

# AUSTRIAN BUSINESS BAROMETER SURVEY

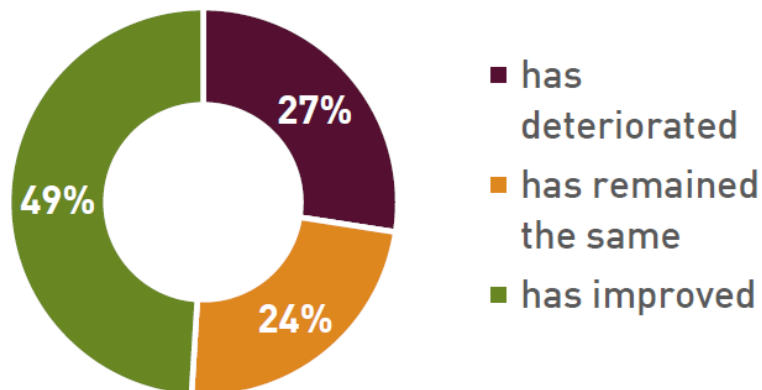
## EGYPT 2024

### Key findings of the Austrian Business Barometer Survey 2024

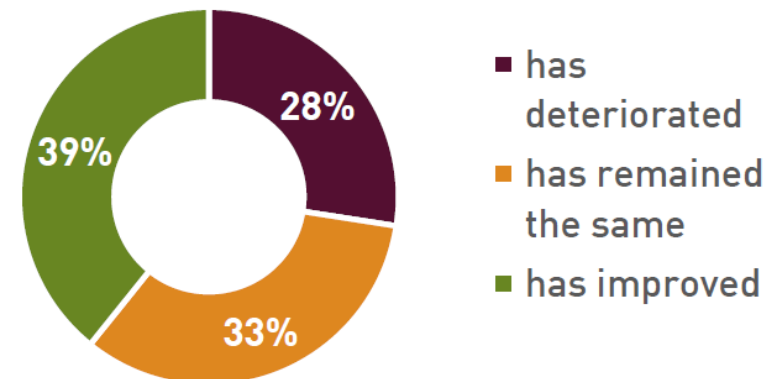
- Feedback provided by **51 companies** from the Austrian Business Circle in Egypt
- **Positive** look back at 2024: Business climate has **improved** for **39 %** of **companies**
- Business climate outlook for 2025 is also positive: **41 % expect further improvement**
- **52 %** of companies **expect rise** in turnover, **49 %** plan to **further invest** in Egypt in 2025
- **Infrastructure** and low **labour costs** are appreciated advantages of the country
- **Bureaucracy, customs/tax issues & low purchasing power** are biggest **threats**
- The **Russia-Ukraine war** is still considered to have the most negative impact
- The **danger of decoupling between East and West** is also felt by companies

**Question 1: From your company's perspective, how do you assess ... over the PAST 12 months?**

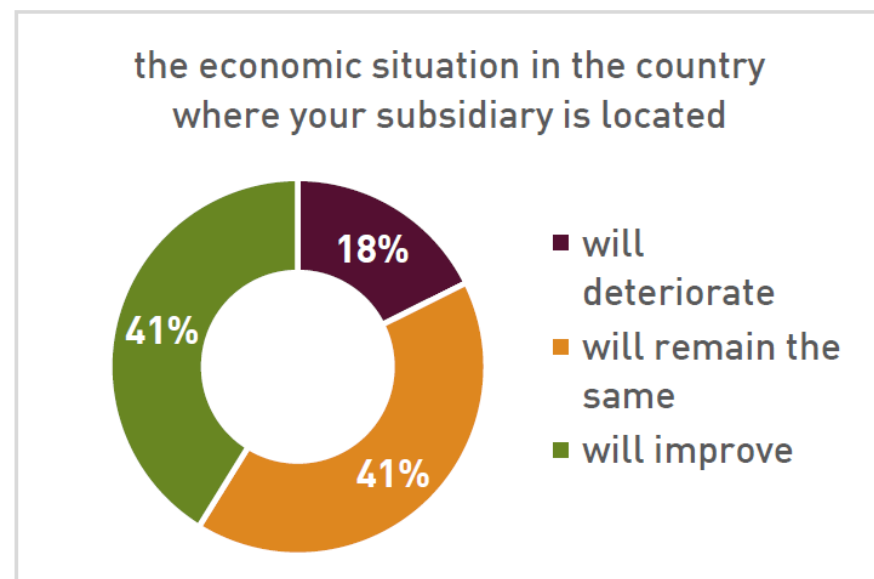
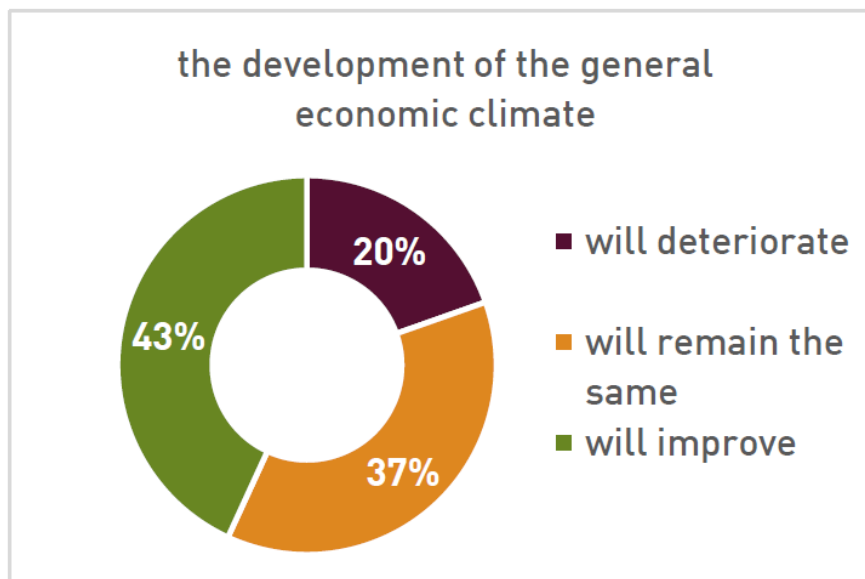
the development of the general  
economic climate



