



# Corona Flashsurvey #8 Adapting to the new normal

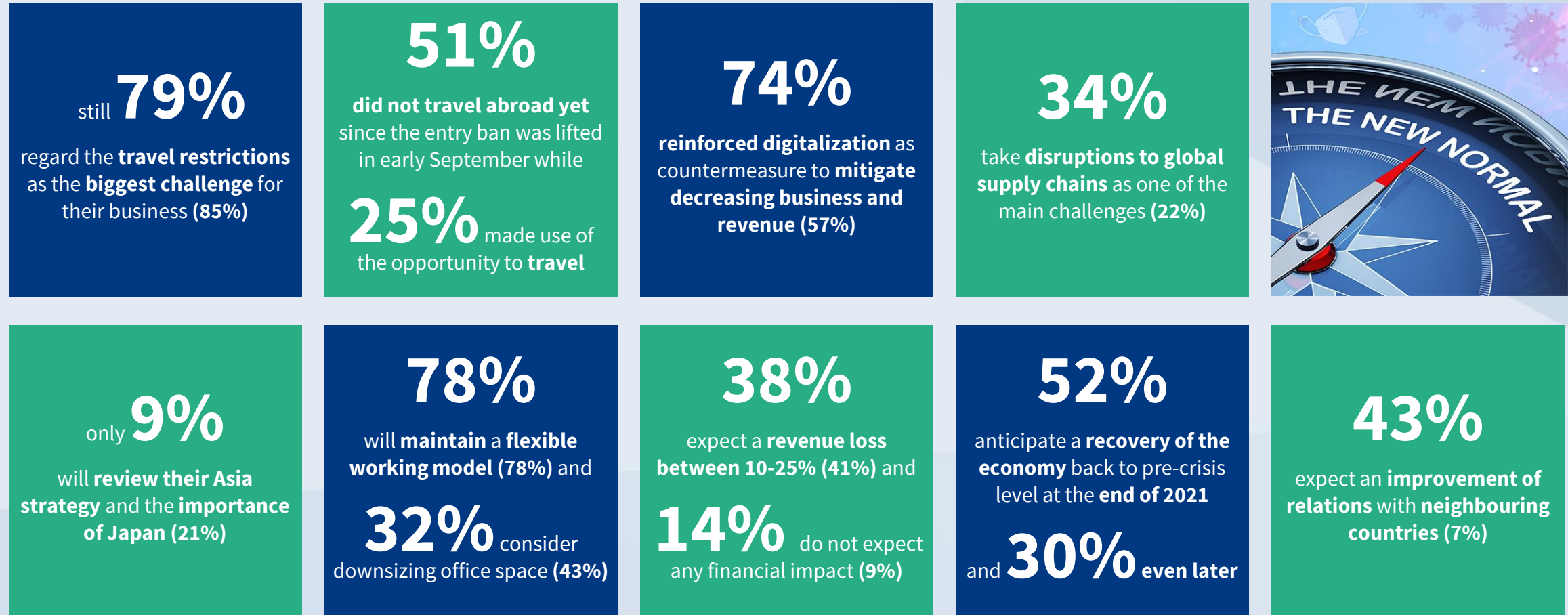
Tokyo | December 2020



 **PartnerForBusiness**

## Key findings

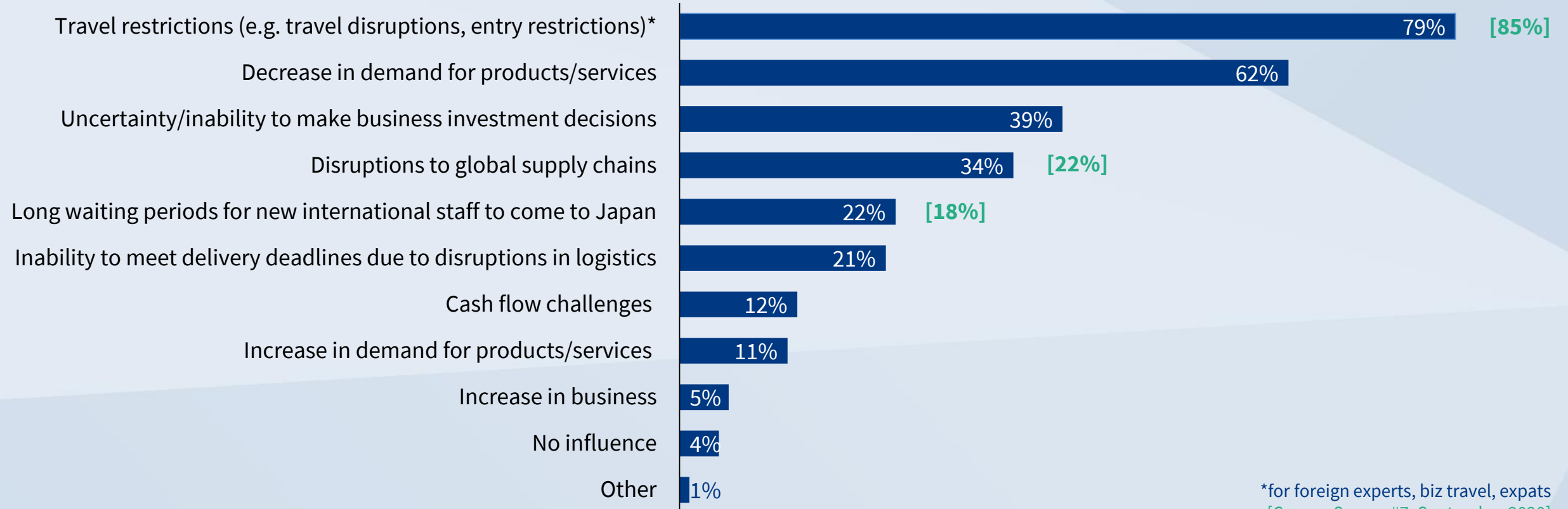
# After nine months of Corona crisis management, of the surveyed companies ...



