



Market Matters Newsletter



Hi readers

Welcome to the Year of the Snake, a year set to bring unique opportunities and challenges! To support your journey, we're back with a new edition of Market Matters, filled with new publications, handpicked to inspire your ideas.

In this edition, explore CEO insights, the world of asset and wealth management, and the role of long-term investors in the energy transition, among many other topics.



28th Annual Global CEO Survey
Reinvention on the edge of tomorrow

20 January 2025

CEOs all over the world are experiencing early gains from generative artificial intelligence (GenAI) and rising payoffs from investments in sustainability. The challenge is to maintain momentum while remaining acutely aware of the interplay between macroeconomic conditions, geopolitical reconfigurations and other threats that could derail progress.



Reconfiguring the global food system

10 January 2025

For food companies, addressing climate change is imperative. PwC climate experts warn that drought and heat stress could critically impact the production of staple crops like maize, wheat and rice, which supply 42% of global caloric intake.

Climate modelling indicates that without intervention, regions crucial for growing popular consumer crops, such as bananas and coffee beans, may suffer significant production losses due to climate-related factors.





2025 AI Business Predictions

3 December 2024

Incorporating AI into an organisation is crucial, as it offers transformative potential beyond just major innovations like new business models. To help with this transformation, PwC US has provided a set of predictions focusing on key areas requiring your attention in 2025.

Sustainability

Generative AI

Financial services

Energy, utilities and mining

Business model reinvention

Asset and wealth management revolution 2024: Unleashing the transformative power of disruptive technology

19 November 2024

Asset and wealth management organisations need to rethink how they compete. Disruptive technologies like GenAI, distributed ledger technology, big data and cloud computing continue to be vital tools that improve efficiency and performance.

These and other innovations aren't just enhancing operational capabilities, they're revolutionising offerings, revenue models and business frameworks within the ecosystem.



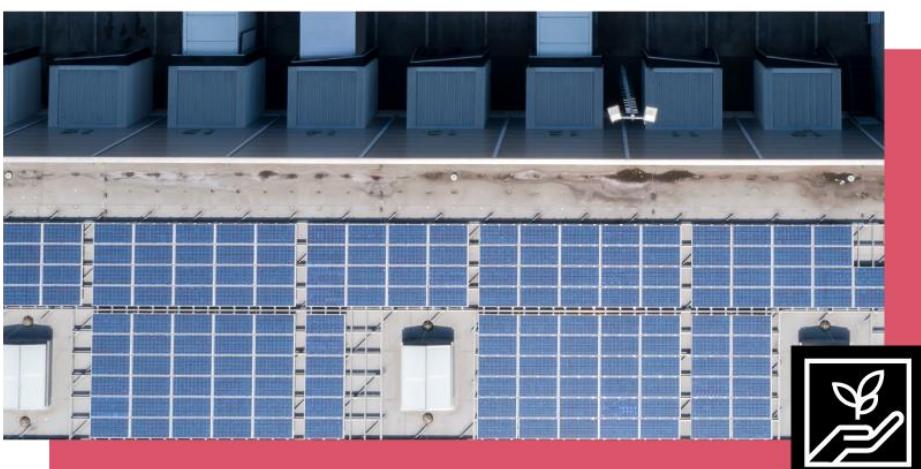
Sustainability

Generative AI

Financial services

Energy, utilities and mining

Business model reinvention



Rethinking the role of long-term investors in the energy transition

10 December 2024

Despite record levels of clean energy investment, the world faces a significant funding gap for the energy transition. According to the International Energy Agency (IEA), the projected USD2tn investment in 2024 is still less than half of the annual funding required by the early 2030s to achieve net-zero emissions by 2050.

Could long-term investors be the key to bridging this gap by accepting short-term risks?

Sustainability

Generative AI

Financial services

Energy, utilities and mining

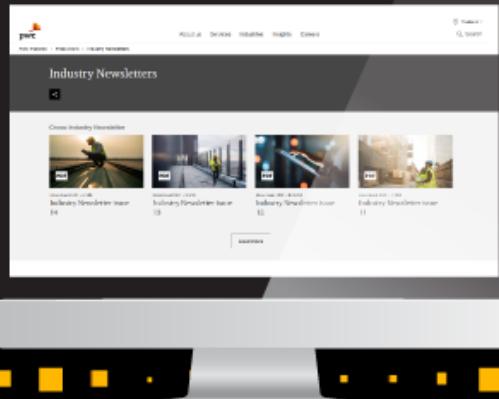
Business model reinvention

Kick-start your reinvention

December 2024

In the face of climate change and other external pressures, many executives are rethinking how their companies generate revenue and create value. For them, reinventing the business model is a matter of when, not if. This issue of strategy+business highlights three essential skills for C-suite leaders to kick-start their journey.





Click here 

to view our archived issues.

Your privacy is of utmost importance to us. For more information on how we collect and process your personal information, please see our [Privacy Statement](#).

If you'd like to subscribe or update your contact details, please click [here](#) to complete the form. If you wish to be removed from our distribution list, please [unsubscribe](#).

Follow us



© 2025 PwC. All rights reserved. PwC refers to the Thailand member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see [www.pwc.com/structure](#) for further details.