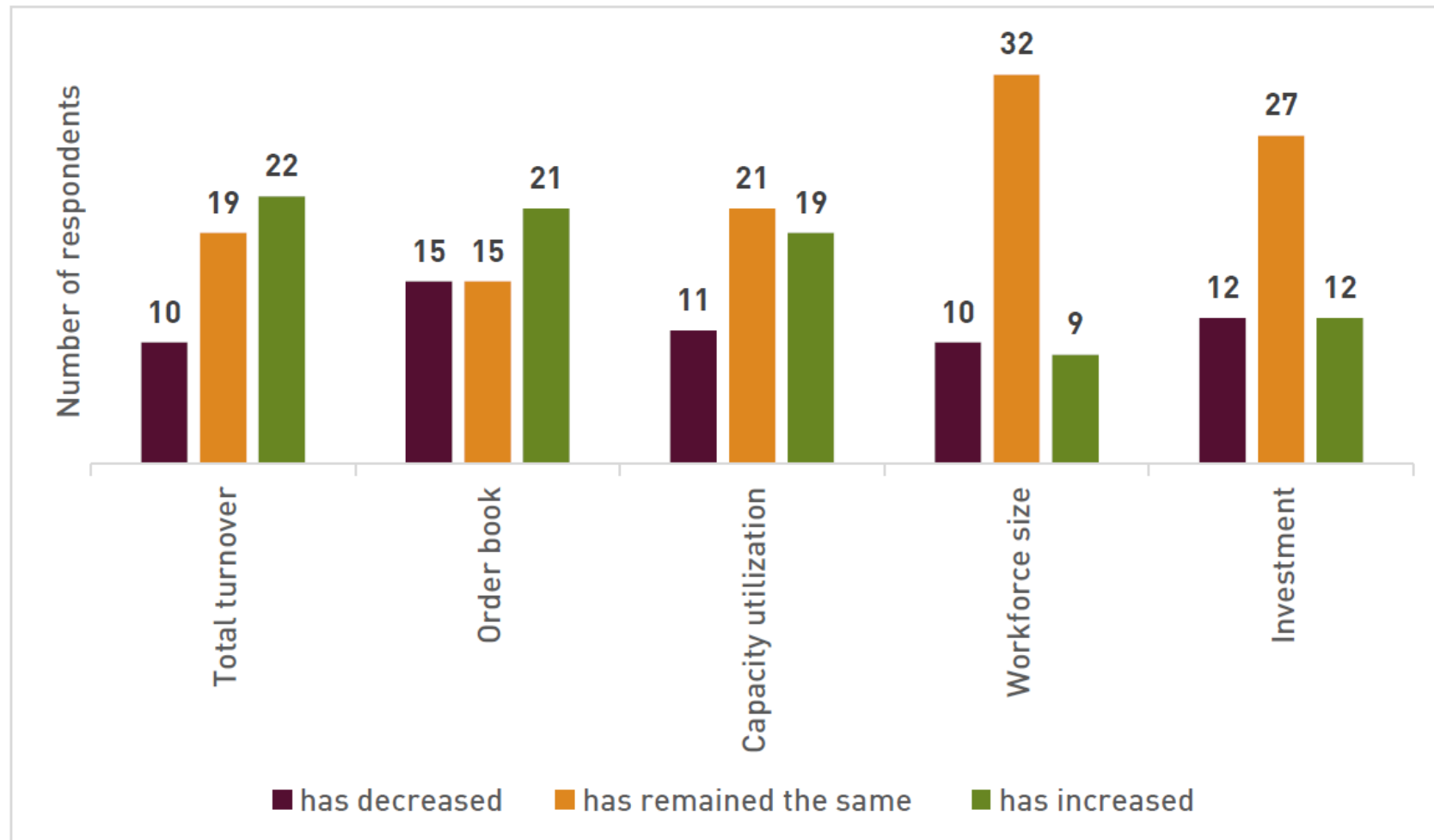
the economic situation in the country  
where your subsidiary is located



