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







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



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.
- $\bullet\,$ 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

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

Source: 2024 SME market research commissioned by QBE Hong Kong