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):

|  |  |  |  |
| --- | --- | --- | --- |
|  | FIRSTIn order of importance  | SECONDIn order of importance | THIRDIn 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

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