

Business Confidence Survey
2022/23

German Business in Korea

Benchmarking German companies results
from EU businesses in Korea

Contents

1. Introduction
2. Business Development
3. HR / Labour
4. Business Environment
5. Respondent Profile

Foreword

The **“Business Confidence Survey 2022/2023 of the European Business Community in Korea”** gives an annual snapshot about the perception, successes and challenges of the companies from Europe active in Korea. For the second year now, KGCCI benchmarks the German companies’ replies to better analyze their forecast and concerns, to draft meaningful policy recommendations and enable an enhanced exchange amongst the German Business community.

Reading the benchmarking results does not replace taking a closer look on the Business Confidence Survey 2022/2023 which depicts trends and developments through its long series of data. This closer look on the German-Korean results rather adds the perspective of the group of companies which stood for 25% of the Korean-EU trade volume in 2022.

We thank all the companies that participated in this survey. The survey results are widely noted in Korea and Germany and will lead to strengthen the Korean-German as well as the Korean-European business relations even further.

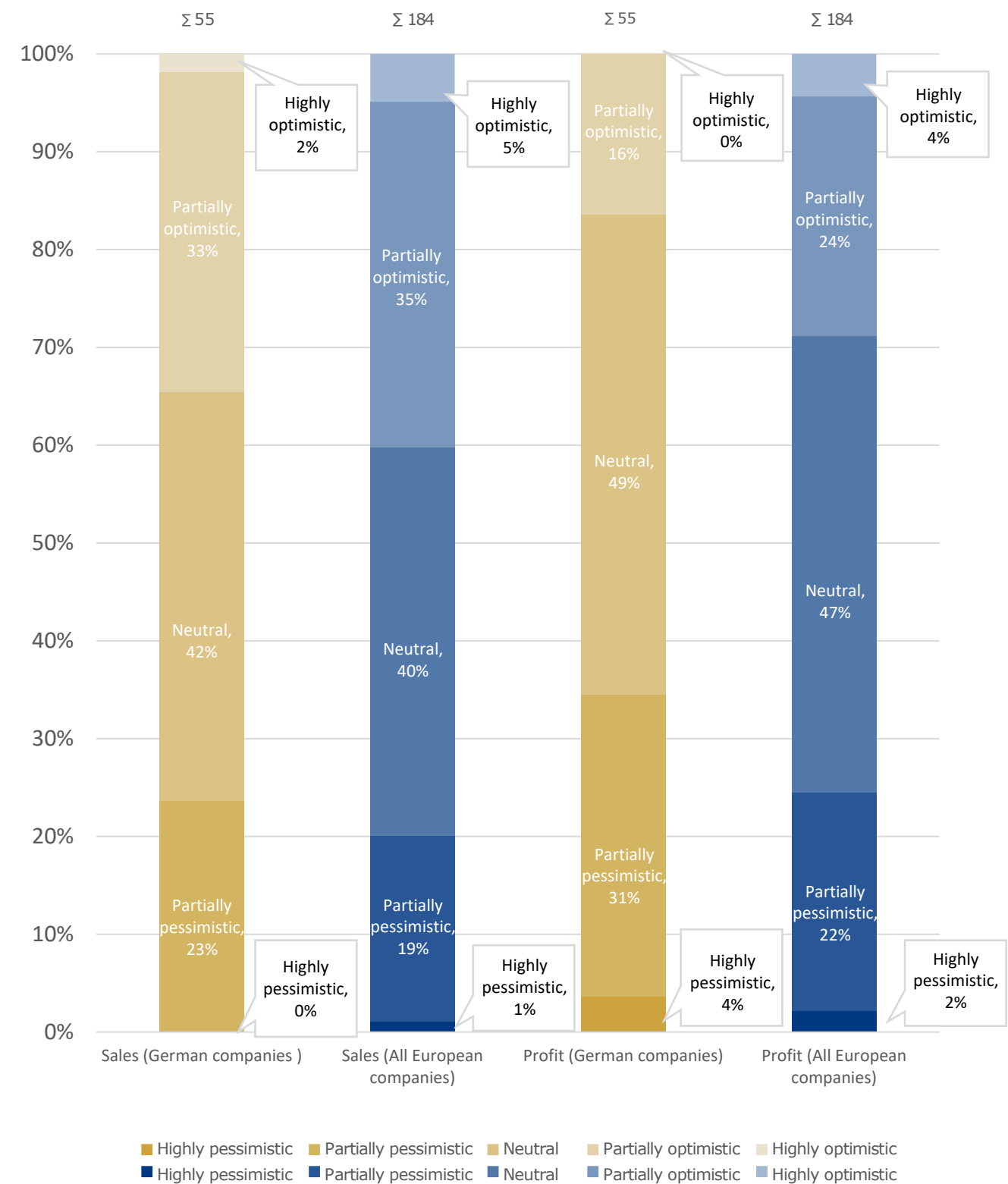
Enjoy reading and please revert to us with any questions.

Dr. Martin Henkelmann
President & CEO
Korean-German Chamber of Commerce and Industry

Business Development

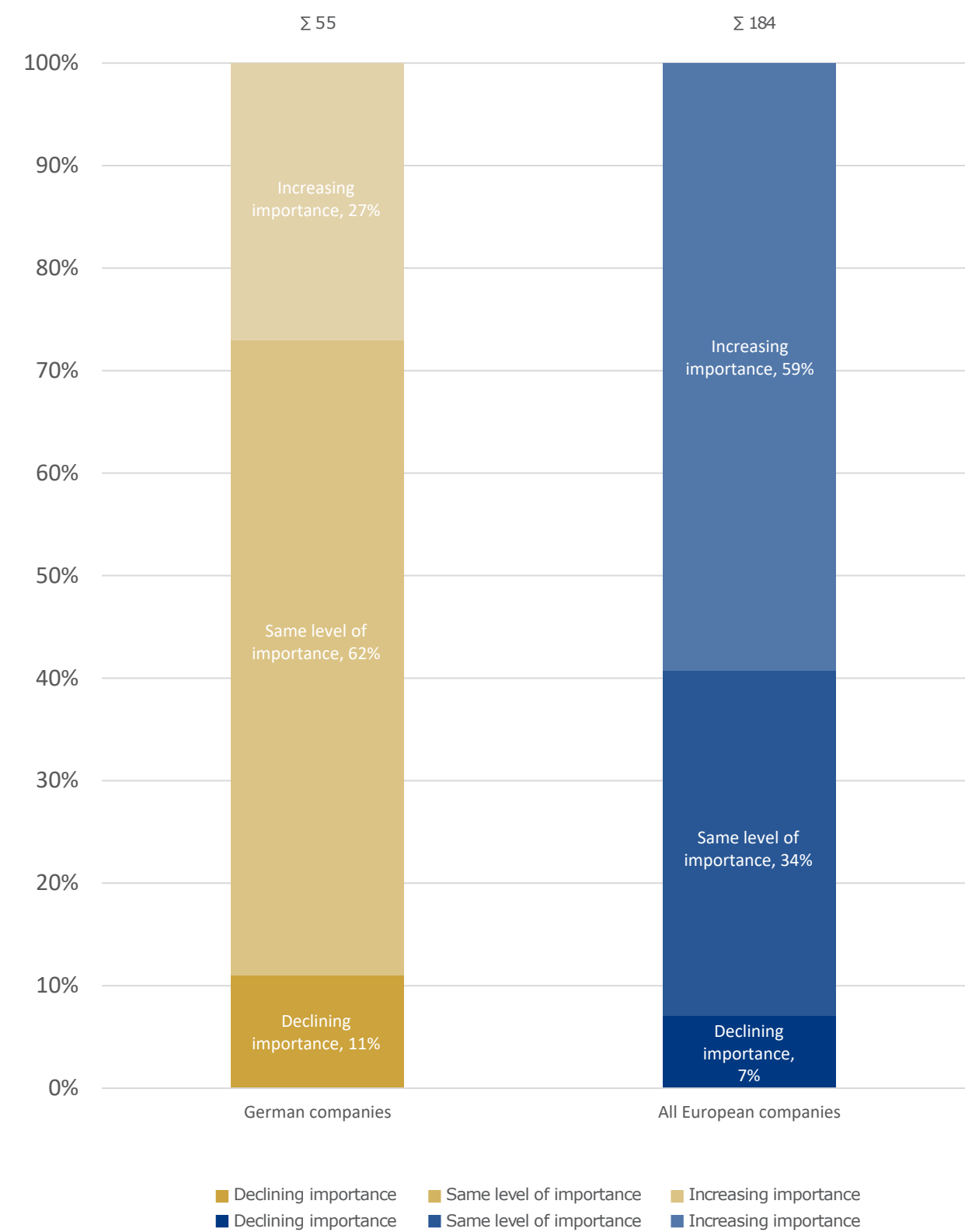
Business Development

How would you describe the business outlook for your industry in Korea within the next 2 years?



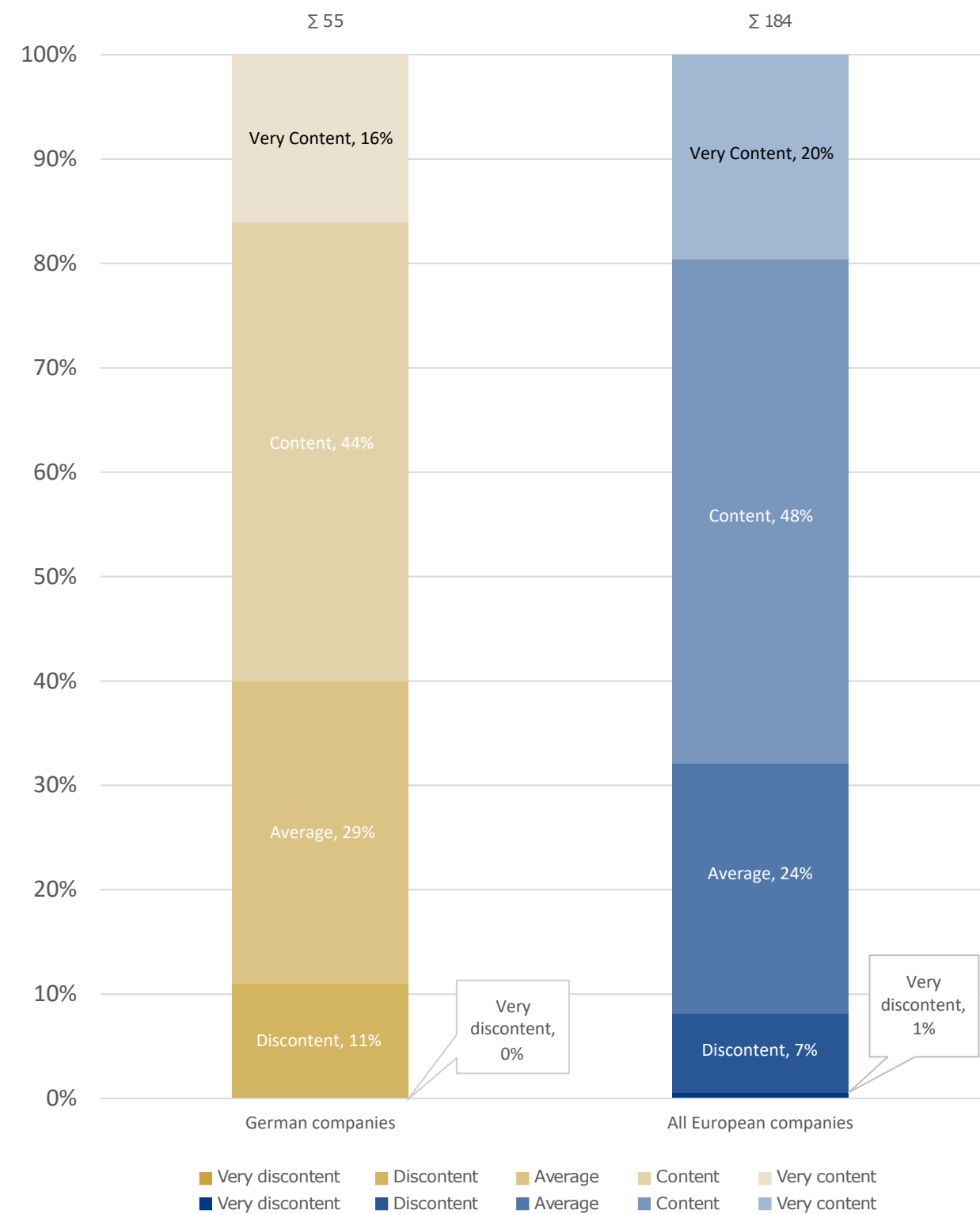
Business Development

How would you characterize the importance of Korea in your company’s overall global strategy?



