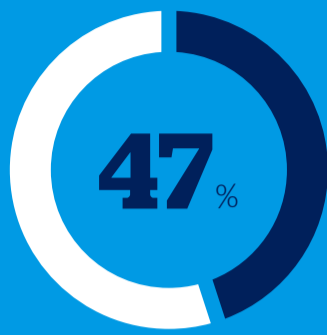


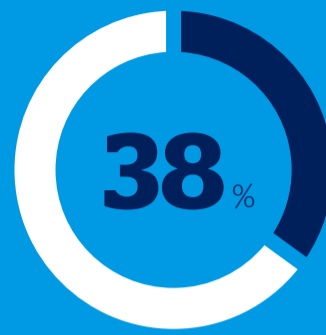
# Hong Kong SME Survey 2023



Hong Kong's SMEs are generally positive for 2023 but express concerns about a potential economic downturn, customer acquisition and business costs.



47%  
of SMEs anticipate business sales rising and a positive economic outlook



38%  
are concerned about a possible economic downturn that could impact their business



## The top three economic conditions concerning Hong Kong SMEs



58%  
Deteriorating investor and consumer confidence



51%  
Rising global inflation



48%  
Decreasing demand from customers within Hong Kong

## SMEs reconsidering increasing overseas representation



47%  
of SMEs planning to increase their overseas representation in 2023



81%  
of SMEs with an international presence and plans to expand considering buying multi-country insurance



14%  
of SMEs without an international presence planning to expand into other markets

## The top 3 business risks concerning Hong Kong SMEs, yet a minority of SMEs have relevant insurance



75%  
the loss of income due to business interruptions  
15% of SMEs held relevant insurance



70%  
losing key staff  
16% of SMEs held relevant insurance



69%  
equipment breakdown  
18% of SMEs held relevant insurance