AHK Japan and GTAI Japan Flashsurvey

Digital communication

Tokyo | November 2021

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GTAI GERMANY TRADE & INVEST

Six key findings

Of the surveyed companies …

86%
use digital tools for their **sales activities**

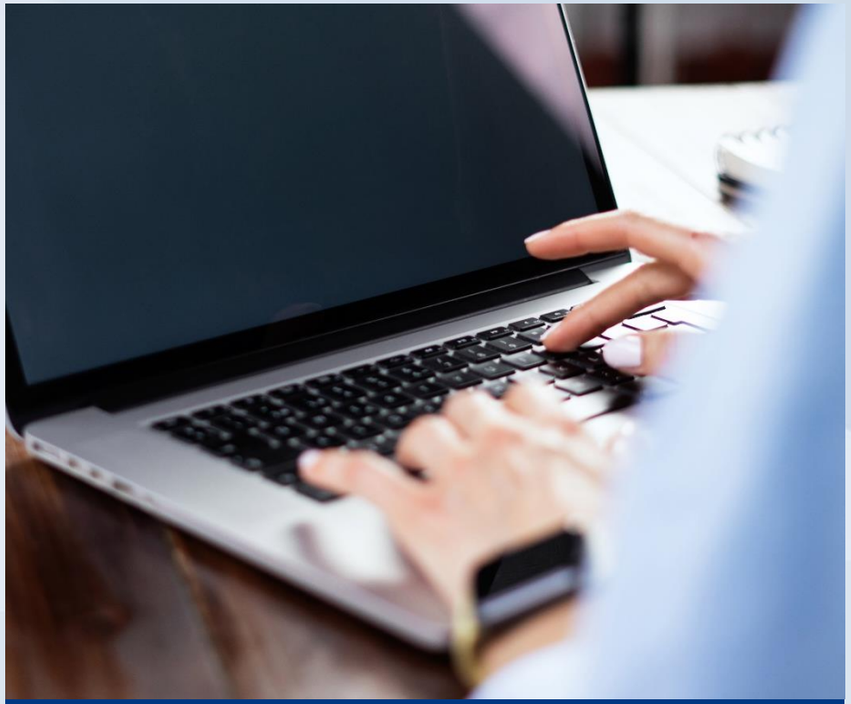
61%
communicate **intensively with their customers digitally** in **marketing & promotion** activities

67%
use **Microsoft Teams** for all **communication** (B2B, B2C and internal)

88%
think that the usage of **digital tools remains at same intensity level**, even **after Covid-19**

91%
expect that **digital communication reduces business travel activities**, even **after Covid-19**

17%
are interested in **open-source solutions** and 3% already integrated them



Survey period: October 18-22, 2021
Response rate: 17%
No. of surveyed German companies in Japan: 401

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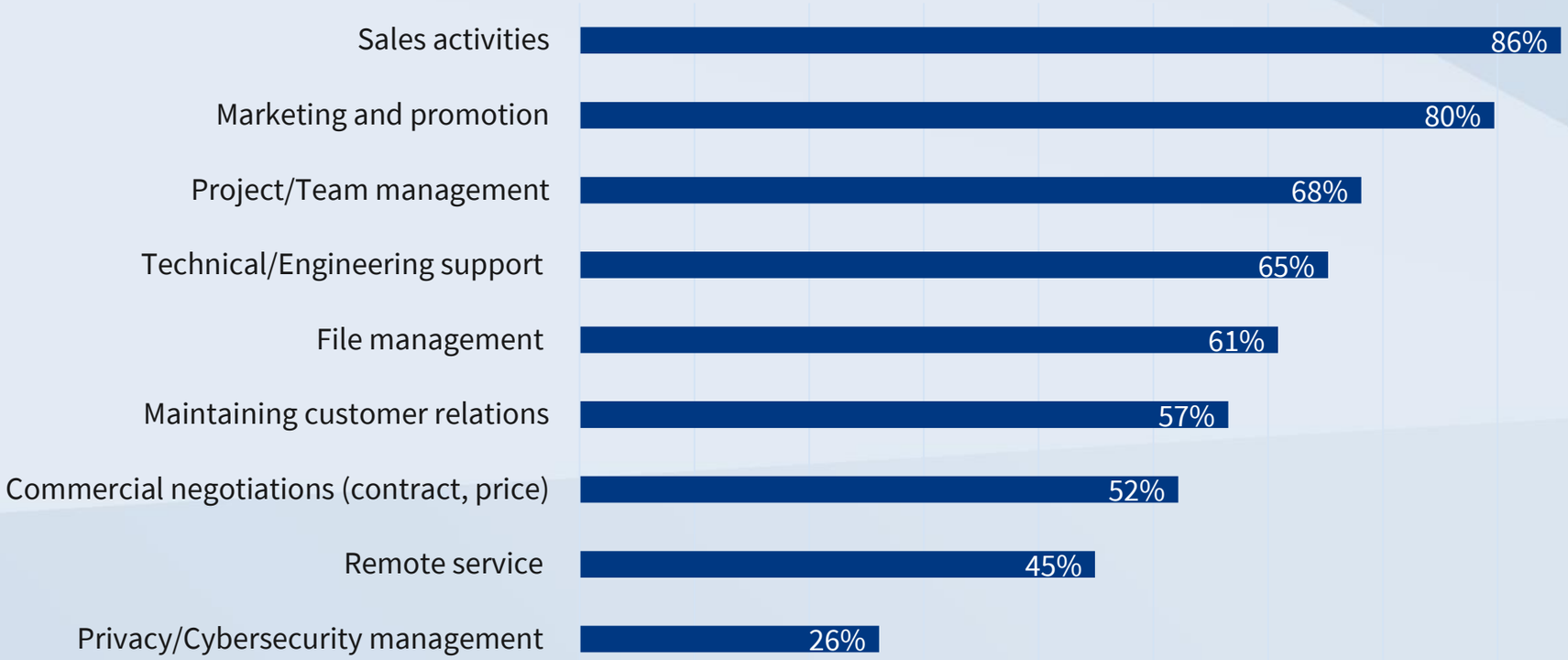
Digitalisation of operations

