



**CEO CLUBS**  
International

**October 16**

**09.00 hrs**

**Venue: Ecali Club**

Siana will present the findings of the **“CEO Outlook 2017: Disrupt & Grow”** published by KPMG in June 2017.

Some of the key conclusions of the survey which will be discussed are:

- Be a disruptor, rather than the disrupted
- In the face of new challenges and uncertainties, CEO's feel the urgency to *'disrupt and grow'*
- Disruption is seen as an opportunity to transform business models, develop new products and services, and reshape businesses
- Reputational and brand risk has evolved as a top current concern

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# Disrupt & Grow I

## CEOs see disruptive forces as an opportunity, not a threat!

### Agenda

09.00 – 09.30 | Welcome & Breakfast

09.30 – 10.00 | Presentation

10.00 – 10.30 | Q&As

10.30 – 11.00 | Networking

with **Siana Kyriacou**  
Partner & COO  
KPMG Greece

