

Business climate survey
by AHK Japan

German Business in Japan 2016



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Imprint



German Chamber of Commerce
and Industry in Japan
在日ドイツ商工会議所



German Chamber of Commerce and Industry in Japan
Sanbancho KS Bldg. 5F
Sanbancho 2-4, Chiyoda-ku
Tokyo 102-0075
Tel +81-(0)3-5276-8745
E-Mail japanmarkt@dihkj.or.jp
Web www.japan.ahk.de

in cooperation with:



Germany Trade & Invest
Berlin Head Office
Friedrichstraße 60
10117 Berlin
Tel +49-(0)30-200-099-0
Web www.gtai.com

Editorial staff:

Patrick Bessler, Elise Ketelsen, Kiyo Dörrer
E-Mail: japanmarkt@dihkj.or.jp

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At a glance

Among German companies
active in Japan...

85%

name the **high stability**
and reliability of their
relationship with
Japanese business partners as
an important location factor.

54%

are already doing business
with Japanese companies
outside Japan.

89%

of the companies earn a
pretax **profit.**

78%

feel that **finding**
talented staff
is a challenge.

70%

are expecting **business**
to improve within the
next 12 months.

91%

value the high
potential sales volume
in Japan.

48%

have not experienced
any significant change
due to “Abenomics”.

Dear reader,

Japan has gone through major changes in the past five years. In Germany, many of these changes are underestimated or even overlooked. And yet the changes could have dramatic impact on the strategies of German businesses in Asian markets. Many of these strategies focussing on attractive growth rates of 6% or more in emerging markets, which do, without any doubt, demand attention. Japan does not fit into this pattern – but what G7 country does or demonstrates the dynamics that can be compared with those in many Asian countries? Japan is too complex to be evaluated by growth indicators only, and the importance of Japanese markets cannot be measured by them. Looking closer you will find that the volume of Japanese investments make this G7 country one of the strongest global players – during the past few years Japan's investments have often surpassed the total combined investments made by China and South Korea. This is due to the intense globalisation efforts being made by the Japanese economy. Japan is heavily investing into its position as a key player in Asia and into forming the economic framework of the region in order to secure stable growth and to retain its competitive power. So how do these tendencies influence the activities of German companies in Asia?

A large majority of the companies we asked during this survey said they have profited from the changes that have been taking place in Japan. Many of them have not only noticed new possibilities going beyond doing business in Japan, they have already managed to achieve more turnover outside than inside Japan – and expect more in the future. For some companies these opportunities are the main reason for opening branches in Japan.

The fact that German companies with a long history of doing business in Japan have had excellent results shows that they are on the right path. In spite of all the challenges and in spite of the complex conditions, most German companies in Japan are very successful. Many of them have been doing good business for years and not only value the big and profitable market, but also the stability and security that no other country in the region can offer.



The interest in Japan is increasing. There is also another remarkable fact: Even though many are sceptical of the overall economic development of the country for the coming months, they do not expect their profits to shrink. Companies established in Japan can expect stable and fruitful business relationships, especially those who manage to survive their first 5 years in the Japanese market.

This study is based on an online survey done in February 2016 addressing the top management of 348 German companies in Japan. As 94 of them answered, the representative response rate is 27%. The result is stunning: There is no other country like Japan in all of Asia – German companies active on the global stage had better incorporate Japan into their strategies for Asian markets.

Marcus Schürmann
Delegate of German Industry and Commerce
in Japan

I Overview: Trade relations between Germany and Japan

Export volume

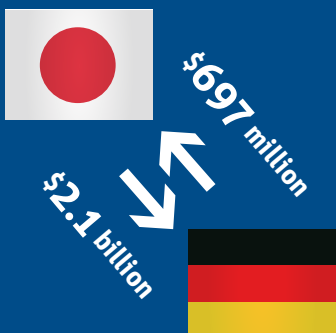
Japan has a slight export surplus. This difference is more pronounced for foreign direct investments and when there are foreign branch offices.

Trade volume in 2015



Source: figures based on GTAI

Direct investments (average 2008–2014)



Source: JETRO, Ministry of Finance Japan

- Japan is Germany's second most important Asian business partner after China.
- Germany is Japan's most important business partner in Europe.
- Japan's strategic importance cannot really be expressed by macroeconomic indicators.

Business relationships between Germany and Japan have been extremely stable for years. Without being significantly influenced by changing economic trends or crises in the EU or East Asia, the bilateral trade volume has been growing at a constant rate in the past few years. In 2015, it amounted to approximately €37.2 billion.

Japan's balance of trade has always shown an export surplus. In 2015, German exports to Japan amounted to €17 Billion. At the same time, German imports of Japanese goods amounted to €20.2 Billion. Thus Japan is Germany's second most important Asian trade partner after China. While Germany is Japan's most important trade partner in Europe. Most German exports to Japan can be found in the areas of the chemical industry, transportation and mechanical engineering. According to several German institutions, there are approximately 1,600 Japanese companies located in Germany. Most of them are in the Düsseldorf, Frankfurt am Main, Munich and Hamburg areas. According to an estimate by AHK Japan, there are about 450 branch offices of German companies in Japan – and since 2012 the number has been on the rise.

