



# Be the Future. Unlocking Singapore's unicorn potential

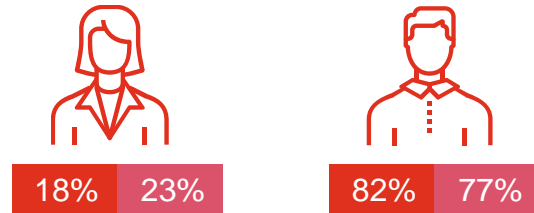
2018 APEC CEO Survey – Singapore findings



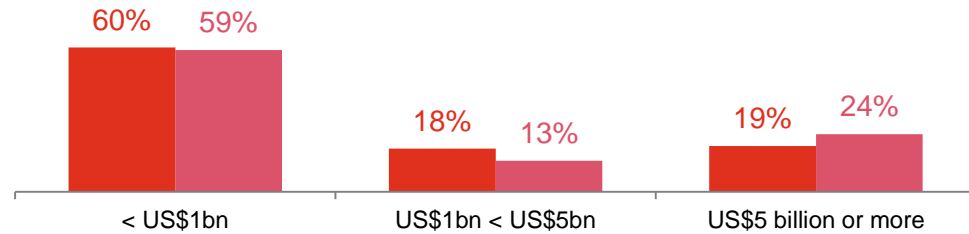
# Profile of survey respondents

■ APEC ■ Singapore

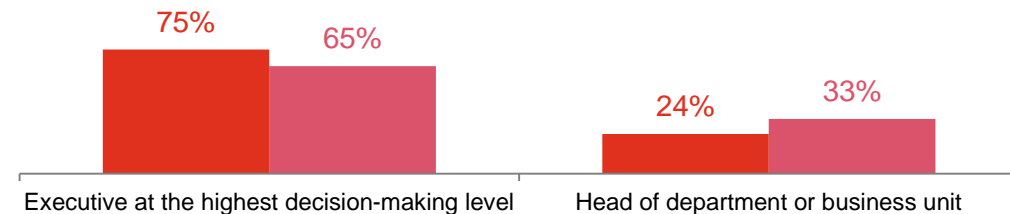
## Gender



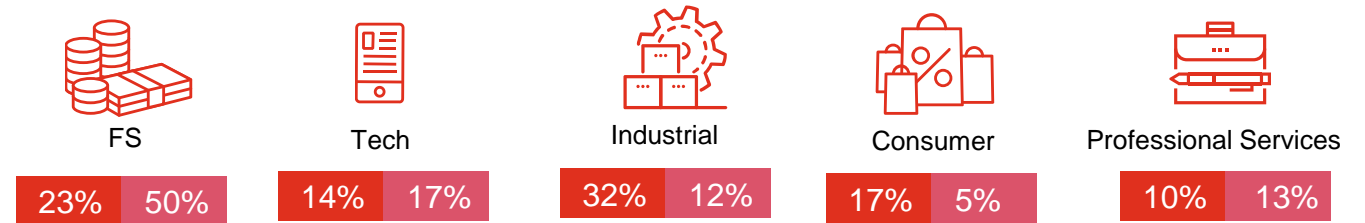
## Revenue



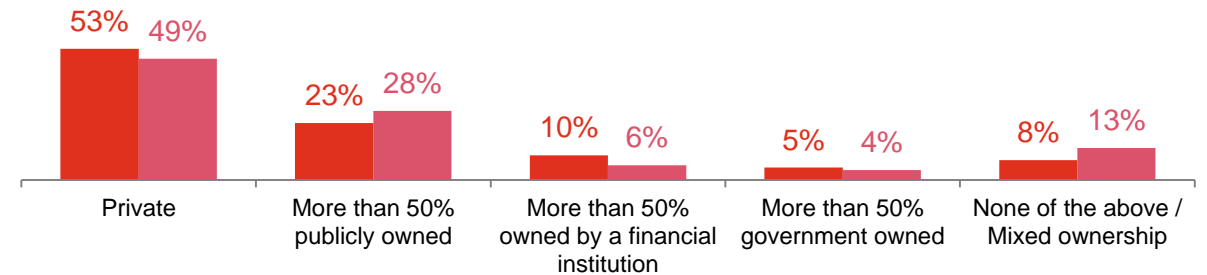
## Principal role



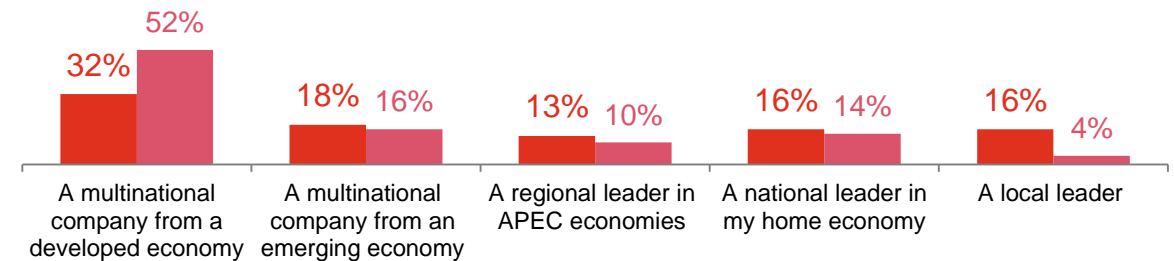
## Sector



## Ownership structure



## The leading company in my competitive set in the next 3-5 years is...



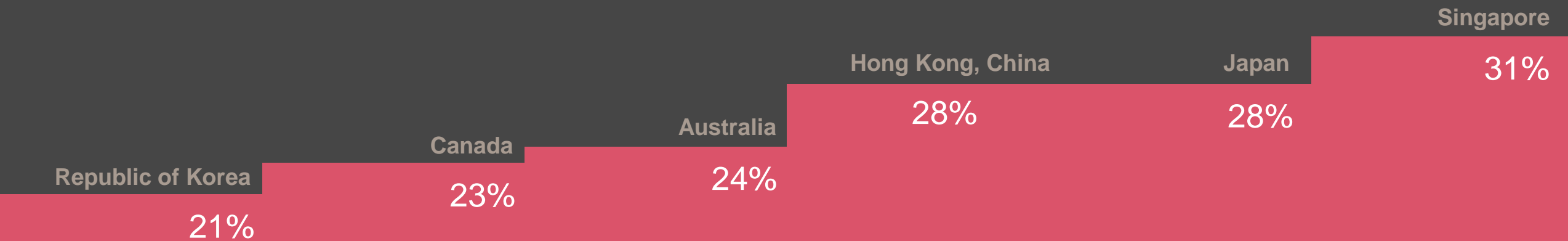
**Base:** APEC CEOs and Singapore CEOs

**Source:** PwC's APEC CEO Survey 2018

Be the Future.

