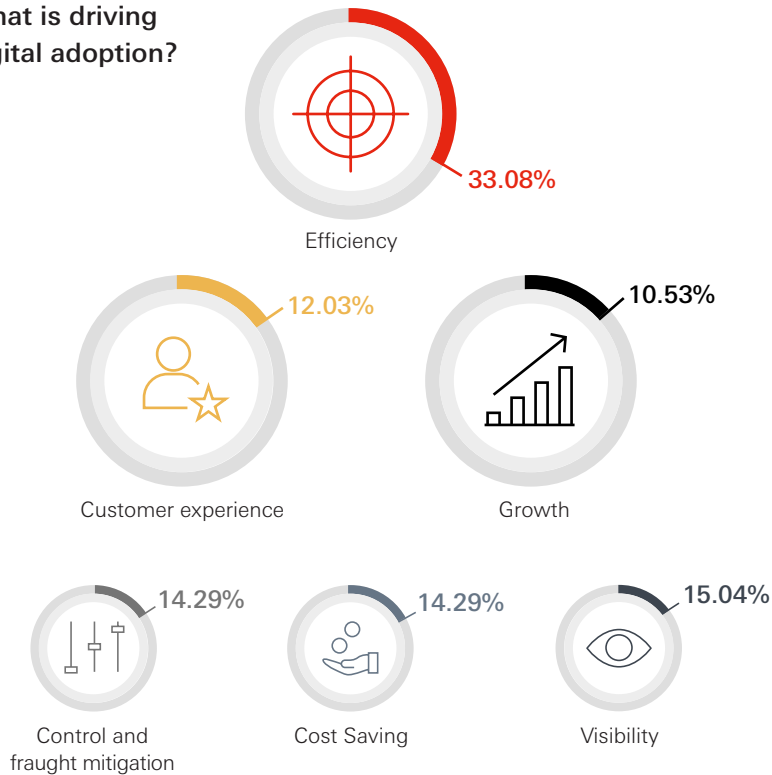




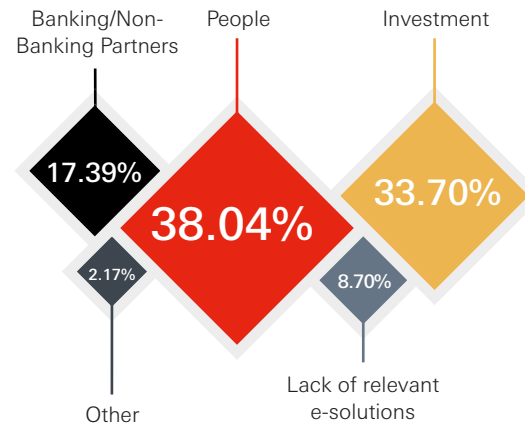
# Driving digitalisation: Egypt perspectives

At HSBC's recent Digital Summit, delegates from across the region came together to discuss future-proofing businesses through innovation. During the event, a series of polls were taken on the digitalisation of the treasury, trade and the impacts of Artificial Intelligence. With reference to what's driving, hindering and exciting the C-suite and treasury, the results reflect the current business sentiment.

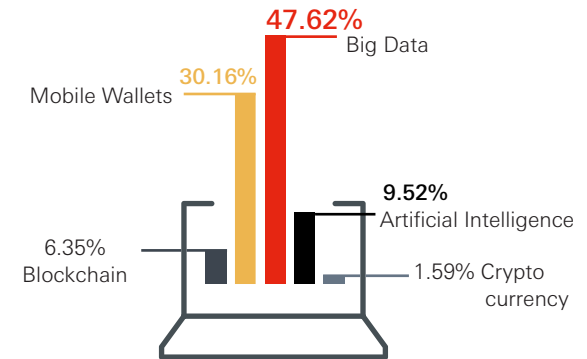
## What is driving digital adoption?