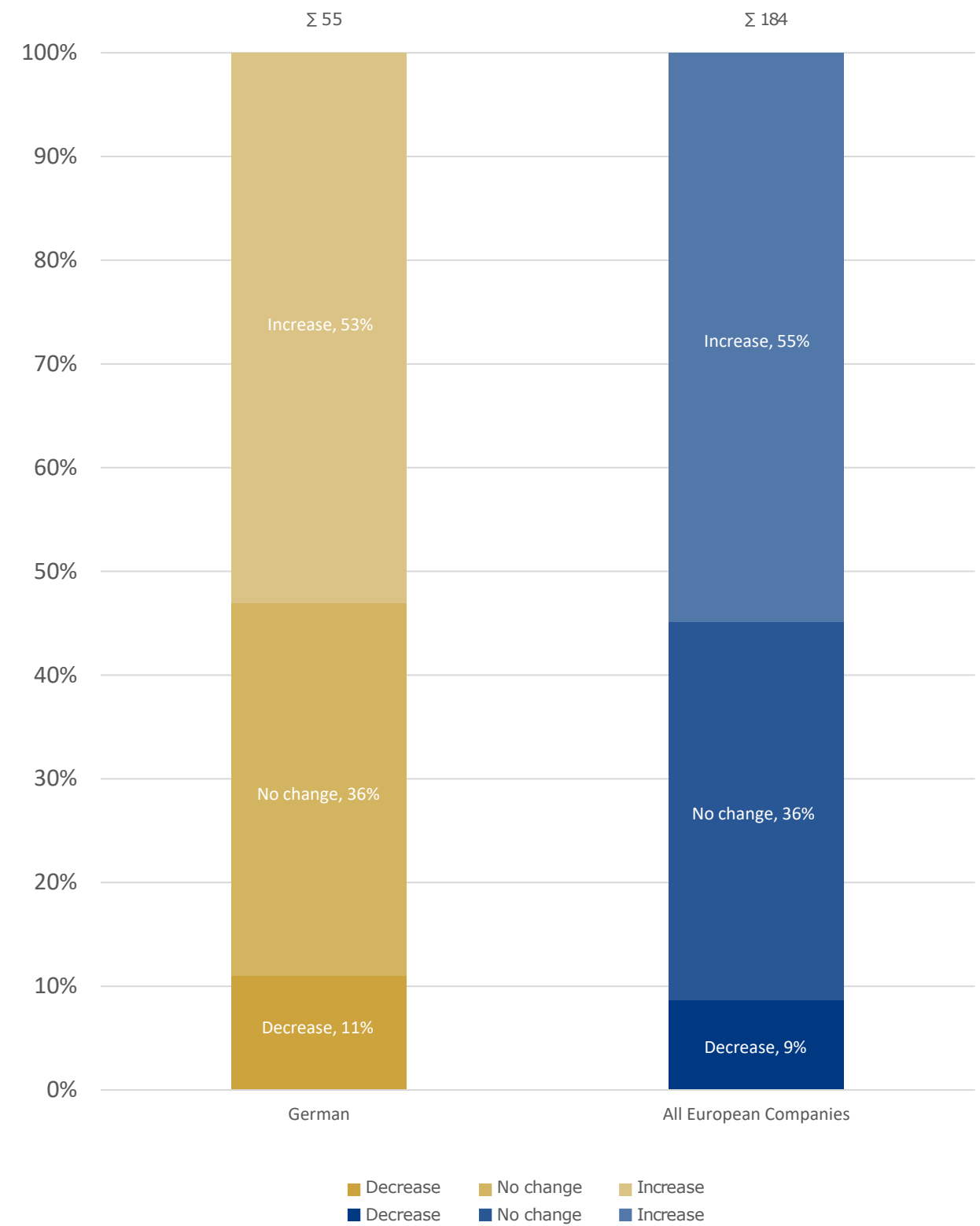
Business Development

How do you view your company's performance in Korea?



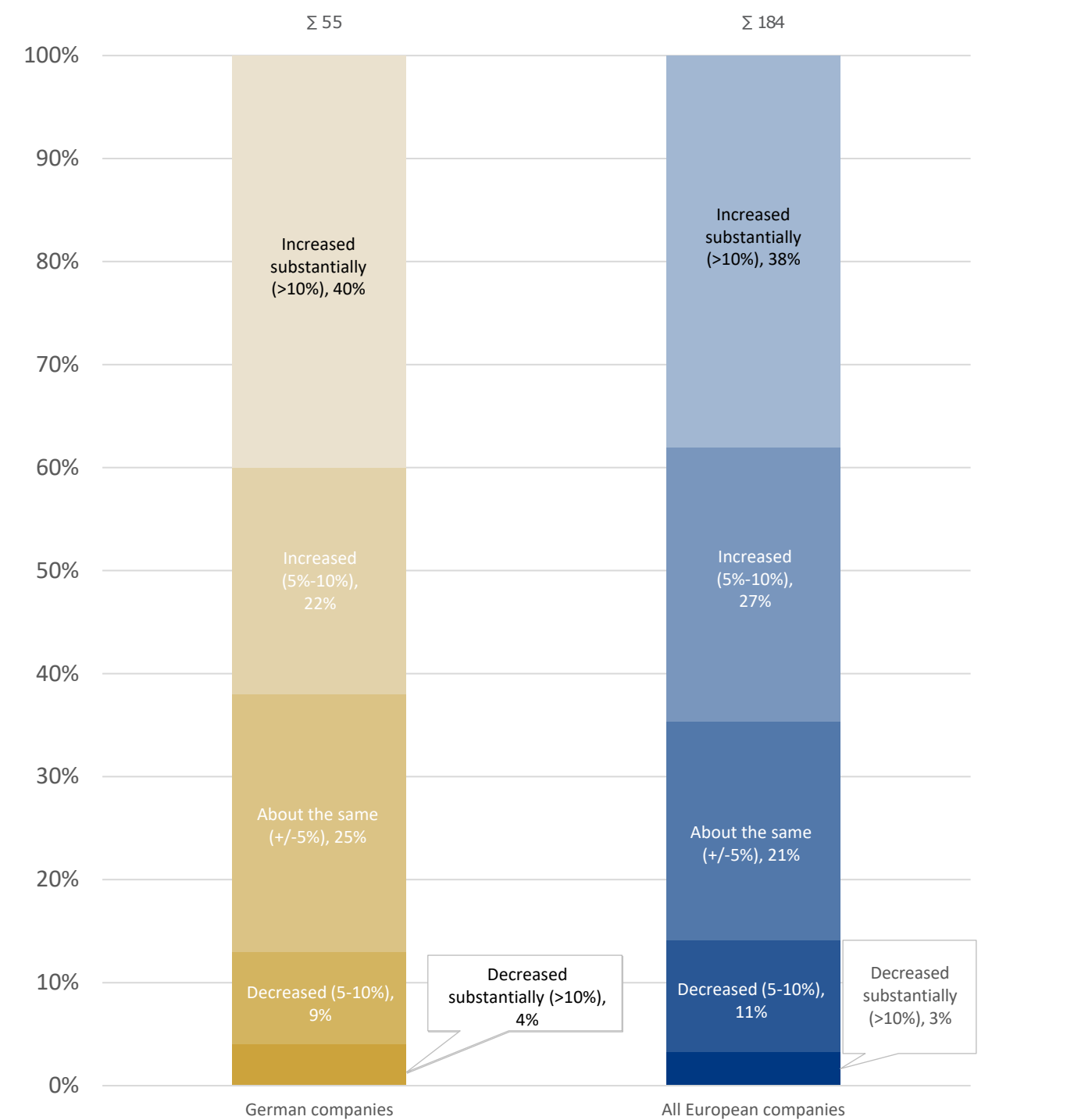
Business Development

Do you plan either to increase or to decrease investment / operational expenses?



Business Development

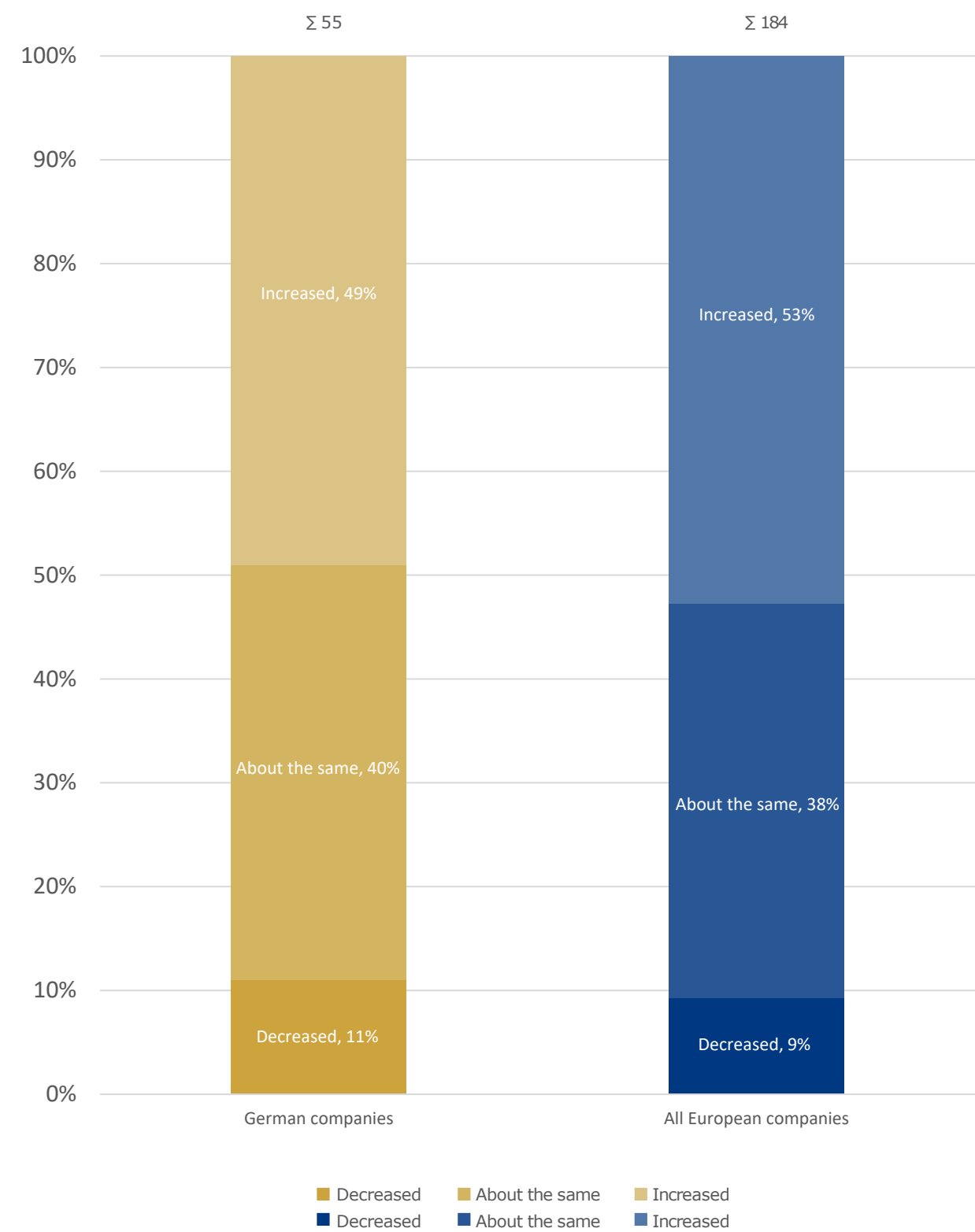
How did your company's sales in Korea change in 2022 compared to that of 2021?



■ Decreased substantially (>10%) ■ Decreased (5-10%) ■ About the same (+/-5%) ■ Increased (5%-10%) ■ Increased substantially (>10%)
■ Decreased substantially (>10%) ■ Decreased (5-10%) ■ About the same (+/-5%) ■ Increased (5%-10%) ■ Increased substantially (>10%)

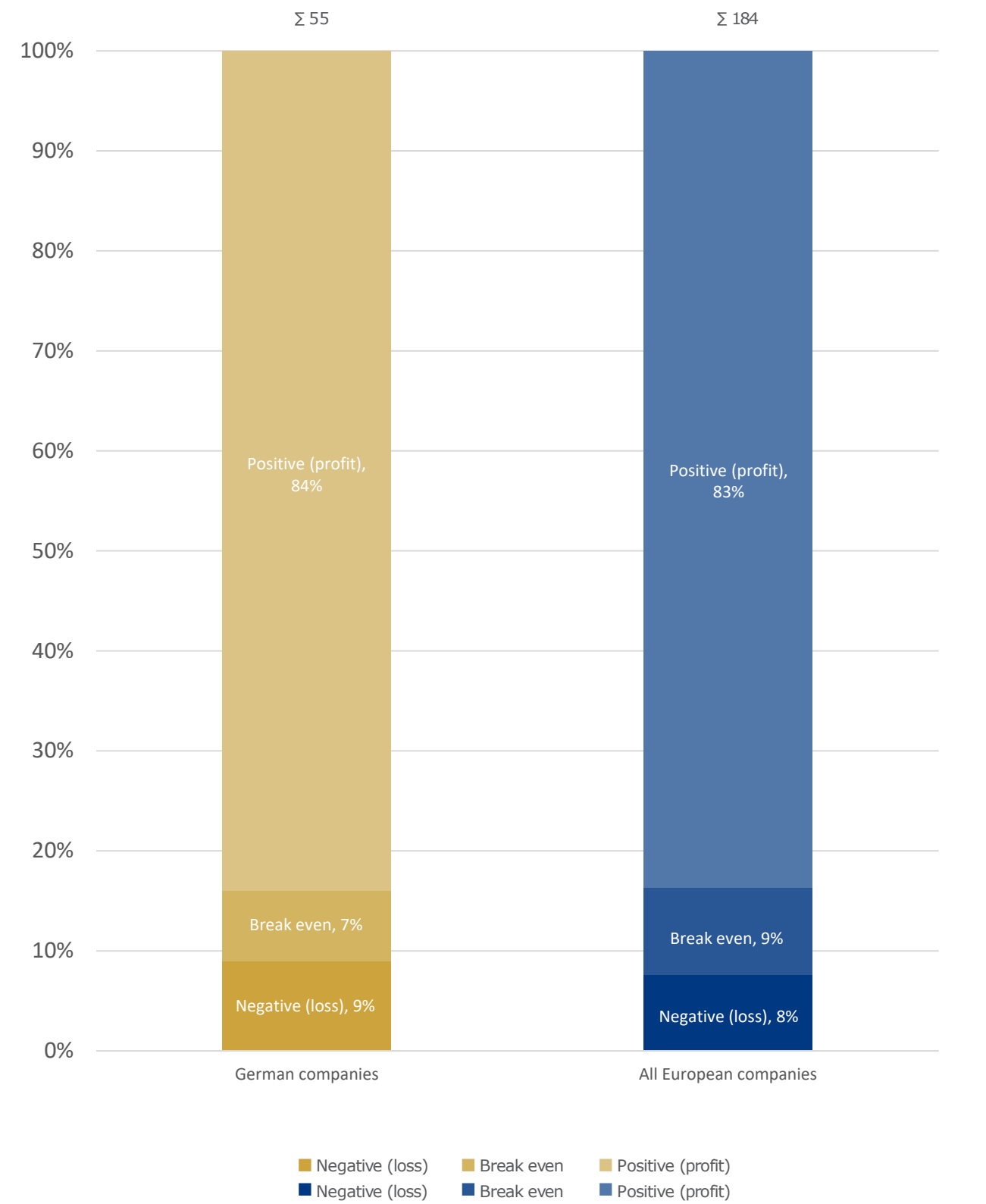
Business Development

How did your market share in Korea evolve in 2022 versus 2021?



