The role of innovation in driving growth in financial services

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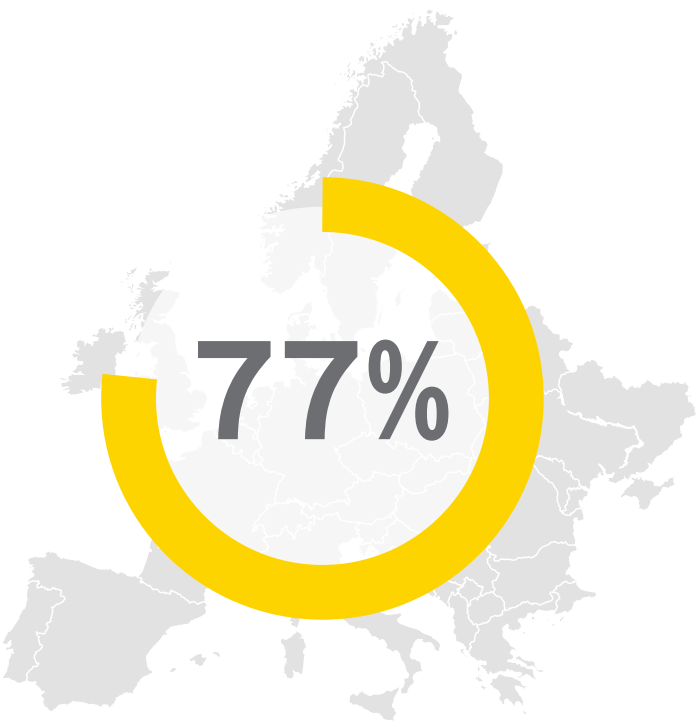
Financial services investors expect the sector to return to economic growth ...

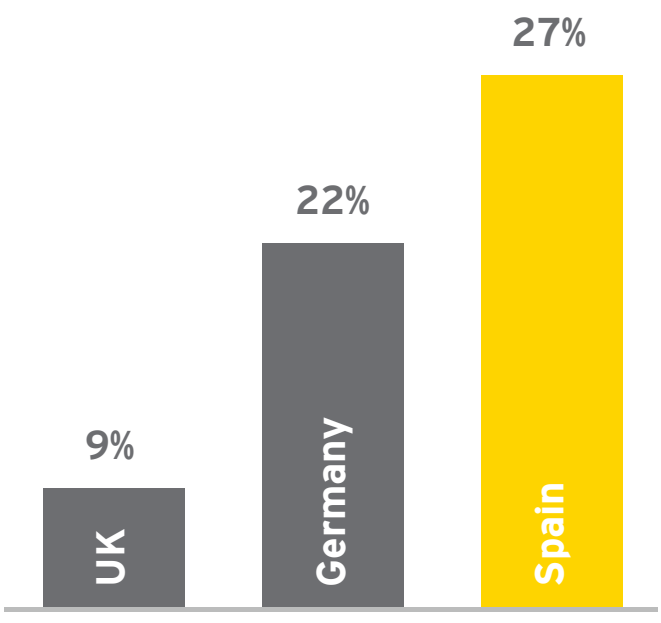


77% of investors from financial services firms say that they are confident in the ability of the financial services sector to return to more dynamic economic growth.

N = 80

... and see a big role for themselves in driving Europe's future growth.

