



Corona Flashsurvey #1
Embracing change

Tokyo | February 2021



 **PartnerForBusiness**

Six key findings

Of the surveyed companies ...

18%

are in **urgent need to fill positions** with **foreign expats**

32%

require **foreign specialists or technical experts** to finalize/carry out orders or projects

84%

regard the **Japanese market** as **important as before Corona**

73%

already have or will **integrate remote work** in their **work style system**

35%

will **look into downsizing office space** due to increased remote work

67%

expect a **reduction in international biz travel** after borders have opened again



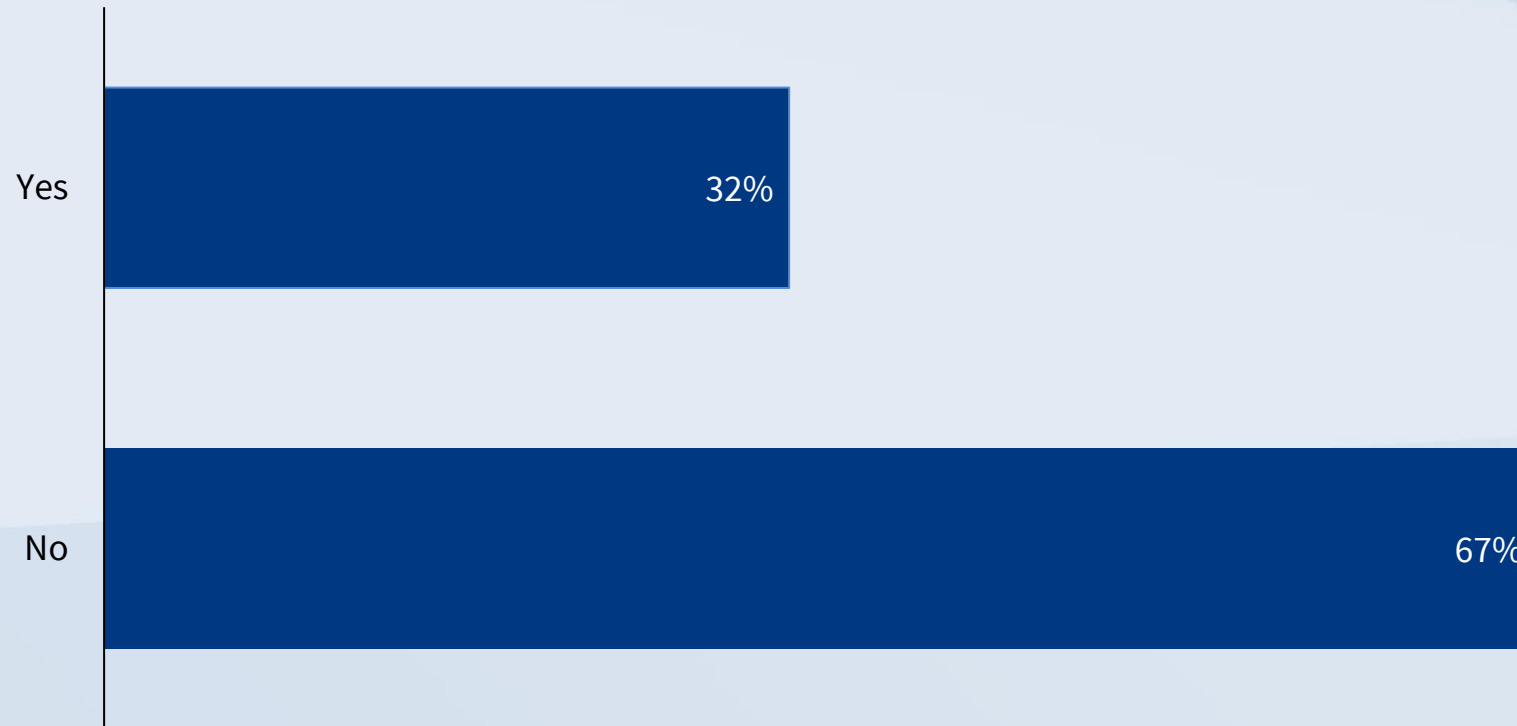
Impact of the current entry ban on new expats

In the next 3 months, do you plan to fill positions in your company with non-Japanese expats coming here from abroad, who are presently prevented from taking their positions AT LEAST UNTIL MARCH 7, 2021 by the current entry ban imposed by the Government of Japan?



