

# As Challenges Mount, Corporates Seek Enhanced Support from Their Banks

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Executive Summary:



Large companies are asking their banks for advisory services, enhanced customer service and improvements in ease of doing business to help them sustain and grow their businesses amid increasing economic headwinds.

## Methodology:

In Asia from September 2022 to January 2023, Coalition Greenwich conducted 912 interviews in large corporate banking and 1,179 interviews in large corporate cash management at companies in China, Hong Kong, India, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Sri Lanka, South Korea, Taiwan, Thailand, and Vietnam.

In Europe from September 2022 to January 2023, Coalition Greenwich conducted 913 interviews in large corporate banking and 1,003 interviews in large corporate cash management in Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom.

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Interviewees may be asked about their use of and demand for financial products and services and about investment practices in relevant financial markets. Coalition Greenwich compiles the data received, conducts statistical analysis and reviews for presentation purposes to produce the final results.

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