



Outcome of the 9th edition of the **Export Barometer**

Yearly survey by Credendo &
Trends/Trends-Tendances/Kanaal Z/Canal Z

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- Period : **May 2024**
- Target : CEO's of Belgian (exporting) companies
- # respondents : 1064 – **419 completed**
- Survey structure :
 - recurring** questions (= barometer)
 - + questions on **current affairs**



The impact of **geopolitical conflicts** on export



Geopolitical conflicts ...

88% The **election of Donald Trump** as president of the US will **increase geopolitical tensions**

82% **American subsidies** (under the Inflation Reduction Act) **weaken** the **European economy**

75% **Europe** must invest in **improving trade relations** with **China**

72% **Financing** for the **defense industry** will be facilitated

63% European companies must **prepare for war**

An **enlarged Europe** is a **safer** Europe **57%**





... in an increasingly uncertain world

85% The **declining quality of education** threatens the economic growth in Belgium

83% **Misinformation** and **fake news threaten European political stability**

70% **Controlled immigration** is part of the **solution** to Belgium's **labor shortage**

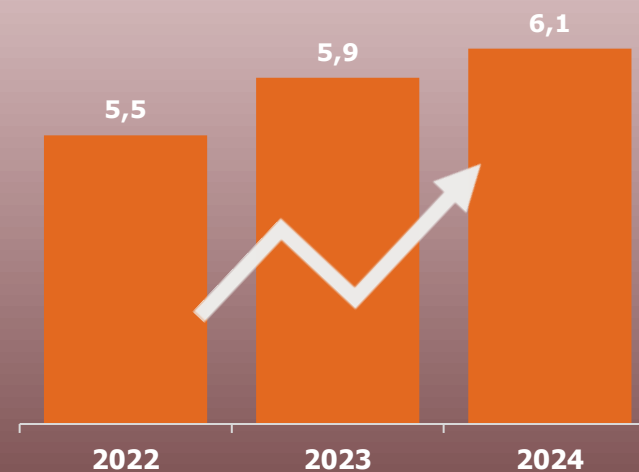
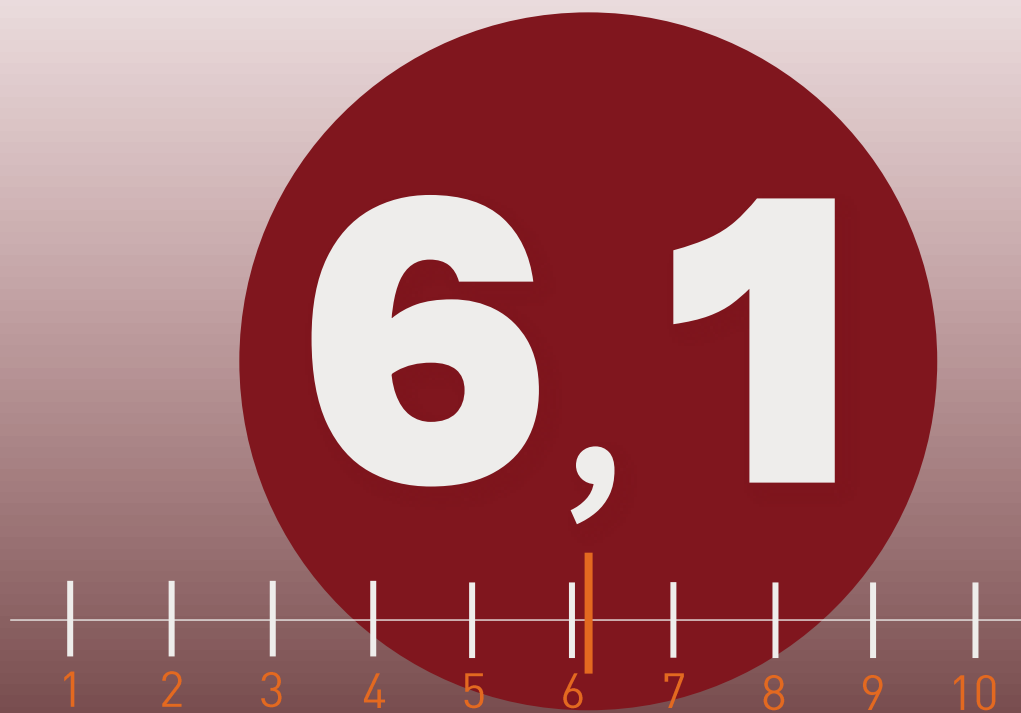
85% **Artificial intelligence** will **intensify cybercrime**