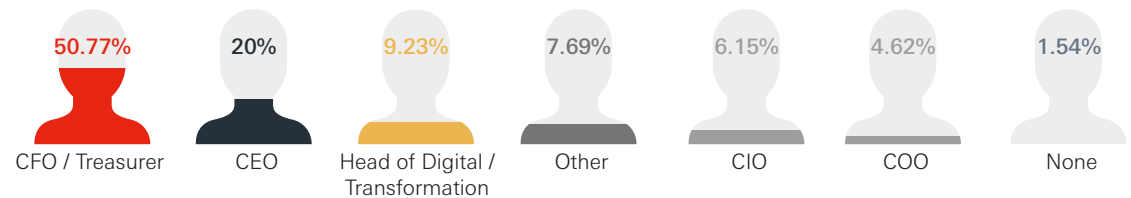
## What is hindering digital adoption in your organisation?



## What is the most exciting digital solution you consider relevant for your corporation?



## Who owns digital in your corporation?

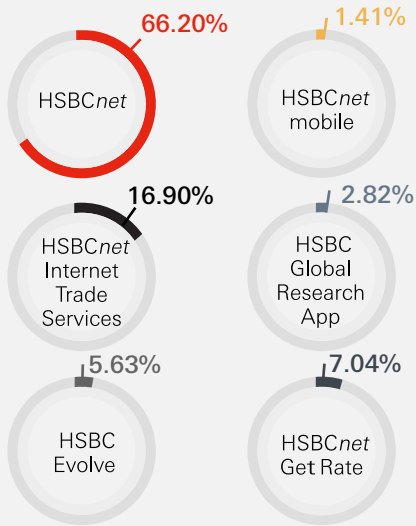




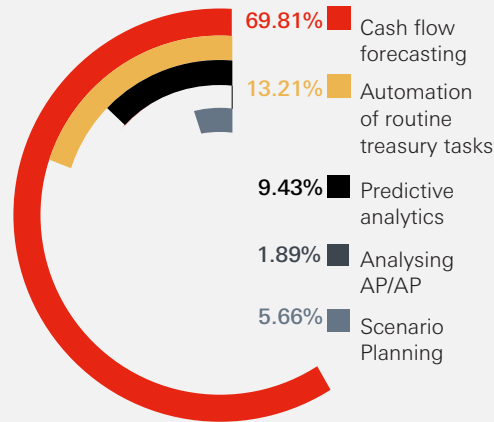
# Driving digitalisation: Egypt perspectives

## Future-proofing the treasury across cash, trade and markets

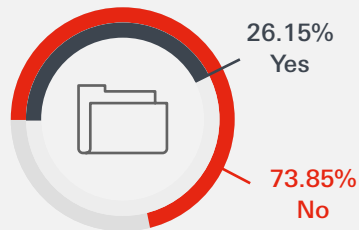
Which of the following HSBC platforms do you use or are aware of?



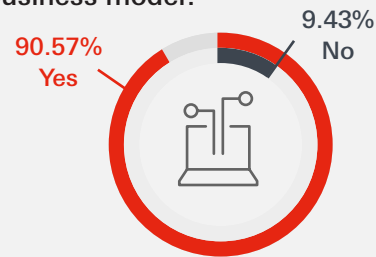
What do you believe will be the most important application of Artificial Intelligence in the world of treasury:



Do you currently feel that you have the capability to make the most out of your data?

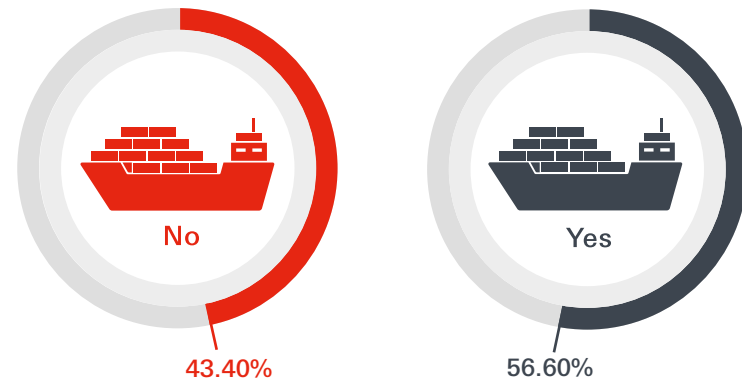


Do you see the Internet of Things (connected devices) as having a major impact on your existing business model?



## The digitalisation of trade

Has international trade become more difficult over the last 3 years?



Are you selling your products/ services cross-border via the internet?

