



Perspectives of German Business
in Japan
A new government in sight

Tokyo | September 2021



Six key findings

Of the surveyed companies ...

56%

confirmed a **positive business development in terms of sales** during the past 12 months

62%

state, however, that **various state of emergencies interfered with their business activities**

64%

regard the **management of the entry ban/regulations** as **highly unsatisfactory**

56%

expect – regarding future domestic policies - that the government will **accelerate** the speed of **digitalization of government authorities**

43%

expect – regarding future foreign policies – that the **government will strengthen relations with like-minded partners**

58%

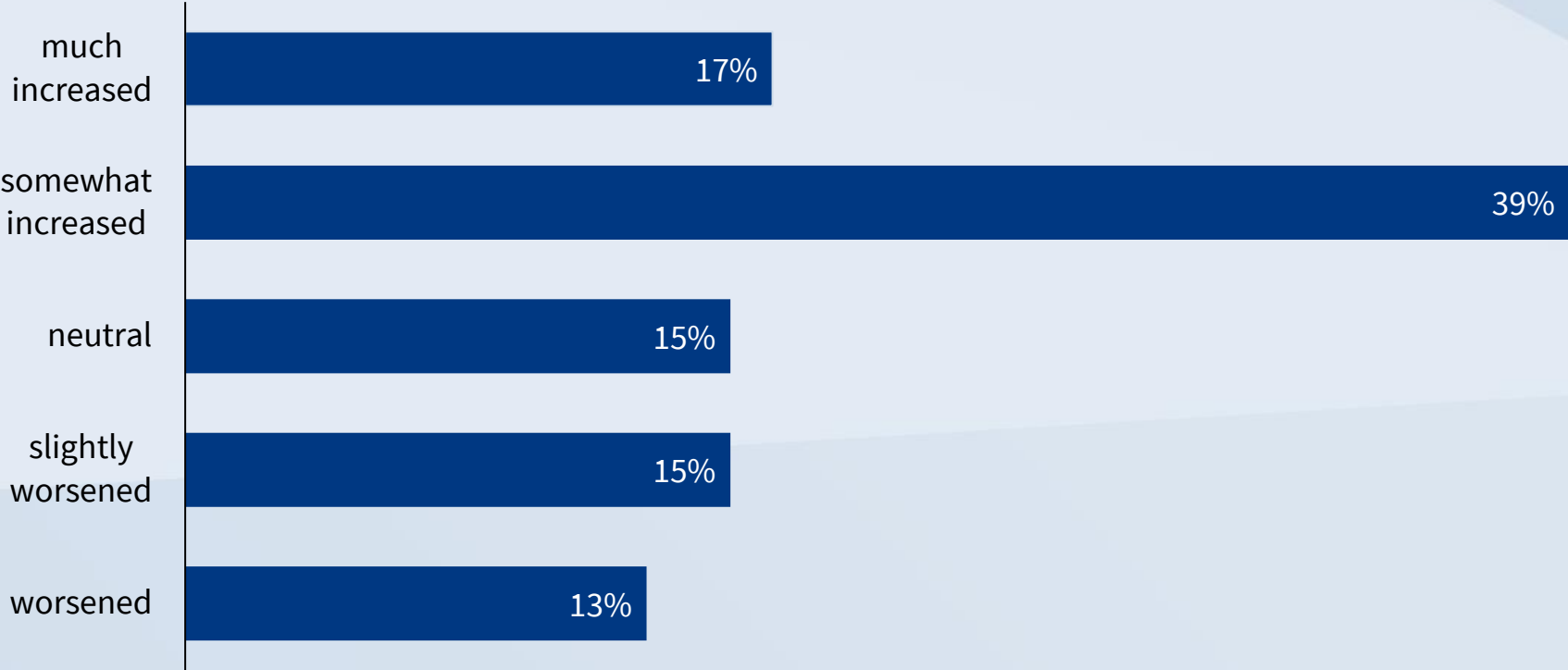
think that an **economic stimulus** to overcome the consequences of the pandemic **is necessary**



Survey period: September 21-22, 2021
Response rate: 21%
No. of surveyed German companies in Japan: 403

