

Noel Quinn on the new Navigator report

Noel Quinn, Chief Executive, Global Commercial Banking, HSBC: I'm pleased to say that businesses are feeling reasonably positive about future trading prospects. Seventy-eight per cent of them think the future is in positive territory. However, they are also signalling that they are becoming increasingly concerned about protectionism around the world. In fact, that statistic has moved negative by about two percentage points since the last time we conducted the survey, which was Q1 earlier this year, compared to now, Q3.

Text on screen: How are business concerns being manifested?

Noel Quinn: Those concerns are manifesting themselves by the North American and European companies saying that they're looking more towards their home regional markets for future growth. And the same is true in Asia, where Asian businesses are looking more towards their home region for growth opportunities. So we're seeing the emergence really, of intra-regional trade blocs rather than inter-regional trade blocs.

Text on screen: How are businesses responding?

Noel Quinn: As ever, businesses are resilient in the face of difficult trading conditions and they're responding by adapting their business models and looking for new markets, looking to take their products to new markets, new geographies. And how are they doing that? They're relying more and more on technology and data, bringing technology into their business model to open up new distribution opportunities, to lower their cost of distribution, lower their cost of manufacturing. So they're offsetting some of the economic threats by adapting their business model.