Note: in brackets comparison with Corona Survey #7, September 2020

# Biggest challenges during the last nine months

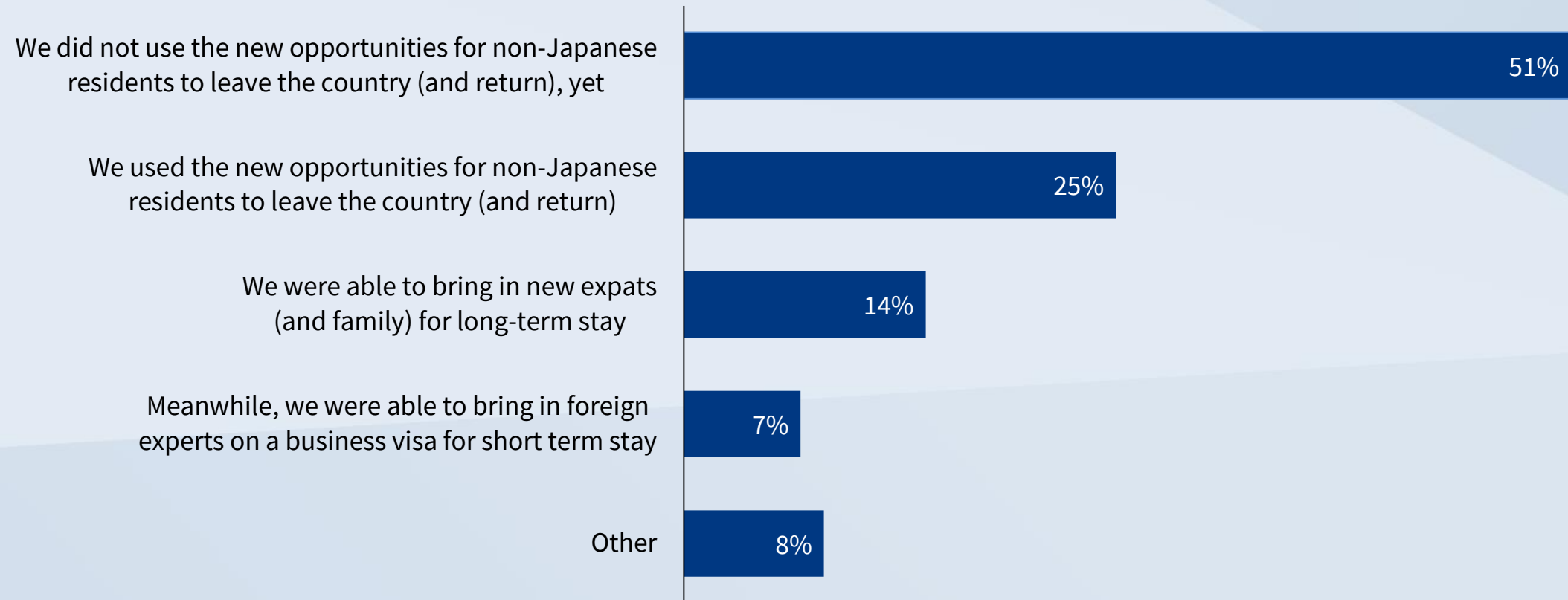
Please specify the most significant influence the COVID-19 pandemic had on your company's business activities in Japan.