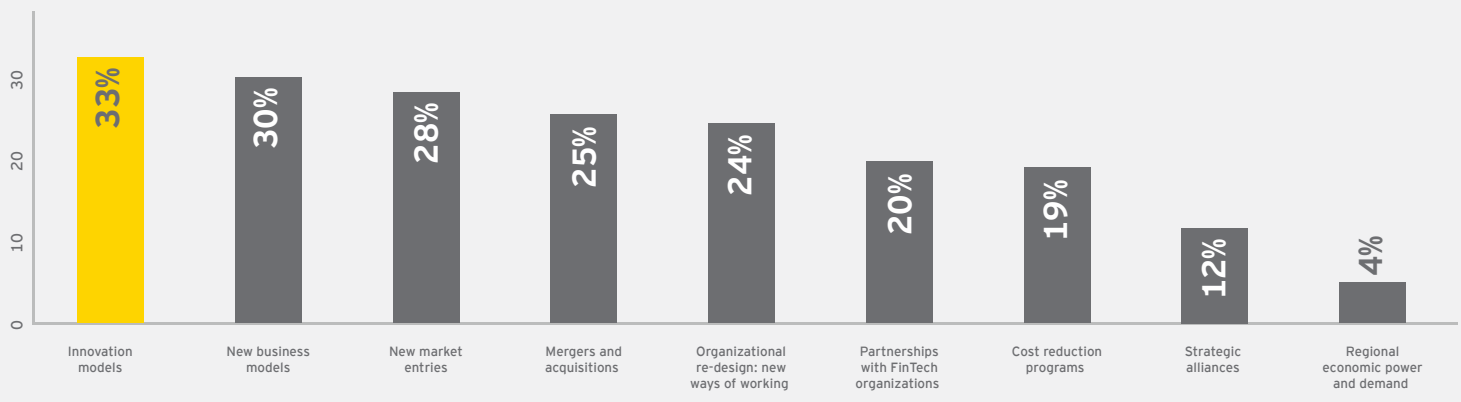
In your opinion, which business sectors will drive Europe's growth in the coming years? (% in first position)



But, only 9% of cross-sectoral European investors say that financial services will drive growth in the future; a higher percentage selected energy and utilities (11%), pharmaceuticals and biotechnologies (10%) and transport and automotive (10%).

FS Sample N= 108, European Sample = 505

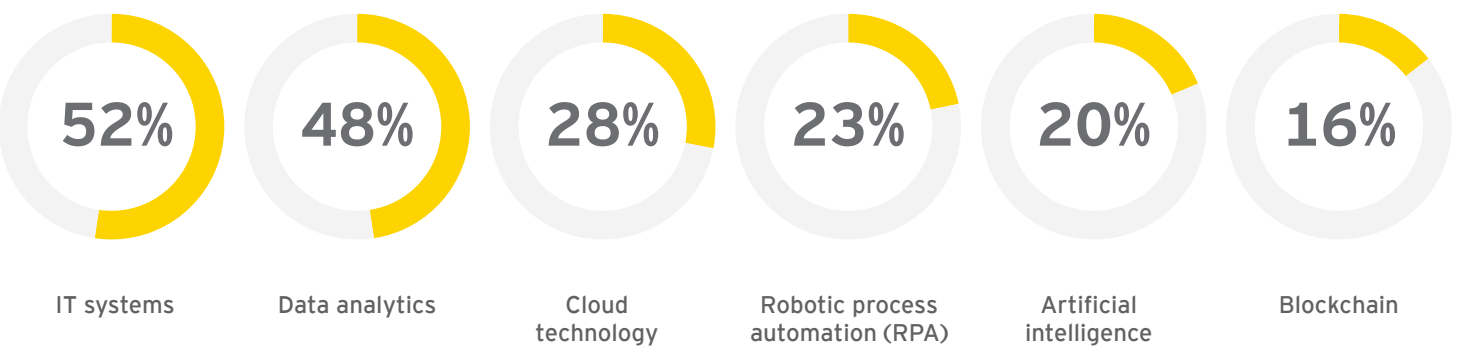
Innovation and technology will play a big role in driving future growth in the financial services sector.



Where do you think the growth of your company for the next 12 months will come from?

N = 295 total investments in Europe FS

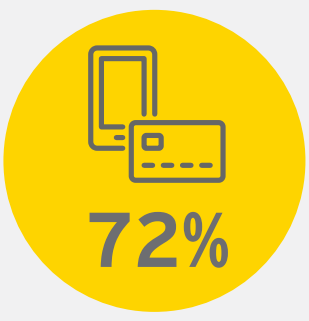
Financial services firms plan to invest in technology in order to drive client value and operational efficiency.



In which of these technologies will you invest in the next two to three years?

N = 80

FinTech will help to attract investors, but needs support in order to thrive.