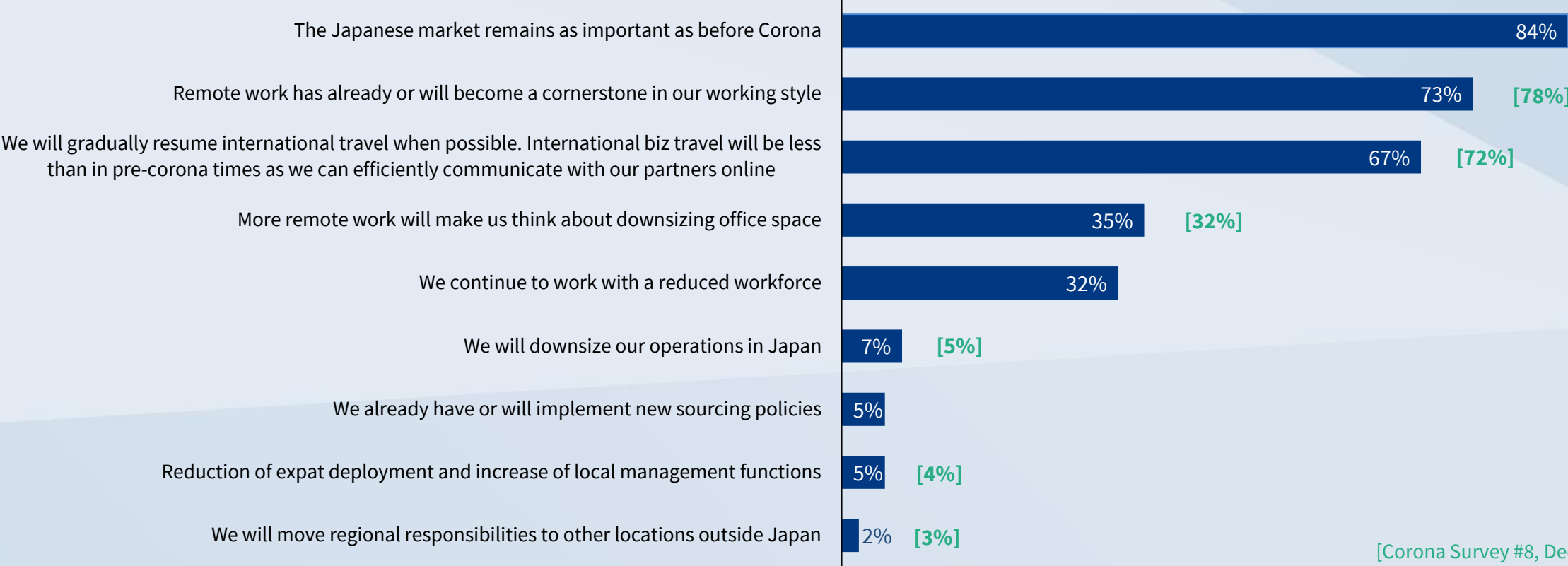
Impact of the current entry ban on necessary specialists/technical experts

In the next 3 months, do you require foreign specialists or technical experts coming to Japan to finalize/carry out orders or projects (e.g. installation or setup of equipment), but who are not able to enter Japan due to the entry ban imposed by the Government of Japan AT LEAST UNTIL MARCH 7, 2021?