\*for foreign experts, biz travel, expats  
[Corona Survey #7, September 2020]

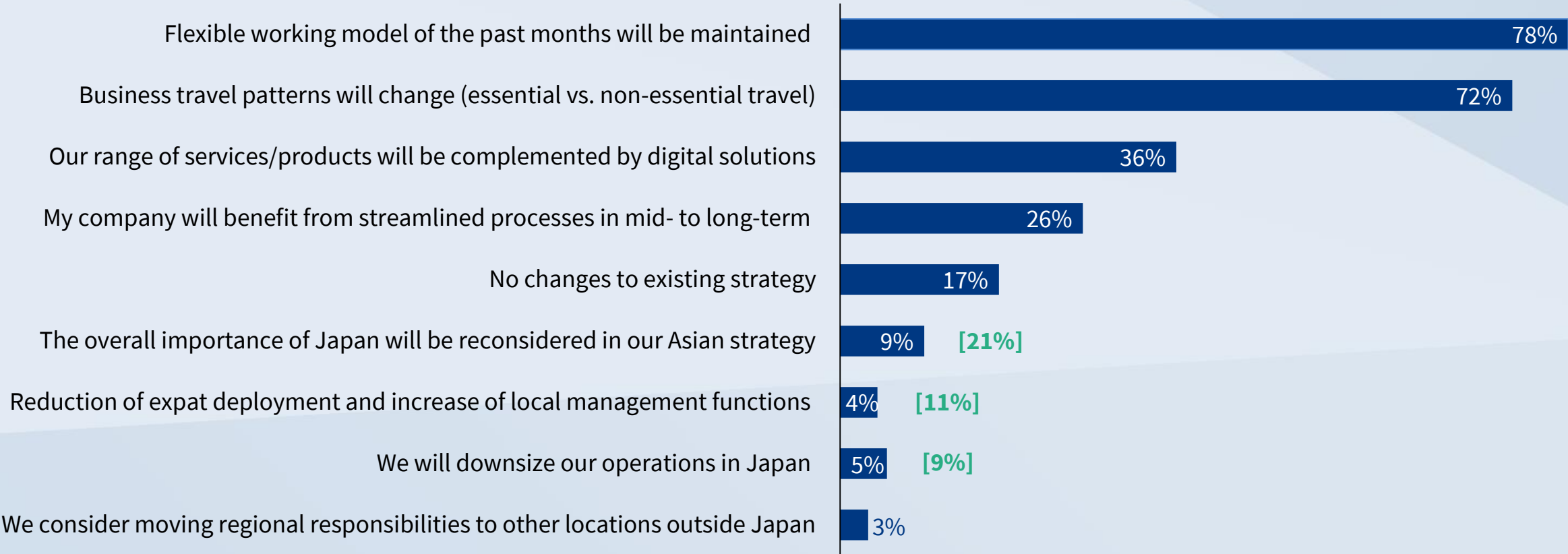
# Relaxation of the travel restrictions > entry ban

Making use of the relaxation of the entry ban since September 1, 2020.



# TOP 9 consequences as a result of the last nine months

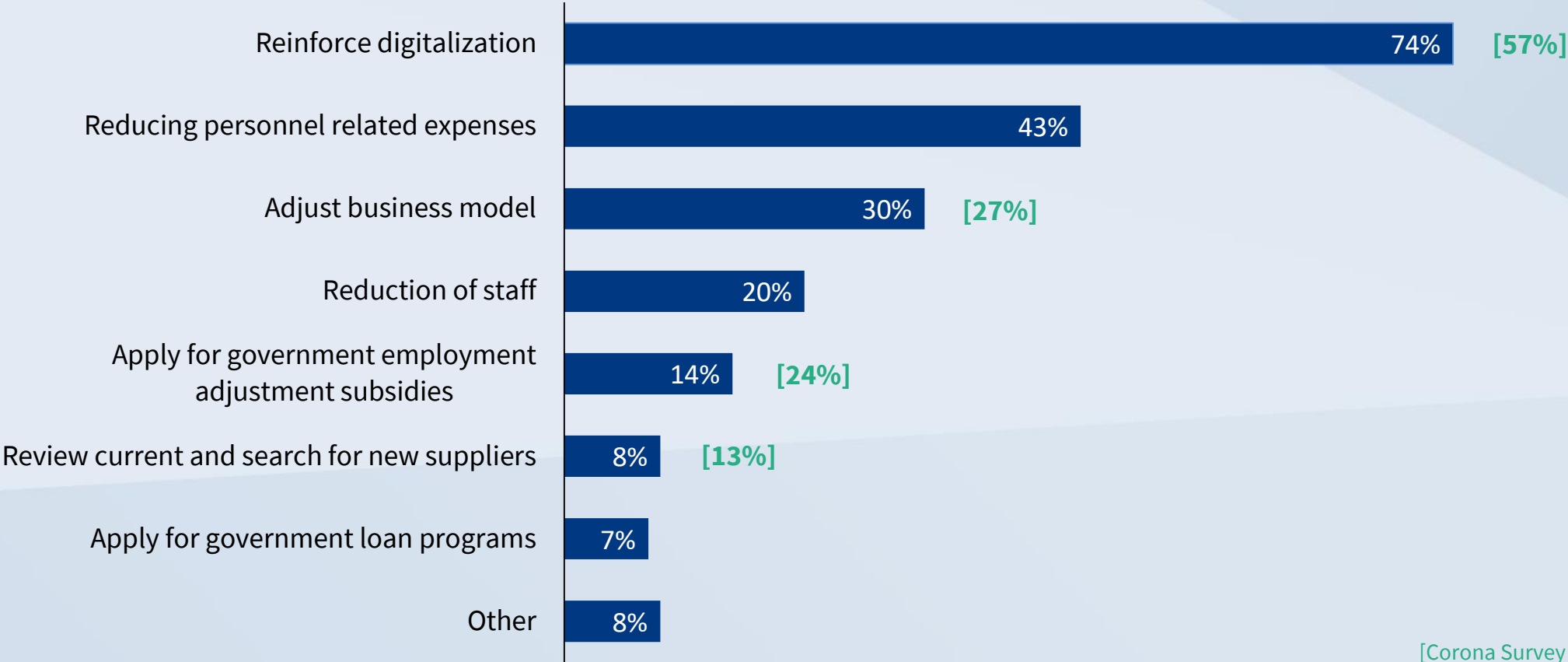
Which consequences do you draw from the challenges that appeared over the past months for your company?