For which business activities do you use digital tools?



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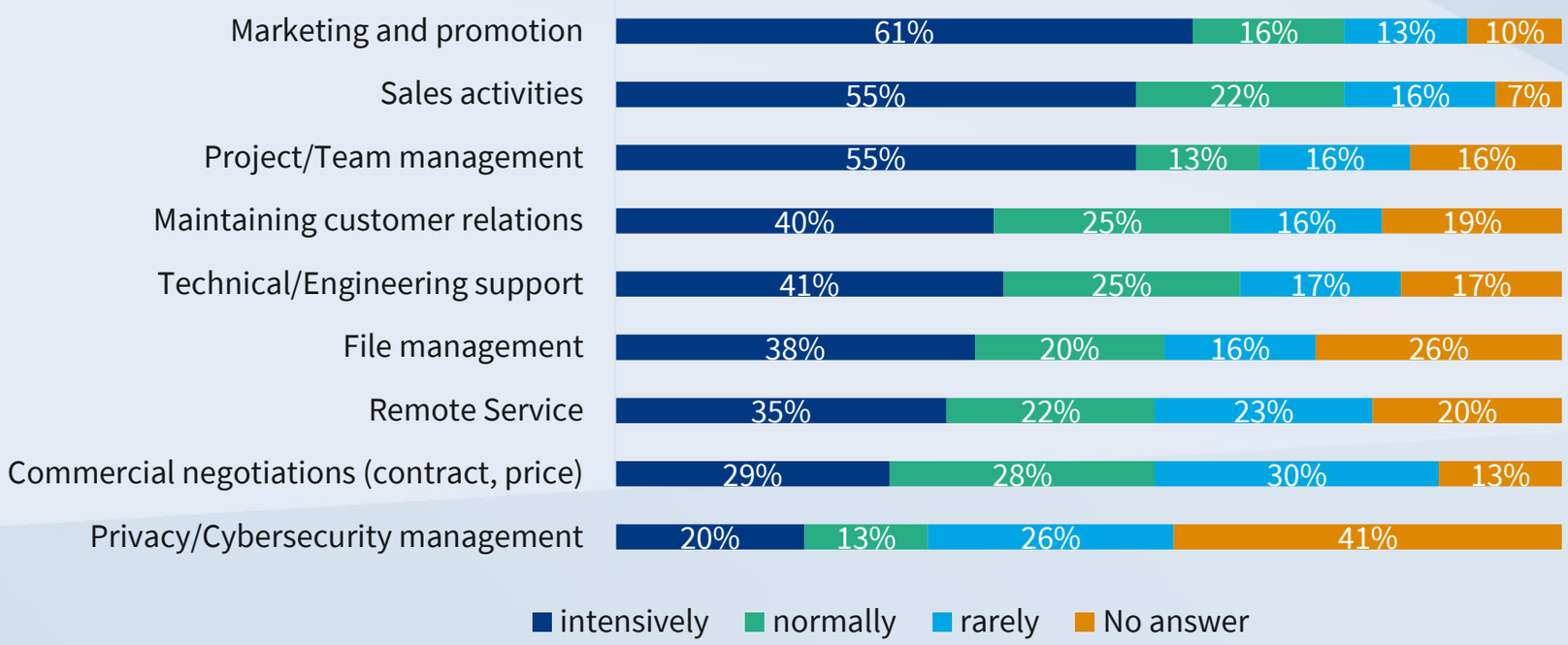
Frequency of use of digital tools in communication with customers

How often do you communicate with your customers digitally?