TOP 9 trends that are becoming more and more entrenched

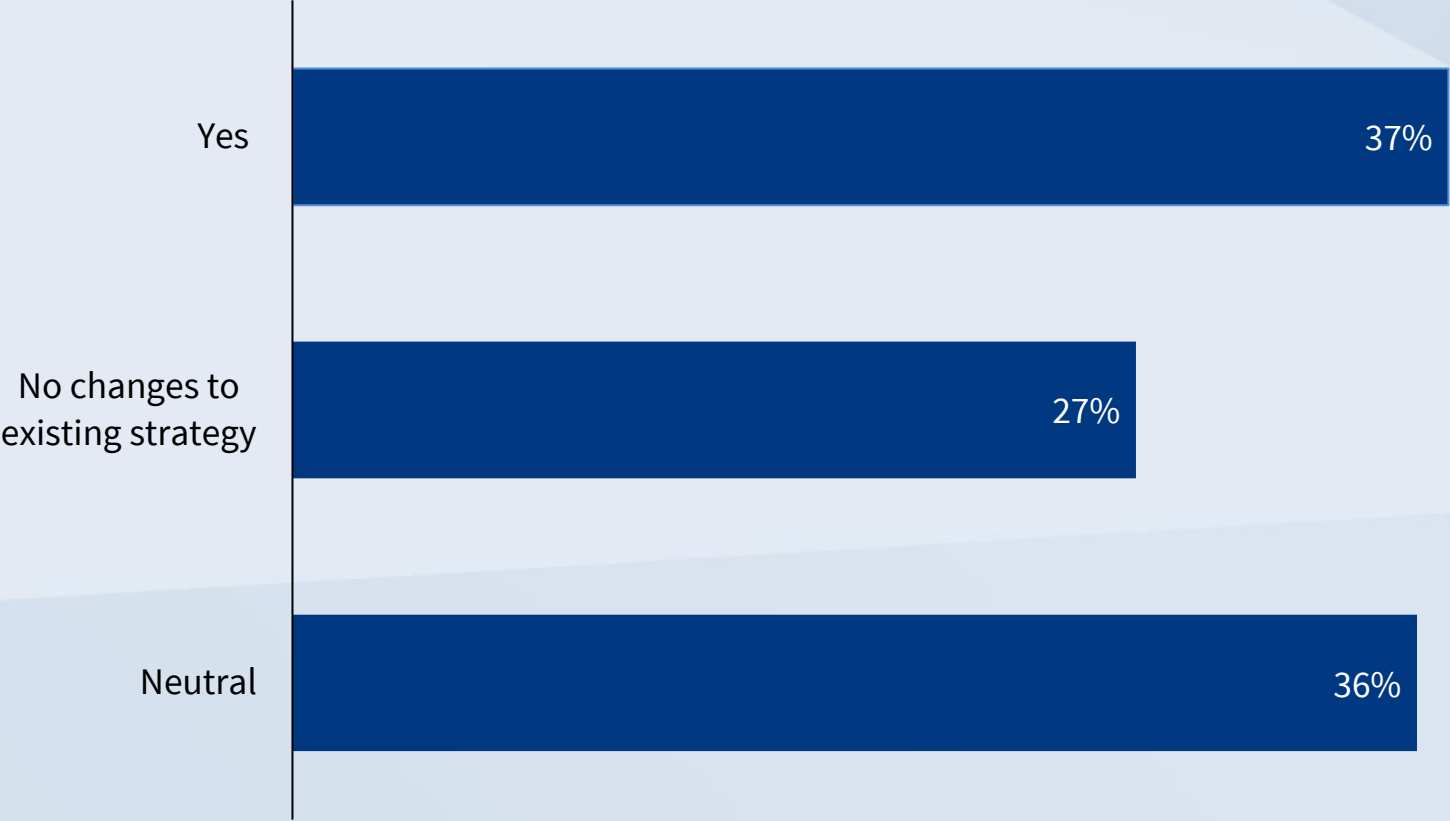
Which of the measures you have implemented to mitigate the impact of the pandemic are likely to continue?



