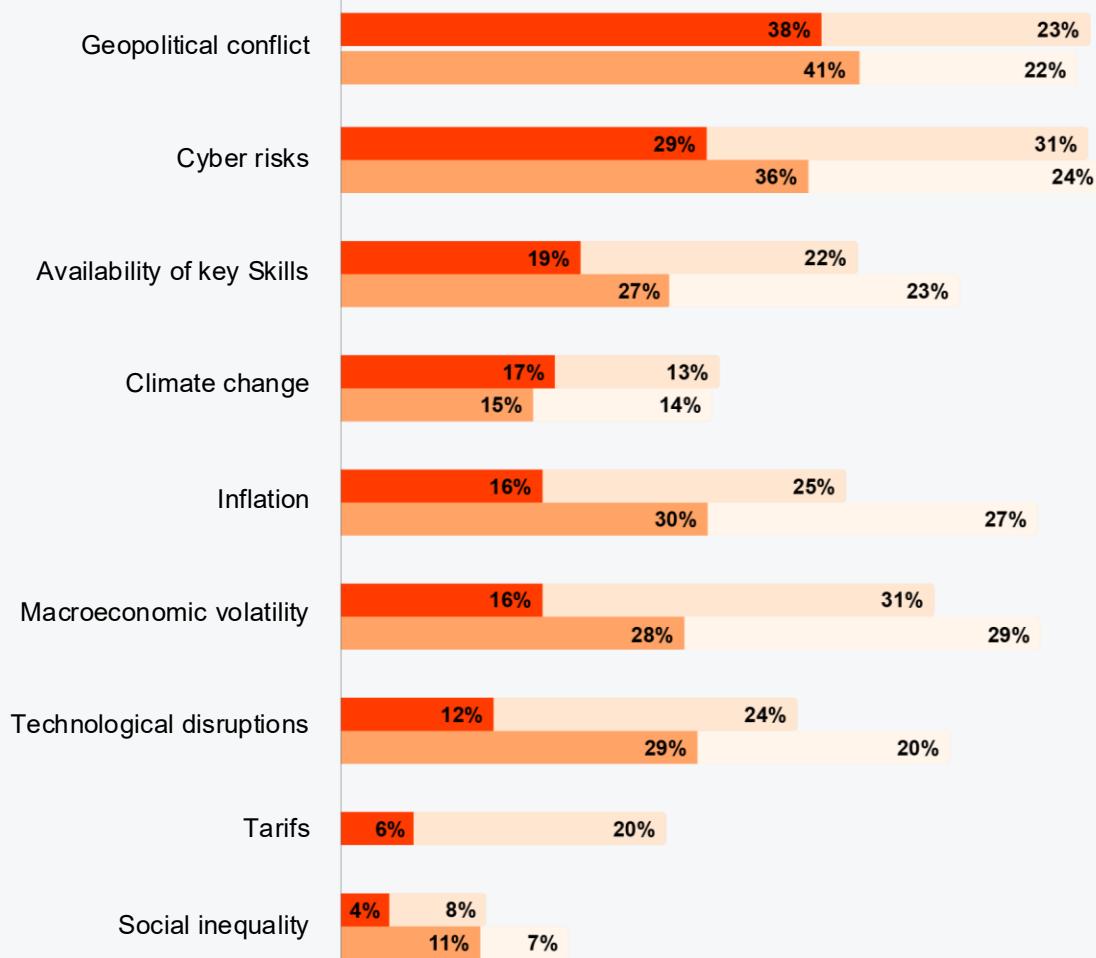
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A region anchored in resilience: Near-term caution, long-term dynamism

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



Improve enterprise-wide cybersecurity to
defend against cyber-attacks



Reduce reliance on technology providers
based in countries that you consider less
trustworthy