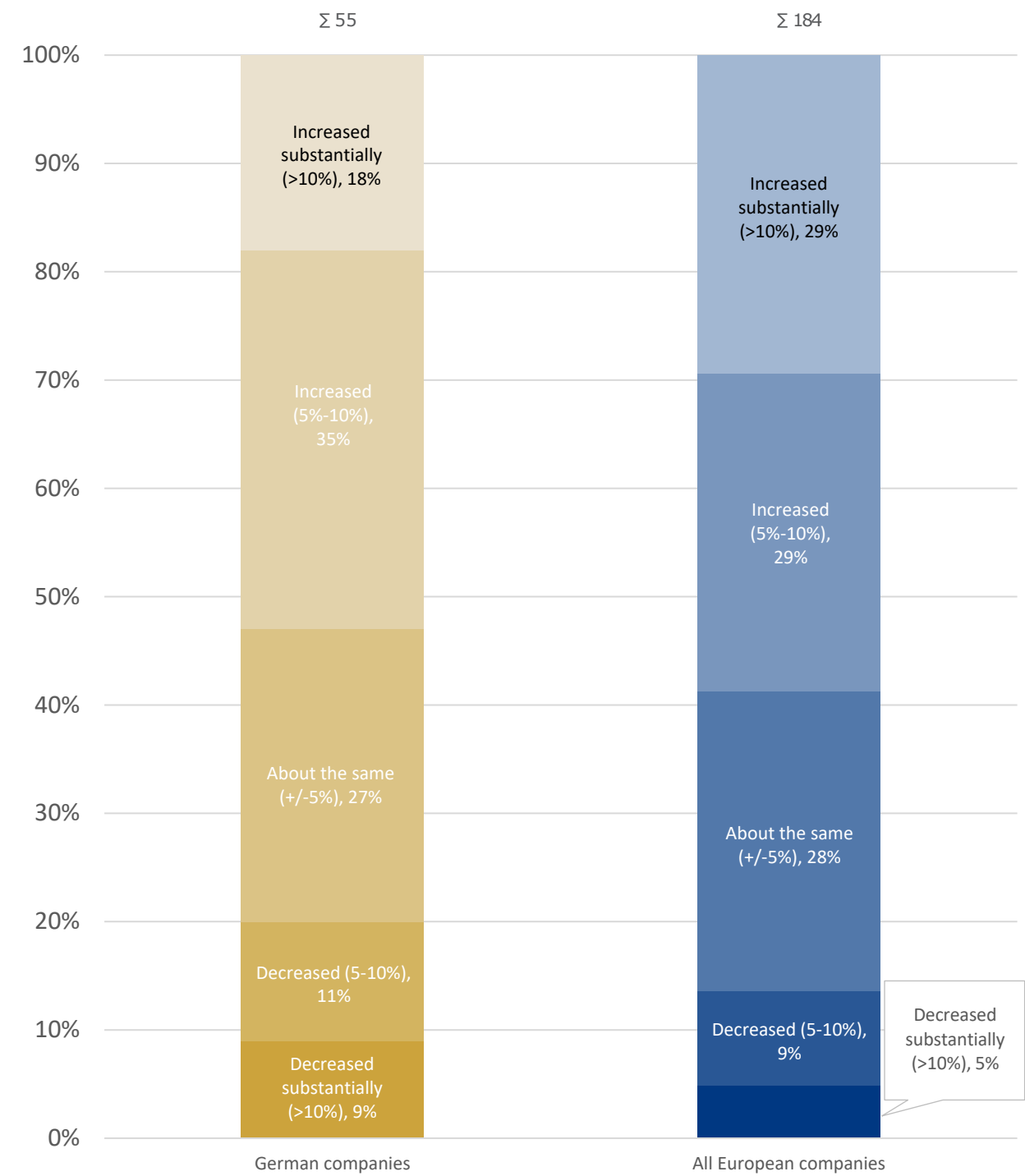
Business Development

Please characterize the EBIT (Earnings before interest and tax) of your company in Korea in 2022.



Business Development

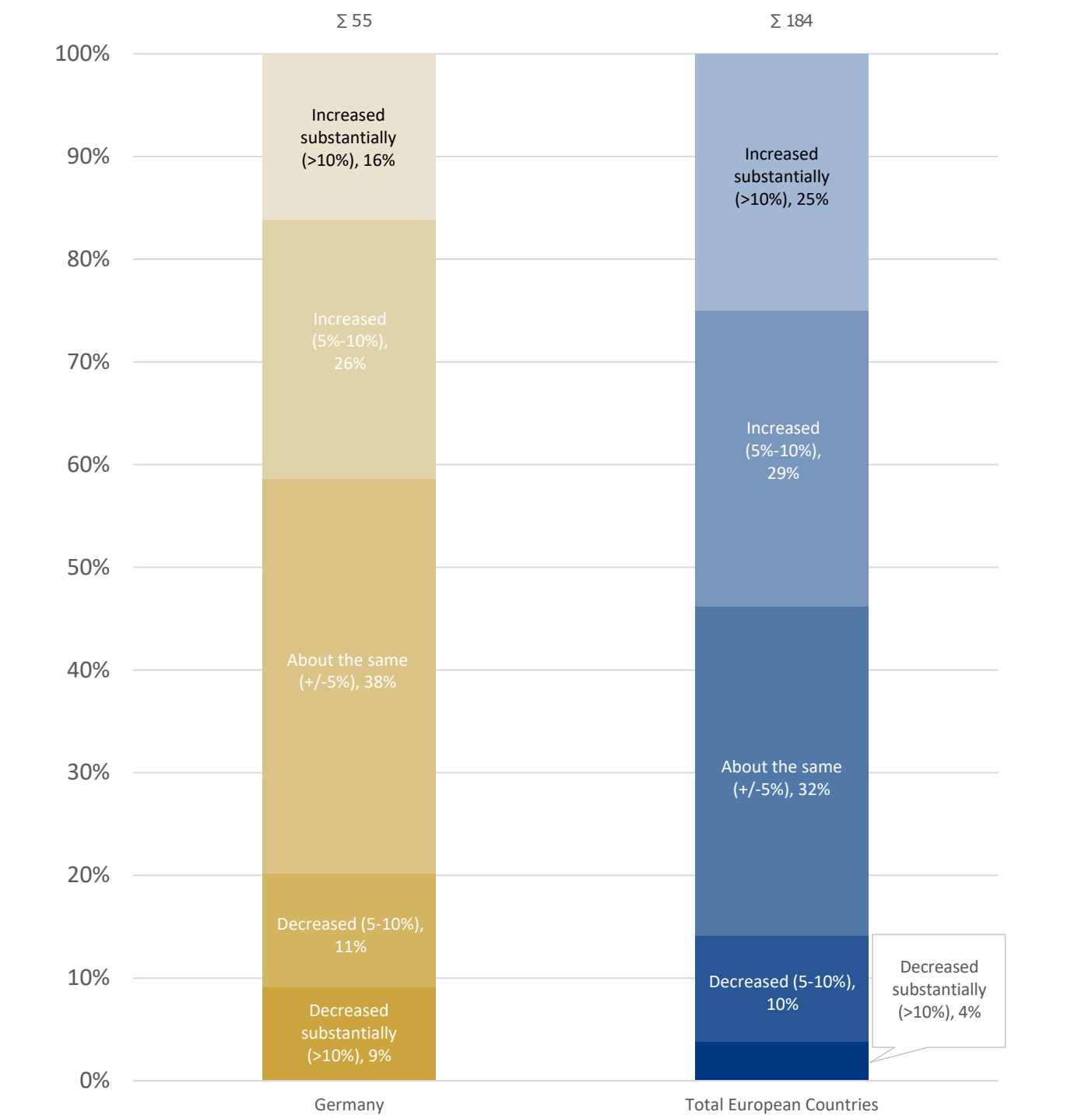
How was your company’s EBIT in Korea for 2022 compared to 2021 results?



■ Decreased substantially (>10%) ■ Decreased (5-10%) ■ About the same (+/-5%) ■ Increased (5%-10%) ■ Increased substantially (>10%)
■ Decreased substantially (>10%) ■ Decreased (5-10%) ■ About the same (+/-5%) ■ Increased (5%-10%) ■ Increased substantially (>10%)

Business Development

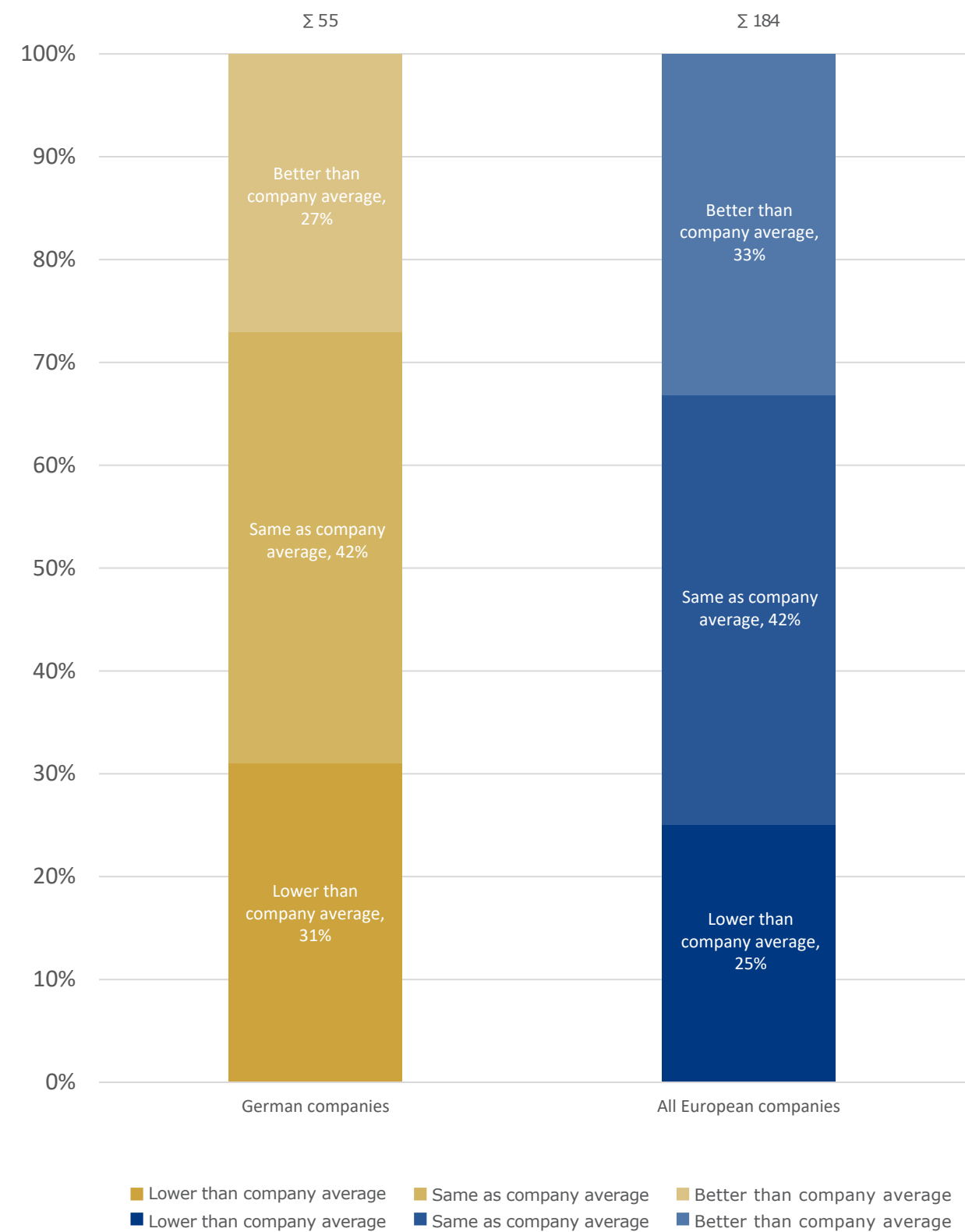
How was your company’s EBIT margin of your Korean operation compare to your company’s worldwide margins in 2021?