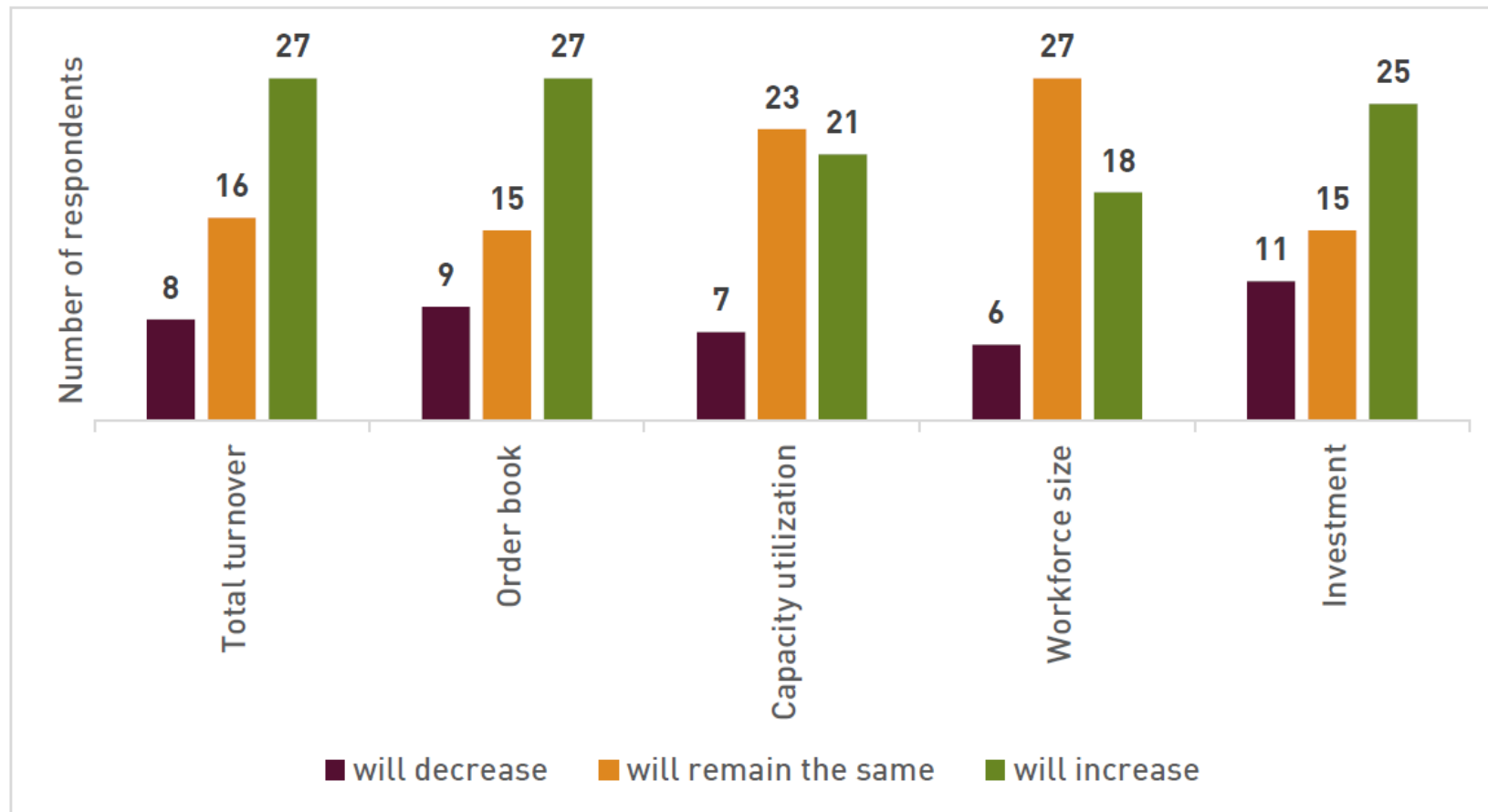
Question 2: From your company's perspective, how do you assess ... for the NEXT 12 months?



**Question 3:** Looking at your company's performance in your subsidiary's country, how would you assess the performance indicators listed below over the PAST 12 months?



**Question 4:** Looking at your company's performance in your subsidiary's country, how would you assess the performance indicators listed below for the NEXT 12 months?