By far, most of them are located in the Tokyo area. The Osaka-Kobe area with approximately 40 German companies is another important business hub.

Mutual investments have been rising since 2008/09

Foreign direct investment (FDI) also shows a Japanese surplus. After the financial and economic crisis in 2008/2009, Japanese companies have been investing heavily worldwide. One of the markets they have been investing in is Germany: Data from the Ministry of Finance in Japan show that the relevant FDI reached an annual average of \$2.1 billion for the years from 2008 to 2014. During the seven preceding years the average amount was \$687 million. In spite of the triple disaster on March 11, 2011, German FDI in Japan has doubled on average during the six years since 2008 – even though the values vary strongly depending on the year you are looking at. As the number of German branch offices in Japan has hardly changed, most have probably invested in M&A or in new facilities. The average amount was approximately \$372 million annually before 2008 and \$697 million after 2008.

“German **FDI** in Japan has **doubled** on average since 2008, in spite of the triple disaster on March 11, 2011.”

While many Japanese companies regard Germany as an important window into EU markets, German companies tend to see Asia as a far more heterogeneous region with little economic integration. Approximately 20% of the companies answering the survey report to regional headquarters based in Singapore. 13% base their regional activities in China and 11% have headquarters in Tokyo.

Japan's strategic importance

The trade volume between Germany and Japan is not very large compared to the considerable global economic power of both countries. However, this must not obscure the real importance of Japan for German companies. On one hand, many German makers of high end and complex products made in factories worldwide heav-

ily rely on Japanese parts. For some components, such as control systems or memory chips, the Japanese market share is huge. As a result, supply bottlenecks can occur, as was experienced after March 11, 2011, and this can cause a global loss of production. On the other hand, Japan has many strategic advantages that it can offer German companies as a business location and as business partner. Such things can hardly be expressed in figures: High quality standards in Japan are a benchmark for German makers. Japan is a leading innovator, especially with important cross-sectional technologies like robotics, mobility or life sciences.

Exports to Japan

Chemical, pharmaceutical, mechanical engineering, and automotive and car component manufacturing are the main industries exporting to Japan.

Share of selected sectors of the total German exports to Japan (2015, in %)

Automotive and car components	29.2
Chemical	24.4
Mechanical engineering	13.6
Measurement and control technology	7.7
Electrical engineering	6.6
Electronics	3.1
Others	15.2

Source: Figures according to GTAI 2016





Photo/Trey Ratcliff

EU-Japan Free Trade Agreement – a positive outlook

Since 2013, the EU and Japan have been negotiating a bilateral free trade agreement. It aims to lift tariff and non-tariff barriers for trade on both sides. If signed, this agreement will affect 30% of the global economic output. Apart from a few products – especially foods – **tariff levels in Japan are already low.**

The automotive industry is another industry that will be impacted. The discussion on abolishing European tariffs for Japanese cars are still ongoing. If this should come about, the Japanese government will supposedly lift non-tariff trade barriers that are applied to imported cars, such as administrative regulations and industrial standards.

Non-tariff trade barriers can be a problem in other industries, too. However, many of these have changed and shifted during the past few years. The best examples may be in the field of medical technology and pharmaceuticals. Their sales have improved due to a **dramatic acceleration of their approval processes.** However, from an EU point of view, other industries including aeronautics and rail transportation technology still face discrimination.

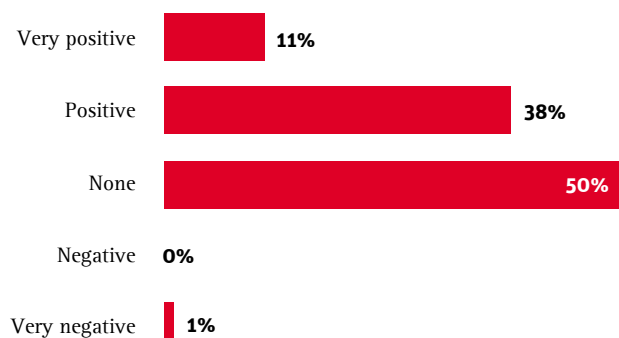
Nonetheless, many of the trade barriers that foreign companies are affected by are due to long established business practices and structures that were not actually introduced to discriminate. Among them there are the complex distribution structures that foreign companies find difficult to override. However, in the past

few years many conditions have improved in this area.

With this background, our survey found a positive view concerning the negotiations for a free trade agreement between the EU and Japan. The agreement is aimed at gaining easier access to markets and at promoting better trade. 49% of the participants of our survey are expecting **positive or very positive effects.** The remaining participants do not expect any significant effects with their business.

The EU is urging for the negotiations to be resolved until the end of 2016.

What effects will the free trade agreement between the EU and Japan have on your business?



II Outlook: Business climate in the next 6 and 12 months

- 70% of the participants of our survey are expecting their business to improve within the next 12 months.
- Only 17-27% are expecting the overall economic situation to improve.
- When German companies are evaluating their chances for success, they are not significantly influenced by economic trends in Japan.

Ever since the economic bubble in Japan burst in the early 90s, the economical development of Japan is said to have shown long periods of stagnation interspersed with short phases of recession and low average growth rates. The country is facing an ageing society, weak domestic demand, high national debt and increasing global competition. While Japan managed to overcome the global economic crisis in 2008/2009 quite easily, the country continues to be affected by the triple disaster that occurred in March 2011.

