



Be Resilient: Your Strategy for Business Growth

Key insights from the ASEAN SME Transformation Study 2022

1 Business Sentiment

 **55%** of businesses expressed optimism about the economic outlook as we transition into living with COVID-19, despite facing global challenges like the rising costs of goods

 **45%** feel the need to transform their business, particularly in the areas of digitalisation and sustainability

2 Digitalisation and Technology

 **3 in 5 companies** plan to continue digitalisation and tapping digital economy opportunities

66% expect to spend more on technology across four areas:


 Digital marketing and social media

 Technology and network management

 Operational processes

 Digital sales and servicing

3 Sustainability

 **65%** indicated that sustainability is currently an area of importance and concern, due to customers' beliefs and perceptions

 **35%** SMEs remain in experimental mode where they introduce limited changes to their business:

 **57%** Developing new business models, products and services

 **52%** Improving energy, water and resource efficiency

4 Growth and Expansion Goals

 **74%** SMEs showed healthy appetite for expanding overseas, to tap new opportunities across ASEAN

 **Top three countries** which SMEs are looking to venture into, in the next three years:


 **33%** Indonesia

 **39%** Philippines

 **40%** Thailand

5 Manpower and Employment


Top three measures SMEs took to equip talents include:


 **64%** Reskilling and redeploying workforce

 **60%** Enrolling employees for immersion programmes to develop digital skill sets

 **58%** Implementing new training programmes

6 Support from financial, governmental and ecosystem partners

 **54%** indicated that their existing cash flow can sustain their operations for less than six months

 **74%** SMEs want to be connected to a strong network of partners that provide other business services, beyond financing

ASEAN SMEs consider the following services offered by banks to be the most important:

 **79%** Cash management

 **78%** Working capital loans

 **79%** Payments and collections