

# AIxADB

Harnessing the Power of  
Artificial Intelligence for Development

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**80 RR FINTECH HUB  
SINGAPORE**

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# 2024 CEO Outlook

Top CEOs see through global turbulence by betting big on AI

Now in its 10th year globally, KPMG's [global CEO Outlook](#) provides an in-depth outlook on the economic landscape, technology, talent and ESG from over 1,300 global CEOs of major organizations

Here are some of the key takeaways this year.



## Economic Outlook

**72%** of CEOs are confident in the economy's growth



over the next three years – similar to last year



### Supply chain

now considered the **top threat to growth** followed by operational issues and cyber security

### Top growth strategies

- 1 Digitization & connectivity across the business
- 2 Employee value proposition
- 3 Artificial intelligence



## Technology

Almost **2/3**



would invest in AI regardless of economic conditions

### Implementing AI

Top 3 obstacles include:

- > Ethical challenges
- > Lack of regulation
- > Technical capability & skills

Over the next three years

**76%**



believe AI won't reduce jobs in their organization

**92%**



expect headcount to grow with upskilling and redeployment