

PwC's 17th Annual Global CEO Survey and 3rd Hungary CEO Survey

How do the CEOs of Hungary's leading companies see the future trends of the global economy and the international and the local business climate? Where do they anticipate business opportunities or potential threats? In which areas do they think substantial improvement is needed in order to achieve growth? How are they adapting to the new volatile business environment, and how are they changing the way they manage their companies? These are the key questions we seek to answer through our survey.



Here is your opportunity to hear what Hungary's most influential decision makers have to say.

www.pwc.com/hu/ceosurvey



In 2012 about 1,330 interviews were conducted in 68 countries. In Hungary, more than 170 companies from seven industries took part in PwC's Second Hungary CEO Survey. The participants were personally interviewed by PwC Hungary's experts. Our survey was conducted in cooperation with the Confederation of Hungarian Employers and Industrialists (MGYOSZ) and with the Hungarian Association of Executives.