# CEOs see supportive factors across APEC for fast-growth start-up success beyond the US and China

Name an economy with the right conditions to spark the next unicorn start-up, beyond the US and China



**Q21:** Outside of the United States and the People's Republic of China, what other economies in APEC do you think have the right conditions to spark the next unicorn start-up? The term 'unicorn company' refers to a privately-owned start-up that has attained a valuation of at least \$1 billion. [Showing top 6]

**Base:** APEC CEOs 1102, Don't know 25%

**Source:** PwC's APEC CEO Survey 2018

# More than a third of APEC CEOs believe that Singapore has the strongest “unicorn potential” outside US and China

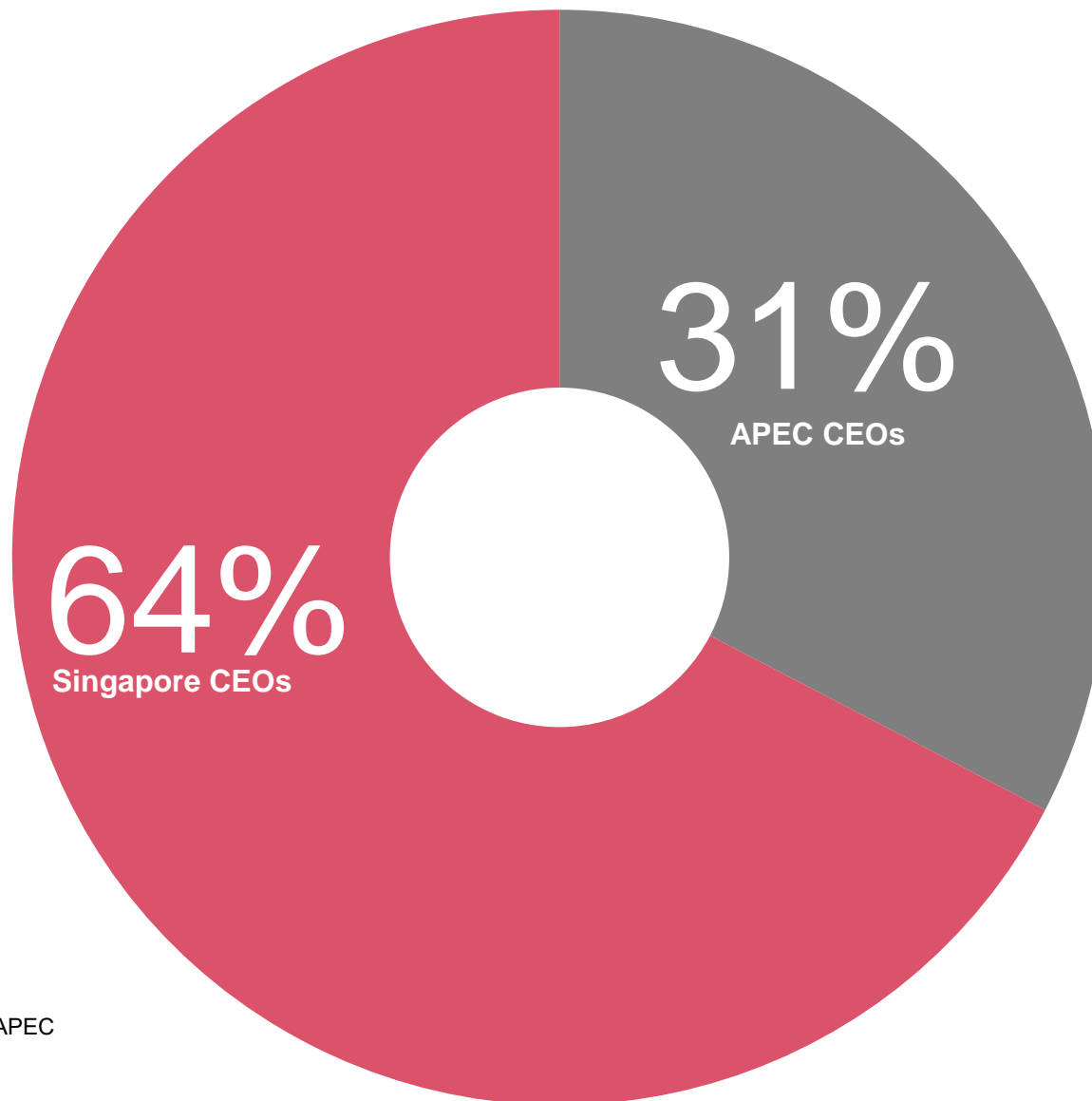
The majority of Singapore CEOs and over a third of Asia-Pacific Economic Cooperation (APEC) CEOs believe that Singapore has the right conditions to spark the next unicorn due to its macroeconomic strength and stability, attractive talent pool and market growth potential.

This reaffirms Singapore’s drive towards being a Smart Nation and an established digital hub.

