of mid-sized businesses say they've been doing well but could be doing more to remain competitive.

of mid-sized businesses report experiencing barriers that prevent them from reaching their full potential.

of mid-sized businesses say they suffer from ‘middle child syndrome’.

of mid-sized businesses have yet to apply digital technologies with the specific aim of scaling-up and becoming big brands.

of mid-sized businesses say they’ve been doing well but could be doing more to remain competitive.

The top 3 obstacles to growth are:

- **Complying with complex and costly regulation**
- **Struggling to attract top talent at all levels**
- **Difficulty in sourcing and funding the right technology to support their ambitions**

THE VOICE OF THE FORGOTTEN MIDDLE

With most government support focused on small businesses and large enterprises typically able to look after themselves, mid-sized companies often feel like they are the neglected child of European business.

They face a series of barriers to growth, which become more difficult to overcome thanks to a lack of third-party support.

**European mid-sized businesses are potentially missing out on £364bn (£433bn1) annually as a result of barriers to growth.**

The Ricoh view:

Now is the time for the mid-market to prioritise innovation, ensure they are truly adaptable entities and streamline processes.

Find out more at www.ricoh-europe.com/thoughtleadership

---

1Exchange rate: 1.00GBP = 1.19EUR, xe.com, 27th July 2016