A new government brought new hope at the end of 2012. From then, Prime Minister Shinzo Abe and his Liberal Democrats (LDP) have been the leading force and started several large-scale economic stimulus packages. By means of an extremely loose monetary policy, the Yen was devalued considerably and as a result, exports of many multi-national companies were boosted. Share values of Japanese companies skyrocketed, and the Nikkei Index jumped from 9,000 to 17,000 points within three years. The Bank of Japan proclaimed an inflation target of 2% by 2020, and the na-

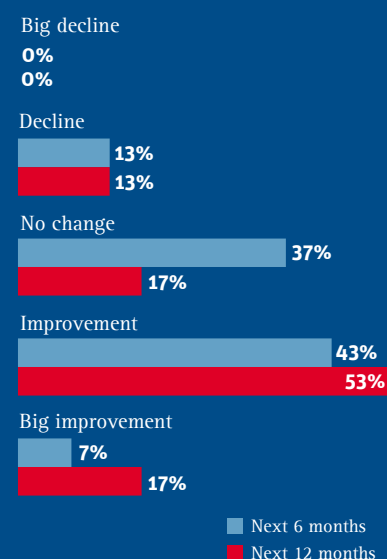
tional government is aiming at a BIP growth of ¥600 trillion for the same year - based on an annual growth of 2%.

Inconsistent picture

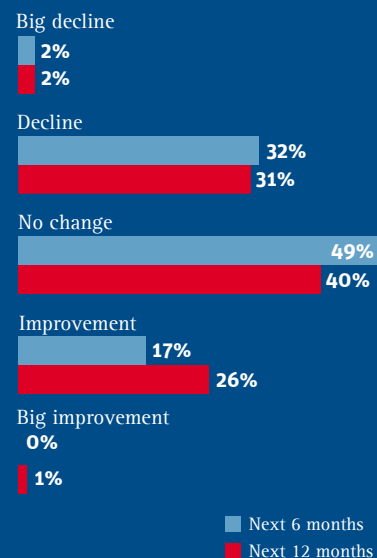
However, a closer look on the Japanese economy paints an inconsistent picture. Low energy costs resulted in a better trade balance but contributed to inflation. In April 2014, consumption tax was raised for the first time since 1997. As a result, national consumption grew before the tax hike and slumped after it. Weak demand in China caused furrowed brows among Japanese exporters.

The Tankan survey, the short-term economic survey issued once every three months by the Bank of Japan, showed a mostly positive image in the beginning of 2013. In early 2016, the so called diffusion index for manufacturing industries again rose by 1 point, reaching a total of plus 7. Any positive value means that the majority of companies feel optimistic.

How will your business develop in the next 6 and 12 months?



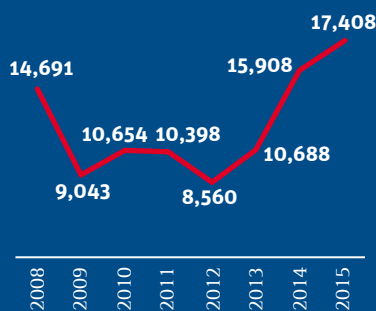
How will the Japanese economy develop in the following 6 and 12 months?



Effects of “Abenomics”

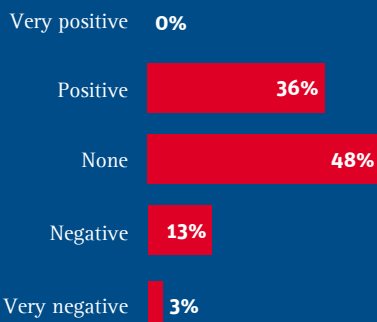
Multinational Japanese companies that specialize in export have been said to be the main winners of Abe’s economic policies. As a result, the Nikkei index has been on the rise since 2012. The participants of this survey estimate the effects of the policies on their business as moderate.

Development of Nikkei 225 since 2008



Source: www.nikkei.com/markets/kabu/

What effects has “Abenomics” had on your business?



“Most companies have succeeded in adapting to **cut-throat competition**.”

There are however perceivable discrepancies between big industrial companies and medium-sized companies, which are much more sceptical about the future. In early 2016, the service sector was also pessimistic. For wholesalers, the value dropped from 9 to minus 4 – and the mood among consumers continued to be rather negative.