[Corona Survey #7, September 2020]

# TOP 7 measures to counter COVID-19 impact

Which measures did you introduce to mitigate decreasing business and revenue?

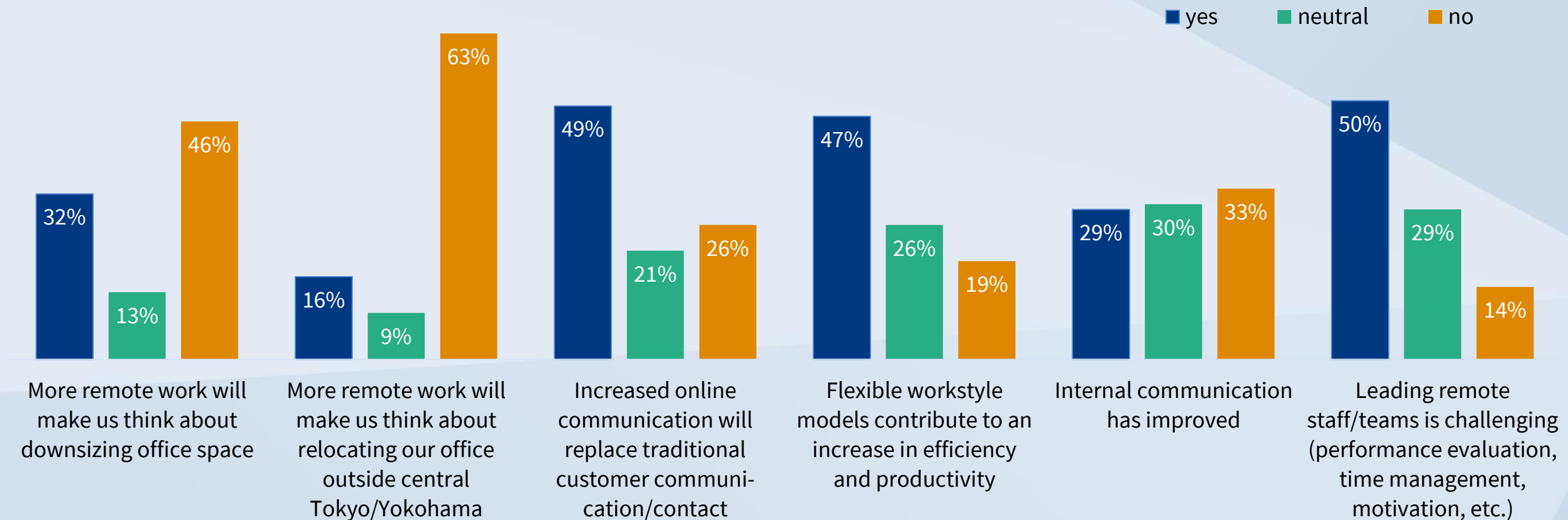


[Corona Survey #7, September 2020]



