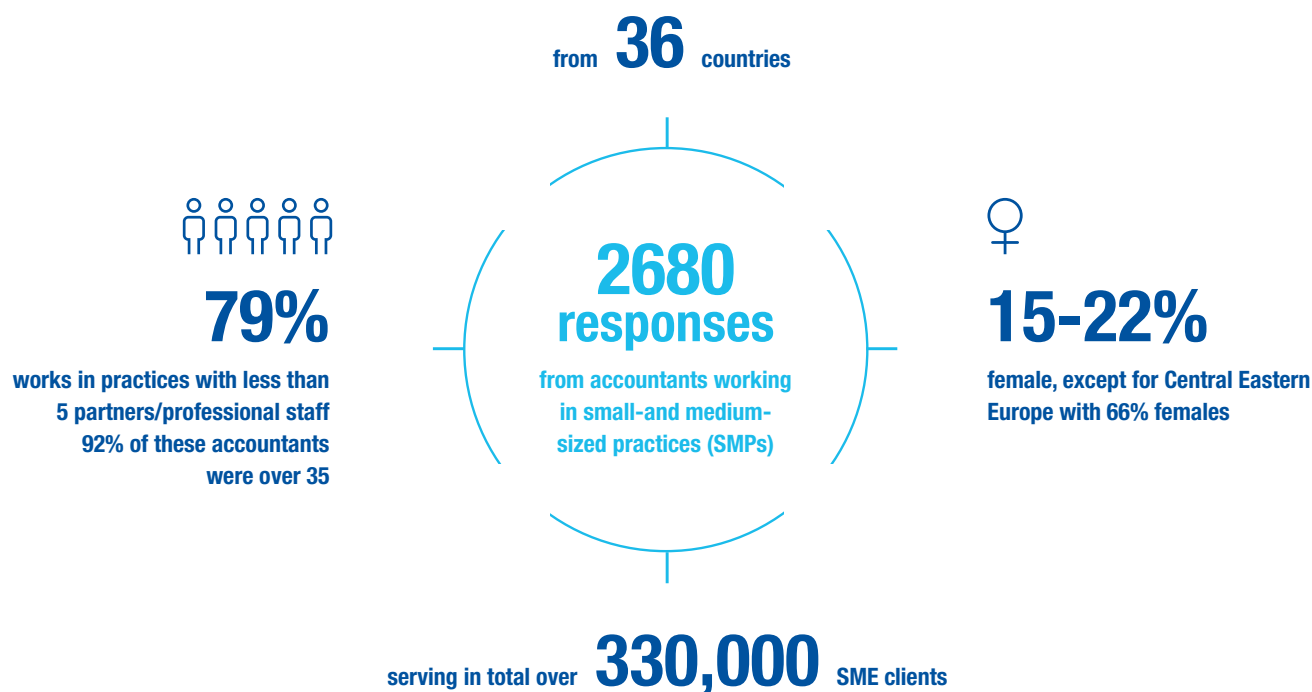




European SMP Survey 2015

European responses to the IFAC Global SMP Survey 2015 — Summary



4 top challenges facing European SMPs in 2015



Respondents ranked the extent to which they faced **12 challenges**. The perceived challenges varied substantially depending on their region, as for example less Northern respondents and more Southern respondents rated the challenges as (very) high.

2 main environmental factors impacting European SMPs in next 5 years



Respondents rated **8 environmental factors** to indicate the extent to which they believed each might impact their SMP over the next five years. Their main picks are similar to the '4 top challenges' section.

4 top challenges by region

West

- Keeping up with new regulations and standards **48%**
- Attracting new clients **45%**
- Experiencing pressure to lower fees **43%**
- Attracting new and retaining existing staff **40%**



North

- Keeping up with new regulations and standards **35%**
- Keeping up with new technology **25%**
- Serving clients operating internationally **22%**
- Experiencing pressure to lower fees **20%**

Central and Eastern Europe

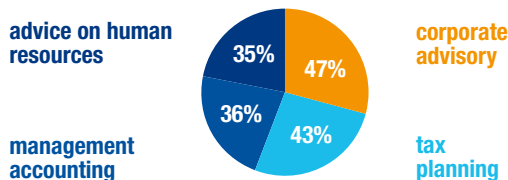
- Keeping up with new regulations and standards **55%**
- Attracting new clients **49%**
- Keeping up with new technology **41%**
- Differentiating from the competition **40%**

South

- Keeping up with new regulations and standards **62%**
- Differentiating from the competition **55%**
- Attracting new clients **55%**
- Managing cash flow and late payments **51%**

European SMPs provide consulting services

- **82%** of SMPs provide some **form of consulting services**; the main ones are:



- **Region does matter.** For example:



SMPs are key to understanding SMEs' challenges

- Each SMP respondent serves on average **123 SMEs**
- SMPs rated these as the **top 4 challenges** for their SME clients



- SMEs' **international activities**



79% of SMEs served by respondents engage in import/export, but much less (34-15%) in other types of international activities, such as having foreign owners or investors, having part of the business infrastructure or operations abroad, or joint ventures with foreign companies.