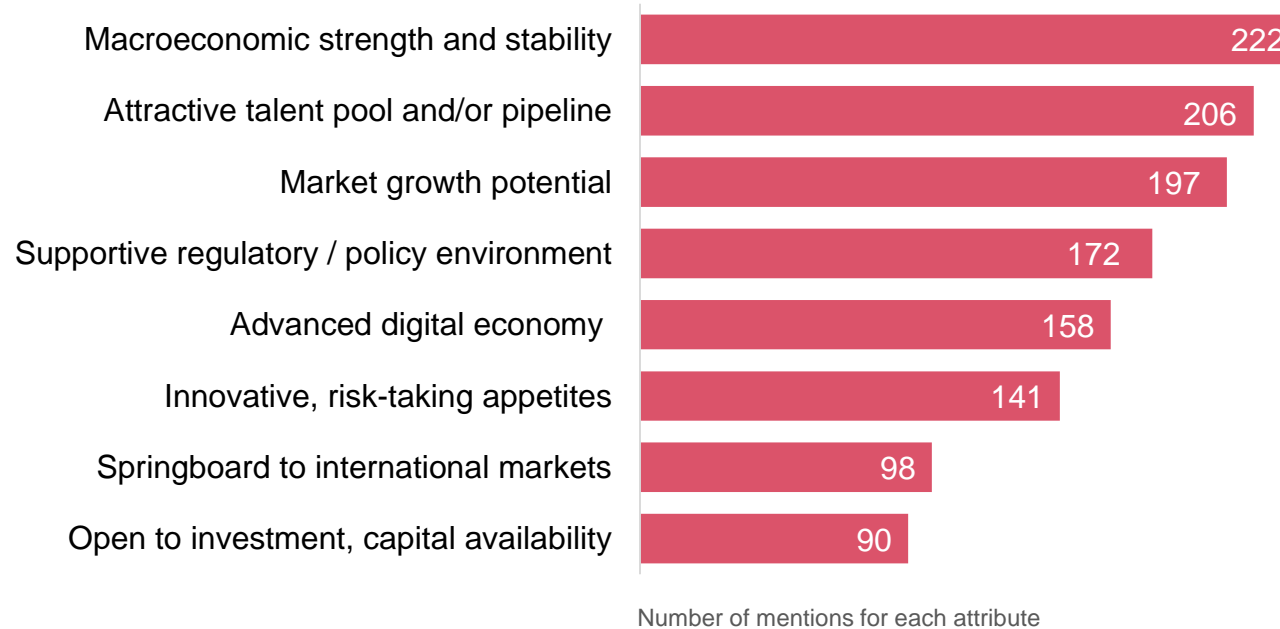
**Q21** Outside of the United States and the People’s Republic of China, what other economies in APEC do you think have the right conditions to spark the next unicorn start-up?

Base **Base:** Singapore CEOs 94, Don't know 5%

**Source:** PwC’s APEC CEO Survey 2018

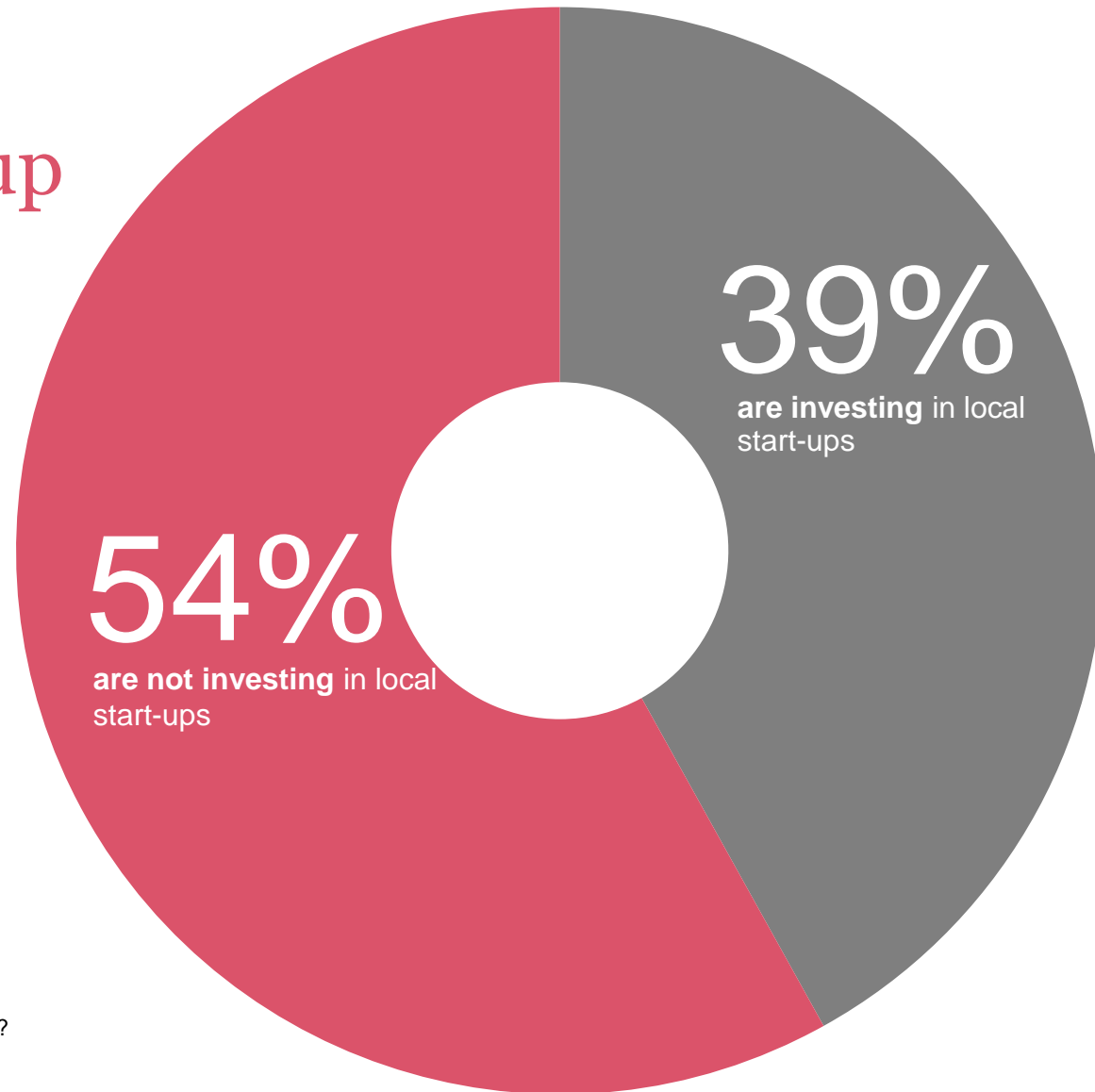


# Government policies, talent pipelines key to start-up success beyond US and China



**Q22:** Explain why you selected this economy as having the right conditions to spark the next unicorn start-up  
**Source:** PwC's APEC CEO Survey 2018