71% **Artificial intelligence** will **increase business productivity**

The rise of **populism** worries me **80%**

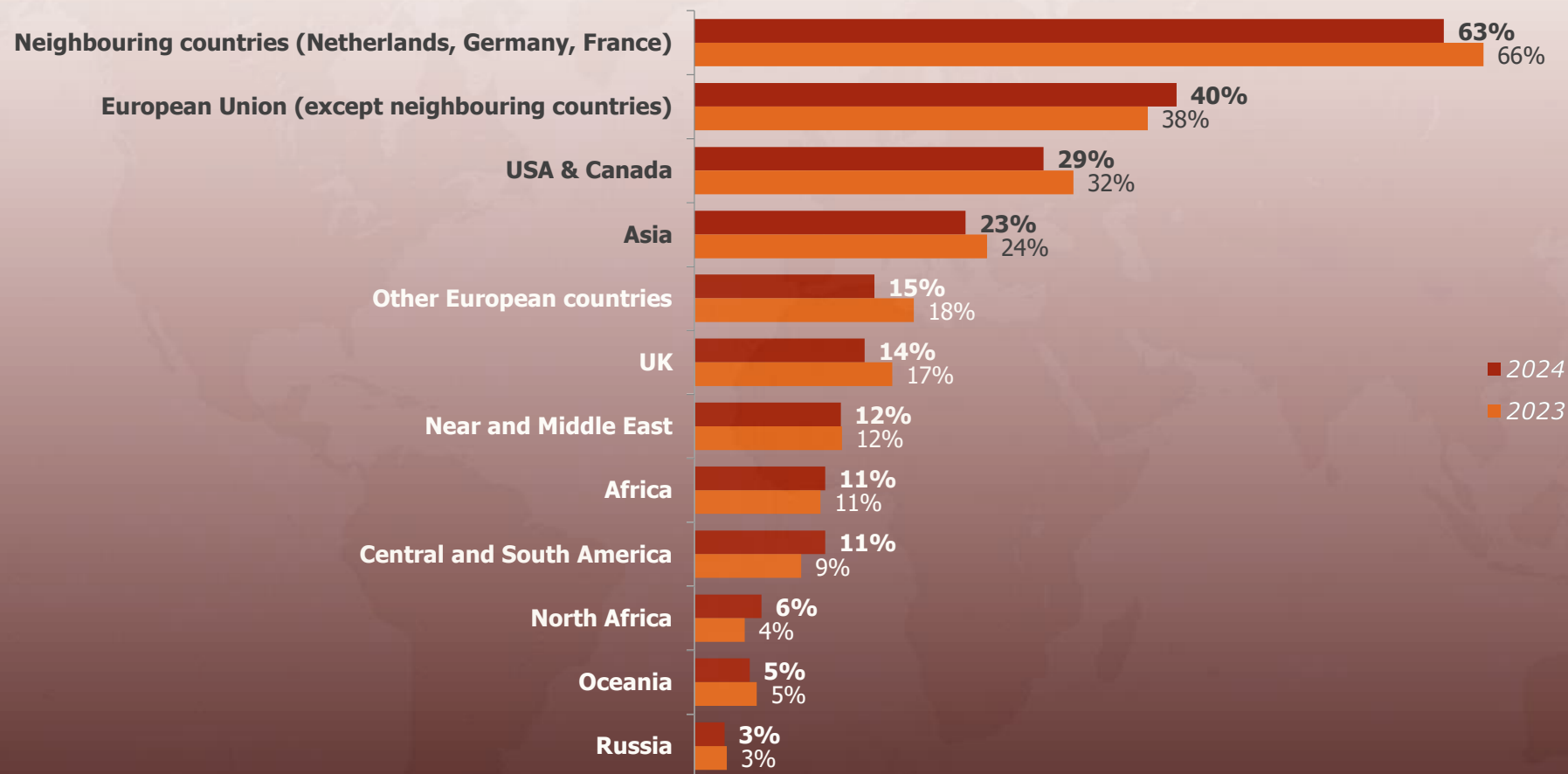


A growing confidence in the global economy despite the uncertainty