■ Decreased substantially (>10%) ■ Decreased (5-10%) ■ About the same (+/-5%) ■ Increased (5%-10%) ■ Increased substantially (>10%)

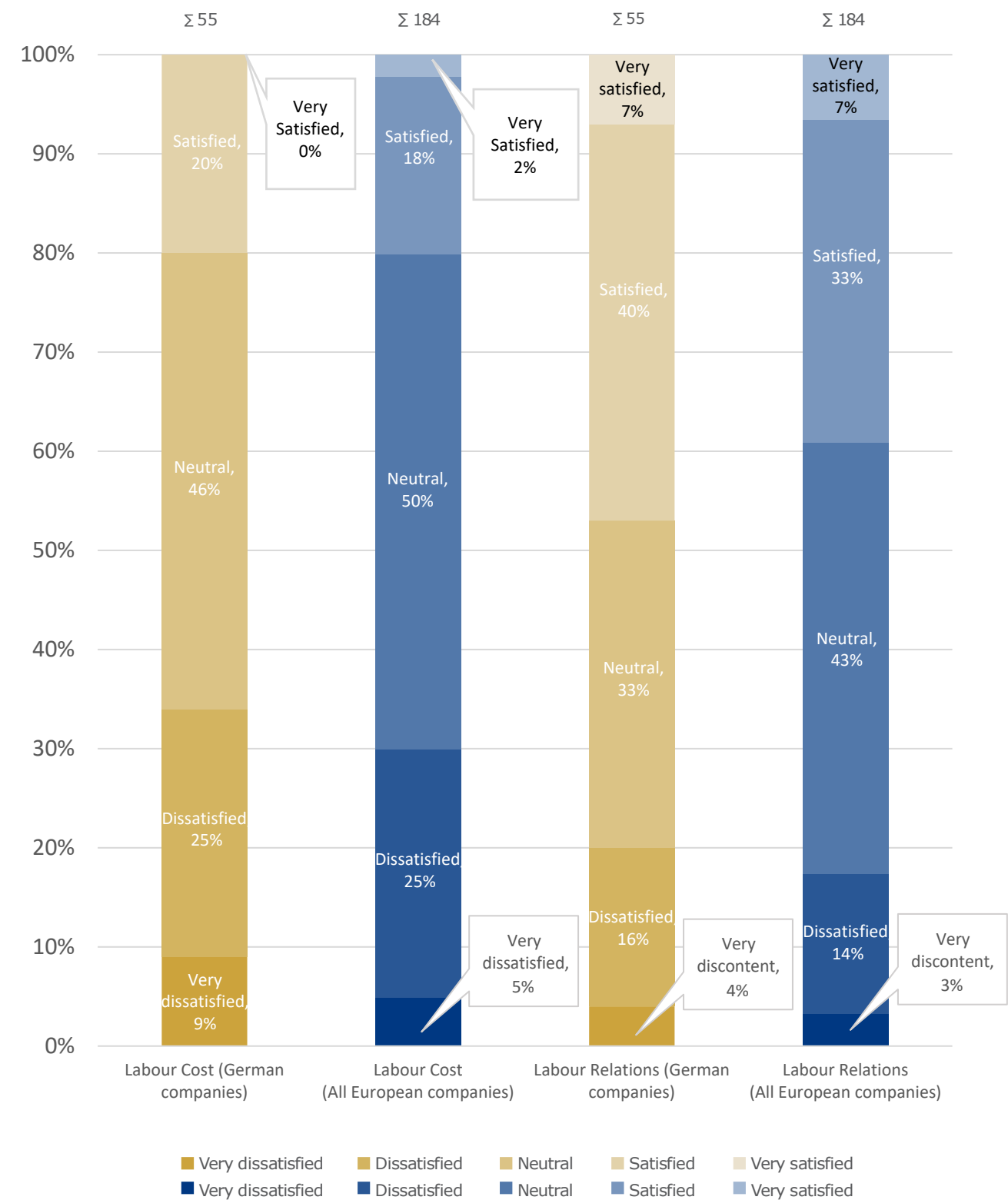
Business Development

How does the EBIT margin of your Korean operation compare to your company’s worldwide margins in 2021?

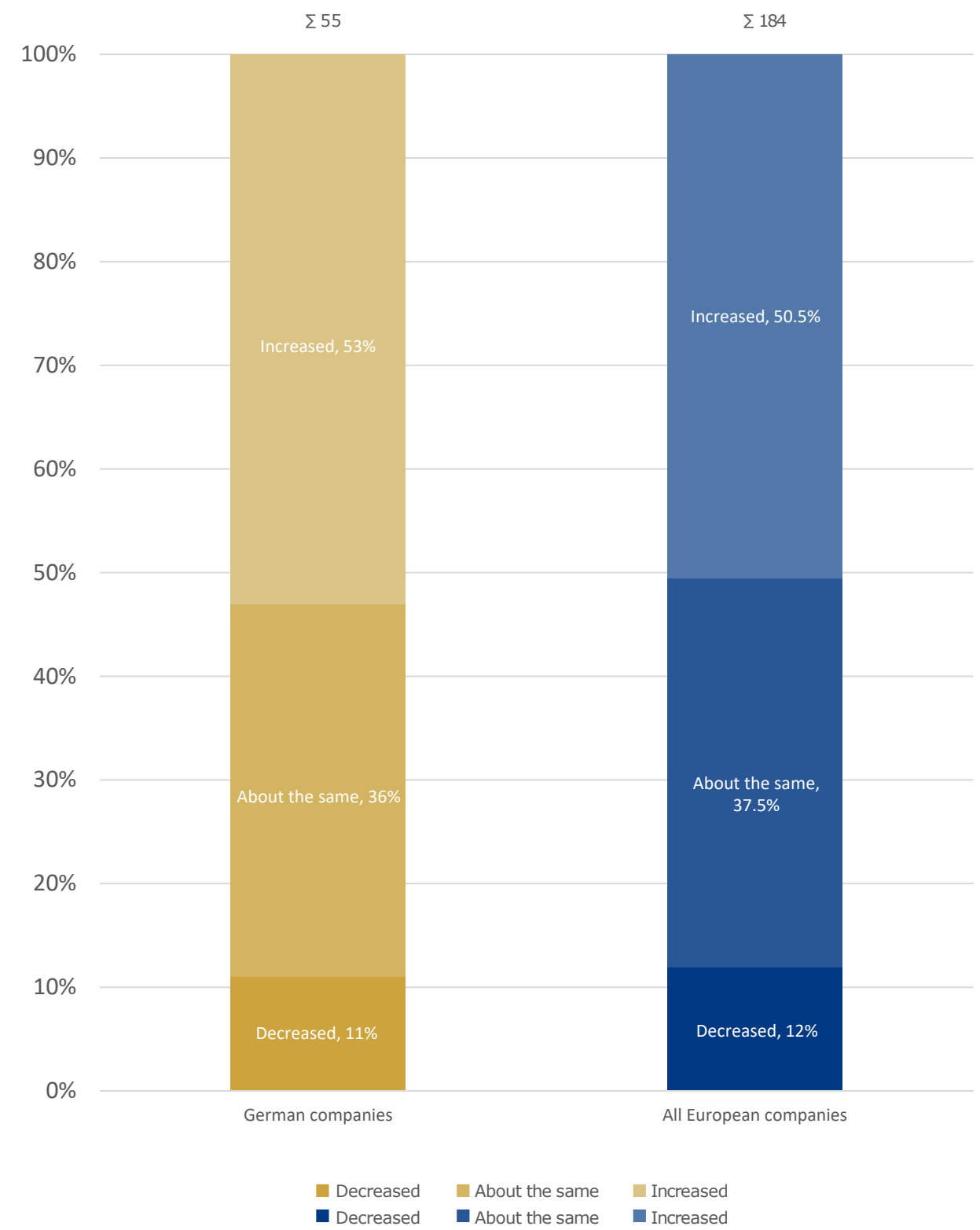


HR / Labour

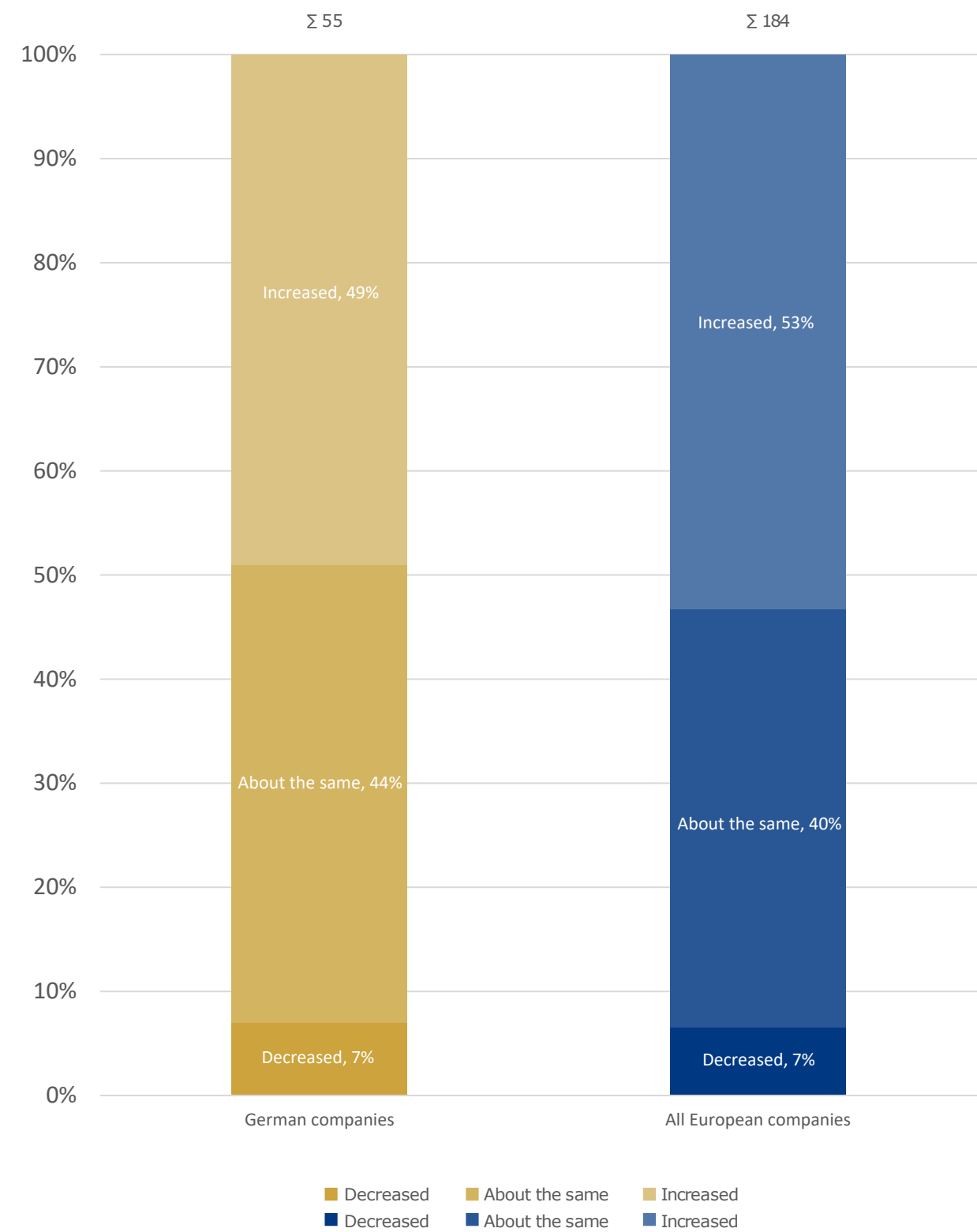
Please indicate how satisfied with labour Management – Labour Costs and Labour Relations – at your company in 2022.



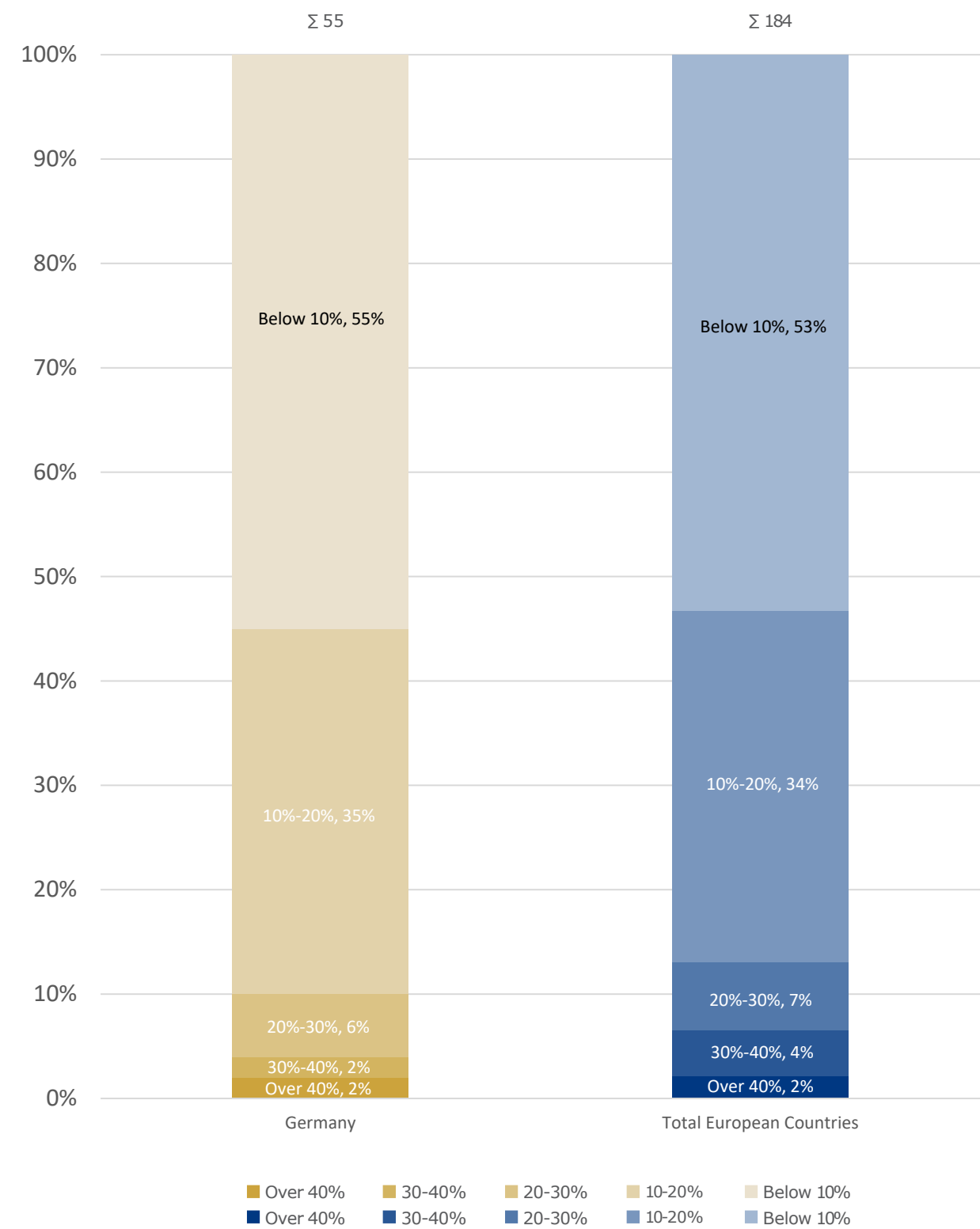
What has happened to the number of permanent positions in your company in Korea in 2022?



How do you expect the number of permanent positions in your company in Korea to evolve over the next two years?