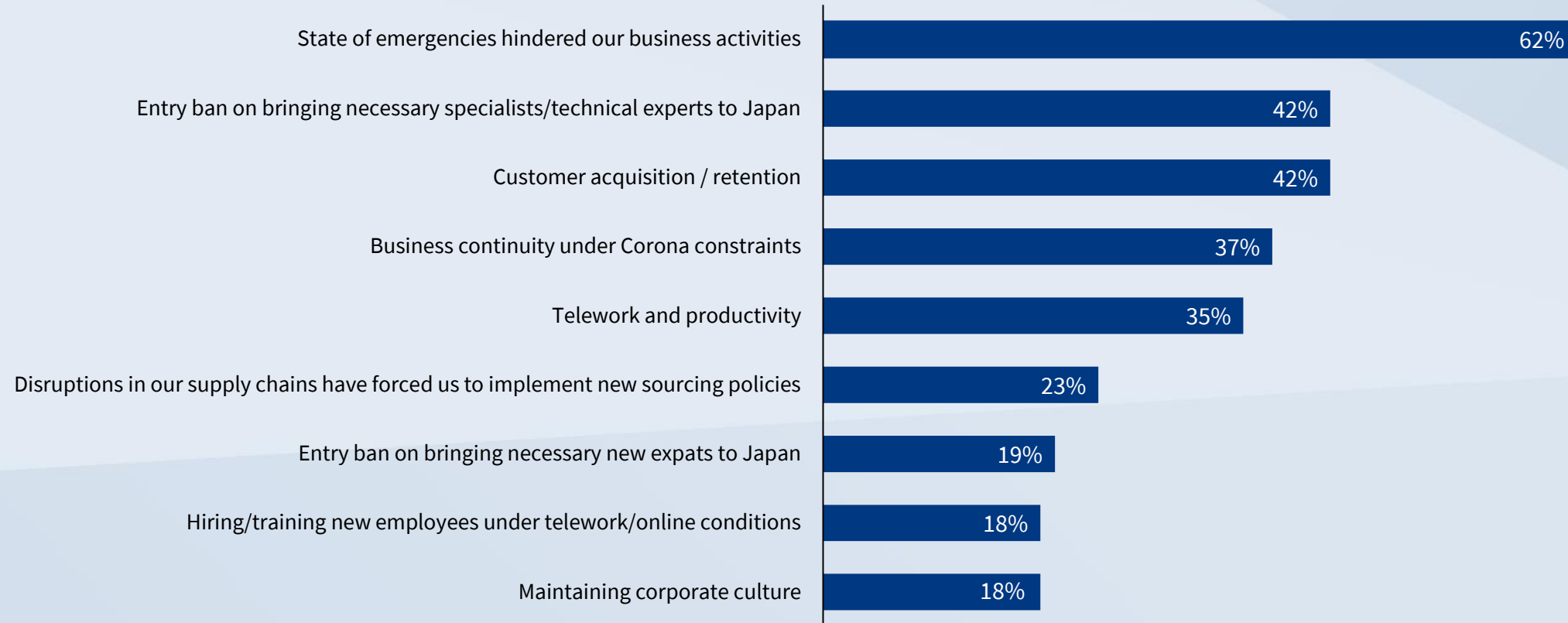
Overall positive business development

In terms of sales, how has your business in Japan developed in the past 12 months?