## FRESH VIEW



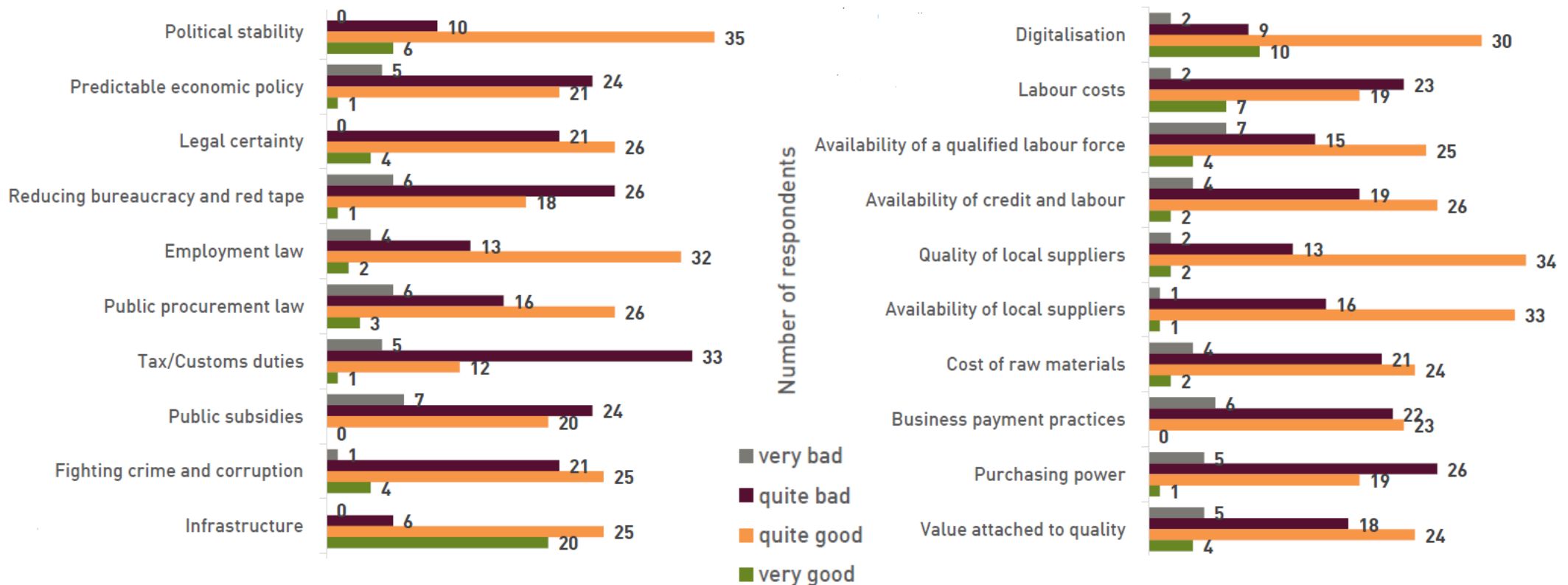
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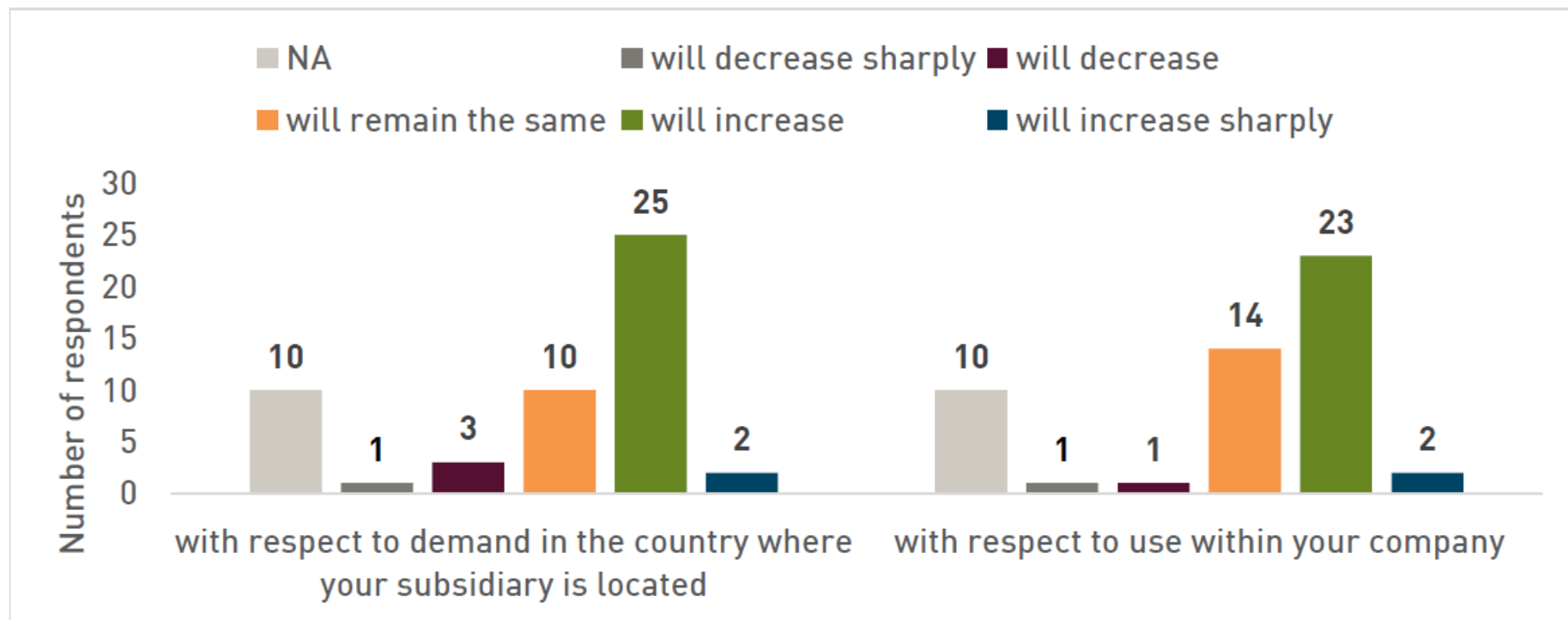
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## Question 5: How do you assess the following regulatory and market-related topics in your subsidiary's country?