[Corona Survey #8, December 2020]

Impact of State of Emergency on assessment for 2021

Does the state of emergency currently in place influence your assessment of the business outlook for 2021?



Voices on biggest concerns in the months to come

“ Material supply, specifically semiconductor.

Short of supply of semiconductor chips for automobiles all over the world.

Supply chain disruptions.

“ Opening of borders to enter Japan.

Customers are not accepting visits to close orders.

Japan remains closed for inbound travel of specialists.

Continuing of emergency situation including travel restrictions will hinder business activity and lead to loss in turnover.

“ Restrictions in local travel could impact our ability to develop existing opportunities and generate new ones.

The economical impact of Covid19 on our customers (e.g. downsizing the business, decrease investments, bankruptcy).

Less work and revenues due to budget constraints on client side.

“ Get colleagues back to a new normal and the extension of remote sales especially for the acquisition of new customers.

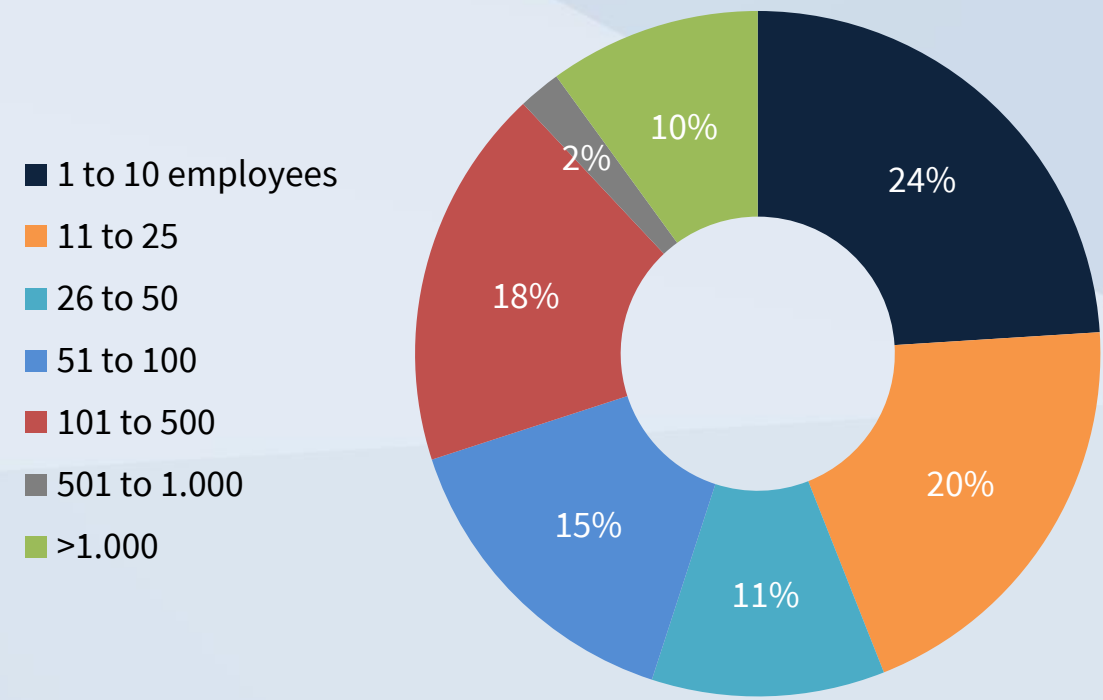
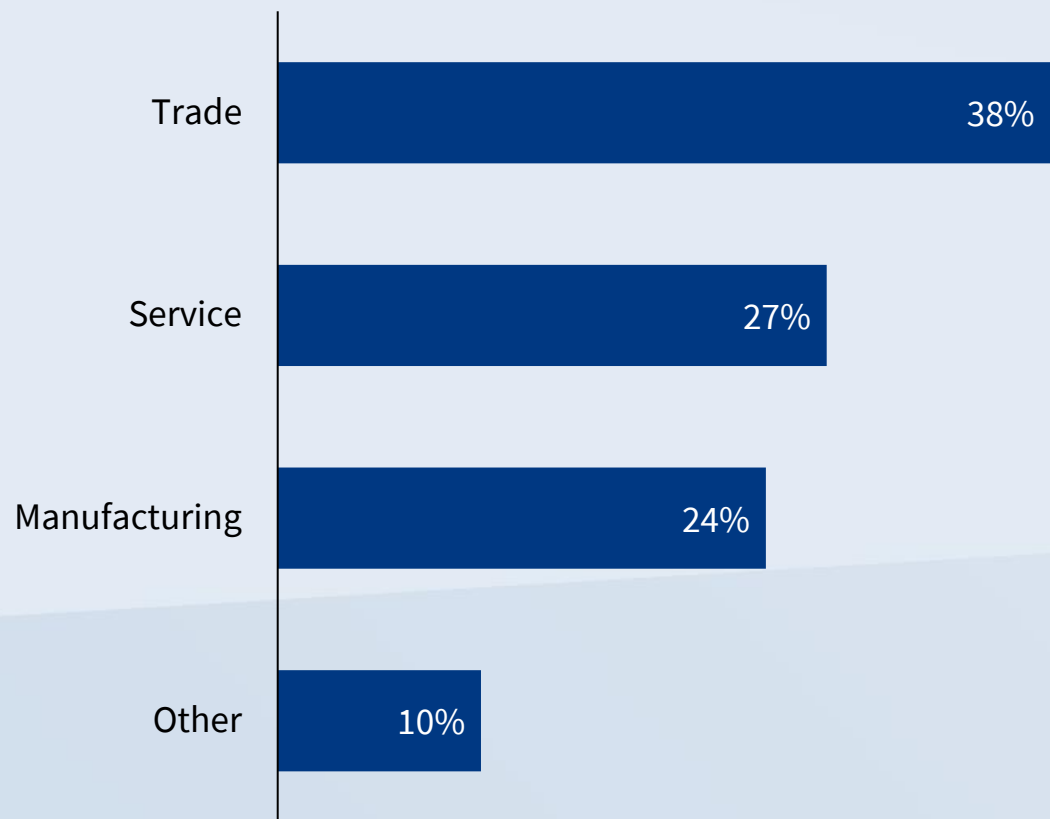
“ Smooth rollout of the vaccination is of key concern as it relates with opening borders for international biz travel. It remains to be seen how foreigners are taken care of in the vaccination schedule.