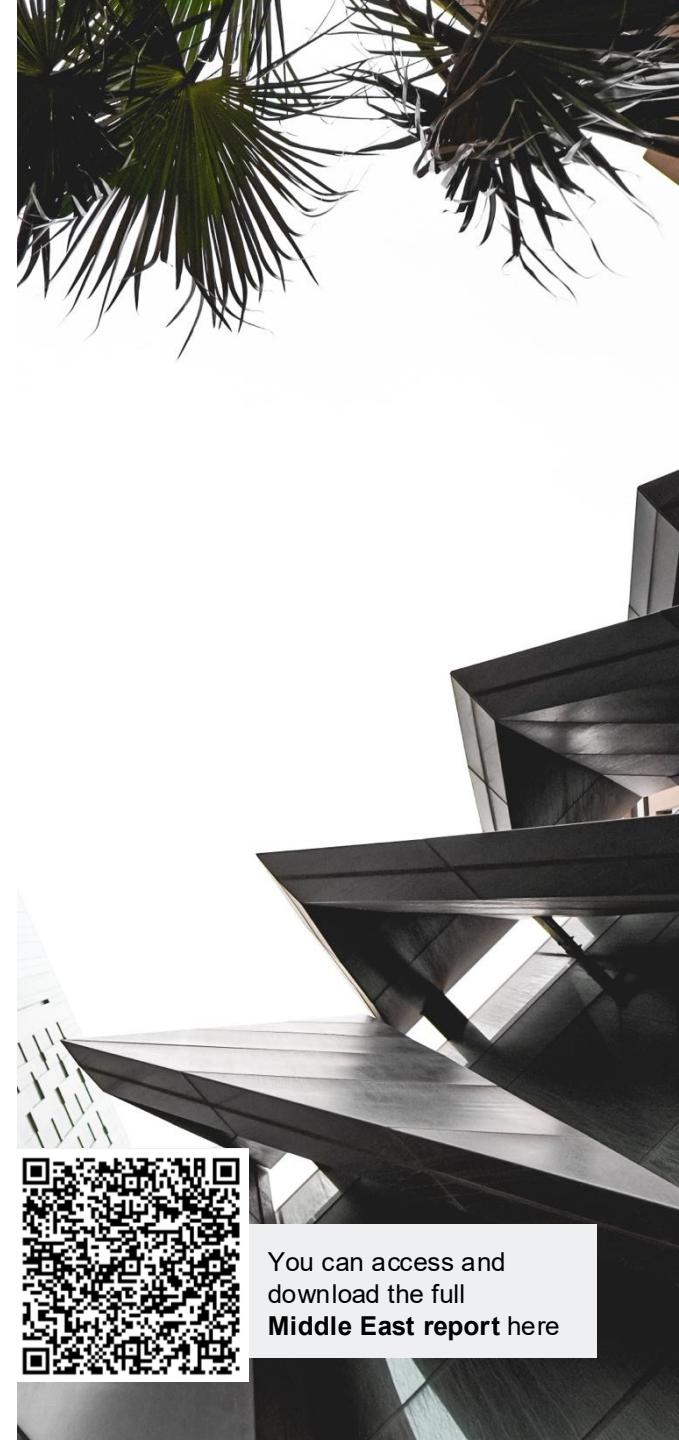
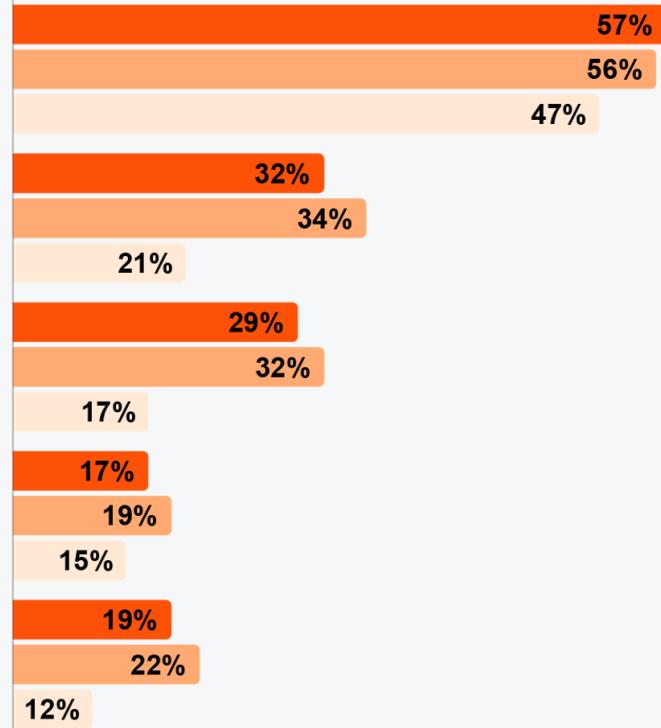
Reconfigure supply chain and critical
supplies (e.g. minerals, components)
activities to countries that are geopolitically
secure



Exit from markets that become too risky



Restructure tax obligations to manage
geopolitical exposure

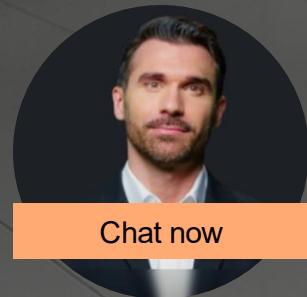


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Middle East findings



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Q&A

Thank you