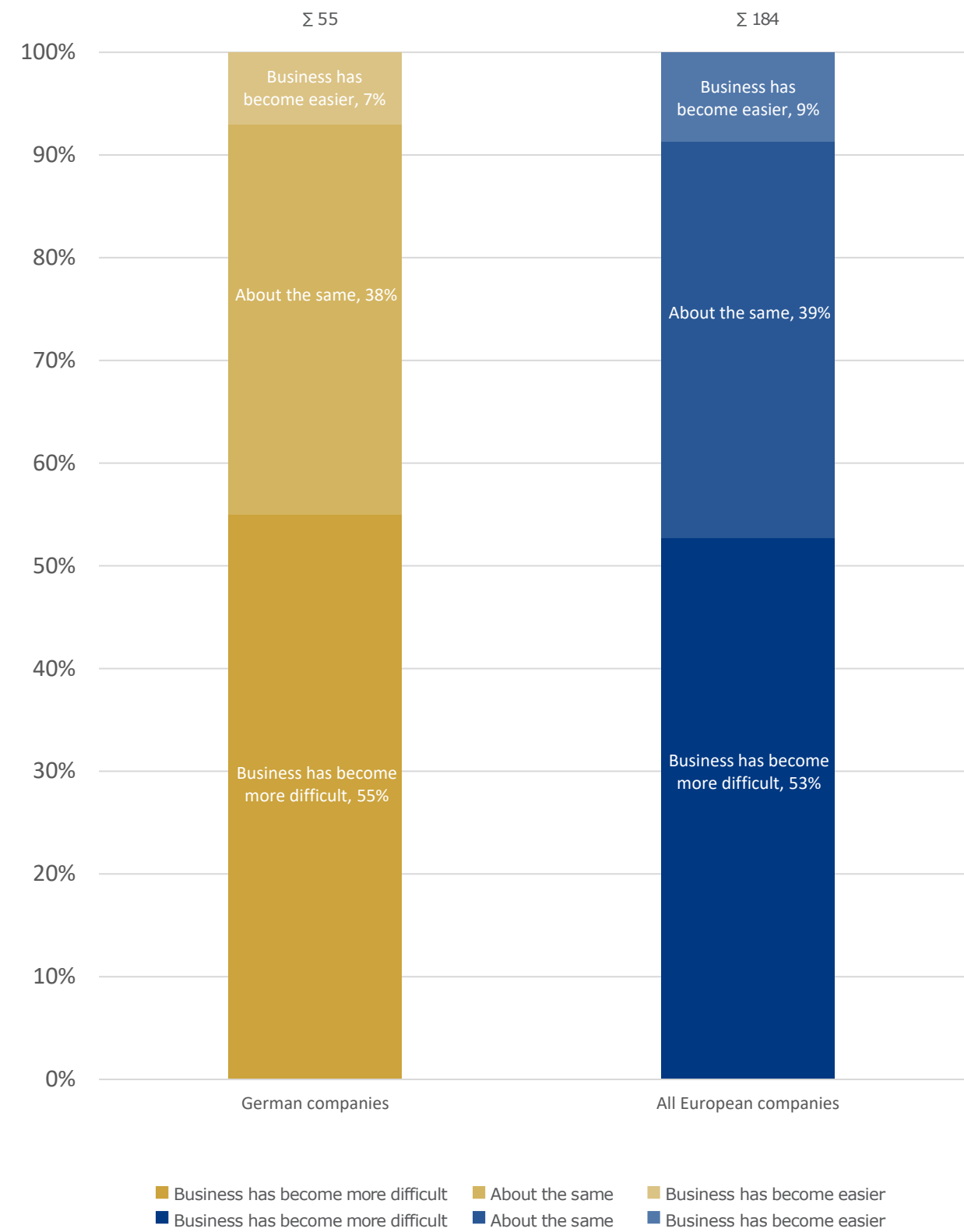
What is the level of your staff turnover in Korea in 2022?



Business Environment

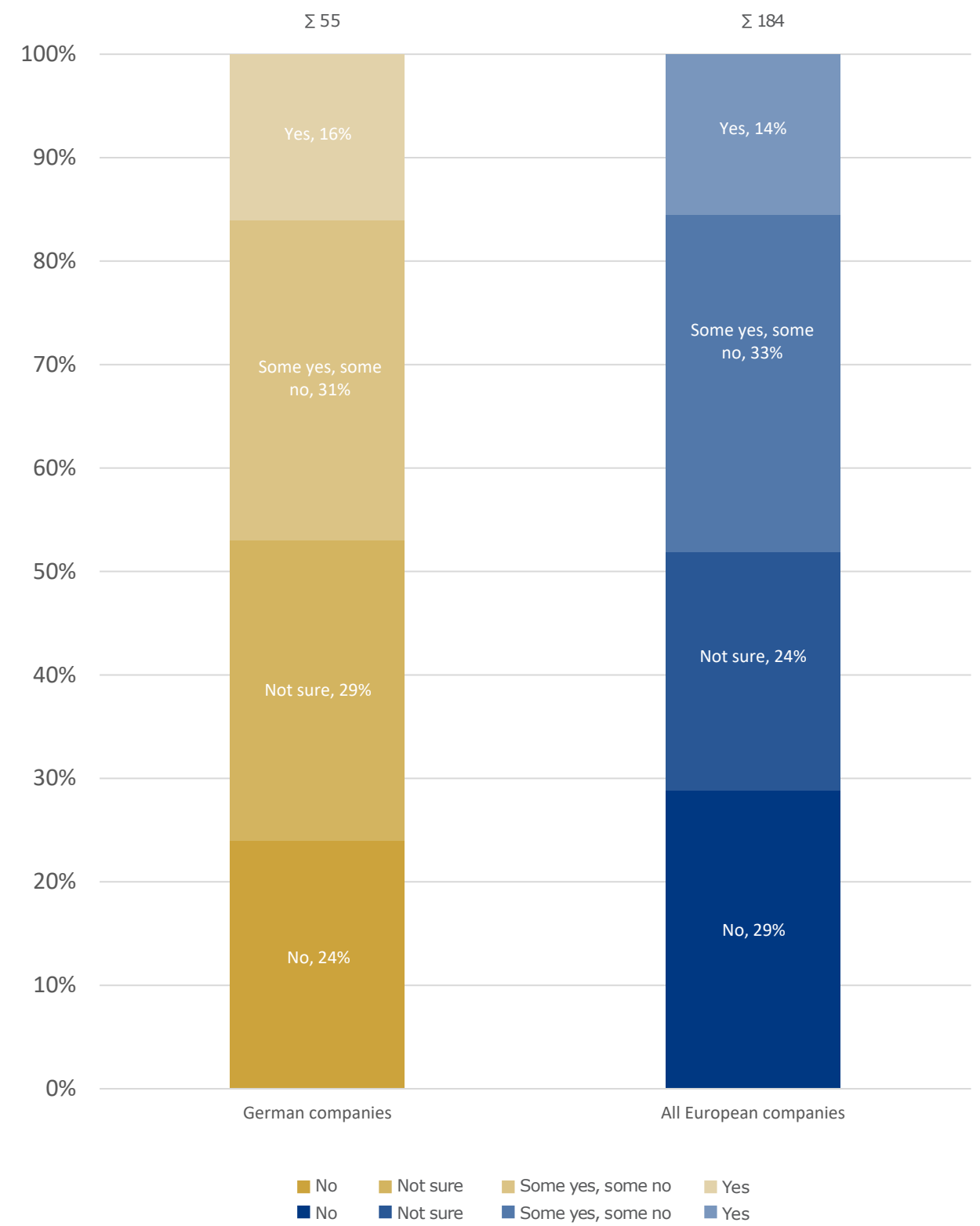
Business Environment

How has doing business in Korea for your company developed over the last 2 years?



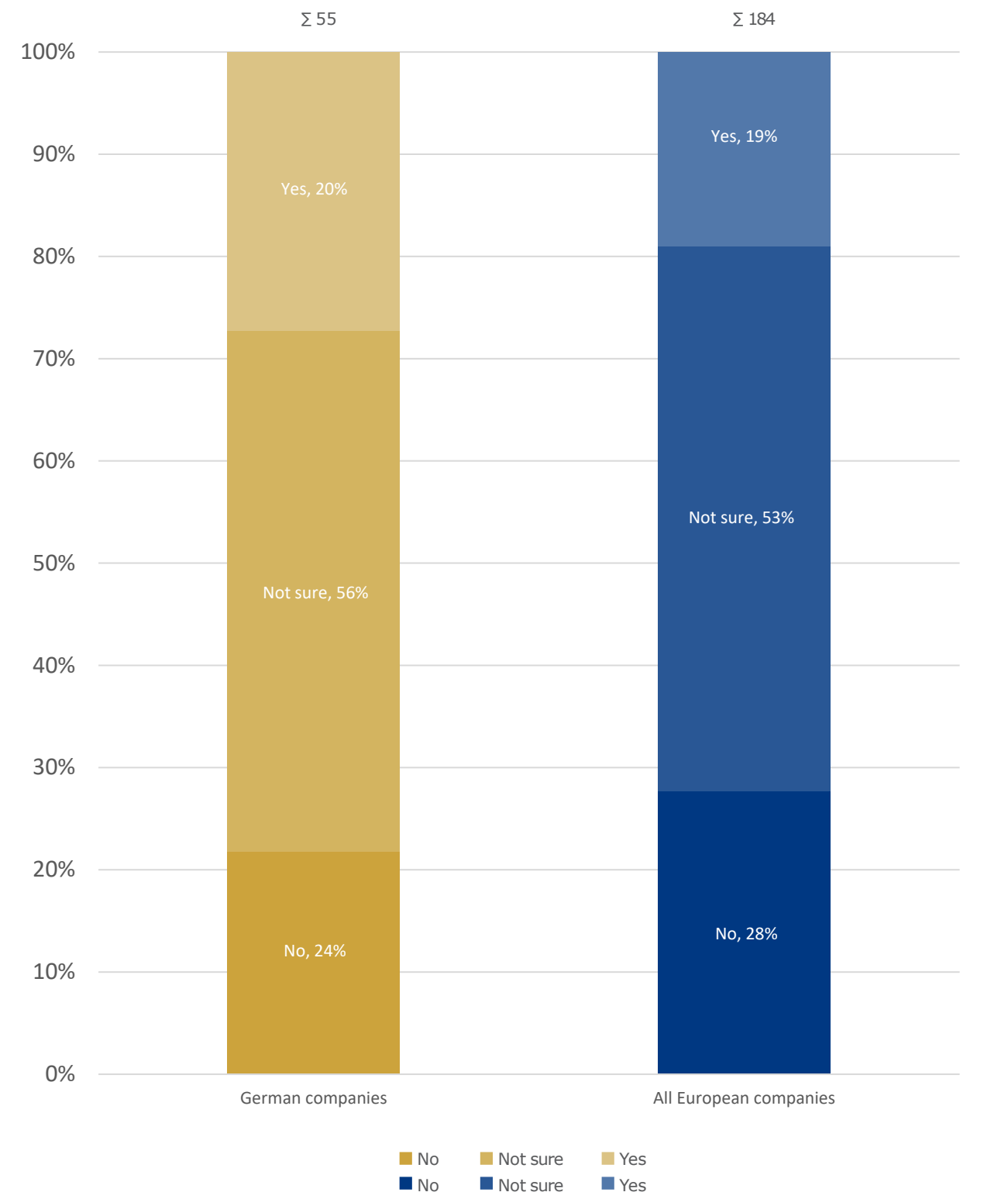
Business Environment

Do you believe that reforms implemented in 2022 have helped your business?



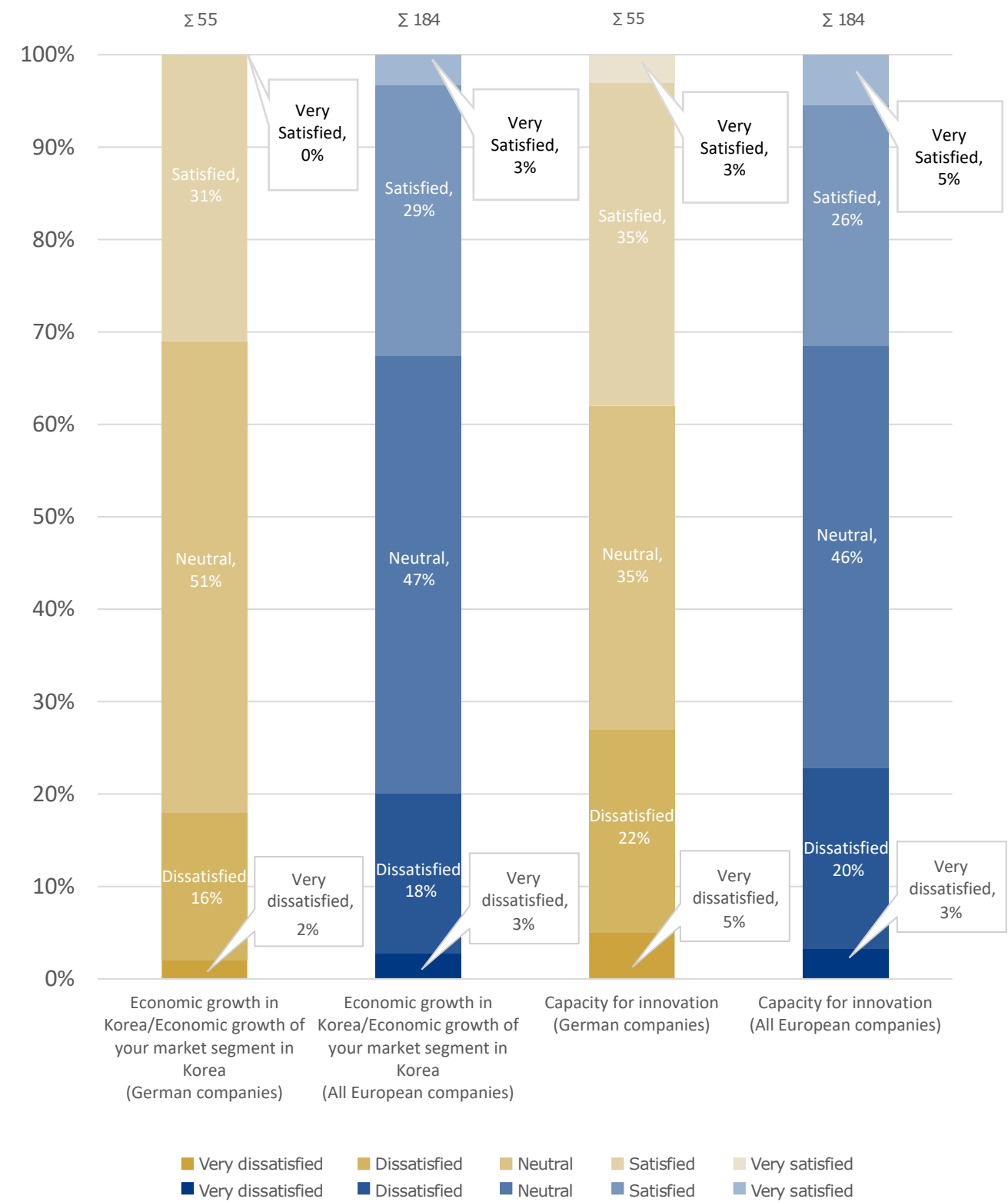
Business Environment

Do you believe that the Korean government will implement meaningful reforms in 2023?



