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The questionnaire can be downloaded, filled and sent back to [rossi@italychina.org](mailto:rossi@italychina.org) by the **DEADLINE OF JULY 30<sup>TH</sup>, 2010**, or can be printed, filled in by hand writing with an ink pen, and sent by fax to Italy China Foundation to 02 36 56 1073.

## THE COMPANY

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

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

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

	Company 2009 (estimate)	Company 2008	Company 2007	Group2009 (estimate)	Group 2008	Group 2007
Revenues						
Employees						

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

	2009 estimate	2008	2007
% 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 2009	Year of foundation
100% foreign invested company(WFOE)		
Representative 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 2007:**

\_\_\_\_\_ % 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				
		1	2	3	4	5
Italy China Foundation	<input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
ICE (Italian Institute for foreign trade)	<input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Italian embassy	<input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Italy chamber of commerce in China	<input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Italian banks	<input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Professional consuling enterprise	<input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>



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**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)	
<b>Total</b>	<b>100%</b>

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

	Importance				
	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Low labor cost	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Avalaibility of cheap raw materials	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Fiscal advantages	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Development of a "new" end market	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Lower constraintS of regulamentar nature	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Supply to client in China	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Other (specify)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

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

	2009	2008	2007	Total amount (total stock)	Percentage of foreign investments
Invesements in China					

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

	2009	2008	2007	Percentage towards total export (2009)
Export towards China				

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

	2009 (expectable)	2008	2007
Revenue from chinese activities			

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

	2009	2008	2007
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):**

	2009					2008					2007				
	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Economic resultS of chinese activities															

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

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**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 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Chinese protectionism	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Geographical distance	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Language differences	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Cultural differences	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Bureaucracy and Licensing requirements	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Unclear regulations	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Corruption	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Difficulties in finding suitable local partners	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Work force not qualified	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Management-level human resources constraints	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Non Management-level human resources constraints	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Other (please specify)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

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

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

**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 economy	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

**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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
China	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
India	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Russia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Altro Sudamerica	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Europa Orientale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medio Oriente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paesi Asean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**21. What is your FORECAST for 2010 China REVENUES compared to 2009 results?**

Up over 50%	<input type="checkbox"/>	Up 20-50%	<input type="checkbox"/>	Up 11-20%	<input type="checkbox"/>	Up 1-10%	<input type="checkbox"/>
Remain the same	<input type="checkbox"/>	Down 1-10%	<input type="checkbox"/>	Down 11-20%	<input type="checkbox"/>		

**22 . Does your company plan TO INCREASE INVESTMENT in China in 2010? YES  No**