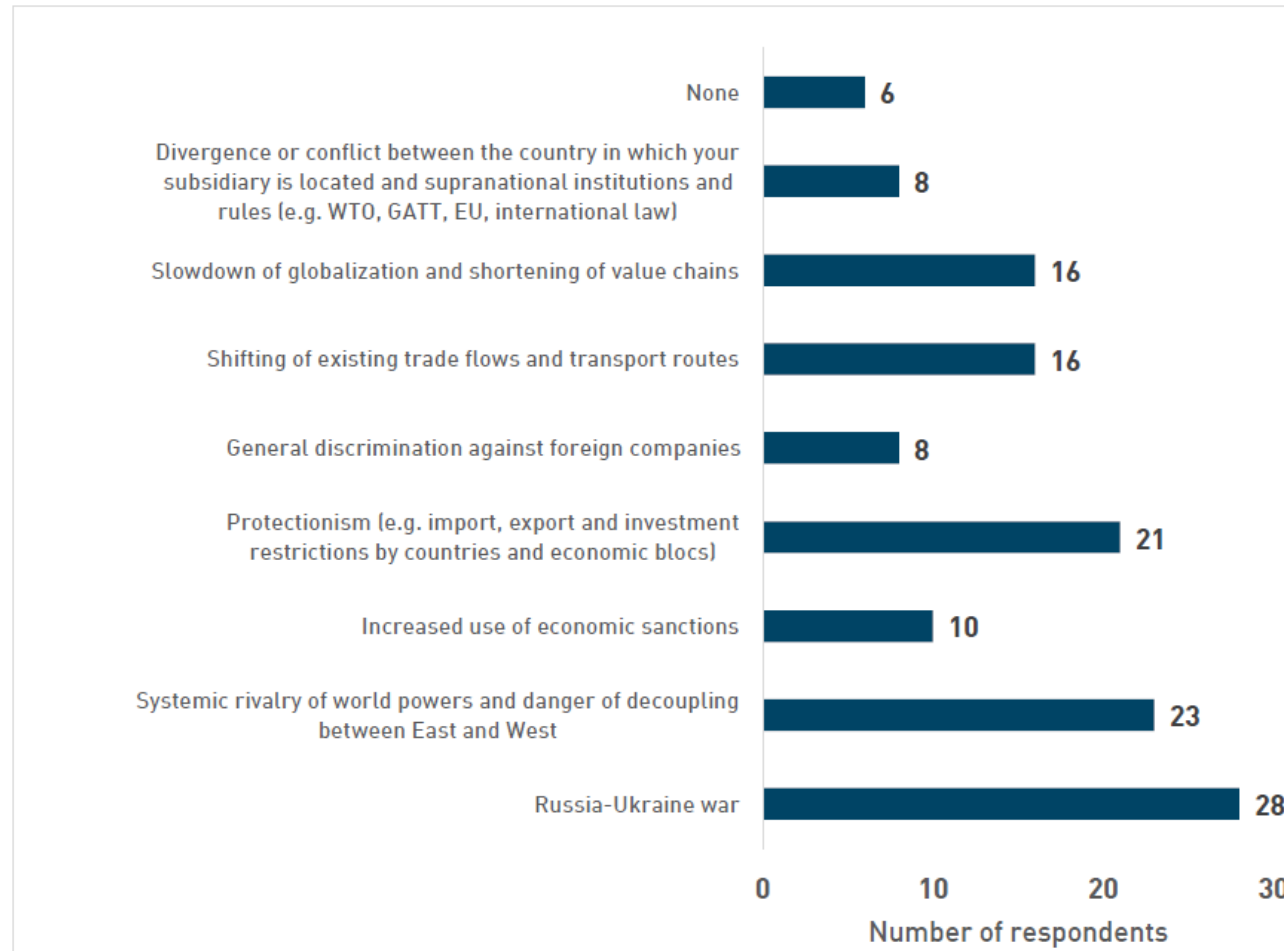


**Question 6:** From your company's perspective, how do you assess the development of products and services based on artificial intelligence in the NEXT 12 months?