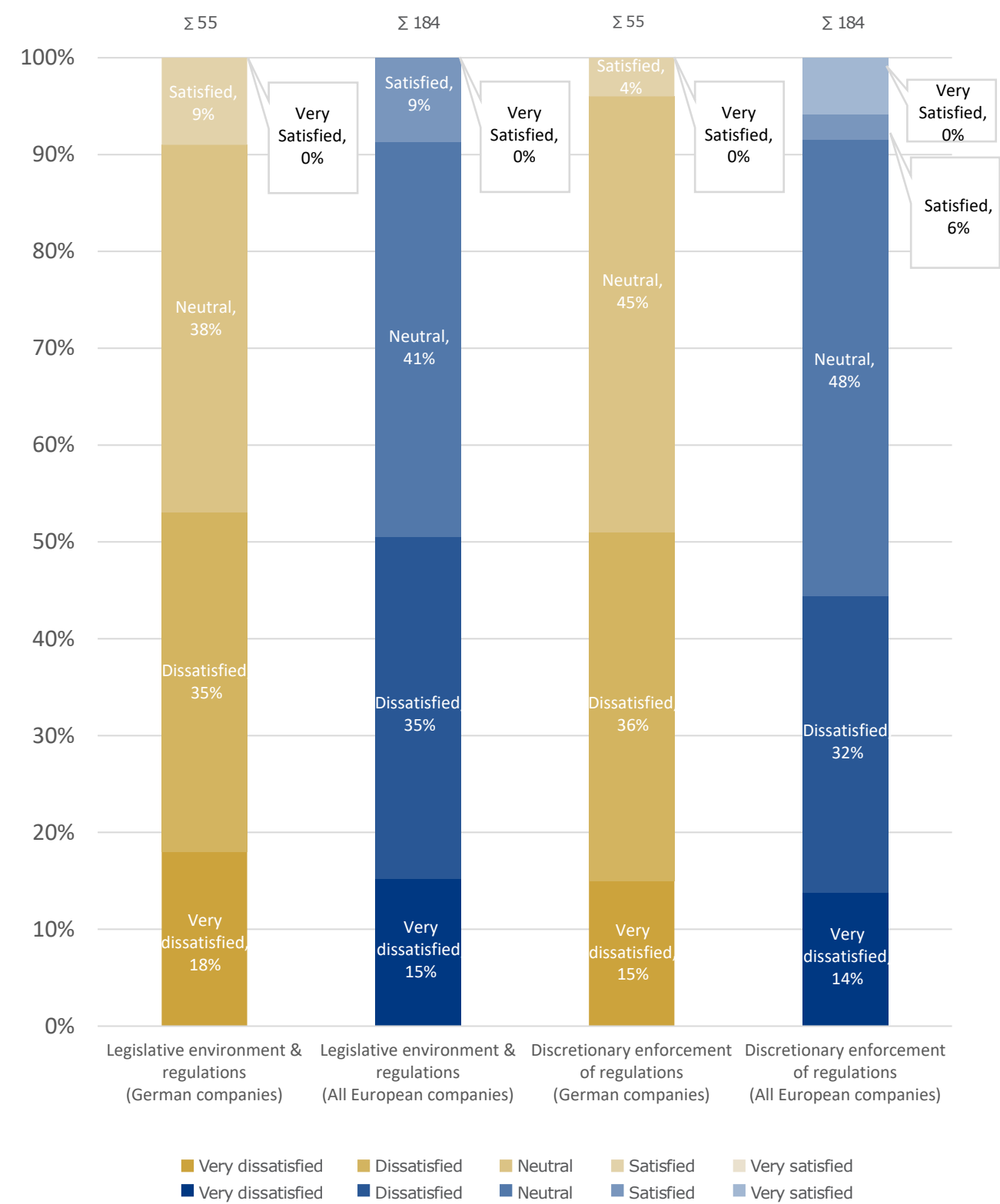
Business Environment

Please indicate how you perceive the following market parameters in your specific business in Korea(I).



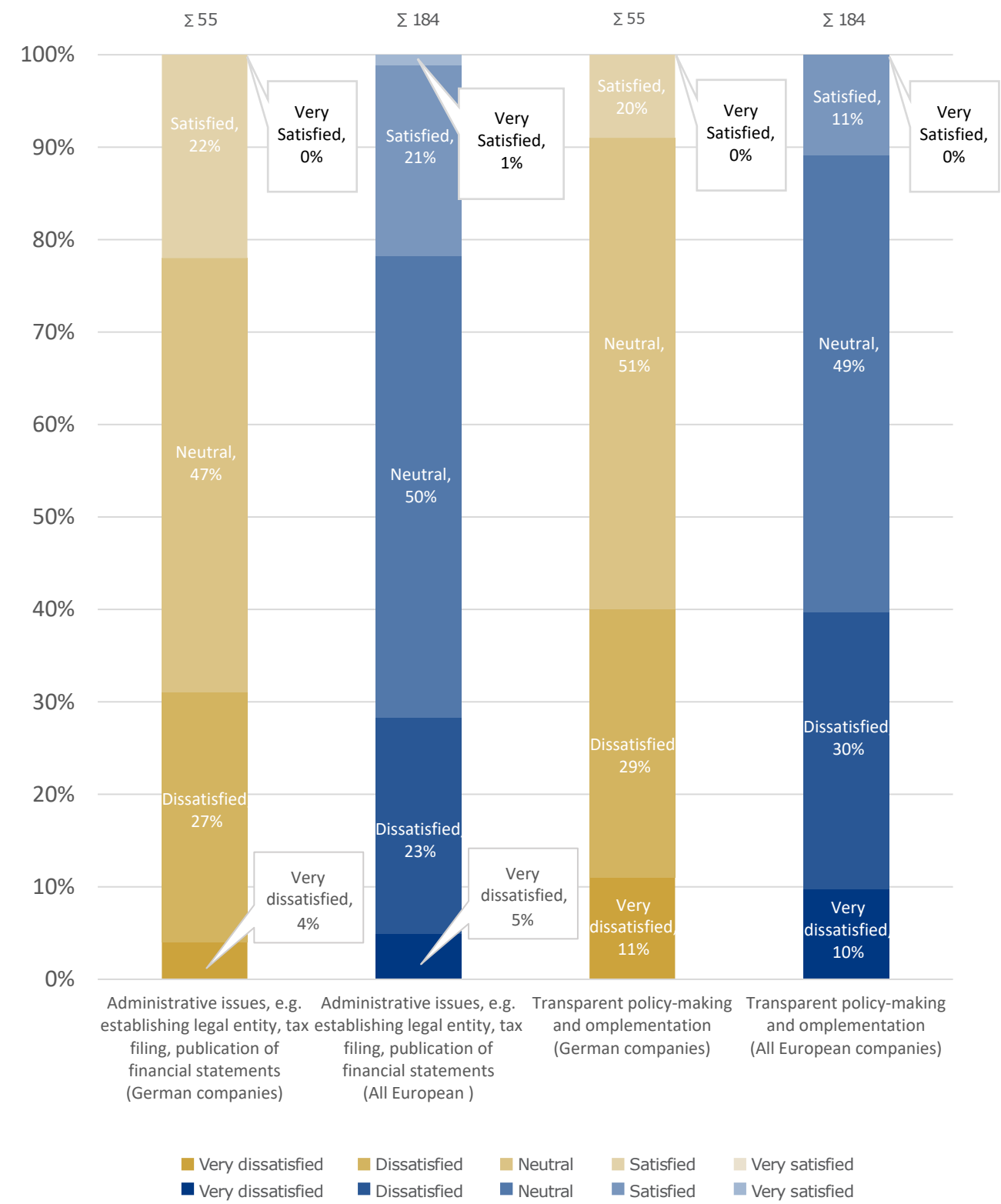
Business Environment

Please indicate how you perceive the following market parameters in your specific business in Korea(II).



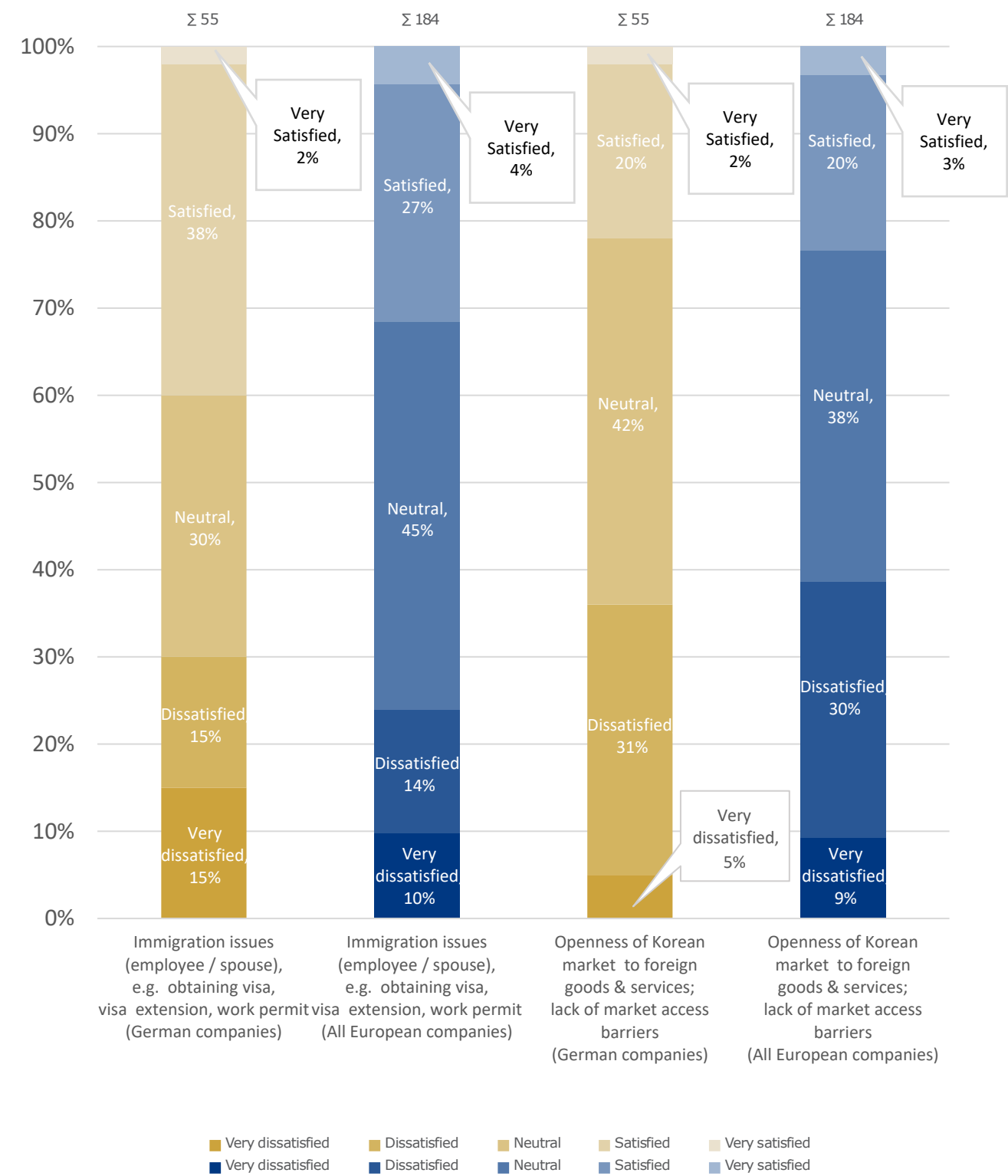
Business Environment

Please indicate how you perceive the following market parameters in your specific business in Korea(III).