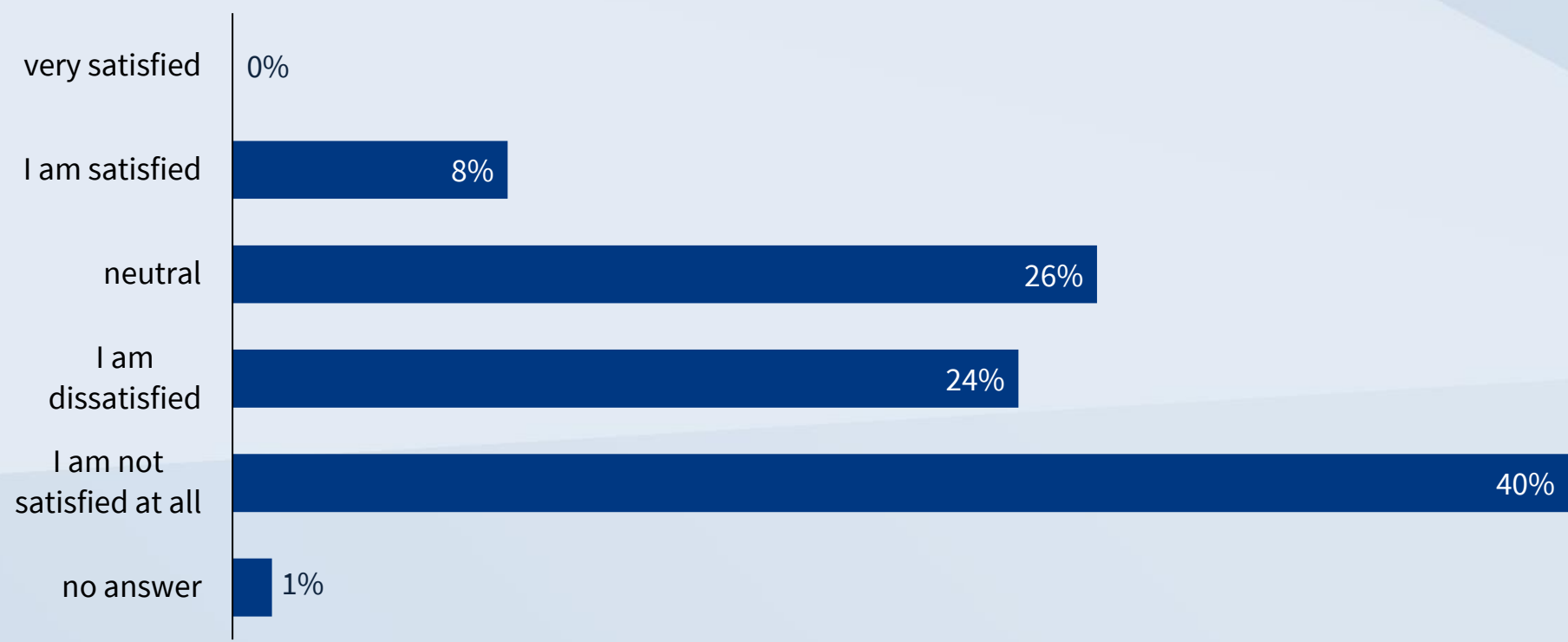
Biggest COVID-19 induced challenges

What are the key challenges that you have faced during the past 12 months?



Dissatisfaction and frustration regarding handling of entry ban

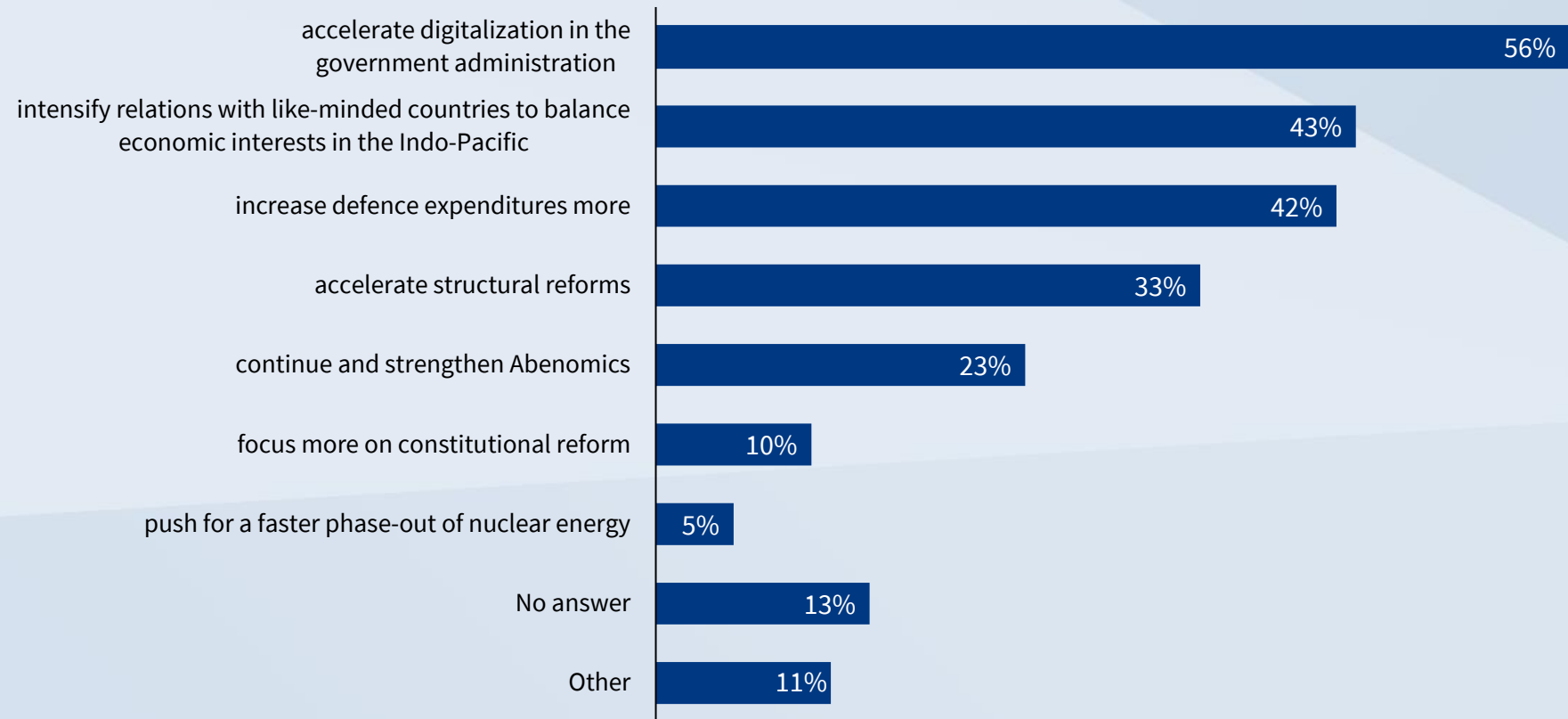
How satisfied are you with the Japanese government's handling of the entry ban?