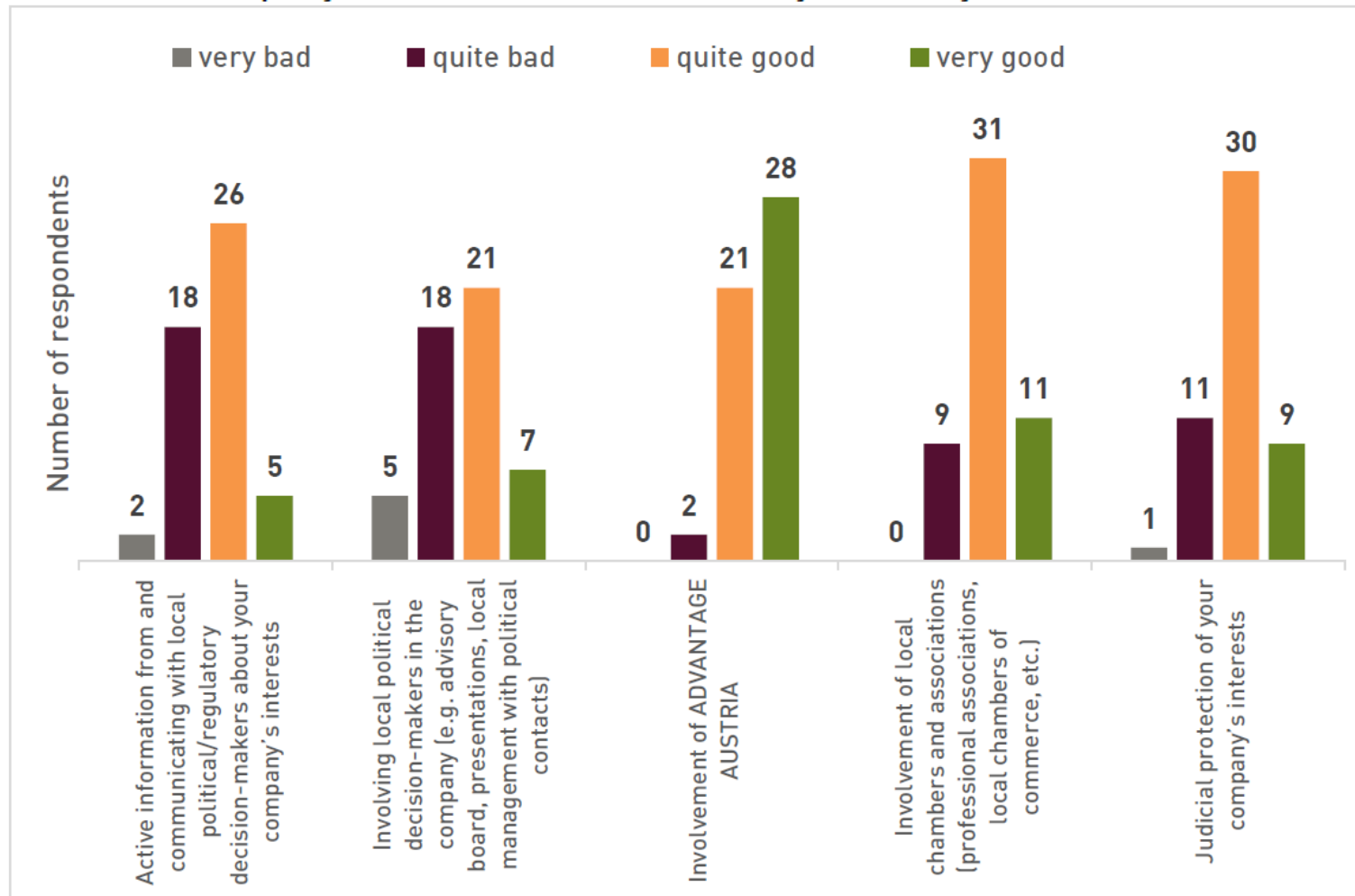




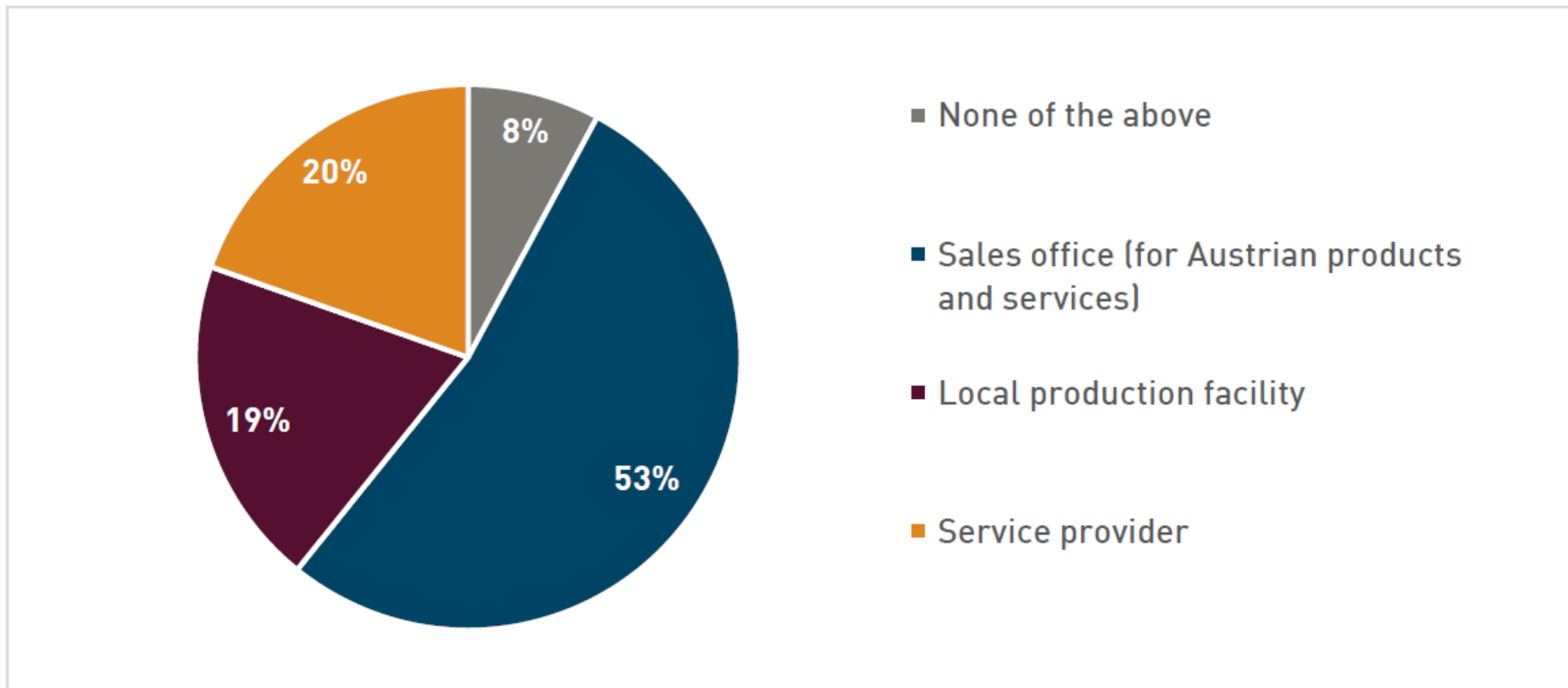
**Question 7: Which current geopolitical phenomena pose the greatest risk potential for the economic activity of your company in the subsidiary's country?**



