

Industry newsletter, issue 14



PwC Thailand is excited to present the first edition of the **27th Annual CEO Survey – Thailand report: 'Leading through accelerated reinvention'**, exploring the current thoughts and future outlook of 33 Thai CEOs as they face the imperative to reinvent their business amid climate change and GenAI pressures.

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Financial services (FS)



Financial services M&A in 2024 is expected to remain challenging. However, the imperative for financial institutions to accelerate transformation should provide dealmakers with a sense of increased optimism.

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The survey examines the trends, challenges and opportunities in the legacy sector. PwC UK has gathered insights from around the world to understand how market conditions are affecting run-off and how topics like ESG, IFRS17 and regulatory and tax developments may impact the global legacy marketplace.

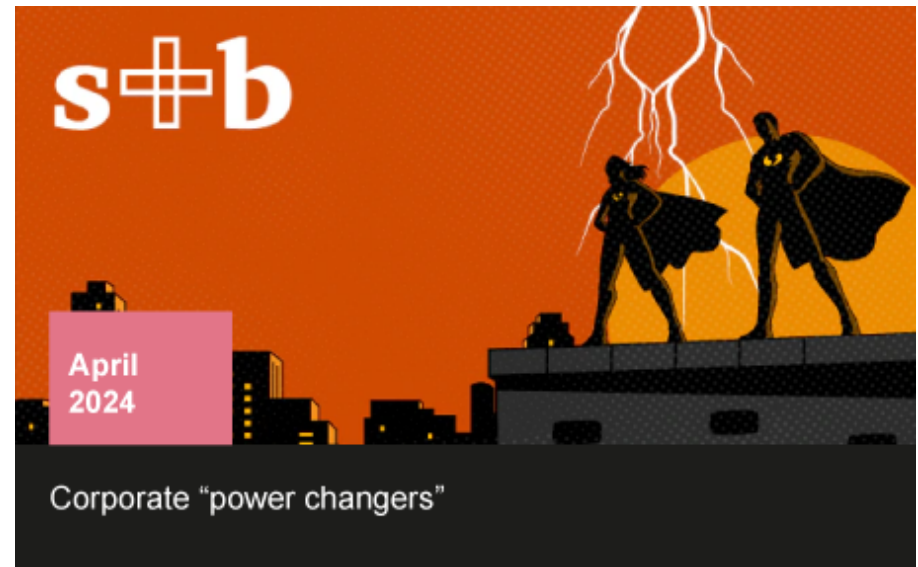
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Sustainability



Businesses in the UK must take control of their energy consumption as a priority as they prepare for the next phase of energy transition and meet net zero targets. In this challenging economic climate, however, the path to decarbonise is difficult.

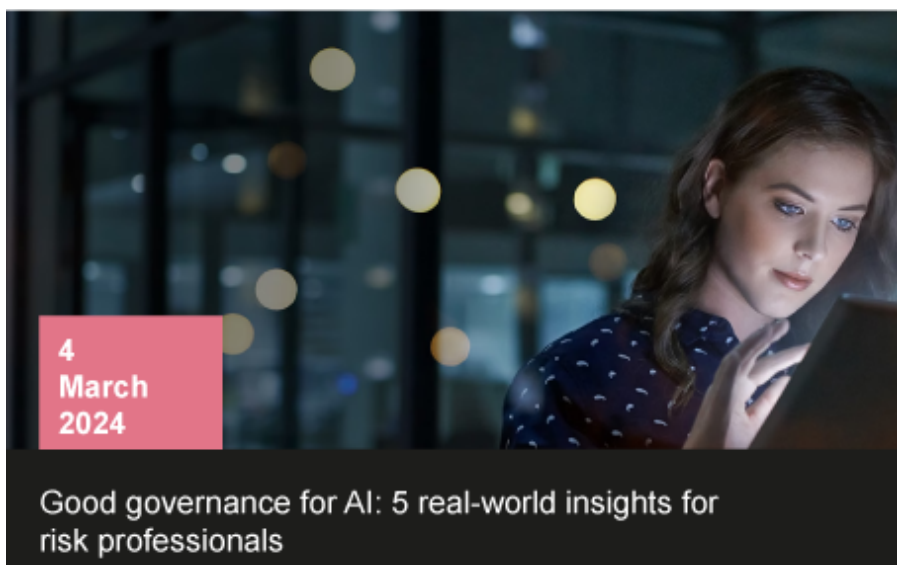
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Companies can potentially reduce their energy consumption by 31%, saving USD2tn a year without sacrificing growth. This article says they must focus on controlling the demand side of energy.

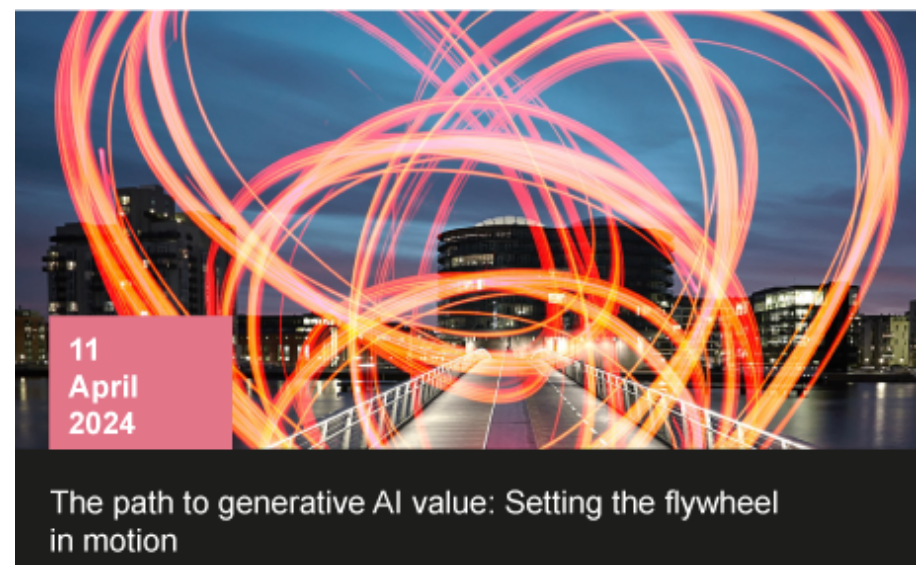
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Generative AI



What does good AI governance look like? How do we improve our existing governance? How do we ensure AI governance covers risks? Discover steps to kickstart your AI governance with this article by PwC US.

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GenAI provides huge potential and opportunities for businesses, with **70% of the CEOs saying they expect AI to make transformative changes in delivering value**. Look how much impact GenAI can have if it were to apply to our current business model.

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Energy, mining and utilities (EUM)



Fashion forward valuations: aligning style with sustainability

The fashion industry plays a major role in greenhouse gas emissions, accounting for about 4% of global emissions. There is a growing demand for the industry to adopt sustainable practices, such as using eco-friendly production methods, implementing energy-efficient operations and practising responsible transportation.

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Sustainability can be your next growth catalyst

Developing a sustainable business isn't only a responsible path but also a strategic one that can lead to increased revenue and profitability. While it may appear challenging, with a proactive and effective approach, achieving sustainability is indeed possible.

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