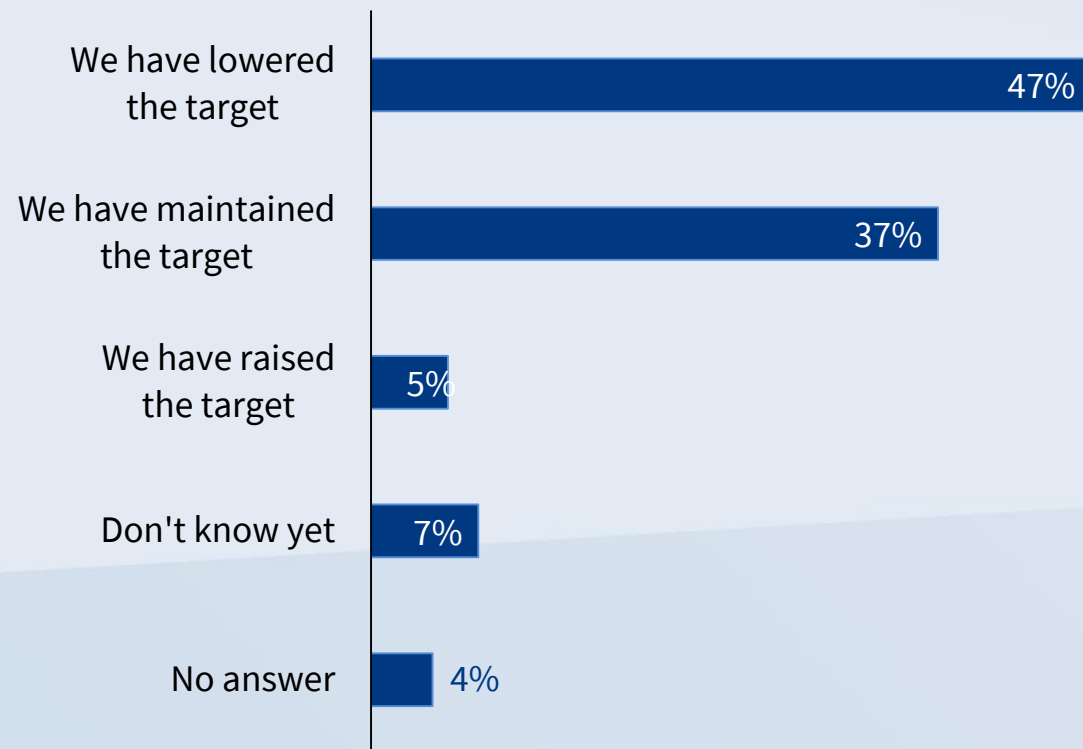
# TOP 6 challenges in managing flexible workstyle models

Areas in which German companies see themselves particularly challenged.

