the company

1. COMPANY NAME, ADDRESS (please specify city and region), NAME AND LEVEL of the person answering the questionnaire:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. YEAR in which the firm was founded and main SECTOR membership:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. REVENUES (in million of euro) and company EMPLOYEES:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Company 2017 | Company 2016 | Company 2015 | Group 2017 | Group 2016 | Group 2015 |
| Revenues |  |  |  |  |  |  |
| Employees |  |  |  |  |  |  |

4. Please indicate the % of SALES in foreign countries out of total sales:

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2017 | 2016 | 2015 |
| % of export on total sales |  |  |  |

ACTIVITIES IN CHINA

5. Which of the following LEGAL ENTITIES does your company have in China?

|  |  |  |
| --- | --- | --- |
|  | N. of activities in 2017 | Year of foundation |
| 100% foreign invested company(WFOE) |  |  |
| Rapresentative office |  |  |
| Joint venture |  |  |
| Regional office |  |  |
| Regional headquarter |  |  |
| Research centre |  |  |
| Holding company |  |  |
| (Foreign-invested company limited by shares) |  |  |
| Other (specify) |  |  |

6. Did your company pursue an ACQUISITION of a Chinese company or its assets in the last 24 months? ?

YES  NO

7. If you have R&D ACTIVITY in China, please indicate its % share of overall R&D expenditure for 2017:

|  |  |
| --- | --- |
|  | % of investments |
| China R&D investment |  |

8. Did the company use third party assistance for its China entry? Please specify which and rate its degree of effectiveness in helping the company in a scale from 1 (irrelevant) to 5 (fundamental):

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Recourse to the institution | Degree of effectiveness | | | | |
| Italy China Foundation |  | 1 | 2 | 3 | 4 | 5 |
| ICE (Italian Institute for foreign trade) |  | 1 | 2 | 3 | 4 | 5 |
| Italian embassy |  | 1 | 2 | 3 | 4 | 5 |
| Italy chamber of commerce in China |  | 1 | 2 | 3 | 4 | 5 |
| Italian banks |  | 1 | 2 | 3 | 4 | 5 |
| Professional consuling enterprise |  | 1 | 2 | 3 | 4 | 5 |
| Other (please specify) |  | 1 | 2 | 3 | 4 | 5 |

9. Which of the following activities best describe your CURRENT OPERATIONS in China:

|  |  |
| --- | --- |
|  | % of the total activities in China |
| We produce final products/services and sell them in China |  |
| We produce final products/services and sell them in Italy |  |
| We produce final products/services and sell them in other countries (no China and Italy) |  |
| We produce components or parts of the product that are exported in Italy to be completed |  |
| We buy raw materials and components for the end-product, which is produced in Italy |  |
| We sell product produced in other countries |  |
| Other (please specify) |  |
| Total | 100% |

10. Please assess the reasons for your China PRESENCE on a scale from 1 (irrelevant) to 5 (fundamental):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Importance | | | | |
| Low labor cost | 1 | 2 | 3 | 4 | 5 |
| Avalaibility of cheap raw materials | 1 | 2 | 3 | 4 | 5 |
| Fiscal advantages | 1 | 2 | 3 | 4 | 5 |
| Development of a “new” end market | 1 | 2 | 3 | 4 | 5 |
| Lower constraintS of regulamentar nature | 1 | 2 | 3 | 4 | 5 |
| Supply to client in China | 1 | 2 | 3 | 4 | 5 |
| Other (specify) | 1 | 2 | 3 | 4 | 5 |

11. Investments in China (absolute values, please indicate the amount in Euros):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 2017 | 2016 | 2015 | Total amount (total stock) | Percentage of foreign investiments |
| Invesements in China |  |  |  |  |  |

12. Value of EXPORT towards China (value indicate the amount in Euros):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 2017 | 2016 | 2015 | Percentage towards total export (2013) |
| Export towards China |  |  |  |  |