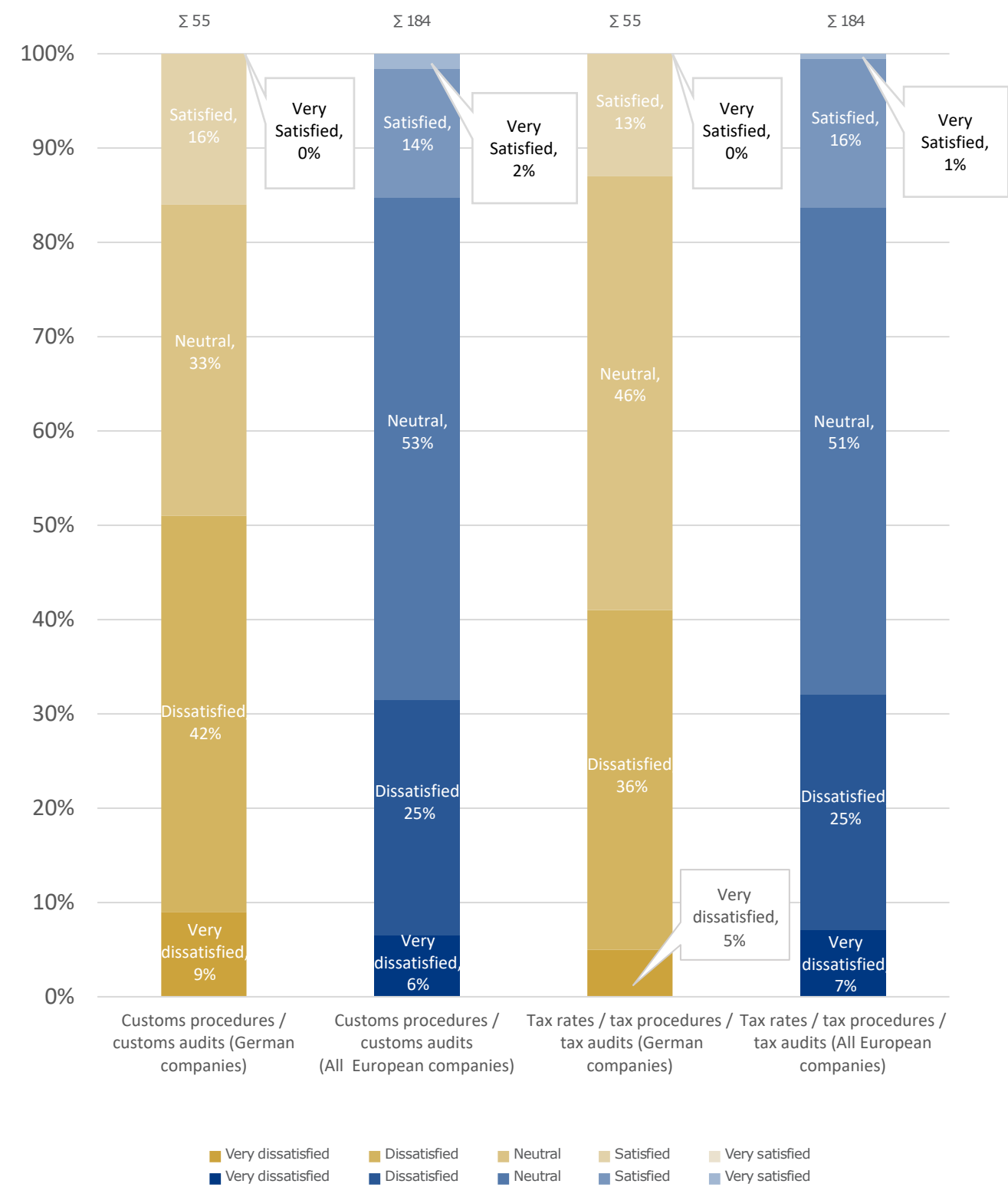
Business Environment

Please indicate how you perceive the following market parameters in your specific business in Korea(IV).



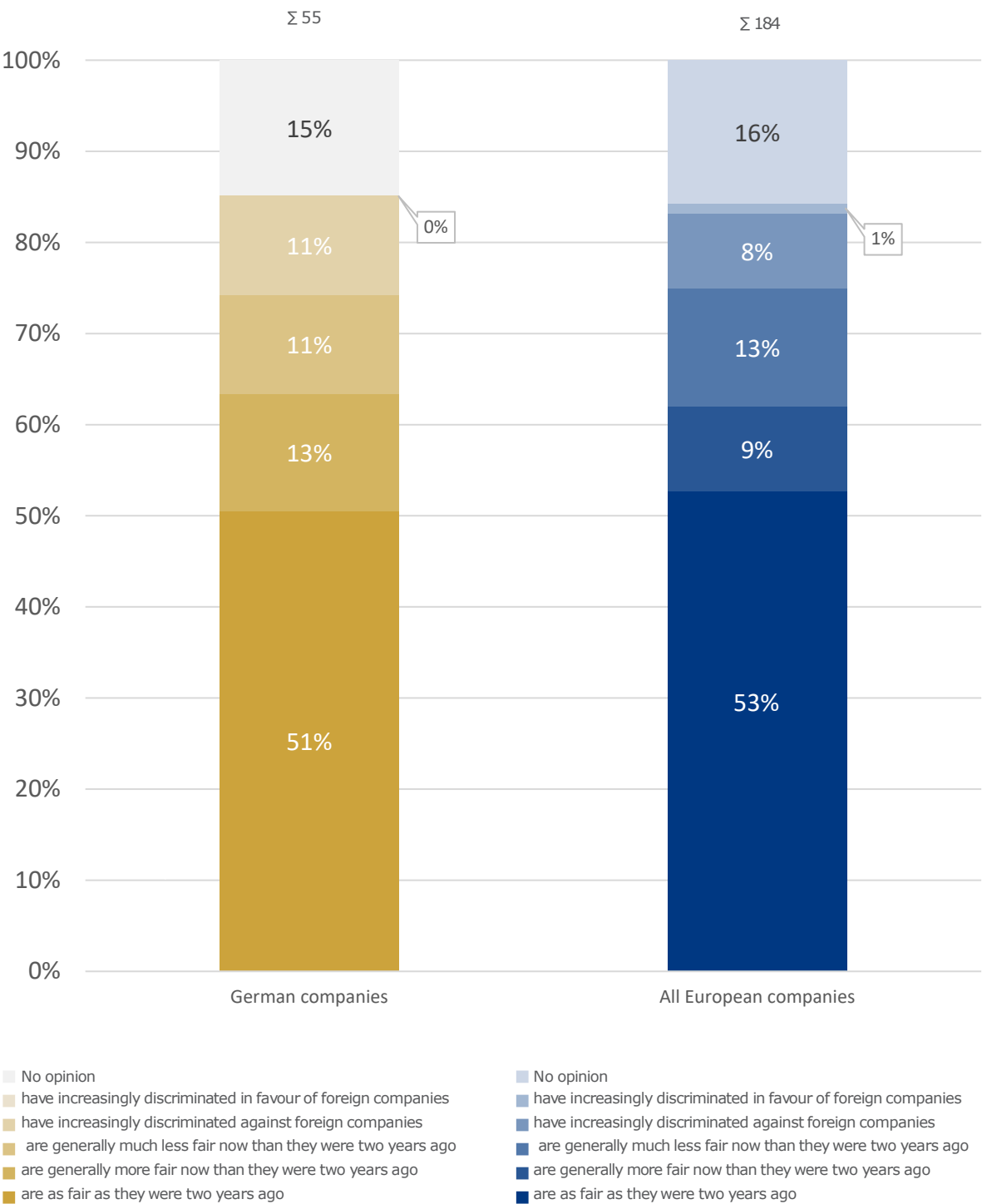
Business Environment

Please indicate how you perceive the following market parameters in your specific business in Korea(V).



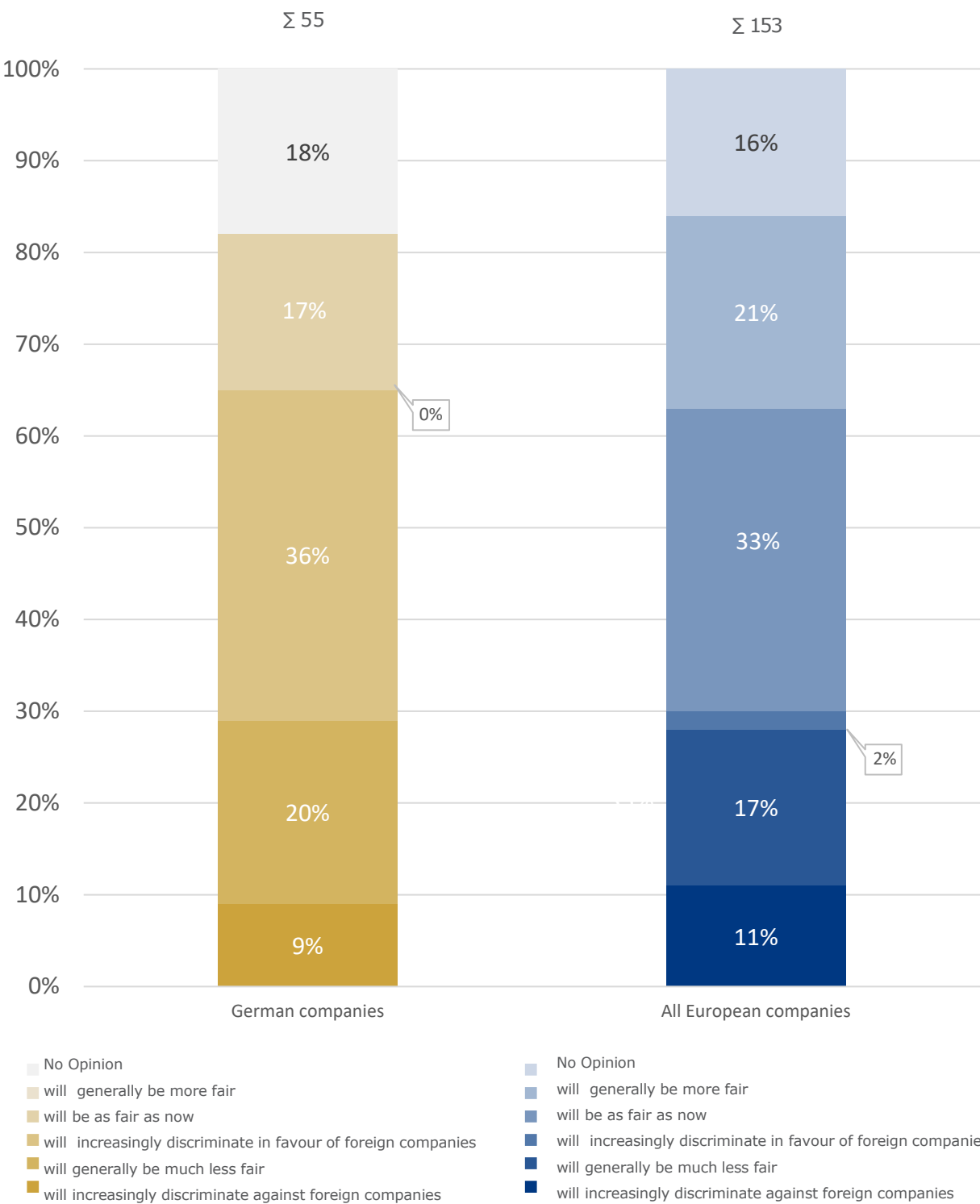
Business Environment

Within your business sector, how have government policies relevant to foreign companies' business environment changed over the past two years?



Business Environment

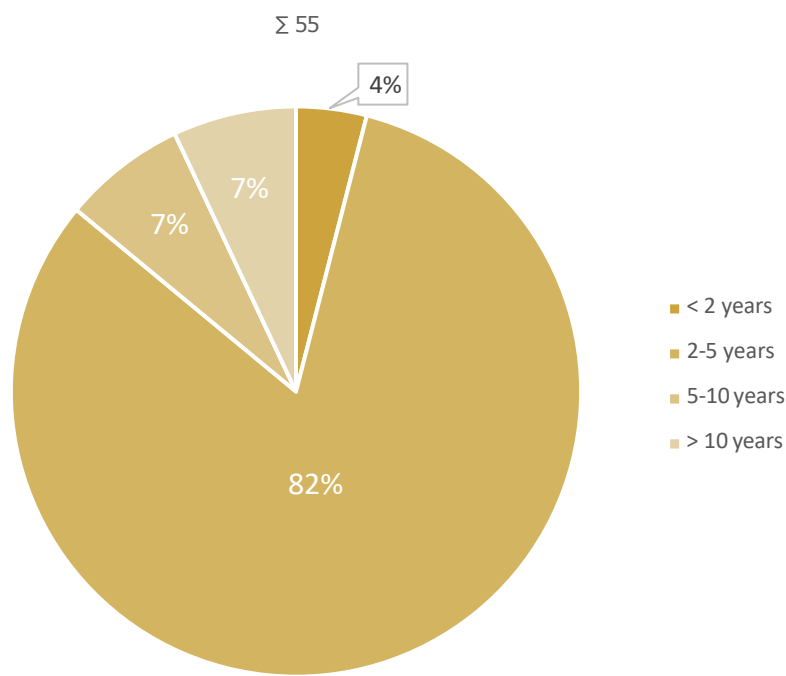
How do you perceive government policies relevant to foreign companies' business environment will change over the next two years?



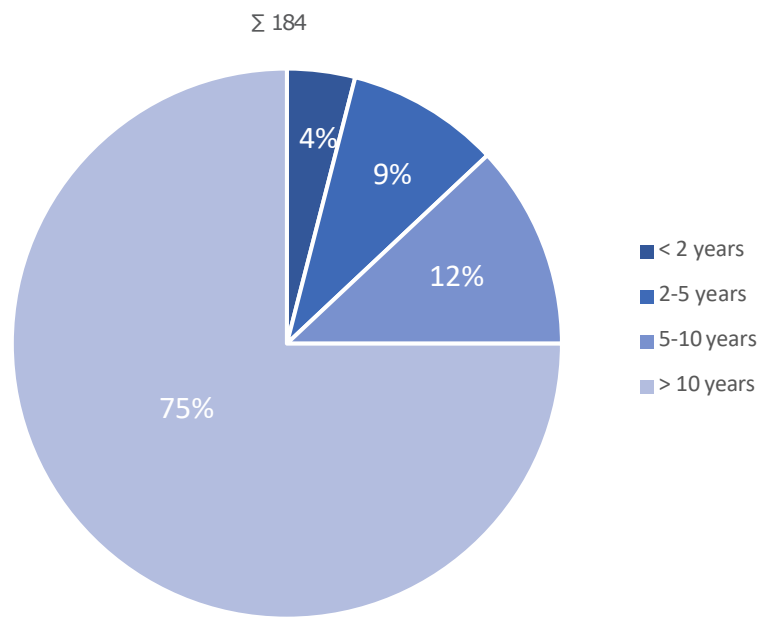
Respondent Profile

Respondent Profile

How long has your company been operating in Korea?



