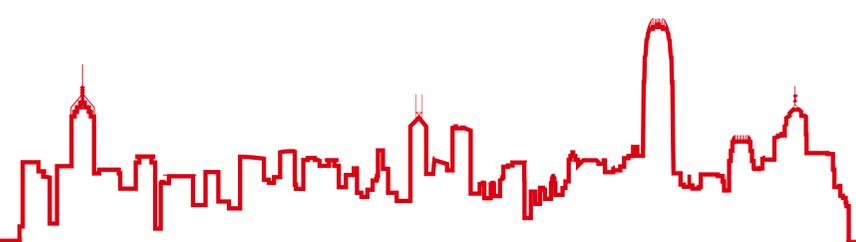


# Navigator: Building back **better**



In May 2020, HSBC Navigator surveyed over 2,600 companies in 14 markets. And among the 200 companies surveyed in Hong Kong, **diversification, greater digitisation and more transparency into their supply chain** are the top priorities for their business resilience. Here are the key insights from the Hong Kong market.

## Business Resilience

98% of the businesses was impacted by COVID-19

95% were prepared for the challenges over the past 6 months

87% see the crisis as an opportunity to rebuild their business on firmer foundations

80% managed to feel closer to their employees, customers and supply chain partners

## Diversification

The most common ways of building resilience are

59%

Diversifying business

38%

Consolidating financial position

Investing in technology or innovation

54%

## Supply chain

63%

would bolster the security and stability of their supply chain



## Sustainability



feel that 'sustainability' is as important as or has become more important than ever

## Technology

57%

would invest in technology and innovation in 5 years to prepare for uncertainties



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