Ranking of digital tools for business communication

Which tools do you use for your communication?

B2B

1	Microsoft Teams	93%
2	Zoom	59%
3	LinkedIn	29%
4	Skype	23%
5	Line	20%
6	Facebook	14%
7	Instagram	13%

8. Twitter (12%), 9. Webex (9%)

B2C

1	Microsoft Teams	67%
2	Zoom	39%
3	LinkedIn	20%
4	YouTube	20%
5	Instagram	17%
6	Skype	16%
7	Facebook	16%

8. Twitter (14%), 9. Line (10%)

internal

1	Microsoft Teams	93%
2	Zoom	28%
3	Skype	22%
4	Line	14%
5	LinkedIn	14%
6	Webex	4%
7	Slack, Yammer	3%

Online meeting tools such as Microsoft Teams and Zoom are the most used for all types of communication.

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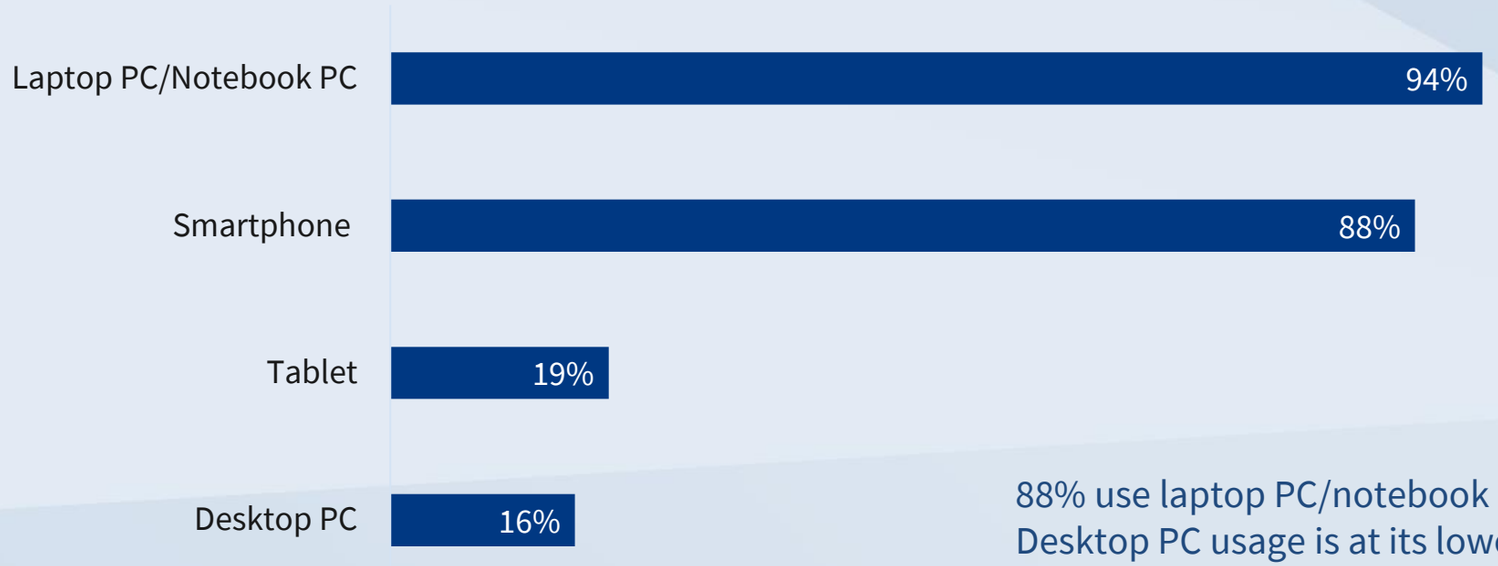
Devices for business communication

