

Prezados Senhores,

Para conhecimento e para pensar...

A empresa de consultoria PwC acaba de divulgar o estudo "Striving to sustain growth: Insurance industry summary", inserido dentro do projeto maior denominado "PwC 14th Annual Global CEO Survey".

Ver... [http://www.pwc.com/gx/en/ceo-survey/industry/pdfs/CEO\\_Survey\\_Insurance.pdf](http://www.pwc.com/gx/en/ceo-survey/industry/pdfs/CEO_Survey_Insurance.pdf)

O estudo é baseado em pesquisa feita no final de 2010 com 1.201 CEO's de 69 países, incluindo aqui 57 executivos da área de seguros.

A seguir, trechos selecionados do estudo, que achamos oportuno chamar a atenção:

a) "In the longer term, 56% of the insurance CEOs in our survey believe that emerging markets will be more important than developed markets to their company's future; only 44% see their home markets as offering high growth potential."

b) "More than 60% of the insurance CEOs in our survey see investment in IT as a key driver of their growth initiatives."

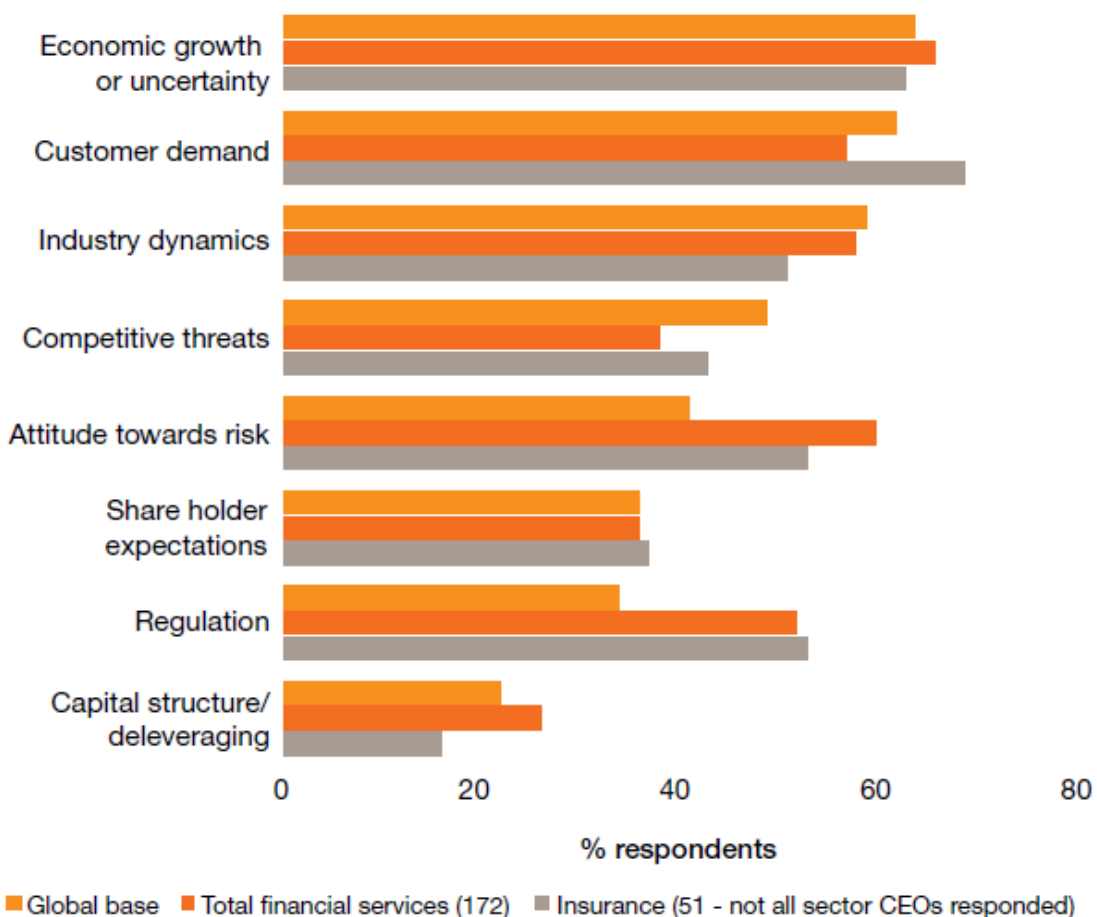
c) "Of all the threats to growth highlighted by insurance CEOs, over-regulation is by the far the most significant (cited by 79% of insurance CEOs)."

d) "The insurance CEOs taking part in our survey are upbeat about the future. More than half (56%) are very confident about their company's prospects for revenue growth over the next three years and virtually all the rest are reasonably confident. That makes them more optimistic than CEOs in almost every other sector."

Veja gráfico com os fatores estratégicos mais importantes, segundo a opinião dos entrevistados.

**Figure 1: Strategic influences**

Q: Of the following eight factors that may be changing in your business, which have significantly influenced your need to change your strategy?



All respondents who stated 'changed in fundamental ways' or 'somewhat changed'

Base: All respondents (1,201)

Source: PwC 14th Annual Global CEO Survey 2011

Cordialmente,

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