# Businesses prioritise technology investment to enhance competitiveness



Technological advancements are increasingly viewed as a critical strategic investment by businesses, according to the latest findings from the 2025 VivaTech Confidence Barometer. The research indicates a notable difference in how various regions perceive their competitiveness in the global tech landscape. While American executives express strong confidence in their ability to compete, their European counterparts exhibit a more varied outlook.

The survey reveals that 100% of the executives believe that implementing at least one new technology can result in substantial benefits for their organisations. A significant portion pointed to increased productivity (62%) and reduced operational costs (48%) as two primary advantages. Notably, artificial intelligence (AI) has emerged as the foremost technology expected to influence business positively, with 65% of respondents recognising its potential impact—surpassing concerns regarding cybersecurity (41%) and cloud computing (39%).

In anticipation of future growth, plans for investment in AI are set to increase, with 85% of surveyed companies indicating their commitments over the next year. This burgeoning confidence in AI correlates strongly with perceptions of technological leadership. The United States and the United Kingdom take the lead in this regard—92% of US CEOs and 81% of UK executives believe that their countries are at the forefront of technology. Conversely, Italian executives, with only 64% expressing confidence, perceive their nation as lagging behind.

The outlook on technology within the industry also reflects a dual nature of concern and potential. Around 77% of business leaders are apprehensive about issues surrounding privacy invasion and the spread of misinformation, with similar sentiments expressed regarding the environmental impact of technology; 70% of leaders indicate such concerns, with a marked emphasis among unicorns, startups, and scaleups—nearly half (47%) of which are very troubled by environmental issues stemming from technological progress.

Despite these apprehensions, a considerable majority of executives, constituting 90%, regard technology as a pivotal solution to significant contemporary challenges. This perspective underlines the growing belief within the business community that, while technology presents certain risks and uncertainties, its potential benefits can play a critical role in addressing many of the pressing issues faced today.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://wts.indiana.edu/writing-guides/using-evidence.html> - This resource provides guidance on using evidence effectively in writing, which is relevant to analyzing the strategic investment in technology by businesses.
* <https://vivatechnology.com/media/press-releases/business-leaders-embrace-new-technologies-to-boost-competitiveness-and-tackle-today-s-biggest-challenges> - This press release from VivaTech supports the claim that business leaders are embracing new technologies to enhance competitiveness and address current challenges.
* <https://www.noahwire.com> - This is the source of the original article discussing technological advancements and business confidence in various regions.
* <https://www.gartner.com/en/newsroom/press-releases/2023-02-13-gartner-says-ai-will-be-key-to-business-success> - Gartner's press releases often highlight AI as a key technology for business success, aligning with the article's emphasis on AI's potential impact.
* <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-future-of-work-in-america-people-and-places-today-and-tomorrow> - McKinsey's insights on technology and future work trends can corroborate the strategic investment in technology by businesses.
* <https://www.pwc.com/gx/en/issues/cybersecurity/data-breach.html> - PwC's cybersecurity reports can support the article's mention of cybersecurity concerns among business leaders.
* <https://www.forbes.com/sites/forbestechcouncil/2023/01/24/why-cloud-computing-is-still-a-major-priority-for-businesses/?sh=6c4c6a6d66d5> - Forbes articles often discuss cloud computing as a priority for businesses, which aligns with the article's mention of cloud computing.
* <https://www.bcg.com/publications/2023/technology-innovation-and-growth> - BCG's publications on technology and innovation can provide insights into how businesses perceive technological advancements as strategic investments.
* <https://www.weforum.org/agenda/2023/01/technology-leadership-us-uk/> - The World Economic Forum discusses technology leadership, which can support the article's claims about the U.S. and U.K. leading in technological advancements.