# More than a third of Singapore CEOs are investing in local start-up businesses

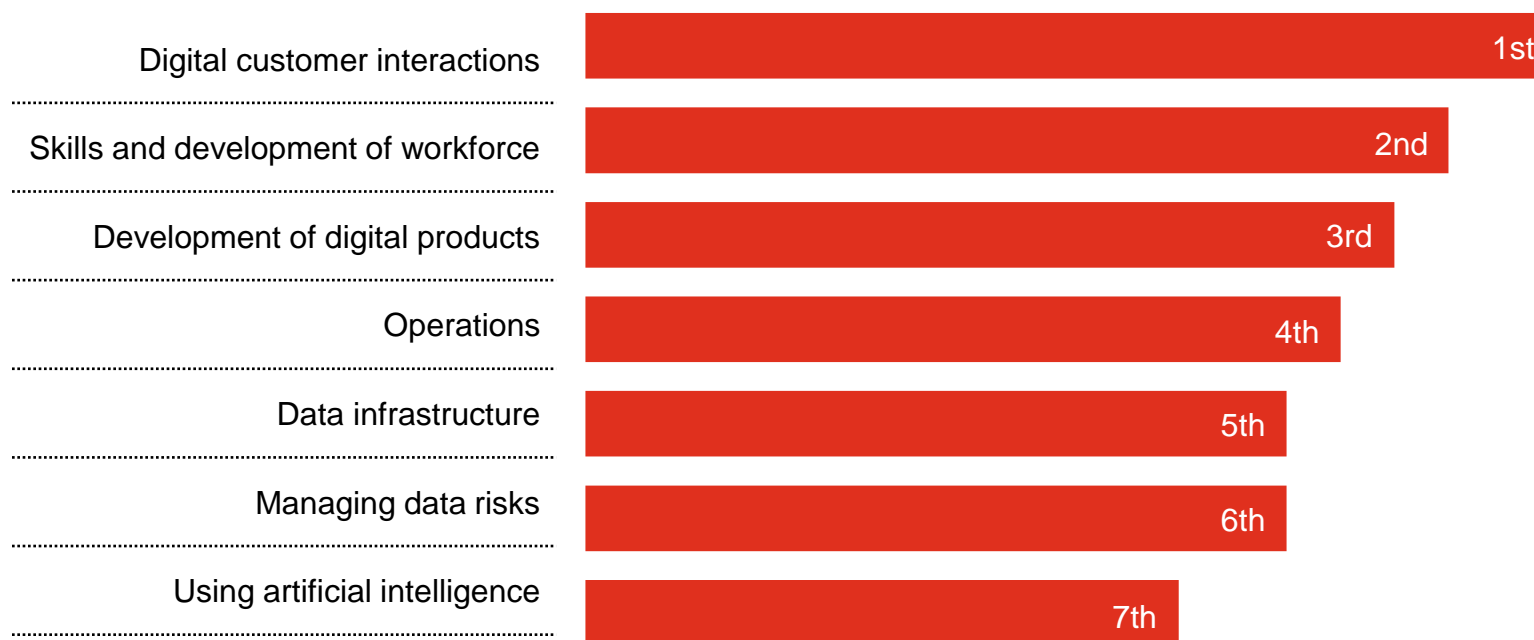


**Q11:** Is your organisation investing in start-up businesses in your principal economy?

Base **Base:** Singapore CEOs 94, Don't know 7%

**Source:** PwC's APEC CEO Survey 2018

# Singapore CEOs are prioritising investments over the next 2 years in customer interactions, developing a digital workforce and digital products



**Q17:** Looking ahead, in which areas will your organisation prioritise investment over the next 2 years to succeed in Shaping the digital future in Asia Pacific ? (Rank the top 3)

**Source:** PwC's APEC CEO Survey 2018

# Singapore CEOs are prioritising improvement over the next 2 years in digitisation, adaptability to change and revamping the organization culture