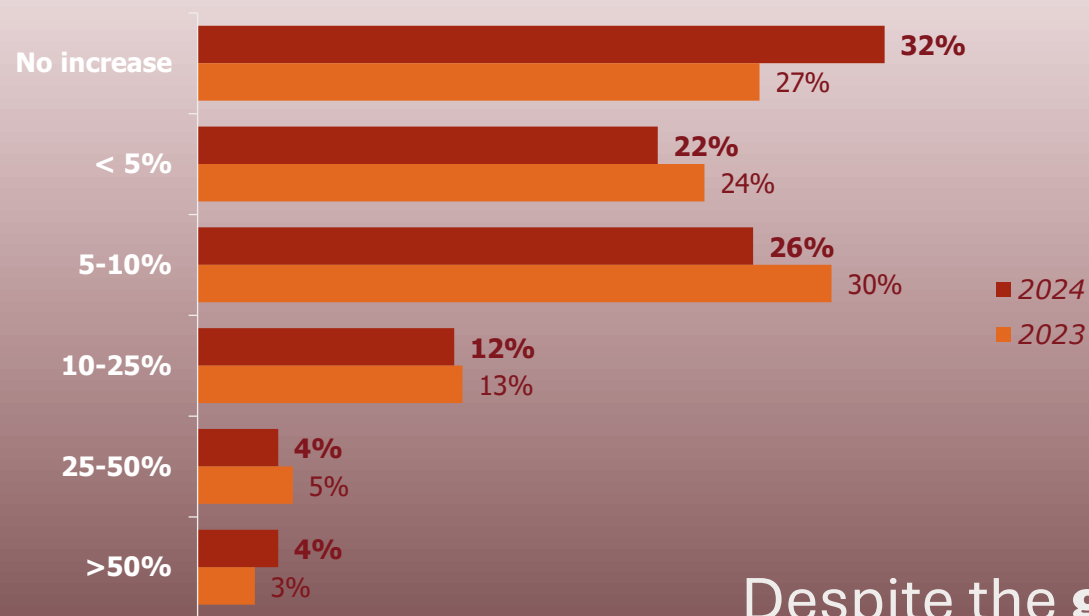
With a range of exporting opportunities

Which countries offer the best opportunities for exporting companies?



But limited increase in export expected

What growth do you expect from exports in the next 3 years?

