

What if you knew today, what the 2030's business landscape looked like?

Economic Gamechangers, Emerging Markets and ESG:

Nobody can know what the world will look like in 2030, although understanding the potential key trends and how they may influence the world could give you a competitive advantage. Three themes consistently appear, which may be worth considering in your future strategy.



Economic gamechangers

Long term drivers are changing the global economy.

Changing demographics and future consumers:

- Global birth rates continue to fall – [the global population may soon start to shrink](#).
- Growth in the global working age population is slowing, with productivity and tax implications.
- Pensioners are growing as a population group, with increased buying power and health needs.
- Asian consumers with greater spending power will become more important globally - as emerging Asian markets see strong and sustained growth.

Automation and AI: automation will increase, maybe easing demographic and productivity challenges from fewer workers.

The energy transition: Plentiful renewable energy could lead to energy costs being close to zero. Increased investment and technology advancement is also lowering the costs of renewable energy such as solar power.

Closing thoughts

We may be living through the fourth industrial revolution. Technology firms have innovation and evolution in their DNA and the need for constant reinvention continues today, maybe more so than ever before. Future demand may not come from where you expect. I am confident the tech ecosystem is well placed to deal with shifting demographic changes, new market emergence and new technology, as well as the sustainability challenge. More can be found on these themes [here](#).

Emerging markets

Emerging markets are becoming globally more important. MENAT and Asia are growing strongly, coming in focus for many tech firms' international expansions. What may be the key factors that bring success when entering these markets?

Invest in people first:

- Local market knowledge vs parent company culture. The consensus seems to be that a combination of cultural seeding from the parent company combined with local expertise works best.
- Investors with market expertise can be a game changer.

Understand your future market: time on the ground and lots of coffee chats drive insight. Going on trade missions and discovering market dynamics will allow better market evaluation.

Develop your go-to-market strategy: spending time engaging with your consumer's local channels, platforms, and habits can help improve cross-border performance.

Compliance is key: understanding local laws and policies is critical to a safe and successful international expansion, so allocate time and investment into corporate compliance.

Steps to sustainability

Sustainability and net-zero journeys are in focus. But how can tech firms get on the front foot of their transition? Taking steps is key.

Measure metrics: measuring and reporting sustainability data is key to starting the conversation, especially when it comes to supply chains.

Road map: understand the big issue items and focus on building a detailed roadmap based on specific targets or industry-specific decarbonisation pathways.

Collaboration will be essential: don't work in isolation. A joint plan between your employees, leadership team, clients and suppliers is likely to be more impactful.

Starting small? Take the first step. [The HSBC Sustainability Tracker](#) may be a helpful resource.



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