“ The situation may not significantly improve until the year end and perhaps goes on for several years to come.

“ When will vaccinations start and how fast they can be rolled out. This will determine the return to “normality” for now.

Profile of the companies surveyed

No. of German companies in Japan surveyed: 380 | Response rate: 22% | Period: February 9 - 12, 2021



German presence in Japan

12.480 German companies export to Japan



450 German companies with own subsidiary in Japan



German direct investment (stock):

13,9 Bill. €

German-Japanese trade: **38,6 Bill. €**



Germany is the **No. 1** European exporter to Japan



10 German companies among the **Top 100** foreign investors in Japan

German business in Japan creates **265.000 jobs**

German Foreign Trade Promotion

Diplomatic Mission of the
Federal Republic of Germany



Official representation of the
German industry abroad



Corporation for foreign trade
and location promotion



One Institution – Three Functions



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Guatemala
Honduras
Mexico
Nicaragua
Panama
Paraguay
Peru
Uruguay
USA
Venezuela

EUROPE

Austria	Finland	Luxembourg	Spain
Azerbaijan	France	Macedonia	Sweden
Belarus	Great Britain	Netherlands	Switzerland
Belgium	Greece	Norway	Turkey
Bosnia and Herzegovina	Hungary	Poland	Ukraine
Bulgaria	Iceland	Portugal	
Croatia	Ireland	Romania	
Czech Republic	Israel	Russia	
Denmark	Italy	Serbia	
Estonia	Latvia	Slovakia	
	Lithuania	Slovenia	

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