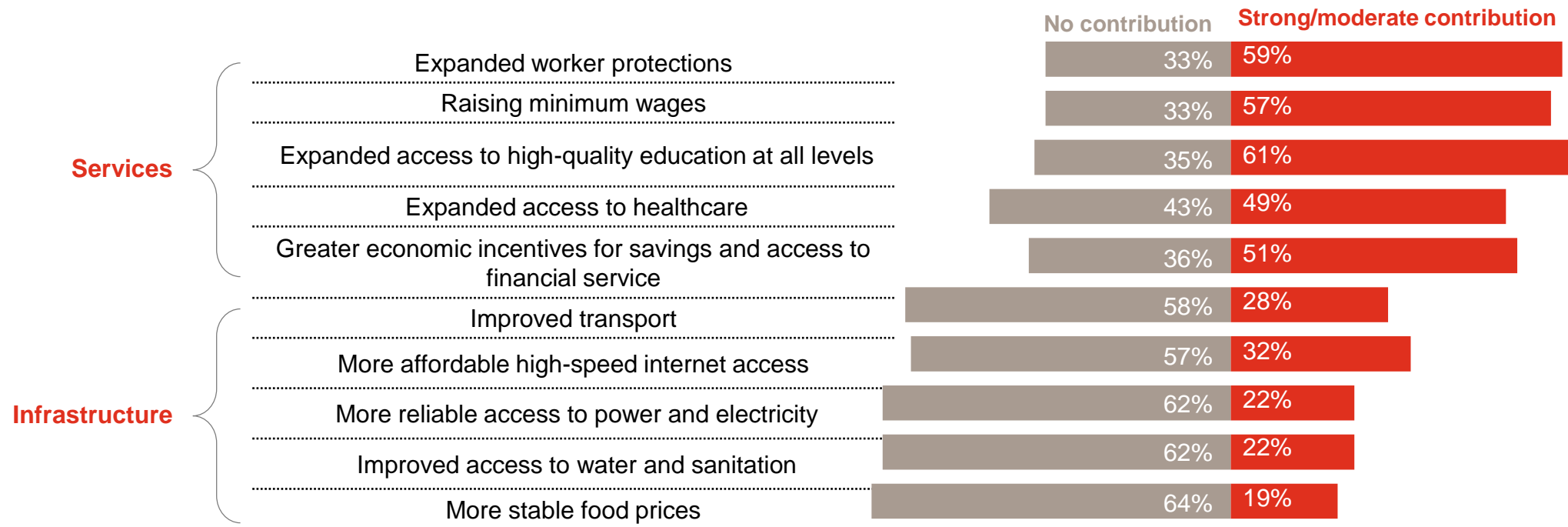


**Q23:** What are the most important areas your organisation needs to improve upon over the next two years to stay competitive? (Rank the top 3)

**Source:** PwC's APEC CEO Survey 2018



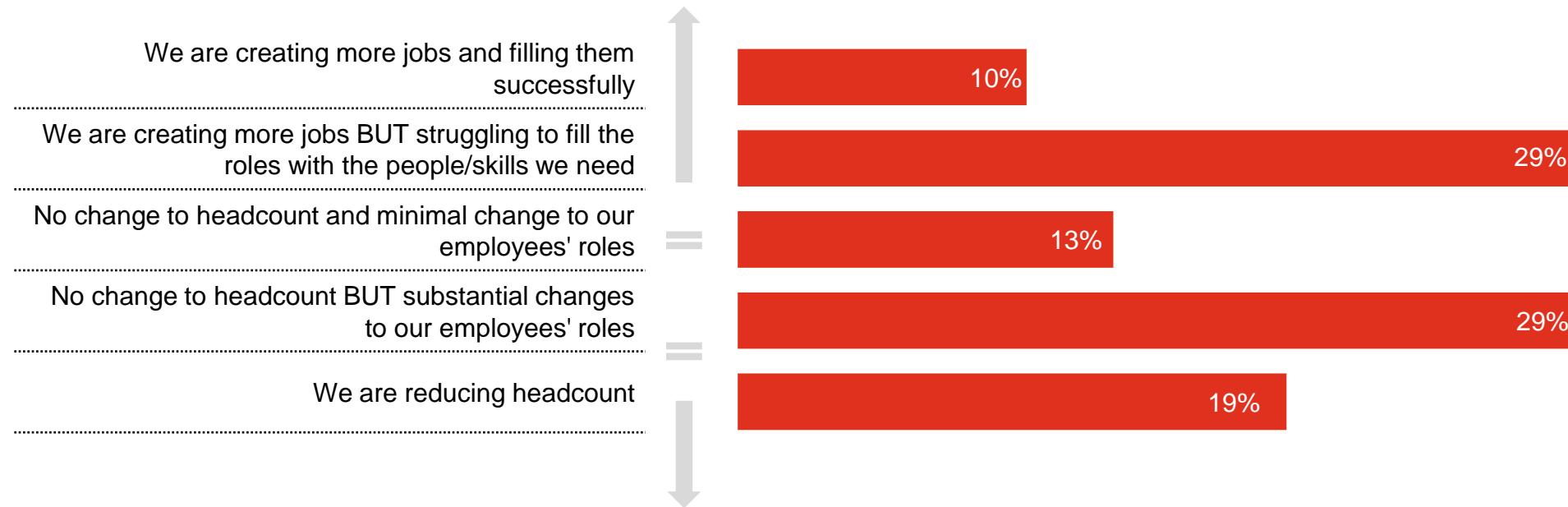
# Most businesses seen making services contributions toward inclusivity. Can companies do more to improve infrastructures?



**Q25:** Thinking of your own organisation, how do you rate your organisation's contribution over the past two years against the same goals?

**Source:** PwC's APEC CEO Survey 2018

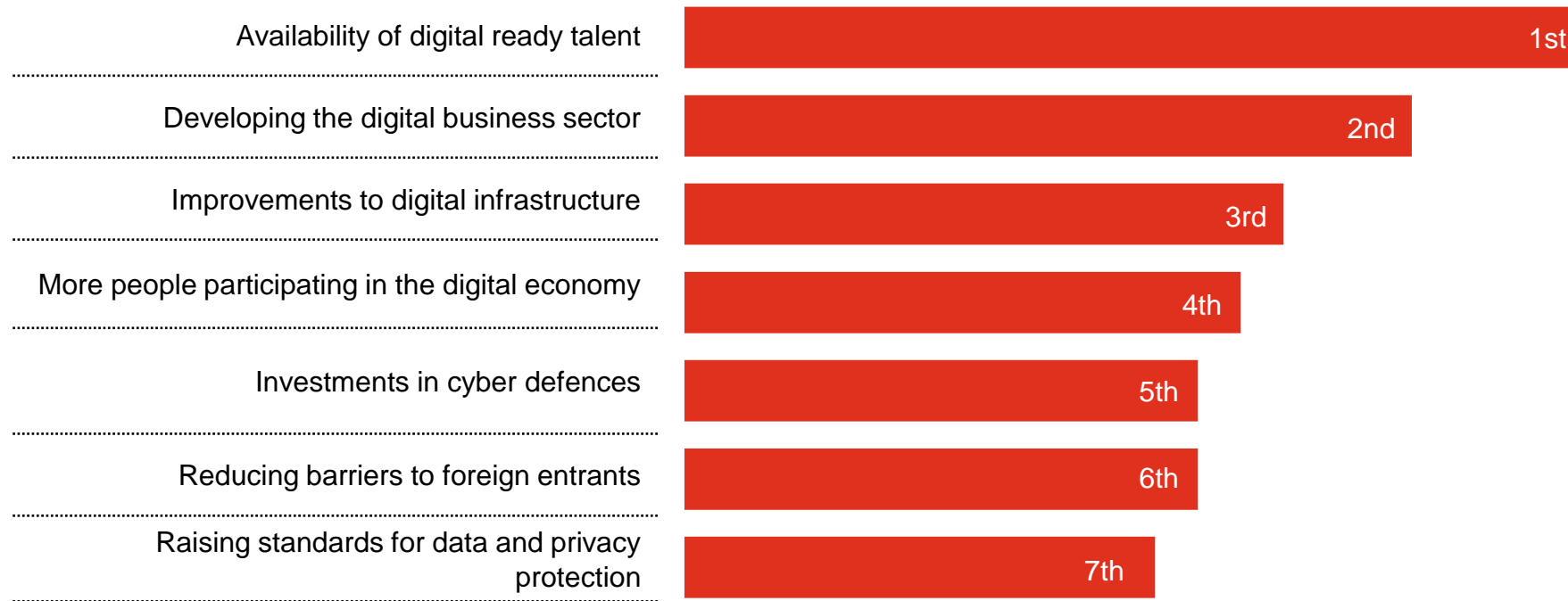
# Singapore CEOs are either creating jobs but many struggle to find the right talent, or aren't changing headcount but are amending employee's roles



