

# Global Executives Embrace Technology as Catalyst for International Growth Despite Geopolitical Challenges

## *Factum Global Survey Finds 92% See Tech Risks as Growth Opportunities, 75% View AI and Cybersecurity as Key Enablers*

Report highlights:

- *98% believe **global technology landscape will not remain the same**, requiring adaptability and innovation*
- *75% see **significant breakthroughs in AI and cybersecurity** as positive enablers for digital transformation*
- *92% view **technology risks as opportunities** rather than barriers to growth*
- *61.5% targeting **Asia-Pacific** for expansion, followed by Europe (43.1%) and Latin America (41.5%)*
- *66.2% cite **customer segments and growth opportunities** as top factors influencing internationalization strategy*

WASHINGTON D.C. – May 5, 2025 – Factum Global, an international consulting firm specializing in helping organizations expand and operate across global markets, today released the results of its latest Factum Global Business Sentiment Survey assessing the outlook for global business and technology.

The Q4 2024 Special Edition survey reveals that despite ongoing geopolitical tensions and market volatility, executives remain optimistic about international expansion, with a strong emphasis on leveraging emerging technologies—particularly AI and cybersecurity—as catalysts for growth rather than obstacles.

An overwhelming 92% of respondents believe that significant risks in global technology will positively impact their organization's ability to keep pace with the accelerated digital transformation landscape, highlighting a shift in mindset where challenges are increasingly viewed as drivers of innovation.

"Today's forward-thinking leaders are turning risk into opportunity by embracing change rather than resisting it," said Francisco Gomez, Founder & CEO of Factum Global. "With nearly 75% of executives viewing breakthroughs in AI and cybersecurity as positive enablers, it's clear that technology is no longer just a support function—it's become a strategic driver of long-term success in international markets."

The survey found that Asia-Pacific remains the top target region for international expansion at 61.5%, followed by Europe (43.1%) and Latin America (41.5%). This distribution reflects a strategic pivot toward high-growth markets with digitally savvy populations and attractive cost structures.

When asked about factors influencing their internationalization strategies, 66.2% of respondents cited identifying customer segments and growth opportunities as their primary driver, while 56.9% indicated that increased digitalization and evolving customer preferences in target regions will shape their future global approach.

"What's most striking is the level of confidence executives are displaying in the face of uncertainty," added Gomez. "While only 29% are actively pursuing new markets for their IT and tech plans amid geopolitical developments, those who are taking action see global diversification and technological resilience as essential pillars for long-term success. The risk of inaction is the greatest risk today."

Despite the optimism, the survey also highlights the importance of strategic risk awareness, with political stability and regional risk assessment becoming increasingly critical to international planning. Organizations recognize that sustainable growth requires both identifying opportunities and making informed decisions in an increasingly complex global landscape.

The Factum Global Business Sentiment Survey, conducted in Q4 2024, captured insights from business executives across various industries and regions. The survey focuses on how companies are positioning themselves to navigate the evolving global business environment, capitalizing on opportunities while managing risks in an increasingly volatile world.

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### **About Factum Global**

*Factum Global is an international consulting firm dedicated to guiding organizations through the complexities of international expansion and strategic transformation. We specialize in delivering bespoke solutions that empower businesses to scale beyond borders, ensuring long-term success through holistic strategies that go beyond market entry. Our services include international readiness assessments, market analyses, strategic planning, operational optimization, cultural integration, and transformation. We help clients implement responsible and sustainable business practices, contributing to their global impact. With expertise spanning the globe and an emphasis in the Americas, Asia-Pacific, Europe, and the Middle East, our seasoned professionals provide critical insights into market entry, change leadership, regulatory compliance, and risk management. With over 100 years of combined experience across diverse industries, we are committed to breaking down barriers and creating a more interconnected and prosperous world. To learn more, visit [www.factumglobal.com](http://www.factumglobal.com).*

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