

Most topics clustered into Strategy & Innovation, as well as sustainability management in the form of Competitive Advantage (local markets and abroad). Various industries were perceivably (and most negatively) impacted by tender processes and government procurement interruptions due to budget cuts.

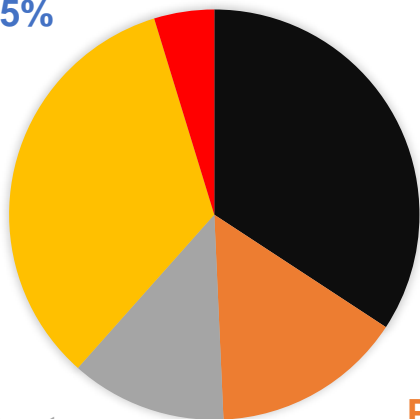
Most positive media (public) sentiment were tied to prospects for job creation; noticeably in the form of economic expansion (new outlets or increased production capacity in mining and fisheries).

MEDIA INTEREST: PRODUCTS / SERVICES

Negative Product Related

5%

Competitive Advantage
34%



Strategy,
Innovation
34%

Product Quality & Research
15%

Sales & Costs
12%