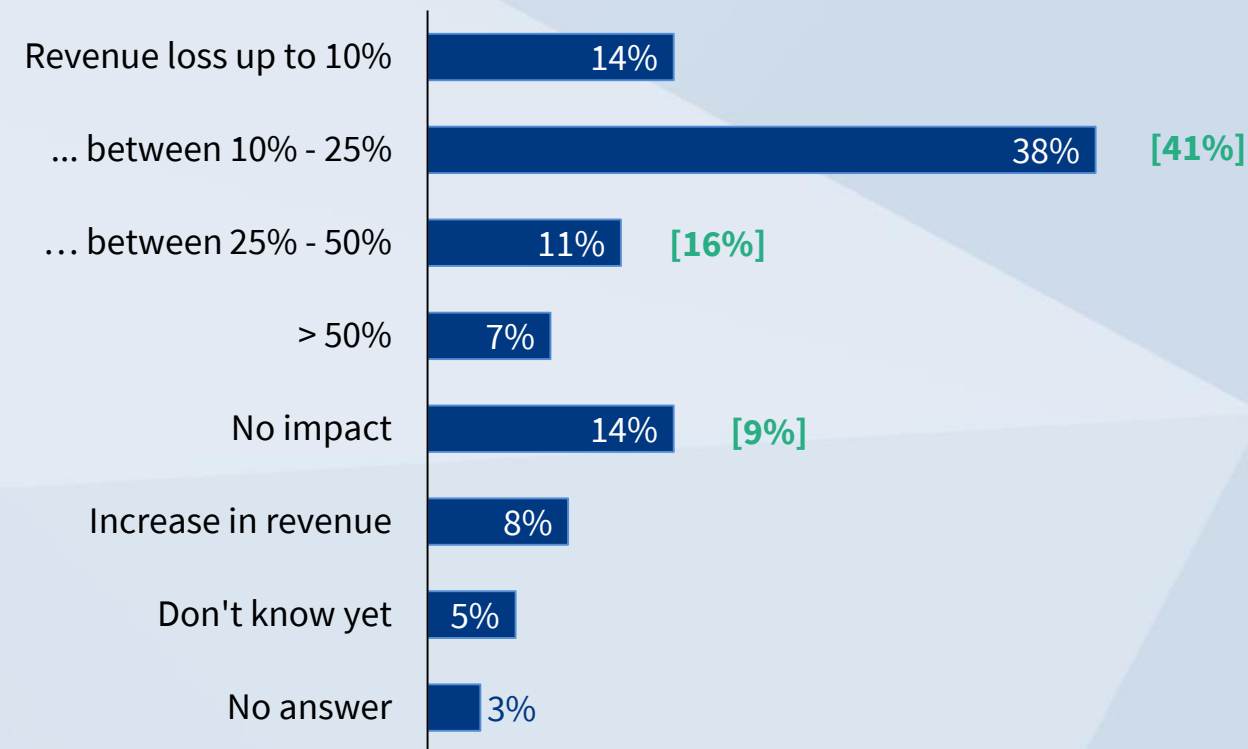


# Influence of Corona on business performance and revenue

Have you adjusted your company's 2020 business performance targets?



To which extent do you expect your revenues to be affected in this year?

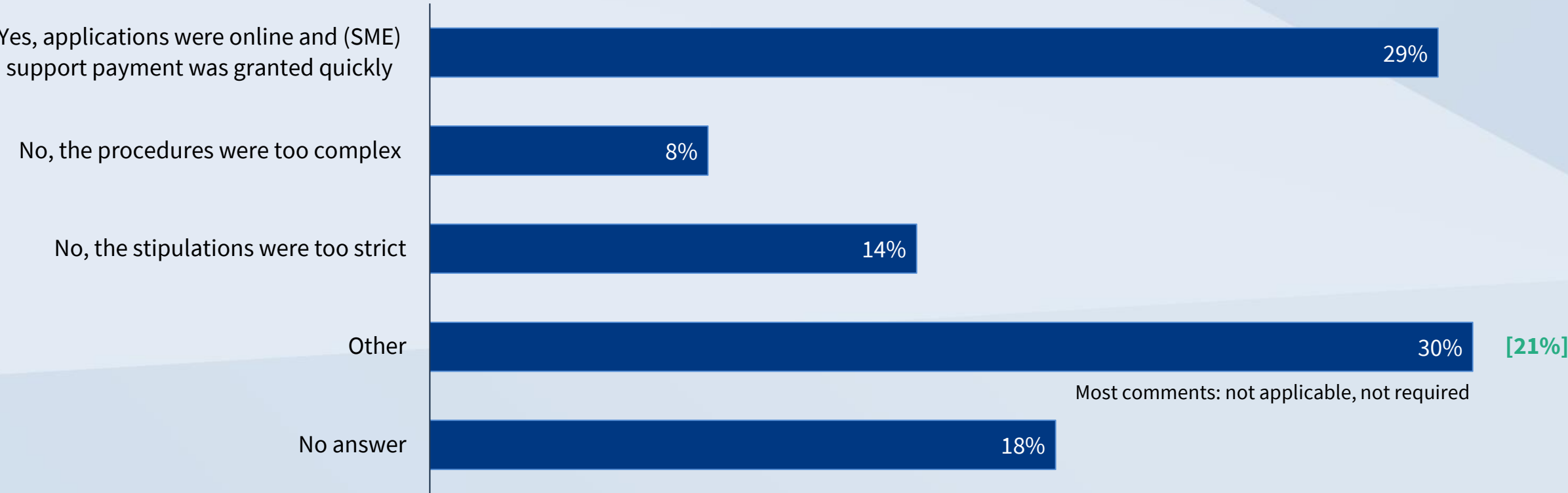


[Corona Survey #7, September 2020]



