

CHALLENGES, RISKS AND OPPORTUNITIES FOR SMALL AND MEDIUM ENTERPRISES

Global Zurich Survey

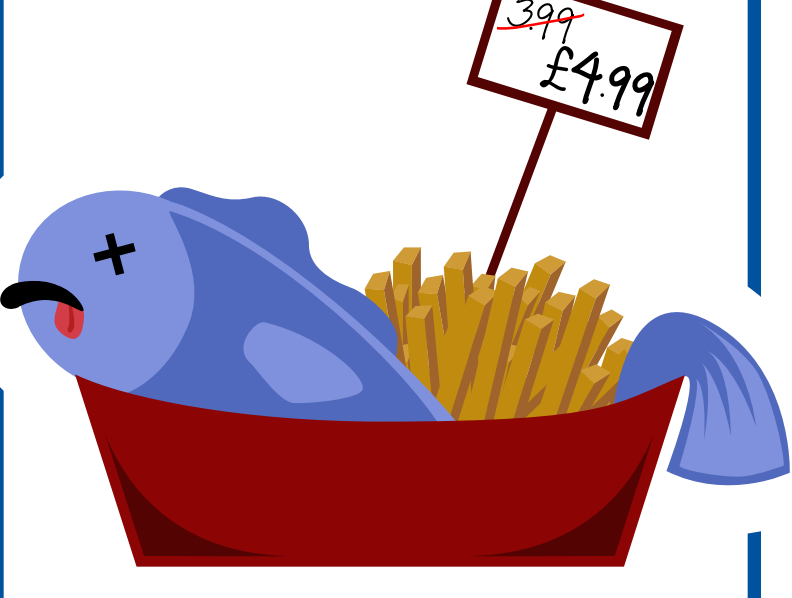
In the last year...

...SME in most countries were mainly engaged with expanding activities to target new customers in the domestic market



Meanwhile, in the UK...

Increasing prices...



and raising the number of staff were important issues

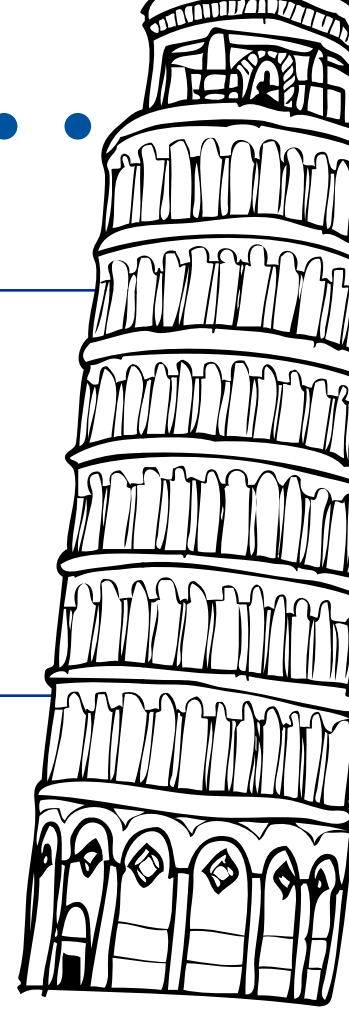


German SME were mostly busy with investment in business assets and operations



However in Italy...

Italian SME were mostly busy with reduction of prices



SME dealt with wage increases

In Brazil..



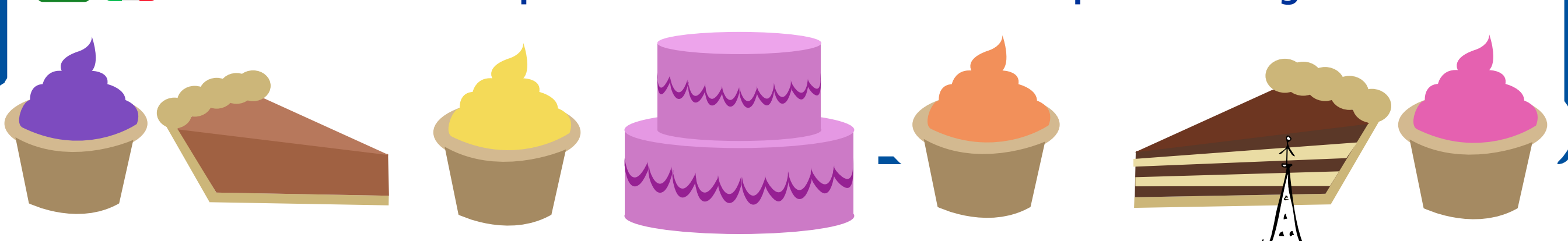
Although in the United Arab Emirates

SME focused on expansion activities to new markets (exports)



In Brazil, Mexico and the UK...

