

# Business Agenda of Europe's Top 100 Companies

**What's on the agenda of top 100  
European companies?**



Düsseldorf, September 2004

**PLEON**

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## Analyses what the CEOs of the top European companies say

- to shareholders, analysts and business media
- about strategies, business agenda, investment policies and political framework

# Business Agenda of Europe's Top 100 Companies

## Methodology

Selection of relevant companies in nine countries across 13 industry sectors

### Countries

Austria	Netherlands
Belgium	Poland
France	Spain
Germany	UK
Italy	

### Industries

Automotive	Media	Telecommunications
Chemical Engineering	Oil	Transport
Consumer Goods	Retail	Utilities
Finance/Insurance	Service	
Health Care	Technology	

Selection of official CEO statements to shareholders and analyst community, and to the financial and economic press on their strategies and business agenda (1.785 articles) for the period January to June 2004, and of the Annual and Quarterly reports

Compilation of over 80 criteria in six relevant categories: Business priorities, sources of growth, investment dynamics, key challenges, main issues, political framework

Analysis and interpretation of results as: a) Key findings; b) National differences; c) Sectoral differences

# Management Summary (1/2)

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- **Growth tops the CEO agenda:** With three years of economic slowdown behind them, European CEOs look forward to higher revenues and profits. Growth is their number one priority.
- **Innovation is the key to success:** This growth is expected to be derived from innovation in products and services. Companies are reshaping their innovation strategy to achieve success.
- **Europe remains in focus:** Europe remains at the centre of the business and investment policies. CEOs are also intent on capitalising on the opportunities offered by Asian markets.
- **Focus on core competence emerges as a key preoccupation:** CEOs express the need to streamline their business portfolios in order to achieve leading positions in global league tables.

# Management Summary (2/2)

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- **Sliding dollar remains an important risk:** European companies are nervous about the Euro-Dollar fluctuations and cite it as a key risk to their businesses.
- **Demographics and regulations are big issues:** Concerns are rising fast about the negative impact of demographic development and regulations on European businesses.

# Thank you for your attention!

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