

Hong Kong SME Survey 2024



Cyber risk incidents are on the rise, despite SMEs having greater awareness of these

30%

of local SMEs said they had experienced a cyber event, increased from 24% last year.

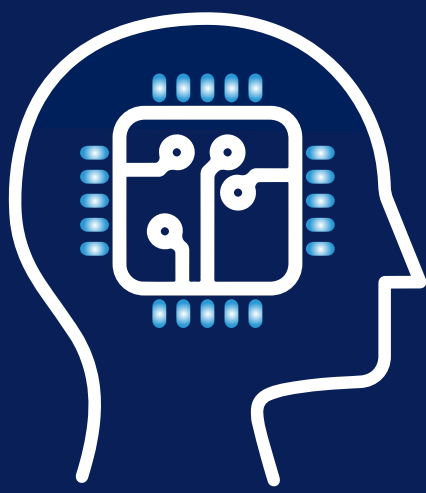
Awareness of protection against cyber risks has also risen:

48%

of survey respondents said they are fully informed of possible cyber threats, an increase from 36% last year.

11%

of SMEs have no process nor protection against cyber risks, down from 16% last year.



The impact of AI on SMEs is mostly positive

55%

said that AI has had and/or will have an impact on **business productivity**

21%

said that AI posed a risk to **replacing humans** in the workplace

31%

said they believed AI was an overall threat to **business activity**

Interviewees were mostly unconcerned about the nefarious potential of AI, with:



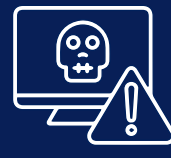
18%

concerned with data leakages brought about by advanced technology



16%

concerned about privacy issues and identity breaches caused by AI



13%

concerned about an AI-instigated cyberattack

Workplace health and safety is improving, with attention focusing on mental health



• 65% reported no workplace safety incidents this year.

• 94% of respondents felt mental health is a key issue.

—50% cited mental health as being very important within the WSH paradigm.

—44% recognised it as somewhat important.

Key measures taken by Hong Kong SMEs to ensure employee mental and physical well-being include:

39%

Offering flexible working hours



35%

Providing health and wellness benefits

35%

Distributing care packages

Speak to QBE Hong Kong about your insurance and risks management needs today.

Visit us at qbe.com/hk or contact us at info.hk@qbe.com.hk

Source: 2024 SME market research commissioned by QBE Hong Kong