

# Corporates in the Middle East resolutely optimistic in the face of global headwinds

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Executive Summary:



Corporates in the Middle East place increasing importance on **banks' digital capabilities** when selecting providers for cash management and trade finance

Large companies in the Middle East are taking advantage of economic tailwinds to grow their businesses as they shore up capital positions and balance sheets to adjust to evolving macroeconomic and business conditions. The current global climate around trade and the uncertainty around tariffs is likely to play to the advantage of Middle East-based firms as trade corridors into the region, especially from Asia, deepen.

Methodology:

From August to early December 2024, Crisil Coalition Greenwich conducted interviews with 368 corporates based in the UAE and other countries in the Middle East, such as Saudi Arabia, Egypt, Oman, Bahrain, Kuwait, and Qatar. Subjects covered included bank credit capabilities, domestic and cross-border advisory capabilities, and Best Bank of institution and relationship management, plus topics relevant to cash management and trade finance. Respondents were typically key corporate or finance decision-makers, e.g., CFO, Finance Director, Treasurer, and Financial Controller.

Our suite of analytics and insights encompass all key performance metrics and drivers: market share, revenue performance, client relationship share and quality, operational excellence, return on equity, behavioral drivers, and industry evolution.

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[greenwich.com](http://greenwich.com)

[ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

Ph +1203.625.5038