**Q18:** Which statement best describes the impact of technology (e.g. increased automation, new business models, etc.) on jobs in your organisation today?

**Source:** PwC's APEC CEO Survey 2018

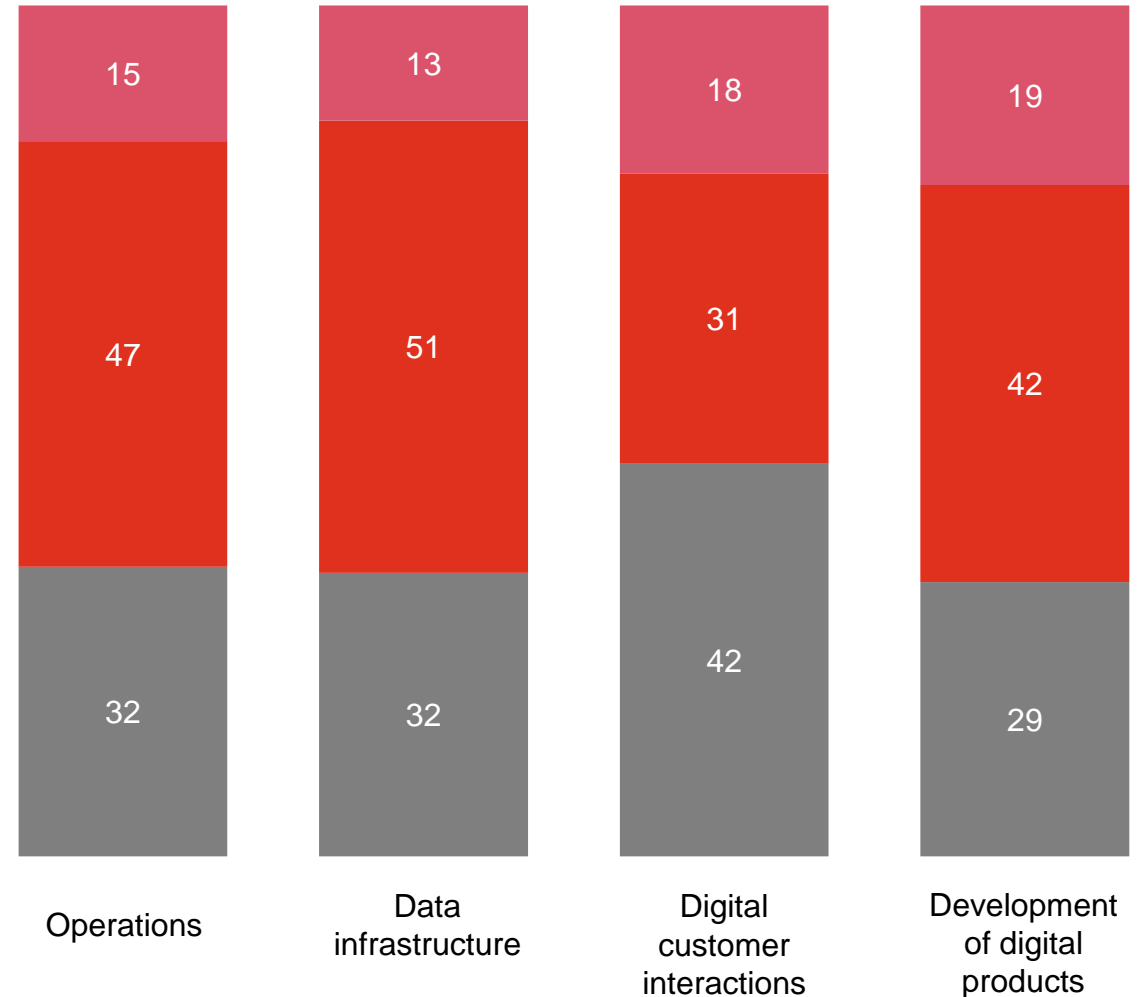
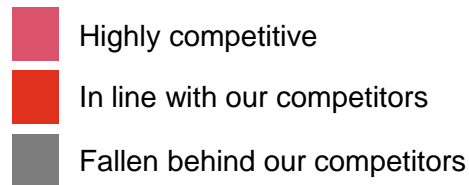
# Singapore leaders believe digital ready talent is the number one need for their economy to further advance in digital economy, digital business sector development is second



**Q19:** What are the most important areas to improve for your principle economy to further advance in the digital economy? (Rank in top only)