Few effects on German companies

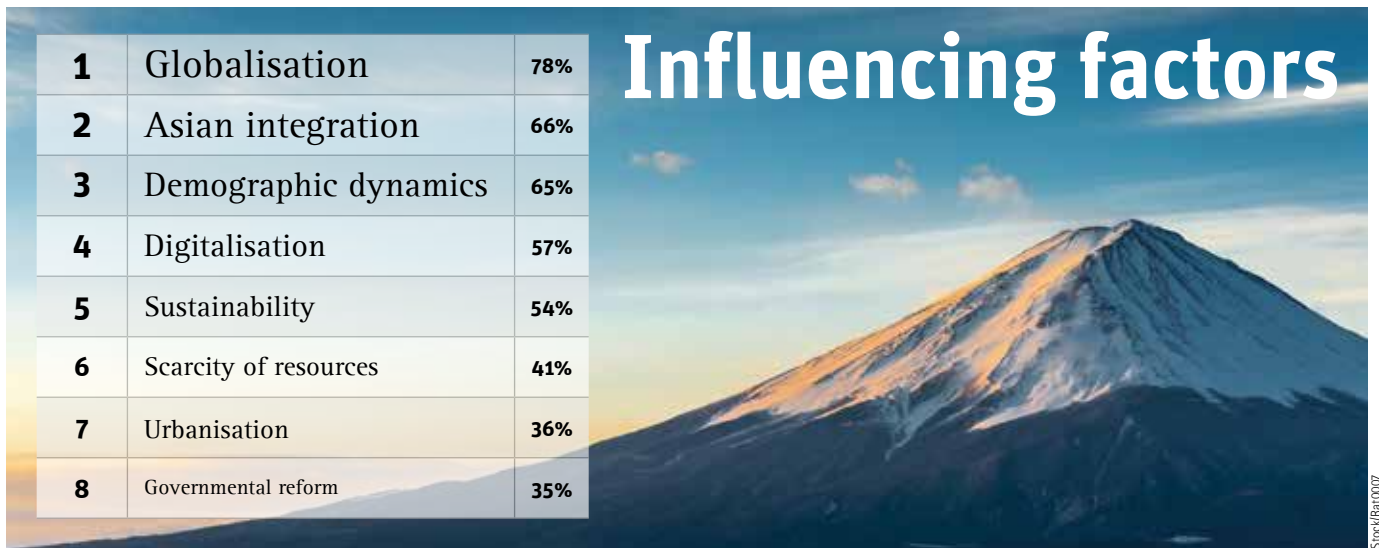
It is remarkable that German companies do not worry much about these tendencies. According to the survey by AHK Japan, they have been careful not to voice overly high expectations in regards to economic development in the next 6 and 12 months. About half of them don’t expect much change. Only 17% expect a positive trend in the next 6 months. For the next 12 months, the result is a more optimistic 27%.

In spite of all the above, most German companies in Japan expect their individual business situation to improve: About half of the respondents expect

their situation to improve or improve significantly in the next 6 months, while 37% predict no significant change. Only 13% expect their situation to worsen. Regarding the next 12 months, 70% of the companies answering to our survey are optimistic.

There are several reasons for the positive feeling among German companies in Japan. Most of them have managed to survive in a highly competitive and saturated market with little growth and predatory competition. Others are active in growth sectors little influenced by the economic situation, such as pharmaceuticals or life sciences. Makers of high-priced consumer products address target groups that are not really influenced by economical slumps. Furthermore, many businesses have found it profitable to develop business with Japanese companies outside Japan, as the global activities of multinational Japanese companies tend to grow rapidly. Whoever deals with them can hope for a considerable future growth in turnover in spite of allegedly sluggish growth.

What do you think influences the development of the Japanese economy most?



A matter of opinion: Japan's second "lost decade"

Without any doubt, Japan has been sailing in troubled economic waters since the 90s. After the economic bubble burst, the former shooting star of global trade turned into a headache. With its deflation and recession, the 90s became Japan's "lost decade". Figures show that this economic stagnation has continued into this millennium. The general consensus is that Japan has hardly grown in contrast to other economies.

Nonetheless, leading economists have agreed during the past few years that the second "lost decade" (i.e. the decade starting in the year 2000) **was not as gloomy** as it seemed at a first glance. On the contrary: Compared to the US and the UK, Japan's growth rates have not been too bad, if you measure them in real terms and don't only regard nominal values. If you consider the development of prices and shrin-

king population, the real per capita income **rose by an average 0.9%** between 2002 and 2014, according to Japan expert David Pilling. In the US, it is 0.8%, in the UK it's 0.5%. According to a 2015 analysis by the Bank for International Settlements in Basel, real growth between 2000 and 2013 was 10%, not much different from the US's 12%. Furthermore, if you keep in mind that the real gross domestic product is dependent on the size of the labour force, Japan reached a growth rate of 20%, almost twice that of the 11% growth rate in the

US for the same period of time.

These calculations do not contradict the fact that Japan has to master **huge economic challenges**, but they do show that a superficial comparison based only on economic figures can easily lead you astray.

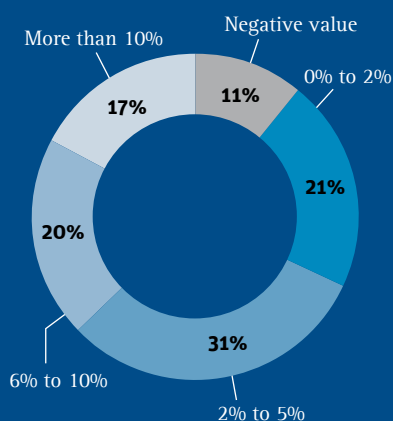


Insight: Challenges and chances

Why is your company active in Japan?

- 1 Big national market potential **(91%)**
- 2 Big potential for business with Japanese customers worldwide **(53%)**
- 3 To keep an eye on Japanese competitors **(41%)**
- 4 Japan is a benchmark, e.g. for quality and service **(34%)**
- 5 Innovation, research and development **(24%)**

What was your average pretax profit margin in 2012-2015?