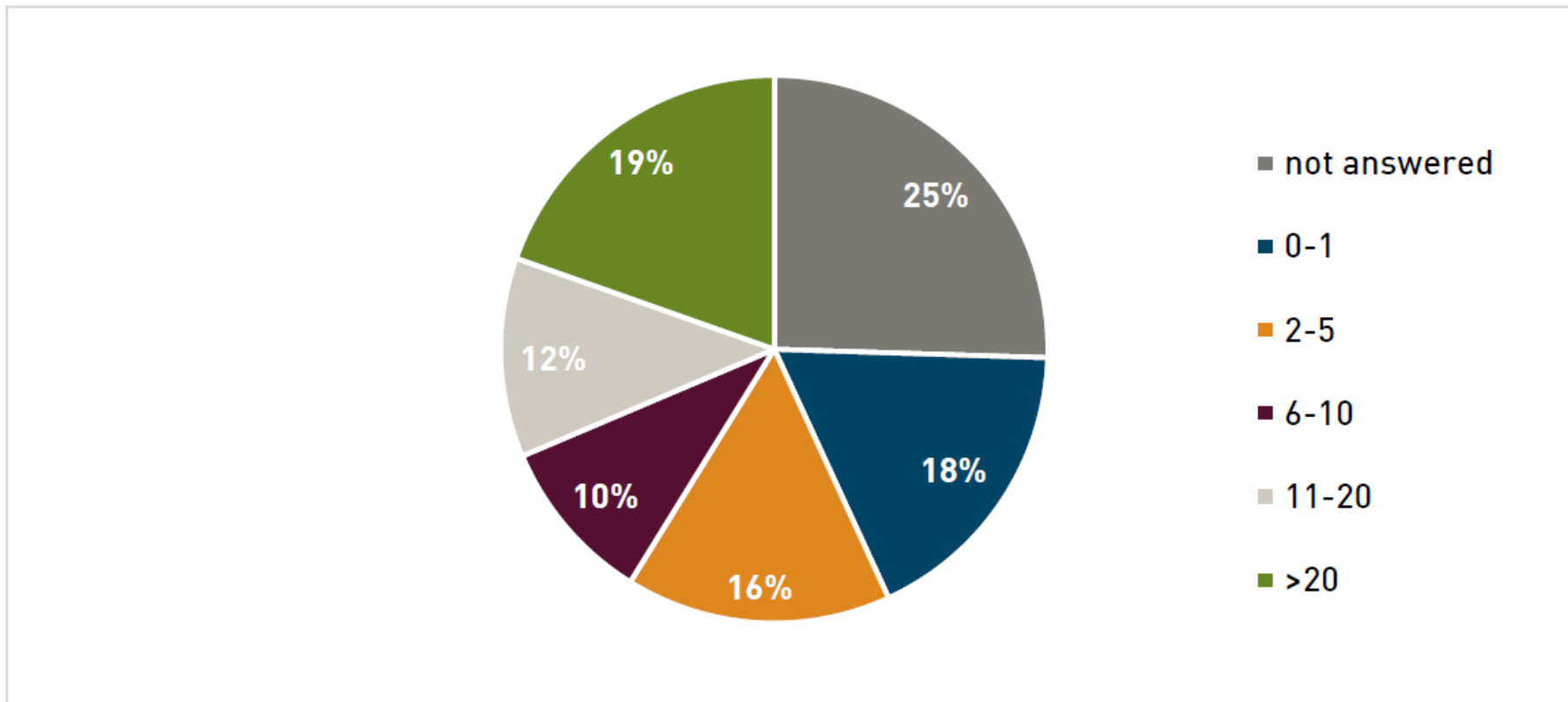
**Question 8: How do you assess the effectiveness of the following measures to advance your company's interests in the subsidiary's country?**