**Source:** PwC's APEC CEO Survey 2018

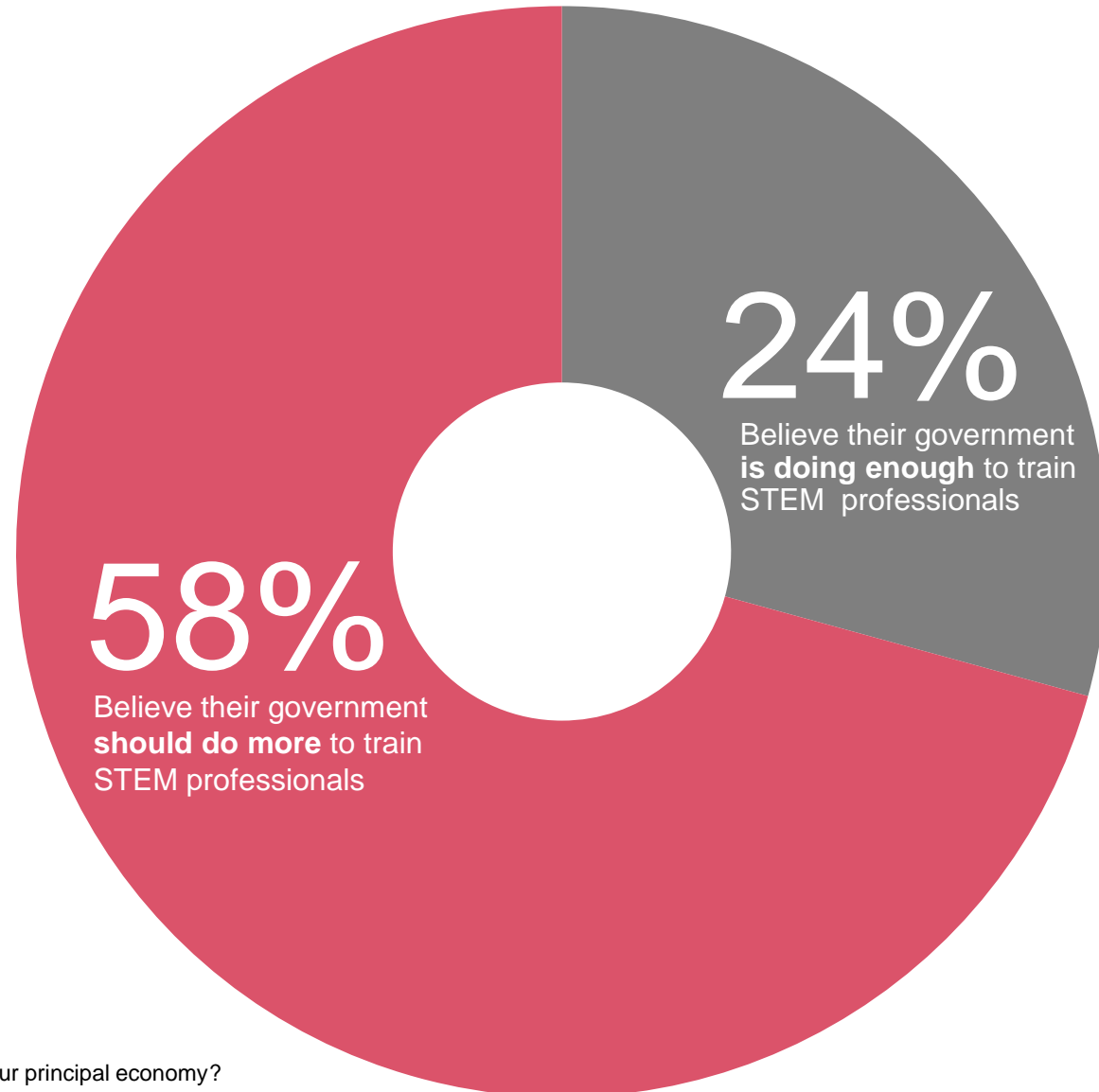
# Digital leaders identified their businesses challenges in operations, data infrastructure, digital customer interaction and development of digital products



**Q15:** Thinking about how your organisation operates in the digital economy, how would you assess your organisation's competitiveness today across the following areas...

**Source:** PwC's APEC CEO Survey 2018

## Majority of Singapore CEOs believe the government should do more to train on STEM



**Q20:** Do you think the government is doing enough to train STEM professionals in your principal economy?

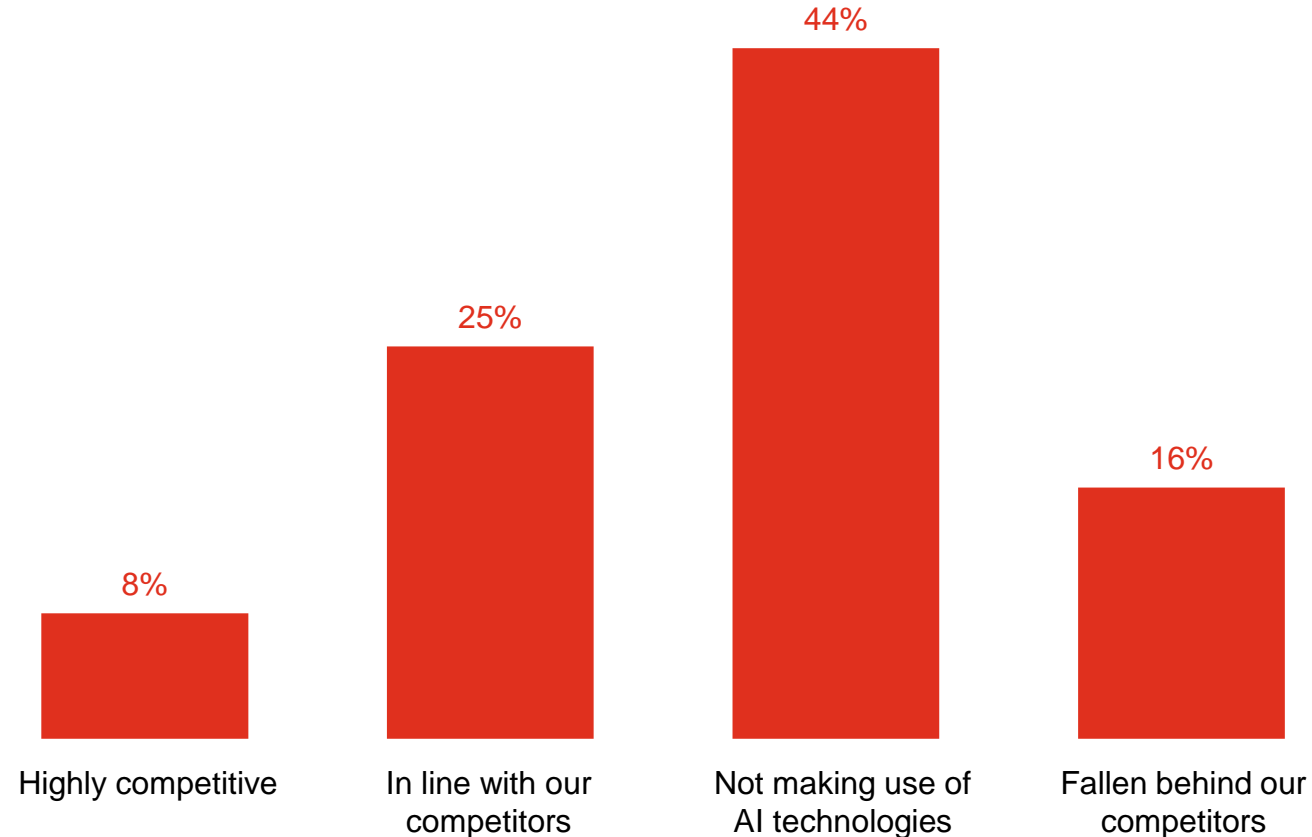
Base **Base:** Singapore CEOs 94, Don't know 18%

