

## Performance in 2023

Hong Kong Survey Average



**Top Positive Factor**  
**Entering new markets**

**Top Negative Factor**  
**Increasing costs**

## Outlook for 2024



**Local Economy**  
**73%** expect local economy will grow

**Overseas Sales**  
**79%** expect revenue from overseas sales to grow

**Innovation**  
**90%** will or may introduce a new product, service or process

## Access to finance

**83%** Sought external finance in 2023

**89%** Will or may seek external finance in 2024

**72%** Easy or very easy to pay their debts in 2023

**75%** Easy or very easy to pay their debts in 2024

## Technology adoption and cybersecurity

**81%** earned more than 10 per cent of revenue from online sales in 2023

**86%** received more than 10 per cent of sales through digital payment methods in 2023

**64%** lost time and/or money due to a cybersecurity incident in 2023

**70%** consider the business likely to be cyberattacked in 2024

## Recommendations for businesses

**Conduct research and analysis to identify opportunities in potential target markets**

**Understand financial performance and carefully manage cashflow and expenses**

**Strengthen cybersecurity measures and allocate resources to enhance cybersecurity capabilities**