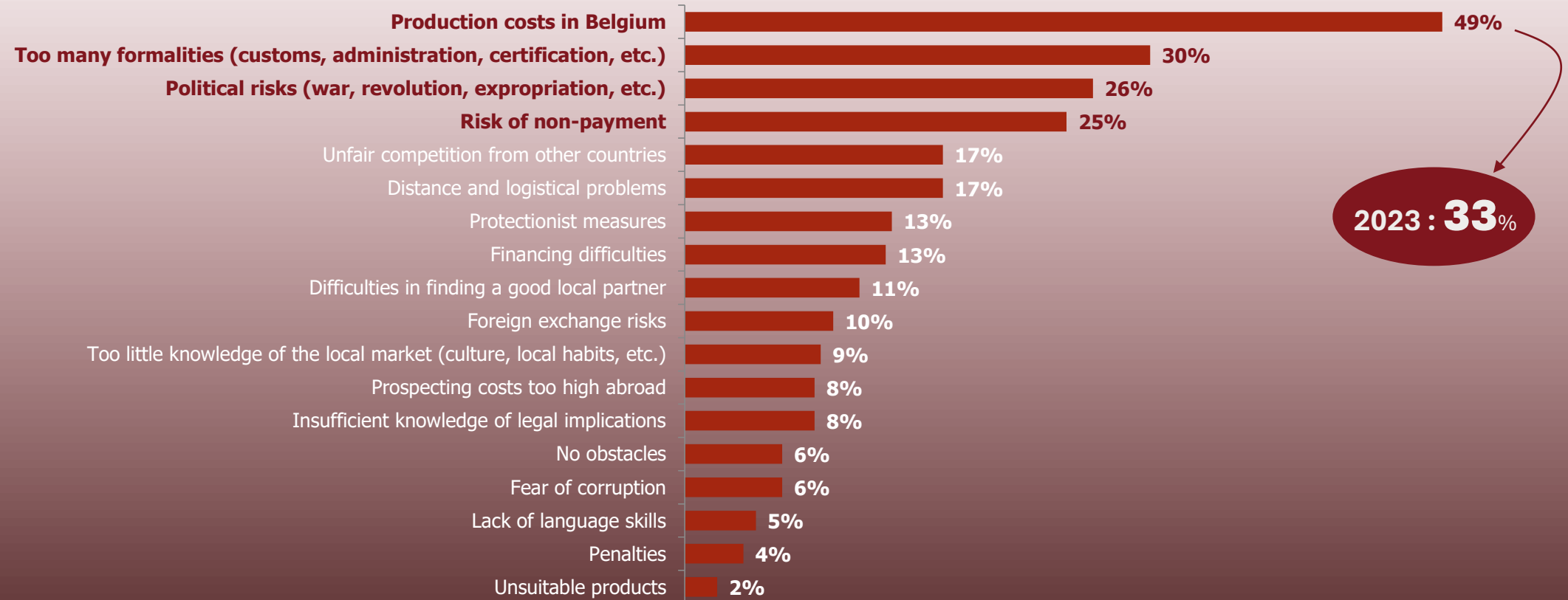


Despite the **growing confidence** in
the **global economy**



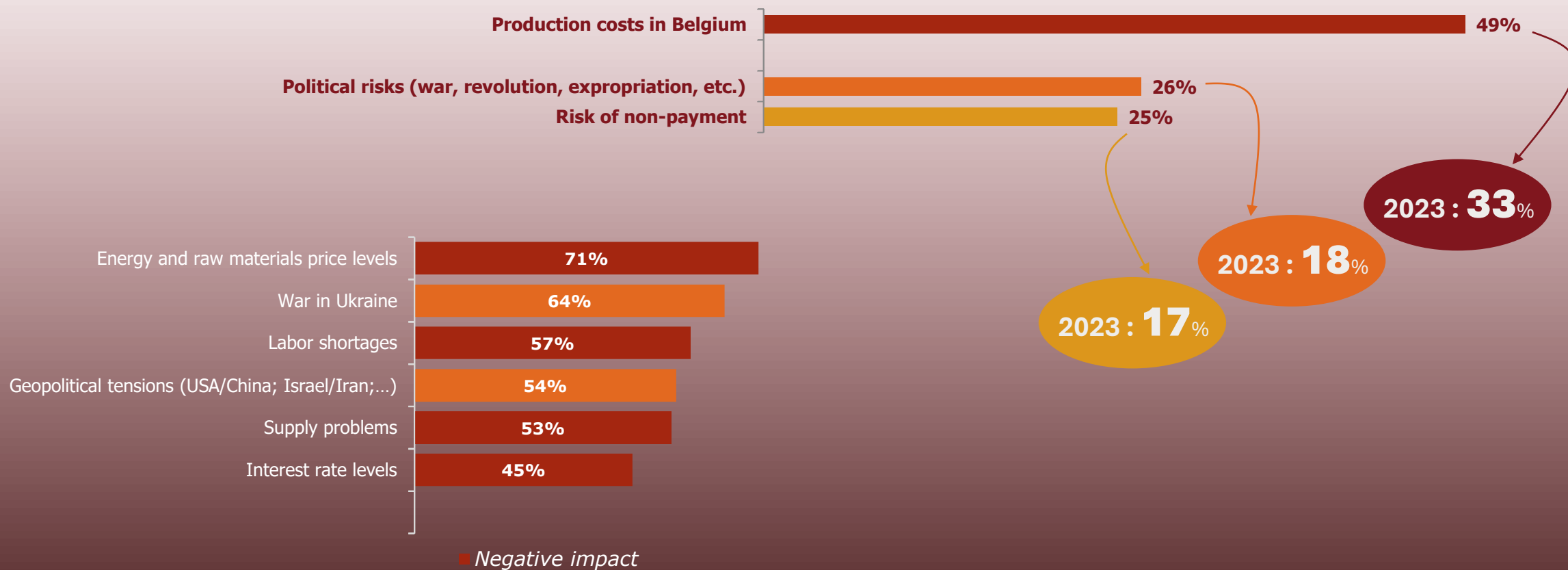
Barriers to export growth

What factors slow down your company's export activities?



