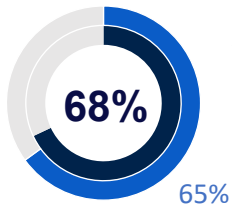
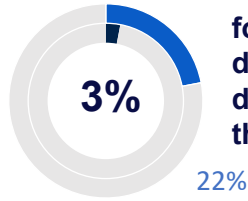


Overall performance in 2025

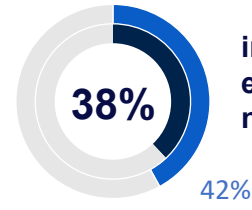
2025 | 2024



said their business grew



found it difficult or very difficult to pay their debt



increased employee numbers

2025 result lowest result in APAC

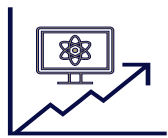
Top negative factor

Increasing costs

Top positive factor

Customer loyalty and good staff

Technology adoption



64% found investments in technology improved profitability

APAC average 56%

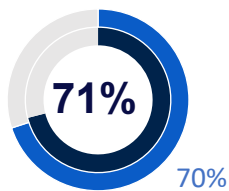


43% lost time/money due to cyber incidents

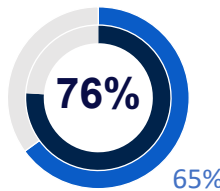
APAC average 37%

Outlook for 2026

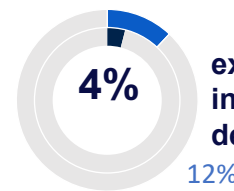
Hong Kong | APAC average



expect their business to grow



expect the local economy to grow



expect difficulty in paying their debts

Lowest result in APAC

Recommendations



Strengthen training support to help SMEs adopt modern tools and build long-term competitiveness



Promote better use of available resources to strengthen SME defences against digital fraud



Build internal digital risk awareness by training employees on common fraud tactics

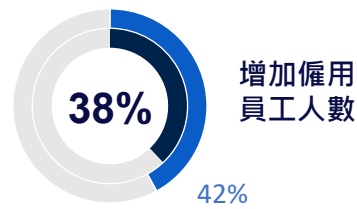
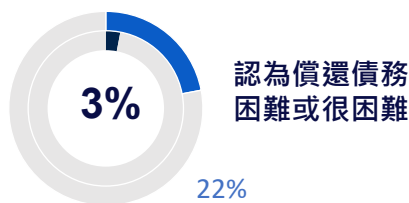
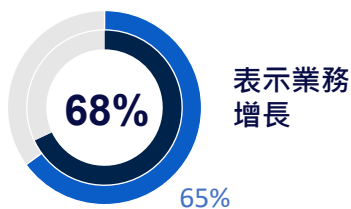
澳洲會計師公會 2025-26 年度亞太區小型企業調查

香港



2025業務表現

2025 | 2024



2025年比例位於亞太區末位

主要
負面影響

成本上漲

主要
正面影響

忠誠的顧客和
出色的員工

科技應用



64% 認為對科技方面的投資改善了企業盈利能力

亞太區均值 56%

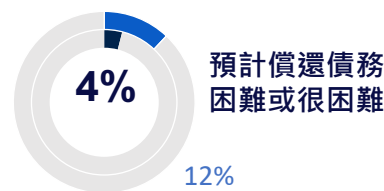
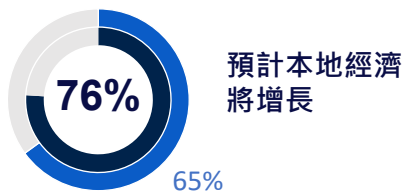
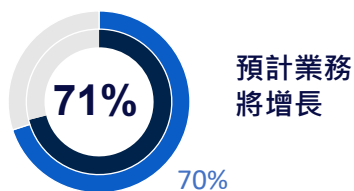


43% 因為網絡安全事件損失時間/或金錢

亞太區均值 37%

2026企業展望

香港 | 亞太區均值



比例位列亞太區末位

公會建議



強化培訓資助，驅動小企數碼轉型，提升長遠競爭優勢



善用現有資源，強化企業防禦機制，應對數碼詐騙風險



透過員工培訓拆解常見詐騙手段，提升內部數碼安全意識