



standard
chartered

Press Release

Standard Chartered research finds continued confidence in growth outside home markets amongst European and US companies

Thailand ranks among the top three most favourable countries for foreign investment in Southeast Asia

A [second research study](#) by Standard Chartered on the international growth strategies and challenges that CFOs and Treasurers in the US, the UK, Germany and France face indicate that, despite uncertainty caused by the global pandemic and its associated economic repercussions, overseas markets remain key to growth. The study also revealed incremental emphasis towards investing in digital technology, unlocking trapped cash and increased focus on environmental, social and governance (ESG) issues in relation to trade and supply chains.

Since the first study six months ago, respondents have indicated increased business confidence in growth across borders, where 42% (up from 37%) of companies see the best growth opportunities outside of their home markets.

European and US companies ranked Thailand the third most favourable country in Southeast Asia for opportunities to establish or expand their sourcing, selling or operations over the next six to twelve months. With ESG becoming of increasing interest and regulations noted as the number one concern amongst respondents looking to expand overseas, opportunities for Thailand to attract greater investment could stem from greater awareness of local progress in implementing ESG efforts and the ease of doing business in Thailand.

Asia remains a major growth region (with over 85% operating and implementing in Asia or considering it for business activities). Africa and the Middle East also saw marginal increase (up 4%) as potential growth markets over the next six to twelve months. Despite the ambition to expand internationally, understanding the regulatory requirements in overseas markets remains the greatest obstacle (35%) for companies who are looking

to expand or strengthen their international operations. This is followed by the need to build relationships with suppliers and adapt supply chain logistics (21%).

As companies look ahead into a post pandemic environment, the respondents' top three priorities have indicated slight shifts away from issues including supply chain failure (down 2% to 50%) and the need for liquidity (down 2% to 47%) to an increase in investing in digitisation to mobilise liquidity (up 4% to 66%) and ESG (up 5% to 23%).

Torry Berntsen, CEO of Europe and Americas, Standard Chartered, said: "It is apparent that businesses are beginning to pay greater attention to overseas growth and investing for the future. Sustainability, digitisation, and the need to understand regulation are not just key to how business will be conducted, they are also opportunities for companies to increase operational efficiency, grow internationally and stay ahead of the competition."

- Ends -

Note to Editors

About the Borderless Business Study

Conducted between November and December 2020, over 1,000 CFOs and senior treasury professionals of companies with a turnover exceeding \$500m located in USA, UK, Germany and France took part in the survey.

- Each country was equally represented with 25% of respondents.
- 50% of respondents represented companies with a turnover of \$500m - \$1bn; the remaining 50% represented companies with a turnover exceeding \$1bn.
- The technology sector comprised 16% of responses. Thereafter, other industry sectors representation varied between 6-8%. Financial services were excluded from the survey.

Standard Chartered

We are a leading international banking group, with a presence in 59 of the world's most dynamic markets, and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges.

For more stories and expert opinions please visit [Insights](#) at [sc.com](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

Media Contact

Standard Chartered Bank (Thai)
Corporate Affairs and Brand & Marketing

Hassaya Hasitabhan Email: hassaya.hasitabhan@sc.com Tel: +662-724-8071, +66 6552 61317
Piyarat Setthasiriphaiboon Email: piyarat.setthasiriphaiboon@sc.com Tel: +662-724-8024, +66 9449 55992