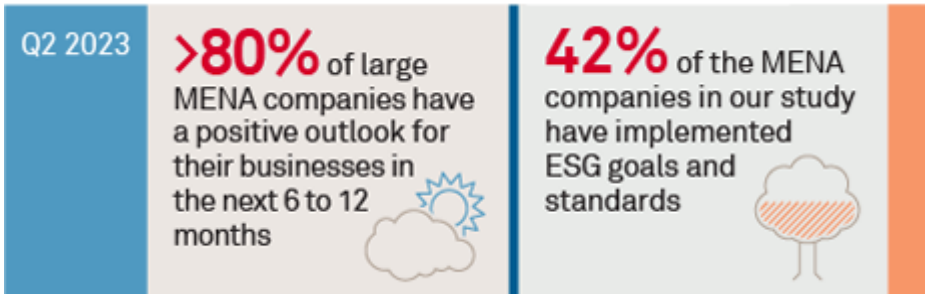
Growth Mindset in MENA Drives Demand for Banking Services

April 4, 2023

Executive Summary:



Despite economic headwinds around the world, large companies in the Middle East and North Africa remain extremely positive in their outlook, with attention and resources focused on expanding and diversifying businesses, and growing revenues.

Methodology:

Coalition Greenwich conducted interviews from late September to early December 2022 with 288 corporates based in the UAE and other countries in MENA, such as Saudi Arabia, Egypt, Oman, Bahrain, Kuwait, and Qatar. Respondents were typically key corporate or finance decision-makers, e.g., CFO, Finance Director, Treasurers, and Financial Controllers.

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greenwich.com ContactUs@greenwich.com Ph +1203.625.5038