- 91% of the companies taking part in this survey think that Japan has a great potential as a sales market.
- 85% consider reliable relationships with their Japanese partners to be an important strength.
- Very good stability and planning security mean that Japan is a unique location in Asia.

The Japanese market is not an easy one. Strong competitors and customers with high expectations can be a challenge. Many industries show signs of predatory competition. Nonetheless, Japan is a profitable market for companies offering high end products. “Made in Germany” is still considered to be one of the most important quality characteristics, even or especially in the present era of globalisation.

As a result, 91% of the companies taking part in the survey think that Japan is an attractive market due to its high sales potential. 127 million inhabitants earn an average per capita income of approximately \$42,000. This results in an excellent b2c market. Furthermore, 44 “Forbes 500” companies are located in Japan, the third largest number worldwide. There also are a large number of big industrial companies and OEMs, creating an attractive market for component suppliers. Considering the size of the market and margins that are often above average, even a small market share can be worthwhile. About 50% of the participants of our survey had an average profit margin of between 2 and 10% during the last three years.

Among companies that have been active in Japan for 5 years and more, the margin was 65%.

High sales potential

While many emerging economies show attractive growth rates, Japan offers a reliable market, high sales potential and a high level of stability that cannot be found anywhere else in the region. Whoever starts a business in Japan and cultivates good business relations can rely on long-standing and fruitful business partnerships. 85% of the German companies in this survey confirmed this. 75% saw economic and social stability as another very important factor in favour of Japan. This demonstrates that these companies do not consider economic development in Japan to be as negative as foreign media often claim, and furthermore they evaluate their prospects for doing good business without putting much weight on economic growth.

A growing potential to do business with Japanese customers and partners outside Japan (53%) and the opportunity to watch strong Japanese competitors in their domestic market

” After being present in Japan for 5 years, the **average** profit margin rises **considerably**.“

(41%) are other strong incentives for German companies to be active in Japan. Furthermore, 34% of the companies in this survey stated that they regard being present in Japan as an opportunity to incorporate high Japanese standards into their business model, and as a result, improve their own products and services. For about a quarter of the participants, the highly innovative research and development scene is an important factor.

The overall balance clearly is positive

The survey also made it clear that German companies consider the positive aspects to be far more important than the negative ones. Among the latter, finding qualified staff is the main obstacle. For 78% of the companies taking part in the survey, this is a big or very big challenge. For more than half of them, fluctuating exchange rates are a problem, especially since 2013.

For German and other foreign companies in Japan, finding qualified staff is by far the biggest challenge. On the one hand, potential employees who can work on an international ba-

sis and have experience overseas are few and far between in Japan. On the other hand, many well-educated employees still prefer working for big, established Japanese companies. This can be a serious problem for foreign medium-sized companies which are not very well known in Japan.

34% of the companies find that high labour costs are a problem. However, some comment that high efficiency, especially in the manufacturing industry in Japan, results in unit labour costs that are sometimes lower than in Germany.

Apart from these problems, tight regulation, high company taxes and labour protection are conditions German companies regard as hurdles in Japan. However, these aspects are considered as big problems by only 30% of the participants in the survey, thus being far less important than reports about Japan generally suggest.

Protecting intellectual property and data security is an important issue for only around one tenth of the participants of this survey. This underscores the solid framework of a G7 country.

89%

of German companies in Japan yield profits.

In the two biggest industries (automotive and mechanical engineering), this figure is more than

97%.

Most companies that have been active in Japan for less than 5 years have profit margins of

0-2%.

Companies that have been active in Japan for more than 5 years have average profit margins of

2-10%.

What are the biggest challenges for your business in Japan? What are the biggest advantages?

Challenges and advantages

Top 7 challenges in Japan

1	Recruiting qualified staff	78%
2	Exchange rate risk	56%
3	Labour costs	34%
4	Retaining staff	33%
5	The hurdle of regulations	32%
6	High company taxes	30%
7	Dismissing staff	29%

Top 7 advantages in Japan

1	Stability and reliability of business contacts	85%
2	Highly qualified workforce	76%
3	Economic stability	75%
4	Highly developed infrastructure	71%
5	Security and social stability	67%
6	Political stability	64%
7	Openness for high-tech and innovation	59%

Direct supervision of subsidiary in Japan from German HQ?

Until recently, the common understanding was that the top management had to be in charge of any business in Japan, so control from the headquarters was essential. Most German subsidiaries in Japan reported to their head offices back home.

Due to demanding conditions, businesses in Japan still require a lot of attention from their head offices, but in spite of this, reporting structures seem to have changed. About half of the companies taking part in this survey answered that they have regional headquarters (HQ) in Asia. Based on this, it can be assumed that the business of German companies has **become more interconnected in Asia** and that they need a central reporting line in the region. Business with Japan also seems to be more and more integrated into their regional activities. Among the companies with

more than 20 employees in Japan that took part in this survey, on average **about two thirds** have their headquarters in Singapore, Hong Kong, Tokyo or another Asian city. This only applied to about half of the smaller companies with less than 20 employees in Japan.



iStock/payestimages

IV Foresight: Business with Japan worldwide

- The on-going globalisation of Japanese companies brings opportunities, especially for German medium-sized companies.
- For this, being present in Japan is an important factor.
- Especially in South East Asia, the number of third-market cooperations is rising.