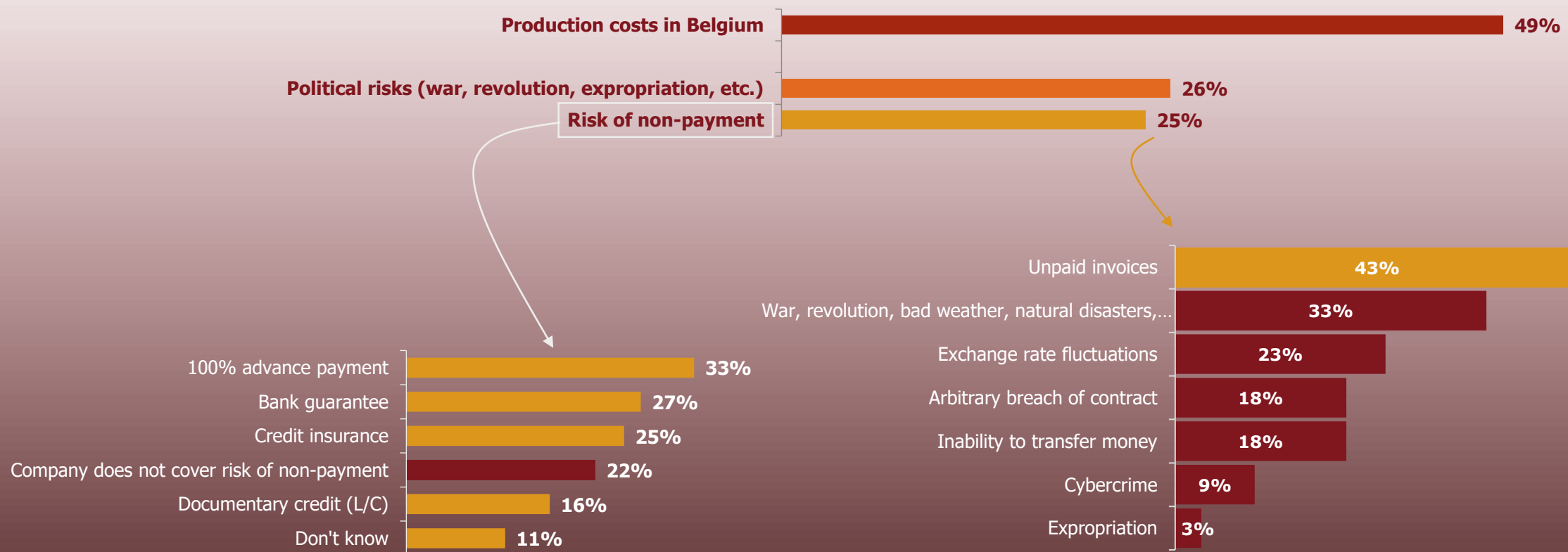
Barriers to export growth

What impact do “current affairs” have on your export activities?

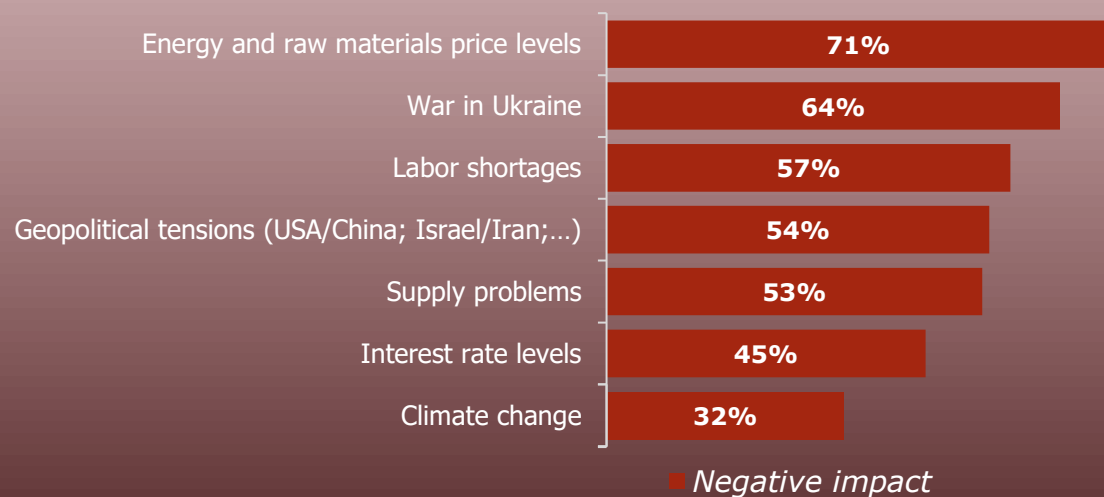


Barriers to export growth

Have you suffered actual export losses or damage due to ... ?



Climate change



Climate change

80%

Companies must **act against** climate change, **not wait to be forced** to do so by government regulations

79%

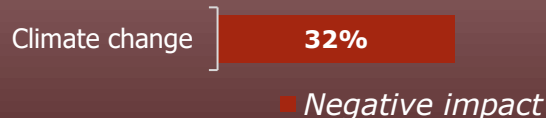
Companies must **adapt their decisions** to climate risks

Governments or Europe must **tighten rules** to accelerate the decarbonization of the economy

58%

ESG standards are an **asset** for exports

79%



Climate change poses a **major threat** to business

66%



Conclusions of the 9th edition of the Export Barometer

The impact of **geopolitical conflicts** on export



- Belgian companies feel & fear the impact of an increasingly uncertain world
- but show a strong resilience in the light of successive crises
- resulting in the second to highest level of confidence in the global economy since the 1st edition of the Export Barometer