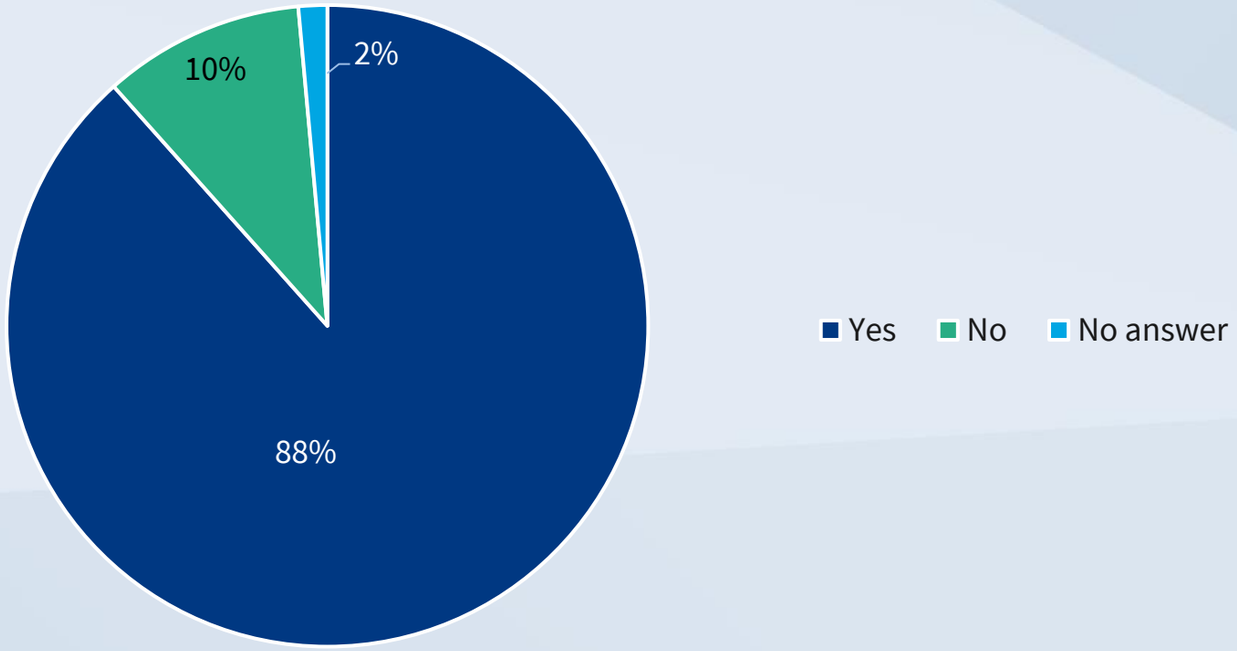
Which device do you use mainly for communicating?



88% use laptop PC/notebook PC and smartphone.
Desktop PC usage is at its lowest.

Use of digital tools post-corona

Will the usage of digital tools remain at same intensity level, even after Covid-19?



88% will continue to use digital tools as often as they do now after Corona, while 10% plan to reduce their use.

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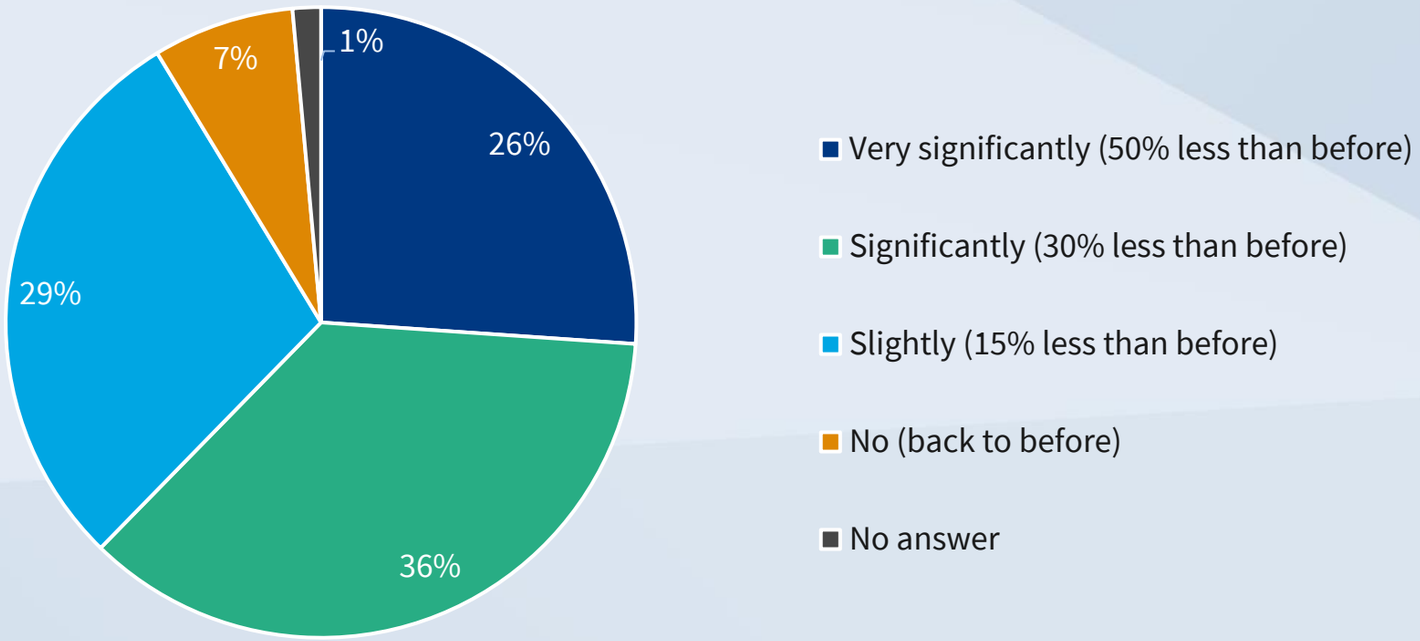
Business travel activities post-corona