During the past 10 years, Japan has been making remarkable leaps in globalisation, and German companies have profited more and more from this development. After the financial and economical crisis in 2008/09 and the triple disaster of March 2011, awareness and the drive to be active globally have been growing rapidly in Japan: Japanese companies fear that they may lose their standing internationally if they do not put more effort into their global strategies.

Doing global business can be a challenge, especially for medium-sized companies in Japan. Many of them do not have the capacity needed to supply products and services to foreign customers. Furthermore, many of them are feeling exceedingly helpless. As a result, larger medium-sized companies and multinational companies in Japan have been investing even more heavily – many of them in areas of economic growth like Latin America, but most of all in South East Asia. In those countries, Japanese companies, the Japanese Official Development Assistance (ODA) and Foreign Trade Promotion have actively been contributing to the economical framework.

Being present in Japan is a prerequisite

This shift in the global market offers new chances for German companies – especially in parts of the market where Japanese companies cannot rely solely on their long-standing suppliers anymore. The times in which companies “only buy Japanese” are over. Preferred alternative partners often are German medium-sized companies that already have a global standing and have access to the necessary infrastructure, as well as high quality products and services. In this survey by AHK Japan, the share of German companies doing business with Japanese customers and partners in outside markets has risen to 54%.

However, it is important to note that 80% of them pointed out that being present in Japan is crucial. It is the only way to build up the kind of sustainable relationships and mutual trust that are essential for business with Japanese partners worldwide. Furthermore, many of the final or important global decisions of Japanese companies still are made in their Japanese headquarters. 84% of the German companies engaged in

54%

of the participants in this survey also do business with Japanese customers outside Japan.

80%

of them said that their Japanese branch office plays an important or very important role in their business.

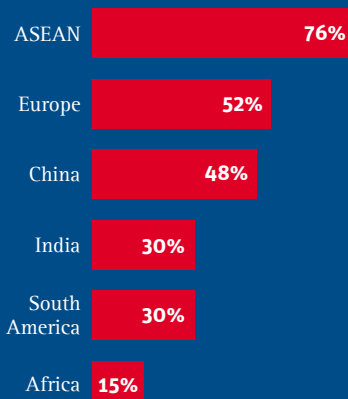
The
**ASEAN
region**

is their most important target area.

What are the reasons for your business with Japanese partners worldwide?

- 1 Using your own sales and service network **(84%)**
- 2 Increasing the value of our Japanese branch office **(67%)**
- 3 Saturation of the Japanese market **(60%)**
- 4 More market accessibility due to the internationalization of business **(56%)**
- 5 Being able to attain higher margins **(25%)**

In what regions do you pursue foreign market business with Japanese companies?

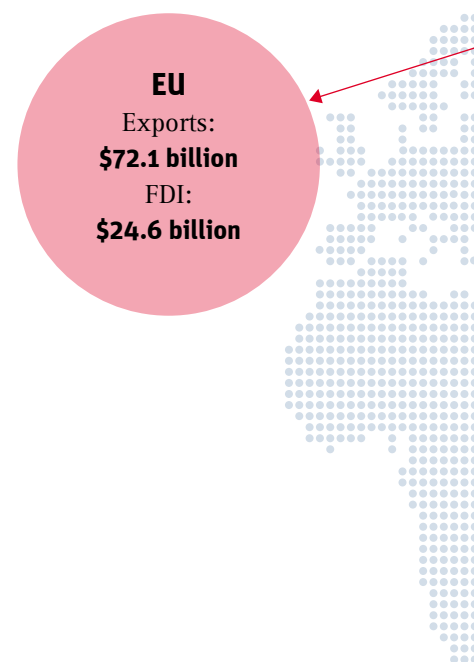


the business market outside of Japan benefit from their global networks, which gives them a competitive advantage. For 67% of them, this kind of third-market business has increased the importance of their Japanese branch offices, many of which are under internal pressure within their companies due to the high demands of the Japanese market and high initial investment costs. In addition, 60% of the participants in this survey feel that doing business outside Japan is an alternative to doing business in the saturated Japanese market. More than a quarter of the companies replied that doing mutual business in a foreign market results in better prices.

Focussing on South East Asia

For 76% of the participants of this survey, ASEAN countries are the most important target area for third-market transactions with Japanese companies. This is because they are geographically close to Japan, and because of the traditionally strong presence of Japanese companies in the region. Their “China+1” strategies have been long established and further supply chains are being built in South East Asia. The Japanese government is giving massive political support, among other things, by increasing the number of free trade agreements. Japan has already made 15 bilateral agreements with other countries, 10 of them with East Asian and South Asian countries. More than 6,000 companies already have branches in ASEAN countries, and their numbers continue to rise significantly. Europe and China are the second most important markets, and

in both of them there is potential for business between Japanese and German companies.