**Source:** PwC's APEC CEO Survey 2018

**PwC** | <https://www.pwc.com/sg/apec-ceo-survey-2018>



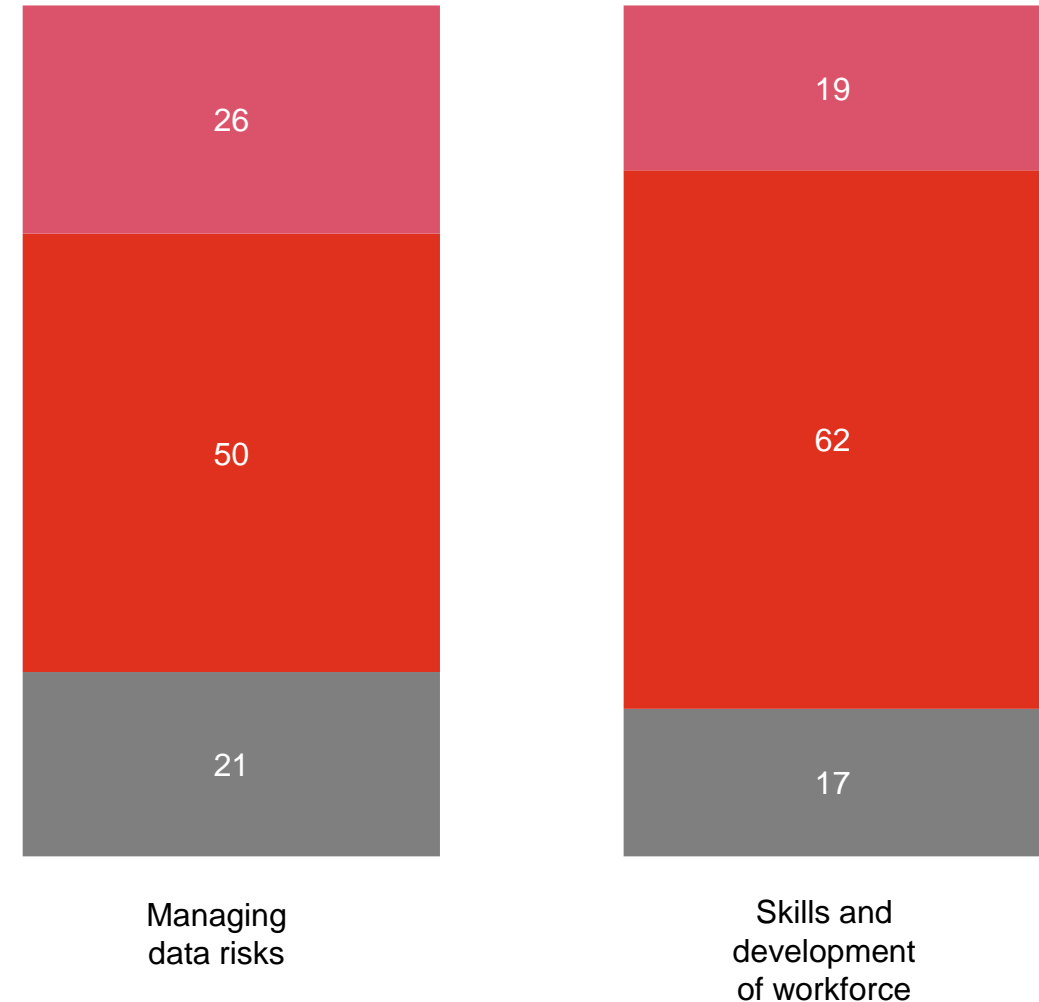
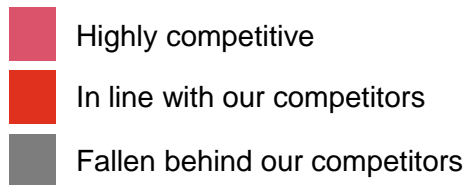
# 44% of Singapore CEOs are not making use of AI technologies



**Q16:** How would you assess your organisation's performance over the last two years in building artificial intelligence (AI) into products?

**Source:** PwC's APEC CEO Survey 2018

# Digital leaders believe their businesses strengths lies in managing data risks and skills & development of workforce



**Q15:** Thinking about how your organisation operates in the digital economy, how would you assess your organisation's competitiveness today across the following areas...

**Source:** PwC's APEC CEO Survey 2018

# Thank you

<https://www.pwc.com/sg/apec-ceo-survey-2018>

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