13. REVENUES obtained from all the Chinese activities. Indicate the amount in Euros:

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2017 (expectable) | 2016 | 2015 |
| Revenue from chinese activities |  |  |  |

14. How many EMPLOYEES does your company have in China?

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2017 | 2016 | 2015 |
| Of italian nationality (expatriat) |  |  |  |
| Of Chinese nationality |  |  |  |
| Of third nationality (except italian and chinese) |  |  |  |

15. ECONOMIC RESULTS of Chinese activities over the past three years. Indicate financial performance on a scale from one (substantial lost) to five (high profitable):

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 2017 | | | | | 2016 | | | | | 2015 | | | | |
| Economic results of chinese activities | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |

16 . How many years has passed (or you think necessary) to reach the BREAK EVEN POINT and begin to reach MARGINS?

\_\_\_\_\_\_\_\_\_­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

17. Which of the followings do you think are the MOST RELEVANT ISSUES when doing business in China? Please rate them in a scale from 1(irrelevant) to 5 (critical)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Importance | | | | |
| Intellectual Property Right Infringement | 1 | 2 | 3 | 4 | 5 |
| Chinese protectionism | 1 | 2 | 3 | 4 | 5 |
| Geographical distance | 1 | 2 | 3 | 4 | 5 |
| Language differences | 1 | 2 | 3 | 4 | 5 |
| Cultural differences | 1 | 2 | 3 | 4 | 5 |
| Bureaucracy and Licensing requirements | 1 | 2 | 3 | 4 | 5 |
| Unclear regulations | 1 | 2 | 3 | 4 | 5 |
| Corruption | 1 | 2 | 3 | 4 | 5 |
| Difficulties in finding suitable local partners | 1 | 2 | 3 | 4 | 5 |
| Work force not qualified | 1 | 2 | 3 | 4 | 5 |
| Management-level human resources constraints | 1 | 2 | 3 | 4 | 5 |
| Non Management-level human resources constraints | 1 | 2 | 3 | 4 | 5 |
| Other (please specify) | 1 | 2 | 3 | 4 | 5 |

18. Please indicate the measures taken by your company use to PROTECT INTELLECTUAL PROPERTY in China:

|  |  |  |  |
| --- | --- | --- | --- |
| Avoiding R&D Investment |  | Communicating on a “need to know” basis |  |
| Limiting technology transfer |  | Reducing turnover of Chinese staff |  |
| Keeping core technology and knowhow at home |  | Using “closed box” technologies |  |
| Legal Protections (e.g., registering patents and trademark in China) |  | Dividing work among different suppliers |  |
| Reserving knowhow to Italian expatriates |  | Other (please specify) |  |

19. How much INVESTMENT IN EMERGENT ECONOMIES will be prior towards investments in advanced economy in the next three years? Please value the degree of importance on a scale from 1(irrelevant) to 5 (prior):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Level of importance | | | | |
| Investement in emergent econmy | 1 | 2 | 3 | 4 | 5 |

20. Please indicate which of the following country / region considered as EMERGENT ECONOMIES should mainly focus on (three in order of importance):

|  |  |  |  |
| --- | --- | --- | --- |
|  | FIRST  In order of importance | SECOND  In order of importance | THIRD  In order of importance |
| Brasil |  |  |  |
| China |  |  |  |
| India |  |  |  |
| Russia |  |  |  |
| Altro Sudamerica |  |  |  |
| Europa Orientale |  |  |  |
| Medio Oriente |  |  |  |
| Paesi Asean |  |  |  |

21. What is your FORECAST for 2018 China REVENUES compared to 2017 results?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Up over 50% |  | Up 20-50% |  | Up 11-20% |  | Up 1-10% |  |  |
| Remain the same |  | Down 1-10% |  | Down 11-20% |  |  |  |  |

22 . Does your company plan TO INCREASE INVESTMENT in China in 2018? YES  No

23. Does your company perform actions of CORPORATE SOCIAL RESPONSIBILITY in China? YES  No

If yes, please specify

\_\_\_\_\_\_\_\_\_­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_