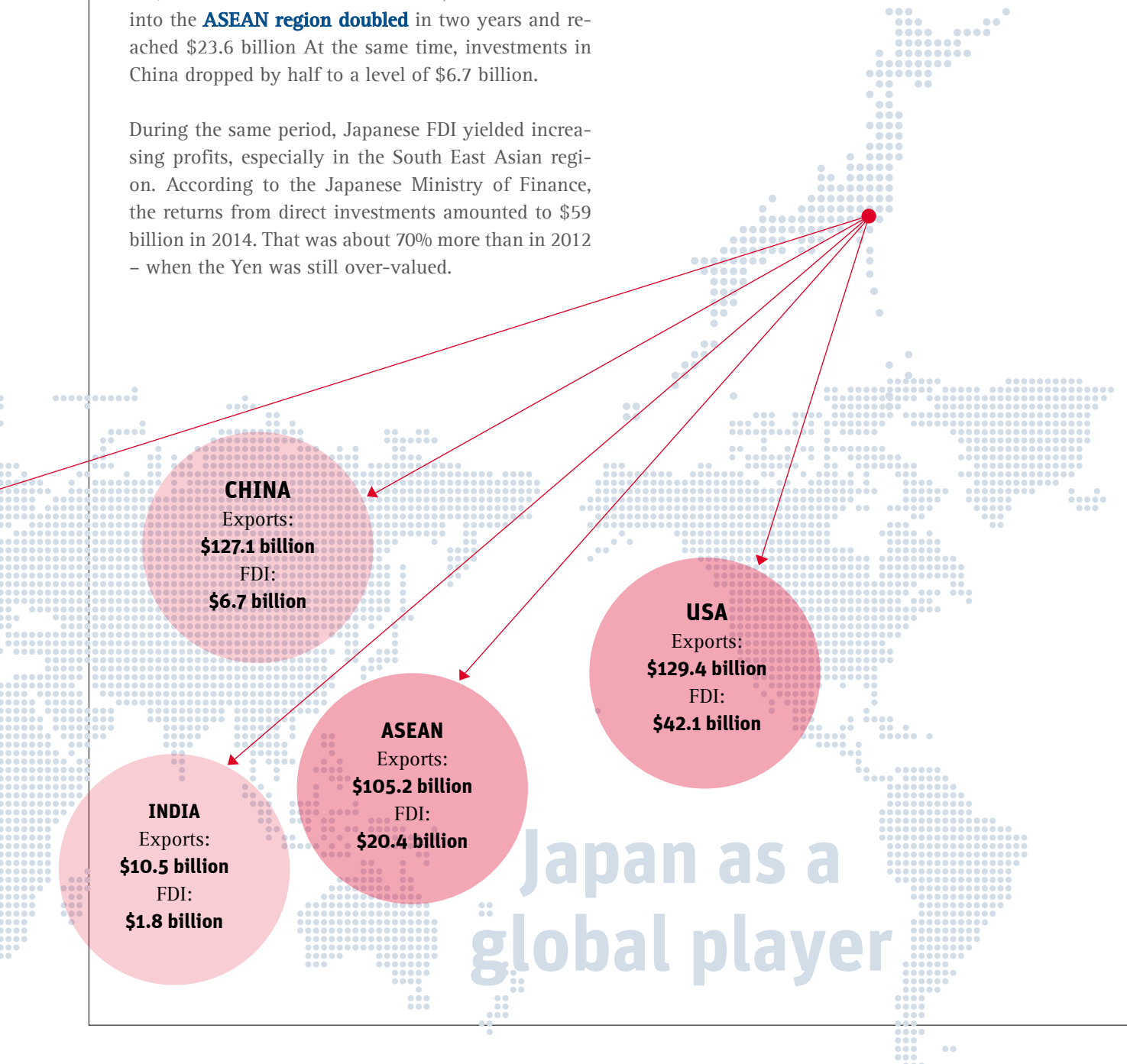
Source: JETRO, The Economic Intelligence Unit (as of 2014)

Japanese Globalisation: Focussing on Asia

Foreign direct investments (FDI) of Japanese companies have been at their **peak values** for years. The Japanese share of global outward FDI almost reached 10% in 2013 and was much higher than that of other countries. At \$135 billion, it was a hitherto unprecedented high, even higher than for Chinese and South Korean foreign investments combined. In 2014, it was just below \$120 billion, exceeding the value of \$100 billion for the fourth time in a row. The biggest portion, US\$42.1 bn. was invested in the US, but investments into the **ASEAN region doubled** in two years and reached \$23.6 billion. At the same time, investments in China dropped by half to a level of \$6.7 billion.

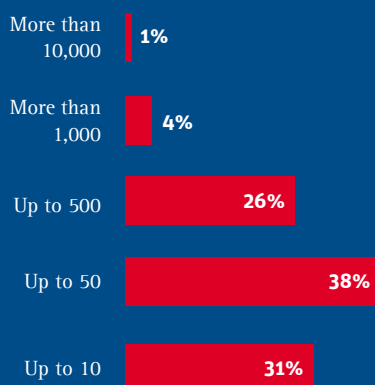
During the same period, Japanese FDI yielded increasing profits, especially in the South East Asian region. According to the Japanese Ministry of Finance, the returns from direct investments amounted to \$59 billion in 2014. That was about 70% more than in 2012 – when the Yen was still over-valued.

