

# What Matters Most to the C-suite in 2024?

PageGroup Greater China’s Nov-2023 executive survey in the Chinese Mainland, Hong Kong, and Taiwan uncovers C-suite executives’ confidence in the 2024 business landscape and beyond.



277  
C-suite respondents



One on One interview  
by PageGroup  
recruitment experts

7.0

Company’s confidence level

7.1<sup>↑</sup> the Chinese Mainland

6.8 Hong Kong

6.4 Taiwan

↑ The Chinese Mainland’s C-suite executive confidence rose from 6.3 in 2023 to 7.1 in 2024, indicating a boost in optimism regarding the market outlook.

Driving **growth** is the key word for C-suites. 34% of the companies focused on scaling up locally, while 22% aim to expand overseas.

## Top 5 Business Development Strategy

In 2024

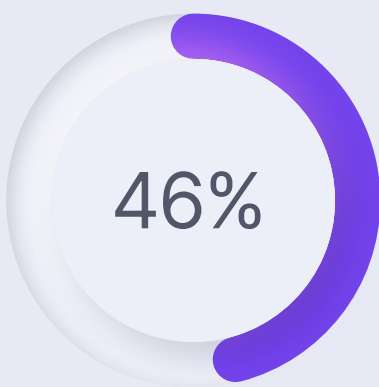
- Technology Advancement and R&D
- Sales and Marketing
- Cost Control
- Talent Strategy and Training Development
- Digital Transtormation

In the 3-5 years

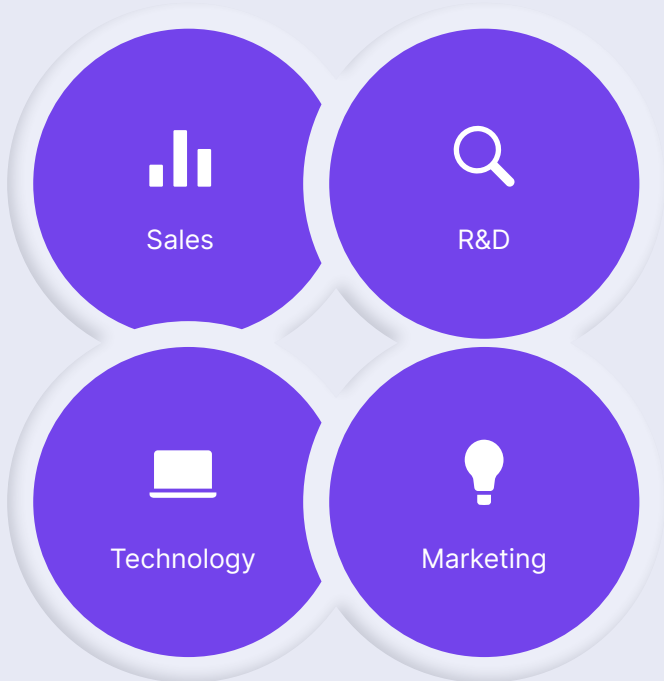
- Expansion of Existing Business
- Develop New Market
- Product R&D and Innovation
- Going Global
- Talent Acquisition and Retention

Talent is playing a pivotal role to ensure success

Top roles to hire

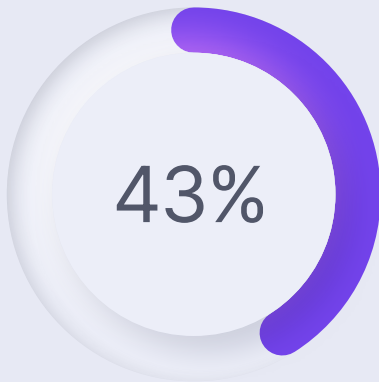


46% of the C-suite participants plan to increase headcount in 2024, while 36% will maintain the status quo.



## Top 3 Talent Strategy

- Core talent recruitment
- Employee efficiency improvement
- Talent Retention



43% of C-suite participants plan to develop or explore the GBA market.