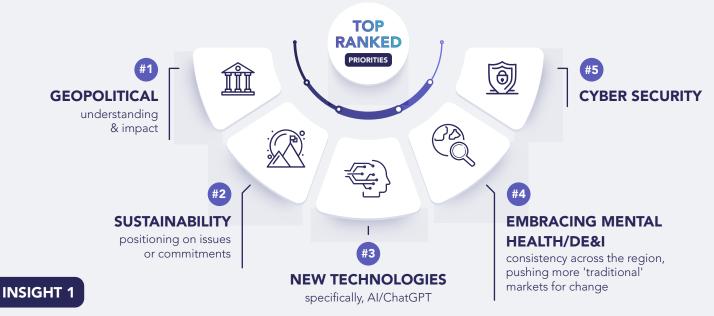
2023 MID-YEAR 'TOP FOCUS' FOR ASIA CORPORATE COMMUNICATIONS TEAMS

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





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 <u>Talent Trends</u>, <u>How Asia's businesses can jump start their way in ESG</u> and <u>The Year of the Chief ESG Officer</u>

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
- Al assisted communications: ChatGPT & Al 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)
- Al assisted communications:
 ChatGPT & Al policy tracking technology

