

# Industry newsletter, issue 14



PwC's 27th Annual Global CEO Survey – Thailand

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.

[Read more...](#)

## Financial services (FS)



Global M&A Trends in Financial Services: 2024 Outlook



Global Insurance Run-off Survey 2024

**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.

[Read more...](#)

## Sustainability



PwC UK Energy Survey 2024

February  
2024



Corporate “power changers”

April  
2024

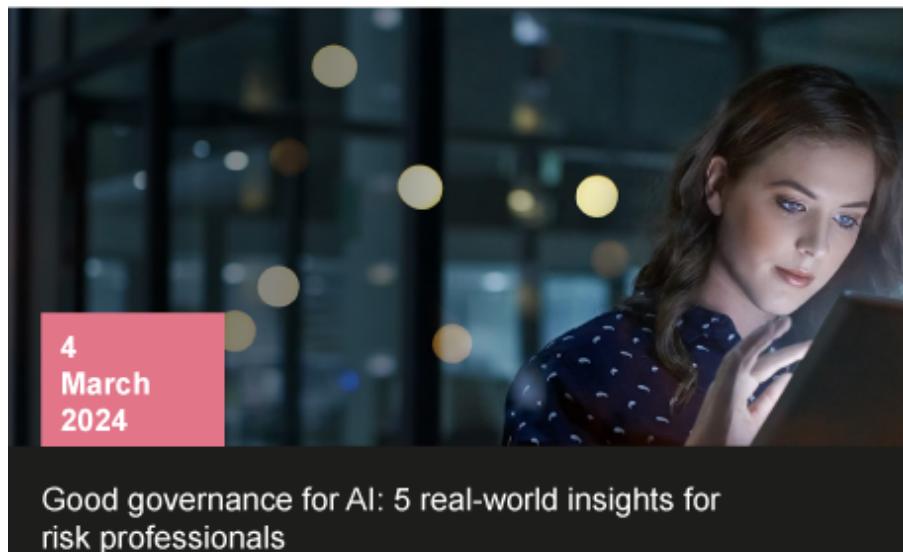
Businesses in the UK must take control of their energy consumption as a priority as they prepare for the next phase of energy transition and meet net zero targets. In this challenging economic climate, however, the path to decarbonise is difficult.

[Read more...](#)

**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.

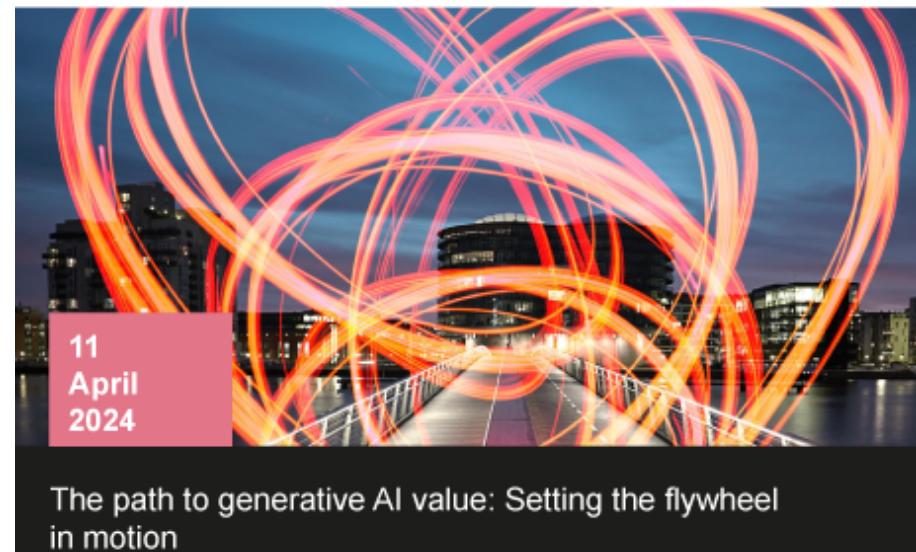
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## Generative AI



Good governance for AI: 5 real-world insights for risk professionals

4  
March  
2024



The path to generative AI value: Setting the flywheel in motion

11  
April  
2024

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.

[Read more...](#)

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.

[Read more...](#)



4  
January  
2024

Fashion forward valuations: aligning style with sustainability



2  
April  
2024

Sustainability can be your next growth catalyst

**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.

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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