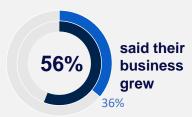
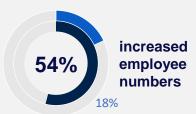
CPA AUSTRALIA ASIA-PACIFIC SMALL BUSINESS SURVEY 2022-23 HONG KONG

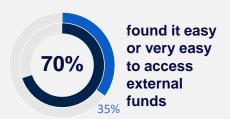


Performance in 2022

2022 2021







Technology adoption and digitalisation



78% earned more than 10 per cent of revenue from online sales



84% received more than 10 per cent of sales through digital payment technologies



64% found investments in technology improved profitability



42% sought advice from IT consultants/specialists

Outlook in 2023



expect to grow



expect the local economy to grow

Overseas revenue



expect revenue from overseas sales to grow Headcount

58%

expect to increase employee numbers

Innovation



will or may introduce a new product, service or process

91%

intend to external finance

63%

expect accessing external finance to be easy or very easy

Recommendations for businesses



Seek professional advice to help improve liquidity and cashflow.



Tap into government support measures to expand into overseas markets.



Continue to digitalise and adopt technology relevant to the business.