# Making use of government support programs

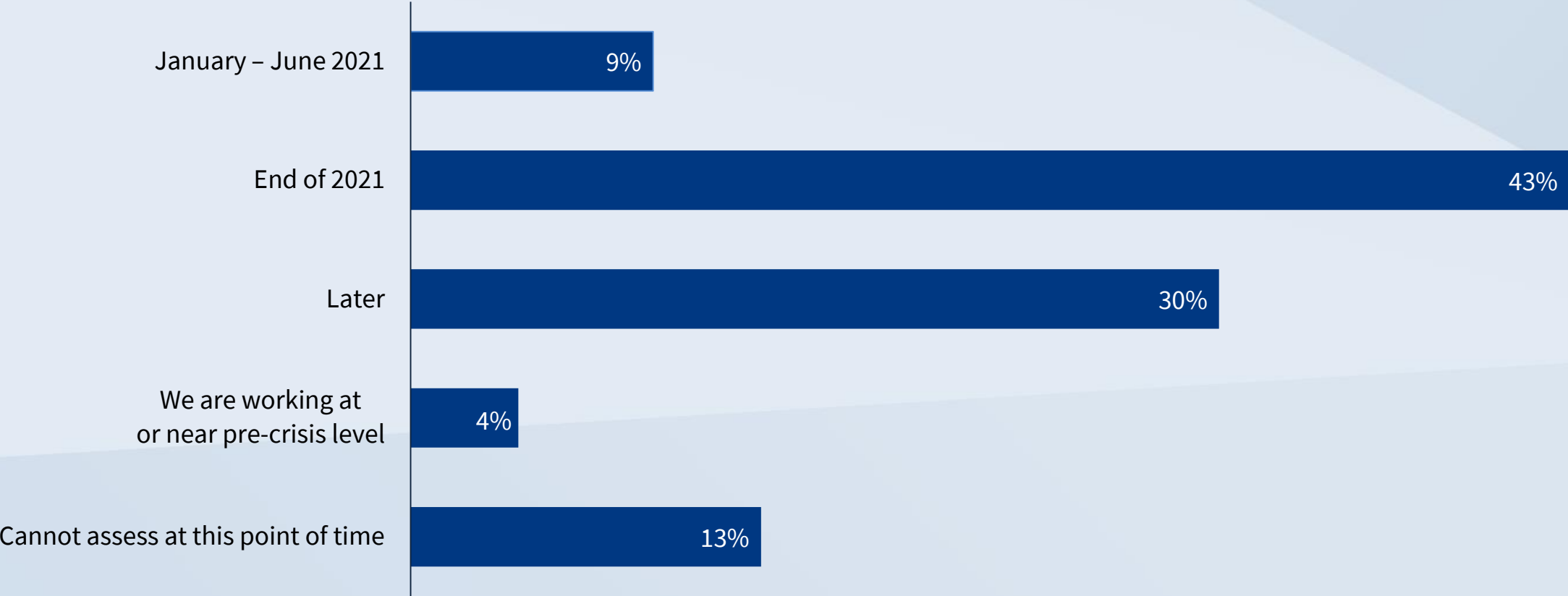
Did your company apply for the financial support packages offered by the Japanese government?



[Corona Survey #7, September 2020]

# Long breath required until recovery

Future perspective: when do you expect the Japanese economy to recover to its pre-crisis level?



# Key domestic and foreign policy topics

How do you think about the further direction of Japan in regards to domestic and foreign policy under PM Suga?



[Corona Survey #7, September 2020]

## Voices

“ The discrimination between Japanese and foreign residents in Japan in regulations for re-entry into Japan is appalling. On the other hand, the discipline and consideration the Japanese people show concerning Covid-19 have kept infection numbers down compared to Europe/US, is remarkable. Even if the handling of the pandemic in Japan is at times not transparent and worrying.

“ The pandemic helped increasing and further advancing digitalization in companies, and also changed the role of working in home offices as effectively as in conventional offices.

