

What were the primary motivators for your business expanding internationally? (Select up to three)

Market growth opportunities: Accessing new customer segments

Competitive advantage: Gaining a foothold in new markets before rivals

Talent acquisition: Recruiting skilled employees from a broader pool

Resourcing: Manufacturing, supply chain or other resourcing opportunities

Access to digital technologies and innovation

Cost optimisation: Leveraging lower production/resource costs

Diversification: Reducing dependence on any single market

Government incentives in host country (including regulatory framework and tax incentives)

Existing personal network abroad