SME were occupied with the diversification of product range or services



RISKS IN 2013

The key risk in 2013 is generally the high competition and dumping prices impacting sales margins

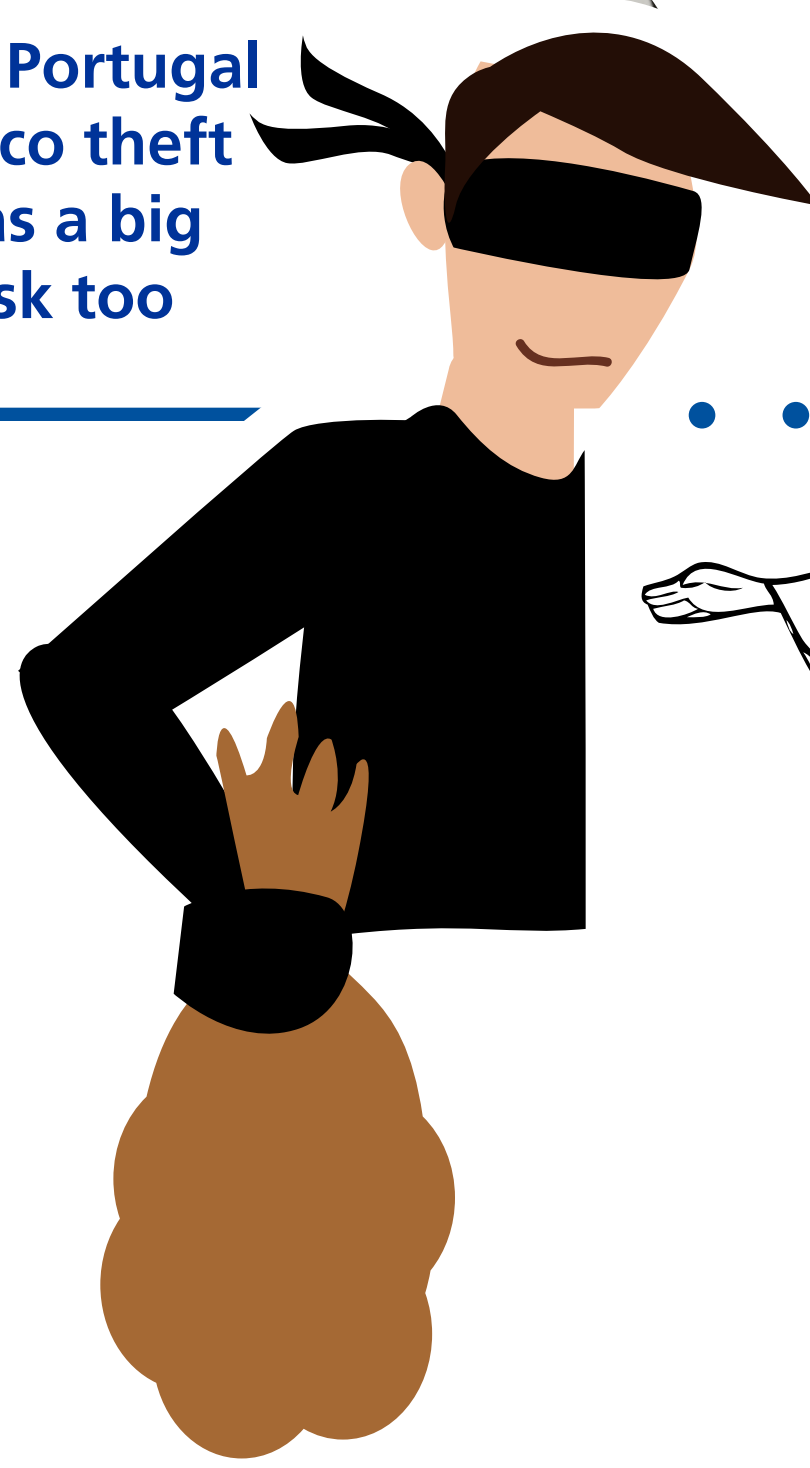


Spain, Italy, Portugal and the UK...

are most strongly concerned about the lack of consumer demand



In Portugal and Mexico theft is seen as a big risk too



Meanwhile, in Brazil

SME most strongly worry about failures of partners and suppliers



Opportunities

NOW SERVING

Internationally, the perception of the biggest opportunity was split between new customer segments and cost/expense reduction



COST/EXPENSE

The Swiss see opportunity in the improvement of employees pool



SME saw diversification of product range or services as an important opportunity

In the UK and Switzerland



In Germany..

SME see opportunities in new sales channels



While in Spain...

SME see opportunity in new business technologies

