

2023 MID-YEAR 'TOP FOCUS' FOR ASIA CORPORATE COMMUNICATIONS TEAMS

In the year of uncertainty, Andrews Partnership polled 50 Comms Leaders in organizations on their priorities



INSIGHT 1

Usually reserved purely for Government Affairs team, this year the top ranked area of focus for Asia based corporate communications teams is #1 strong geo-political understanding (which for many is the impact this has on cross border business models and ongoing business strategy). For a deeper dive see our latest article on [Corporate Affairs: Top 5 trends for 2023](#), [Government Affairs in China](#) and [Government Affairs: Talent Trends](#)

INSIGHT 2

With much debate around the future of AI and its impact on our industry, it's no surprised this topic was ranked #3 in terms of focus and consideration. See AP latest article on [ChatGPT, the great enabler or distractor](#)

INSIGHT 3

Sustainability communications remains high on the agenda for the third year running in the #2 spot, with some sectors ranking it still at number one. Read AP's latest articles in these area including [Talent Trends](#), [How Asia's businesses can jump start their way in ESG](#) and [The Year of the Chief ESG Officer](#)

SECTOR FOCUS



PHARMA

- Strong geo-political understanding
- Cyber security



F&B

- Sustainability: provide clear positioning on sustainability issues or commitments
- Strong geo-political understanding



CONSUMER

- Strong geo-political understanding
- Sustainability: provide clear positioning on sustainability issues or commitments
- AI assisted communications: ChatGPT & AI policy tracking technology

*Sustainability and AI tied in second position with Consumer Communications Teams



FINANCIAL SERVICES

- Strong geo-political understanding
- Sustainability: provide clear positioning on sustainability issues or commitments



MANUFACTURING

- Sustainability: provide clear positioning on sustainability issues or commitments
- Cyber security



PROFESSIONAL SERVICES

- Strong geo-political understanding (formerly reserved for Government Affairs roles)
- AI assisted communications: ChatGPT & AI policy tracking technology