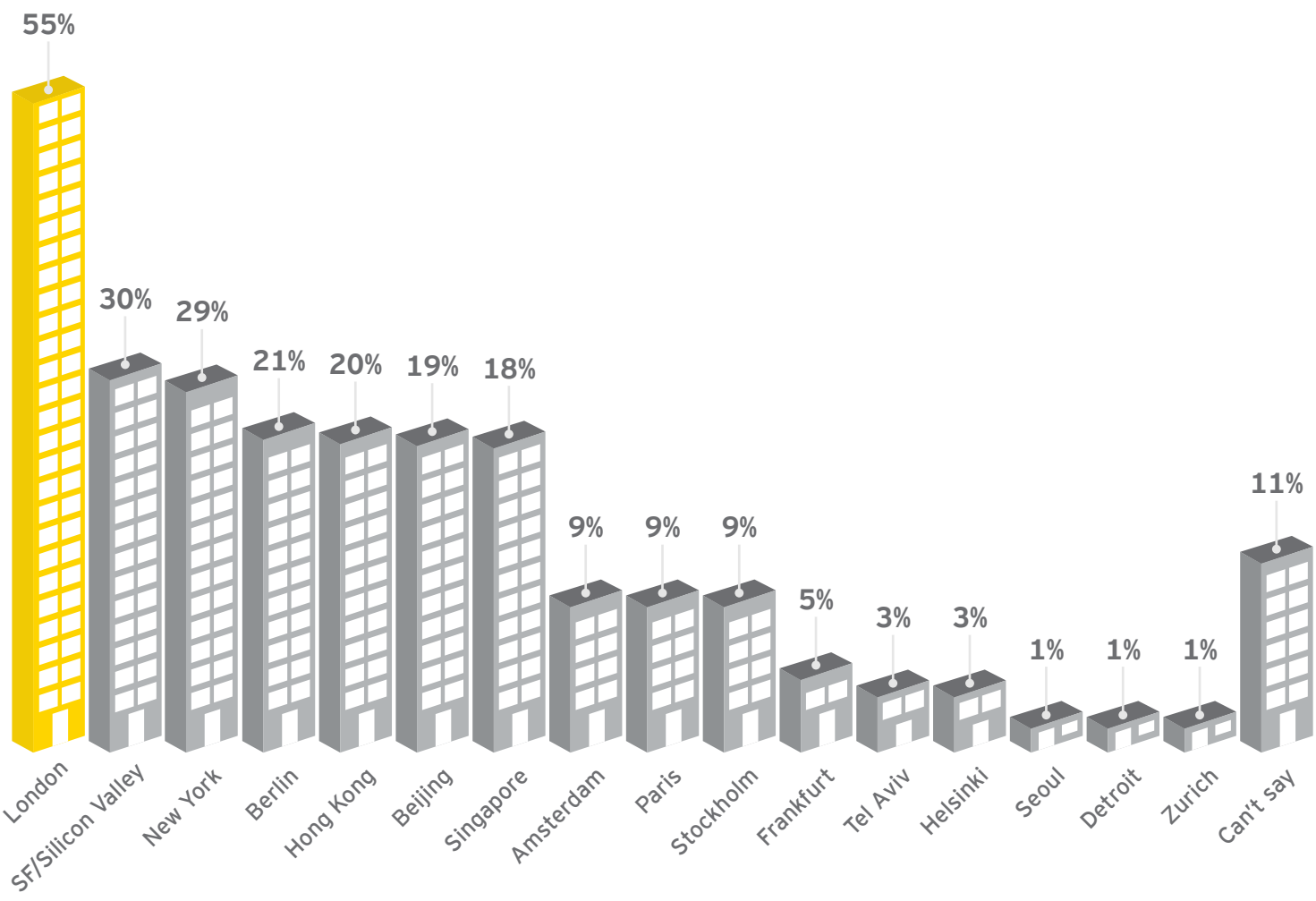
say that the FinTech sector makes Europe more attractive for investors.

say that Europe needs to concentrate its efforts on high-tech industries and innovation in order to remain attractive.

N = 80

N = 108

London is the preferred FinTech hub for European FS investors.



The most attractive FinTech hubs worldwide

N = 80

ey.com/fs-eas

Sources:
EY European Financial Services Attractiveness Survey 2017, Sample 80; *EY European Attractiveness Survey 2017*, Sample 505 (total) 28 (financial services); *EY Global Investment Monitor 2017*

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