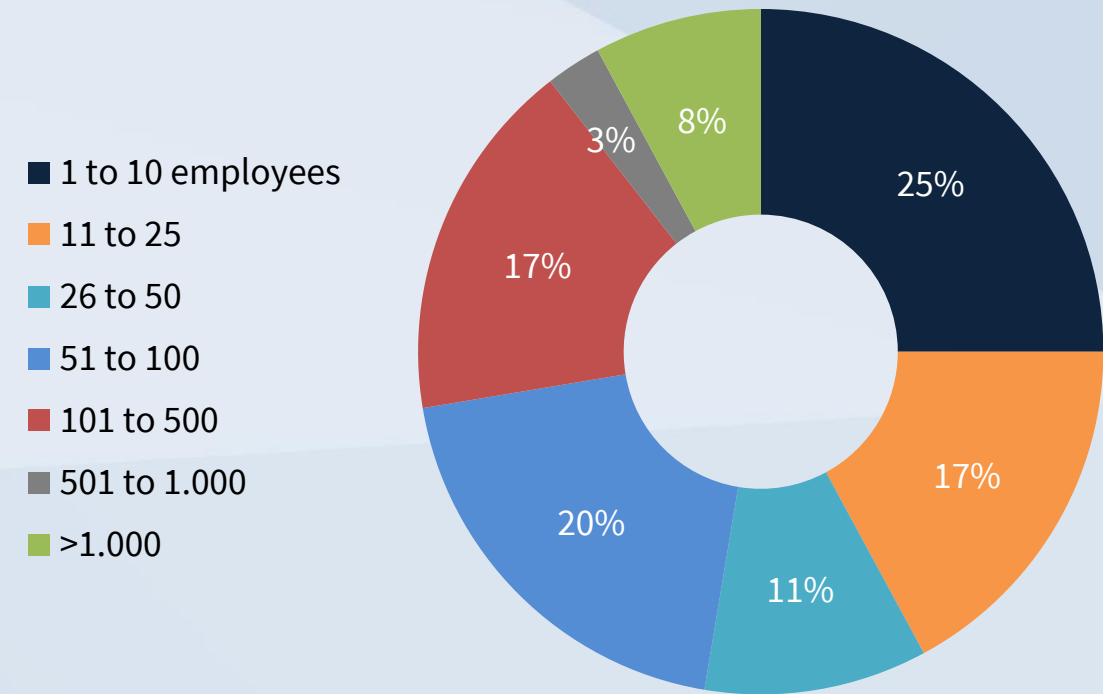
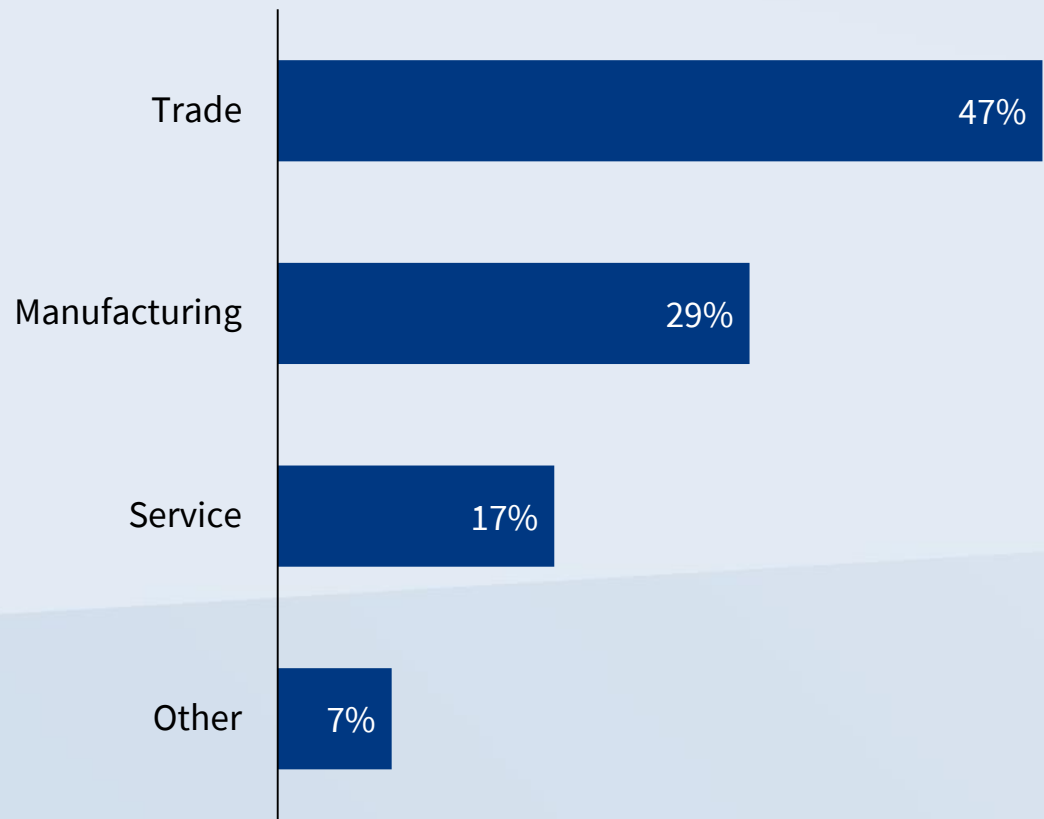
“ Globalization is more fragile than most of us thought. A simple virus can impact the global economy in ways no one predicted, and there was a lack of cooperation between regions that will negatively affect the benefits of globalization while exposing some of the many problems of it.

“ The different treatment of Japanese nationals and foreigners with resident permit regarding travel showed all foreign residents that they are only tolerated and not considered to be an actual part of the Japanese society. From a business perspective, this also cast doubts about the suitability of Japan regional headquarters for Asia.

“ So far the country managed the Covid-19 pandemic reasonable well. This is also to a high extent a result of the discipline of the population to follow guidelines i.e. wearing masks in comparison with Europe. Compared with other governments, Japan reacted too slow in their taskforces to secure protective equipment and necessary healthcare products. More agility is needed in the future.

# Profile of the companies surveyed

No. of German companies in Japan surveyed: 379 | Response rate: 20% | Period: December 7–11, 2020



## 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: **44,7 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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Ecuador  
El Salvador  
Guatemala  
Honduras  
Mexico  
Nicaragua  
Panama  
Paraguay  
Peru  
Uruguay  
USA  
Venezuela

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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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Ghana  
Iran  
Iraq  
Kenya  
Morocco  
Mozambique  
Nigeria  
Oman  
Qatar  
Saudi Arabia  
South Africa  
Tanzania  
Tunisia  
VAE  
Zambia

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New Zealand  
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Singapore  
Sri Lanka  
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