Furthermore, Japanese companies invested **\$52.7 billion in mergers and acquisitions** in foreign countries in 2014. Even with the massive devaluation of the Japanese Yen after 2012, this value was higher than \$50 billion for four years in a row. These investments mainly were aimed at the US, and came to \$29 billion, followed by Germany with \$4.2 billion.

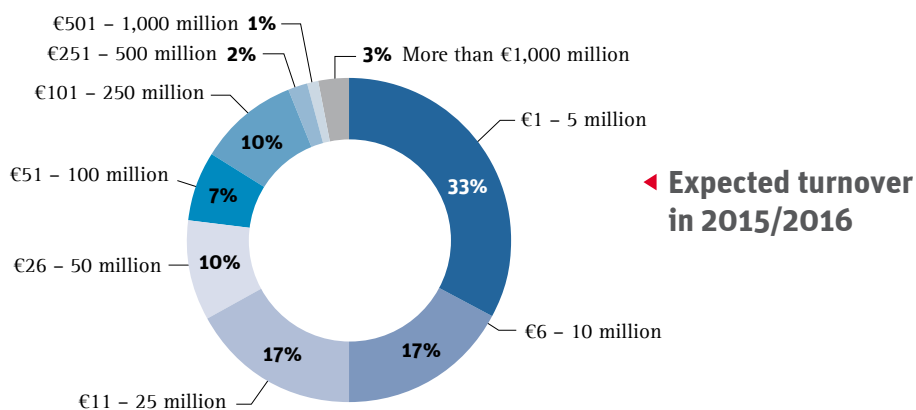
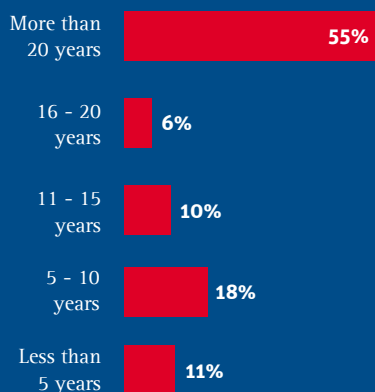


V Detailed look: Profile of the companies that took part in this survey

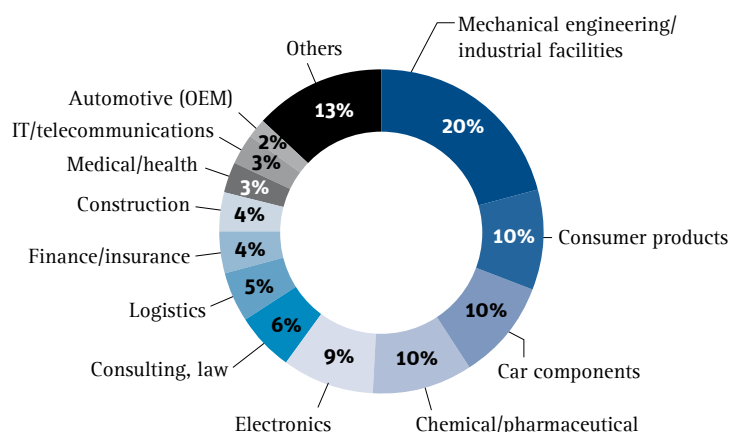
How many employees do you have in Japan?



How long has your company been present in Japan?



German industries present in Japan ▶



For our first annual business confidence survey we approached 348 German companies between early and mid February. 94 of them replied. This was a representative response rate of 27%.

More than two thirds of them (69%) have less than 50 employees. Only 17% have more than 100 employees. In all, there are about 130,000 employees of German companies in Japan.

Half of the companies expect their turnover for the present fiscal year (ending in April 2016) to reach €1 to 10 million. Almost a third of them generated a turnover of €11 to €50 million.

The number of companies that have been doing business in Japan for 20 years or more is remarkable. This demonstrates the high degree of continuity when doing business in Japan. But it is also an indicator that few companies have found their way into the Japanese market in the past years.

Of the companies answering our survey, the sectors most represented were engineering, automotive and chemicals/pharmaceuticals. In addition, there were a high number business in the goods and services industry.

Did you know?

“ According to OECD data, Japanese households own on average assets of **\$86,764**, making Japan the **third richest country in the world** after the USA and Switzerland. In Germany, each household has \$50,394. ”

“ According to the International Federation of Robotics ranking, there are **211 robots per 10.000 employees** in Japan. Japan is ranked second after South Korea (365). Germany has 161 robots. ”

“ **Less pricey than you'd think** – according to research by the Swiss UBS Bank, Tokyo is only the 10th most expensive city in the world – much cheaper than cities like New York, London or Hong Kong. ”

“ According to the World Bank Group, **setting up a company** in Japan takes about **10 days**, which is just as fast as in Germany. ”

“ In 2014, **326,000 patent applications** were filed in Japan, more than the total number of patent applications filed at the German and European patent offices combined (212,000). In Germany, Japan is the **biggest foreign applicant**, with 6400 patents filed. ”

“ In the Bloomberg Innovation Index, Japan is **second** worldwide, after South Korea and before Germany. ”

For more exciting and interesting information about the Japanese market and your business in Japan, please visit us at
www.japan.ahk.de



