

# Factum Global Survey Uncovers a Strong Global Business Outlook Despite Persisting Market Disruptions

Report highlights:

- *75% of respondents said innovation and technological solutions, like AI and automation, will **positively transform** global work*
- *78% of business executives have a **favorable outlook** towards global business (+11%)*
- *80% of respondents will **continue or plan to increase international activities** over the next six months (+7%)*
- *Nearly 86% believe that doing international business is good for their organization (+9%).*

WASHINGTON D.C. – March 29, 2023 – Factum Global, an international consulting firm that specializes in helping organizations expand and operate across global markets, conducted their latest bi-annual Factum Global Business Sentiment Survey to assess the outlook for global business, highlighting the future of global work.

Overwhelmingly, three-quarters of respondents said that innovation and technological solutions, like AI and automation, will **positively transform** the way they hire, recruit, and retain talent, and work globally. More than one-third of respondents also indicated a **steadfast pursuit of new market opportunities** for worker recruitment and retention to overcome disruptions in the workplace and supply chain caused by the pandemic overhang.

While geopolitical concerns, global conflict, financial market volatility, and macroeconomic uncertainties persist, 78% of business executives still have a positive outlook towards global business, up 11% from the Fall 2022 survey. Key insights include a greater need for global connectedness and cross-border collaboration, demand for increased uses of innovation and technology to adapt to environmental change, and widespread enthusiasm for continued international activities.

“The way we work, post-Covid, has changed forever,” said Francisco Gomez, Founder & CEO of Factum Global. “The results of this survey demonstrate how executives have strategically embraced innovation and technology as a competitive advantage to attract, hire, and retain top talent in new markets around the world. It also revealed a continued strong enthusiasm for working internationally, despite ongoing global challenges.”

The Factum Global Business Sentiment Survey, conducted in collaboration with Global Chamber® and WeConnect from February 14, 2023, to March 12, 2023, was answered by nearly 120 business executives (Director level to C-Suite). Respondents represented a range of industries, company sizes, and functional specialties. 57% of respondents were U.S.-based and 43% were headquartered in nearly 20 countries across Asia-Pacific (8.5%), Europe (19.5%), South America (6.1%) and Sub-Saharan Africa (8.5%).

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## About Factum Global

*Factum Global is an international consulting firm that helps organizations expand globally. With over 75 years of combined global expansion experience, our team disrupts the status quo through a company model that brings you transparency, personalized executive-level service, and a proven roadmap to accelerate your organization’s growth. Whether it’s launching into a new market, establishing a local office, or navigating tax laws — we will guide you every step of the way. Let us help you create your global strategy and connect you to the world, profitably. Visit us at [FactumGlobal.com](https://FactumGlobal.com).*

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