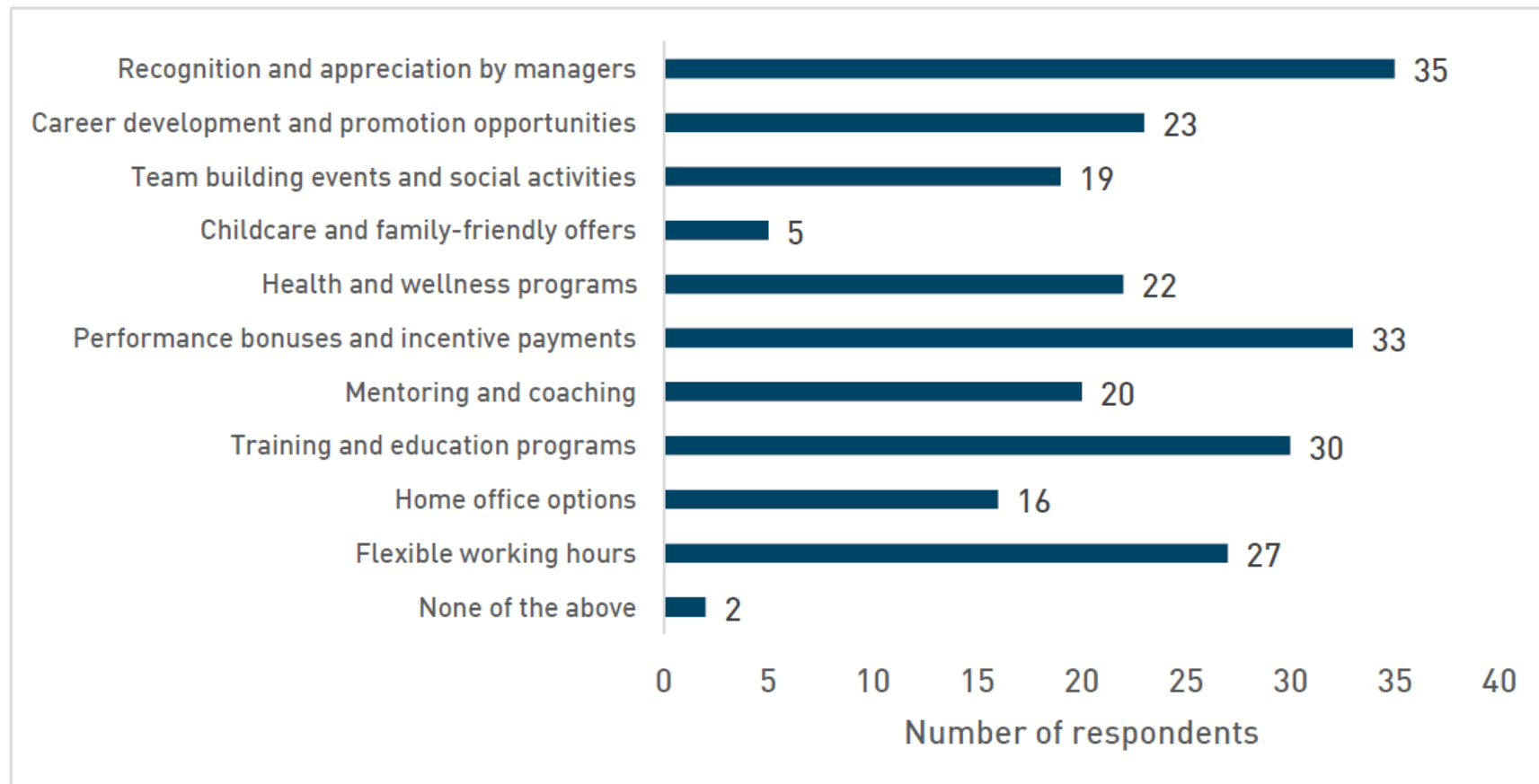
**Question 9:** What is the main activity of your company in the subsidiary's country?



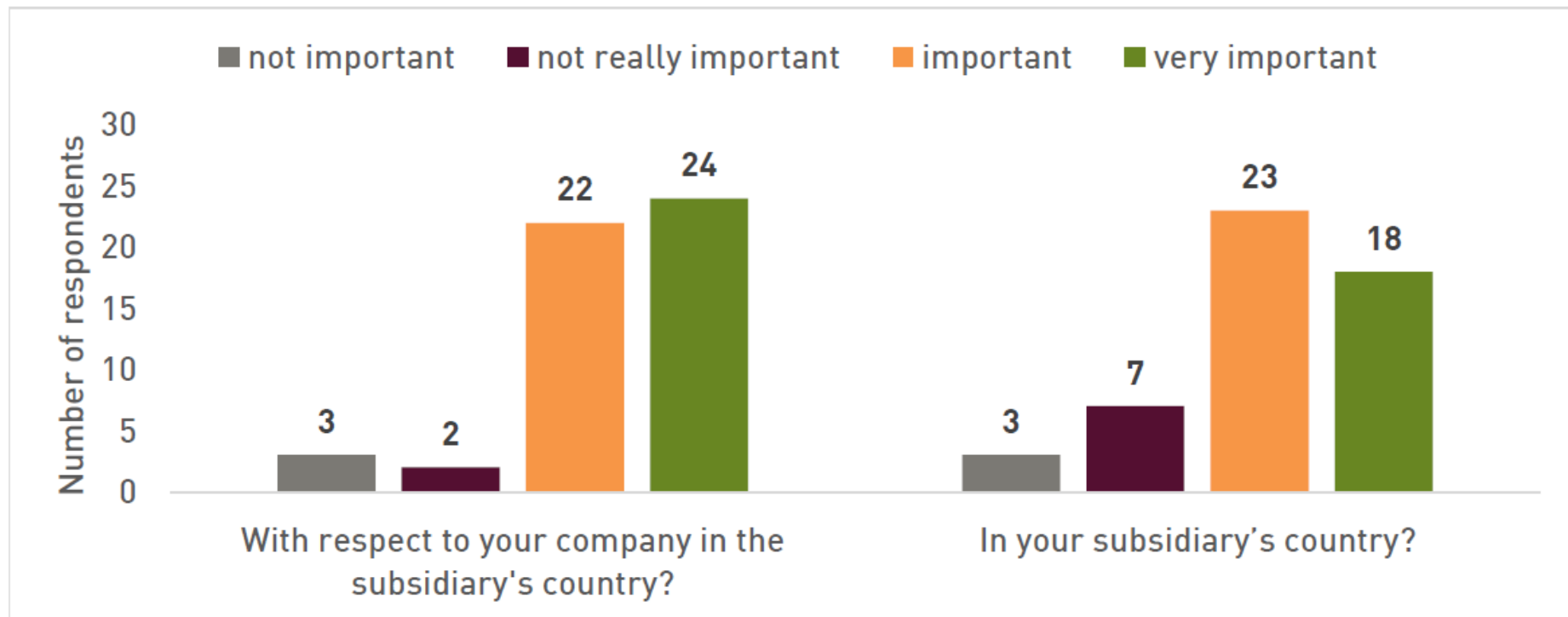
Question 10: In what range is the revenue of your company in the subsidiary's country (EUR mn)?



**Question 11: Which of the following measures does your company in the subsidiary's country take to retain and motivate employees?**



Question 12: How important is the topic of sustainability...



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