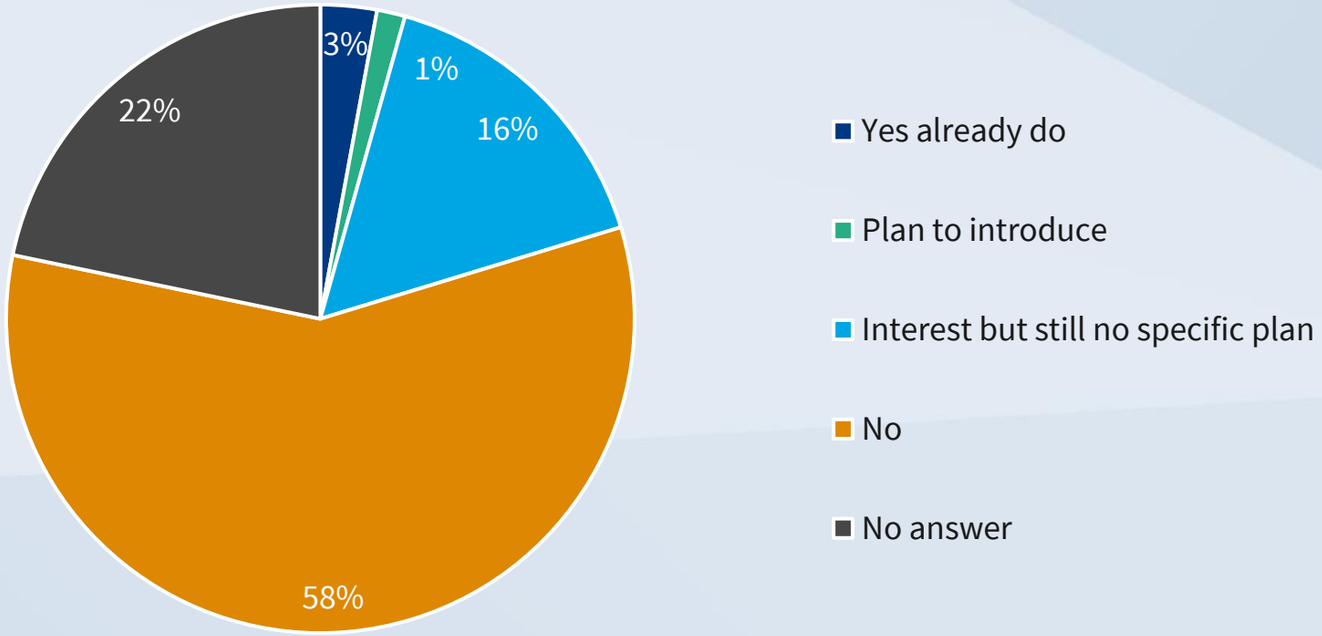
Will digital communication reduce business travel activities of your company in Japan, even after Covid-19?

91% think that the number of business trips will decrease after Corona. Of these, 26% expect a 50% decrease.



Open-source solutions of communication tools

Do you consider open-source solutions (e.g. BigBlueButton, Nextcloud Talk) in your company?



Only 3% of companies have already adopted open-source solutions and 17% are interested. 58 % of companies have no interest.

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German presence in Japan

12.480 German companies export to Japan

450 German companies with own subsidiary in Japan

German direct investment (stock):

15,6 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**

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