

The World Economic Forum (WEF) in partnership with Malawi Confederation of Chambers of Commerce and Industry (MCCCI) will conduct the Executive Opinion Survey 2015 in Malawi beginning February 2015. The Executive Opinion Survey, “The Voice of the Business Community” is a major component of The Global Competitiveness Report and provides the key ingredient that turns the Report into a representative annual measure of a nation’s economic environment and its ability to achieve sustained growth.

The Survey gathers valuable information on a broad range of variables for which hard data sources are scarce or nonexistent. High level business executives operating in Malawi will be surveyed to capture their opinion on the business environment in which they operate.

The Global Competitiveness Report has been the World Economic Forum’s flagship publication since 1979 and is widely recognized as the world’s leading cross-country comparison of factors affecting economic competitiveness and growth.

A sample of company executives in Malawi will be asked to complete this important and confidential survey. MCCCI notes that it is vitally important that each executive sampled complete the survey to ensure that Malawi has accurate and reliable data in the Report.