Future direction of Japan regarding domestic and foreign policies

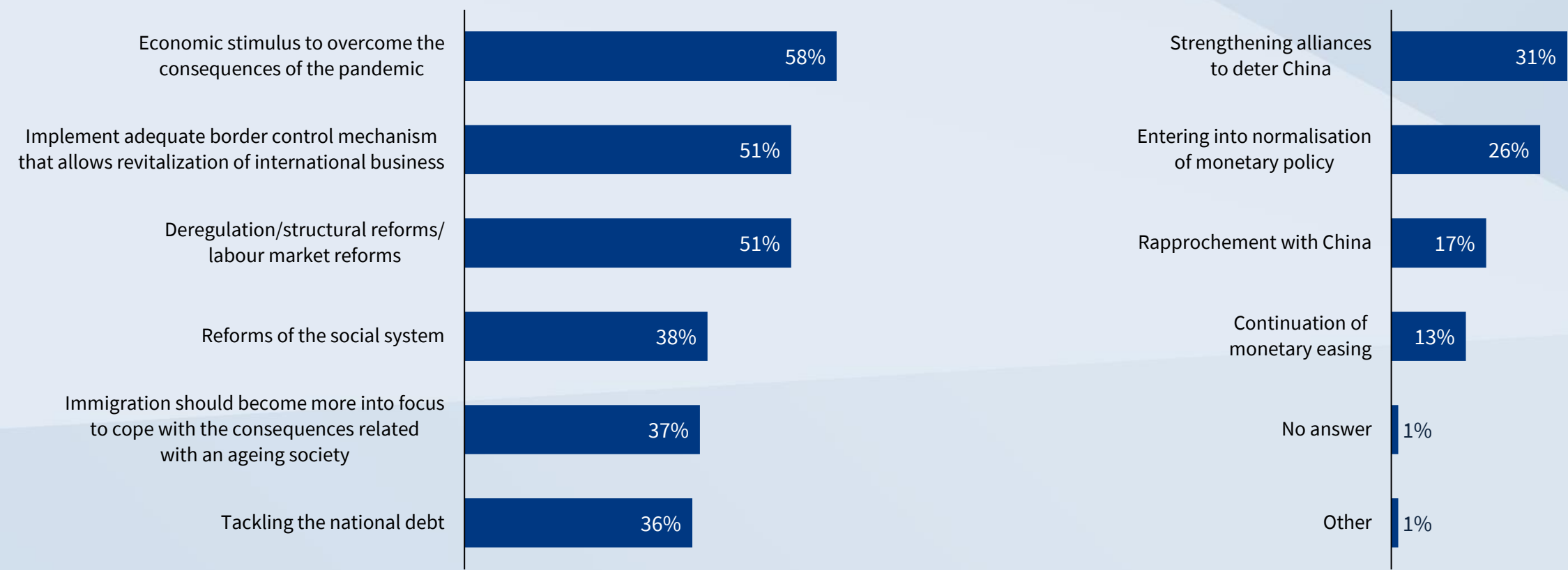
How do you think about the future direction of Japan regarding domestic and foreign policies under a new prime minister?

The new government will ...



Future direction of Japan regarding domestic and foreign policies

What do you think are the biggest tasks of Japan's new government?



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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