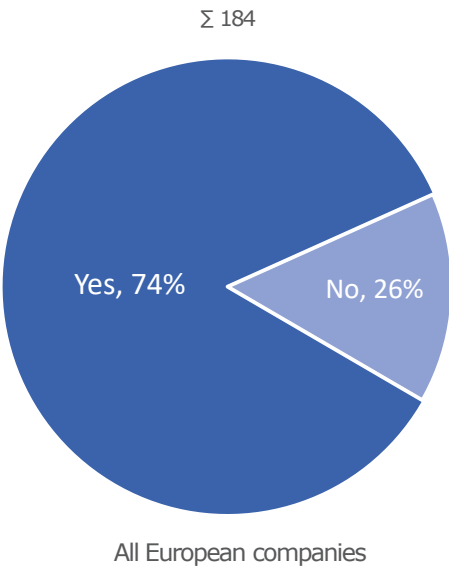
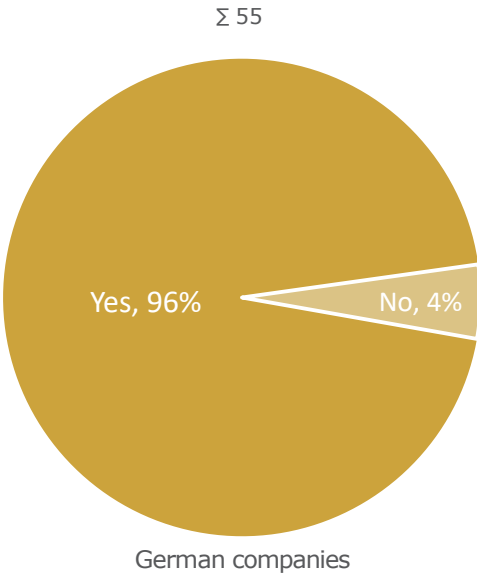
German companies



All European companies

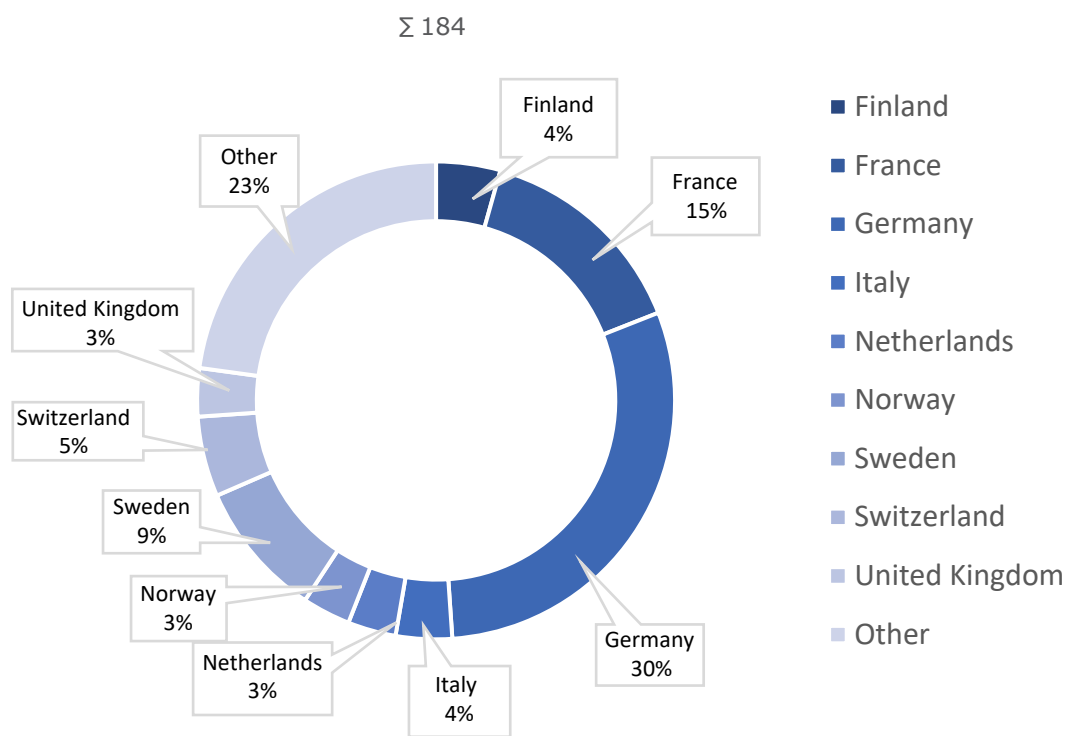
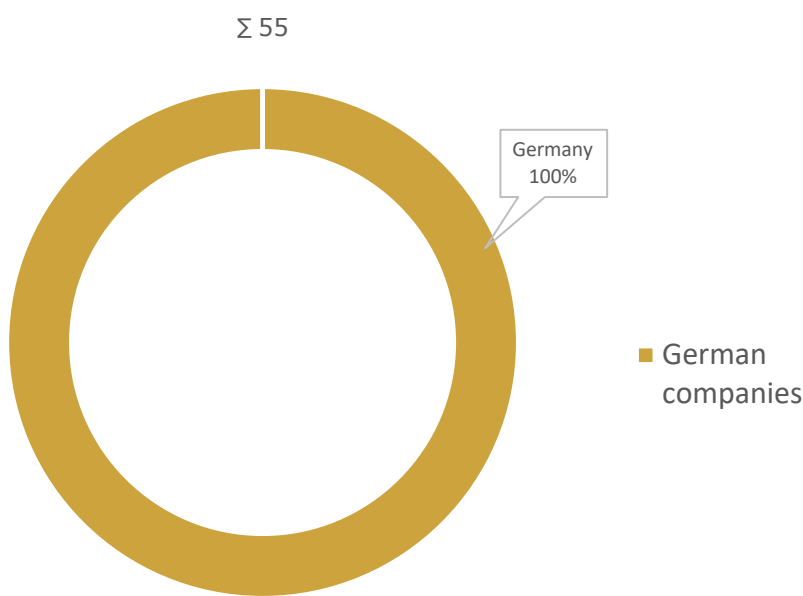
Respondent Profile

Is your company fully owned by a European company?



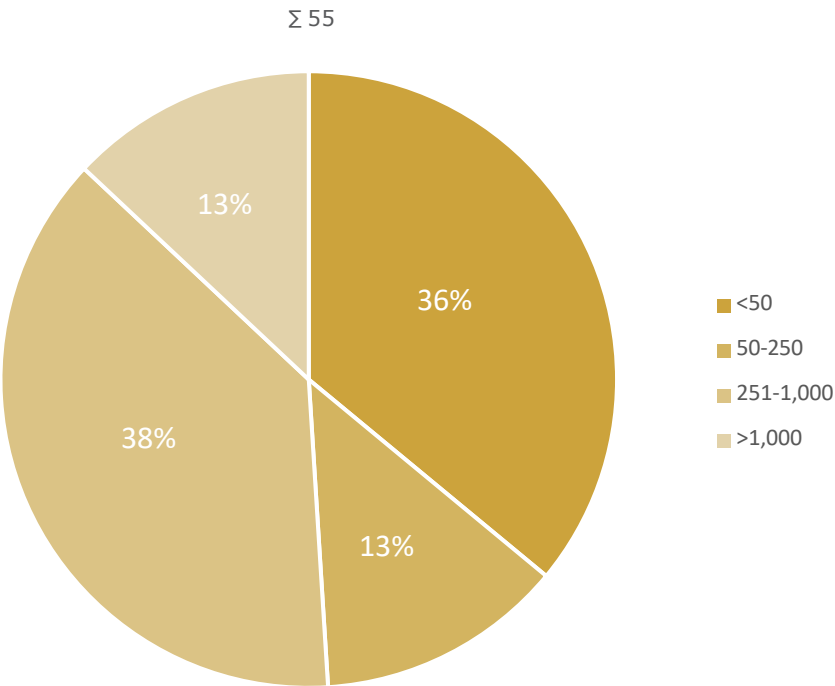
Respondent Profile

Where is your company headquarters registered in?

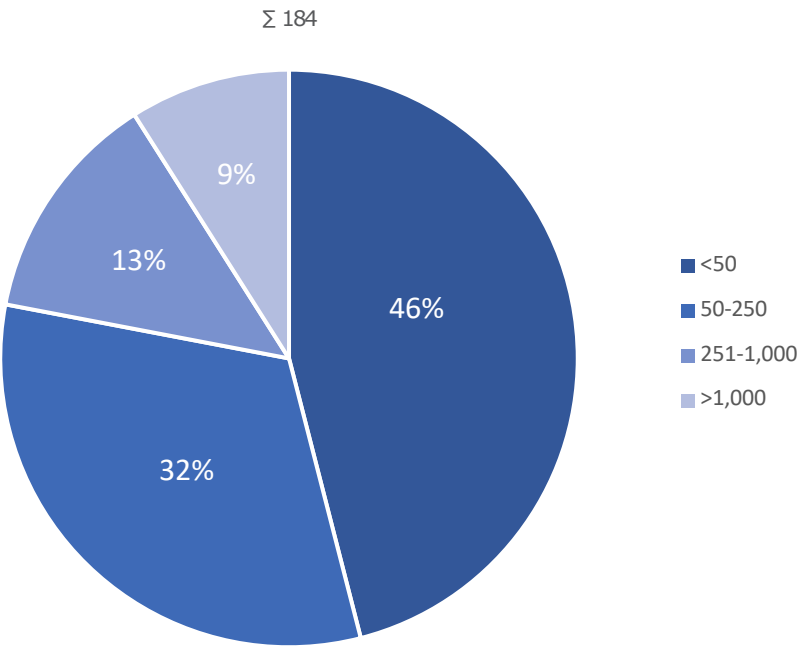


Respondent Profile

How many employees do you have in Korea in 2022?



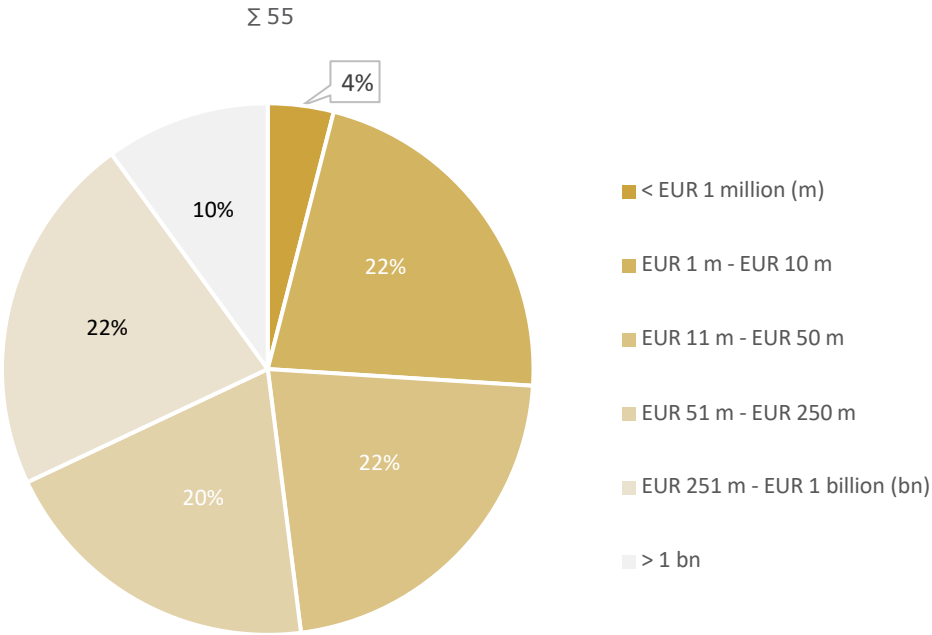
German companies



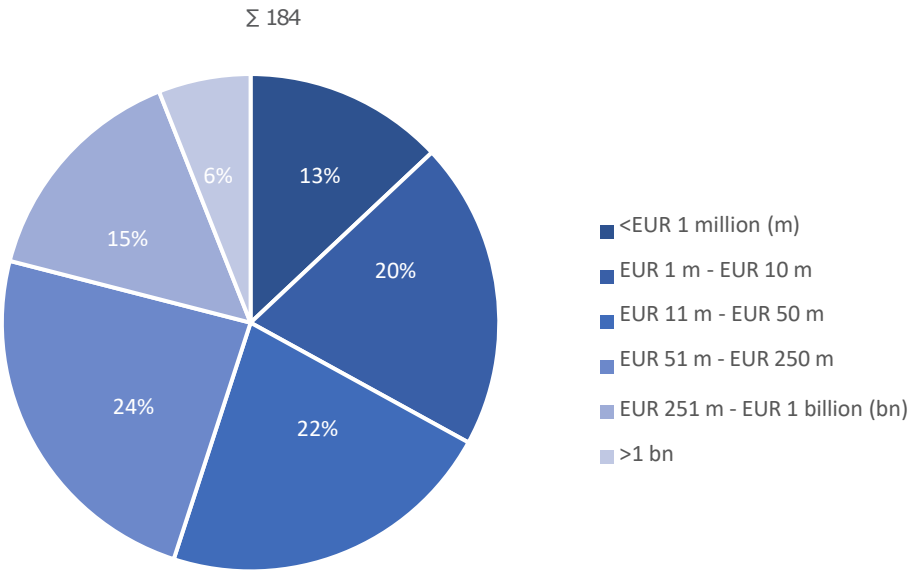
All European companies

Respondent Profile

What is the total revenue of your company in Korea in 2022?



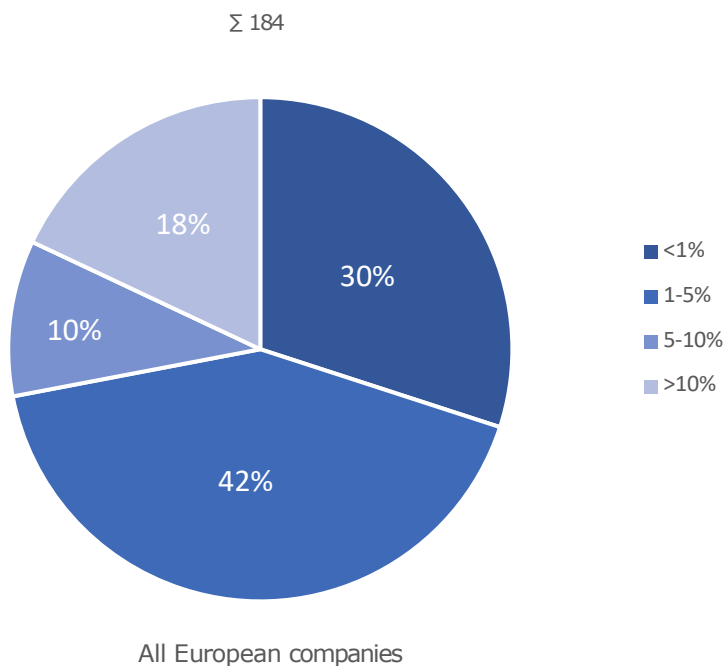
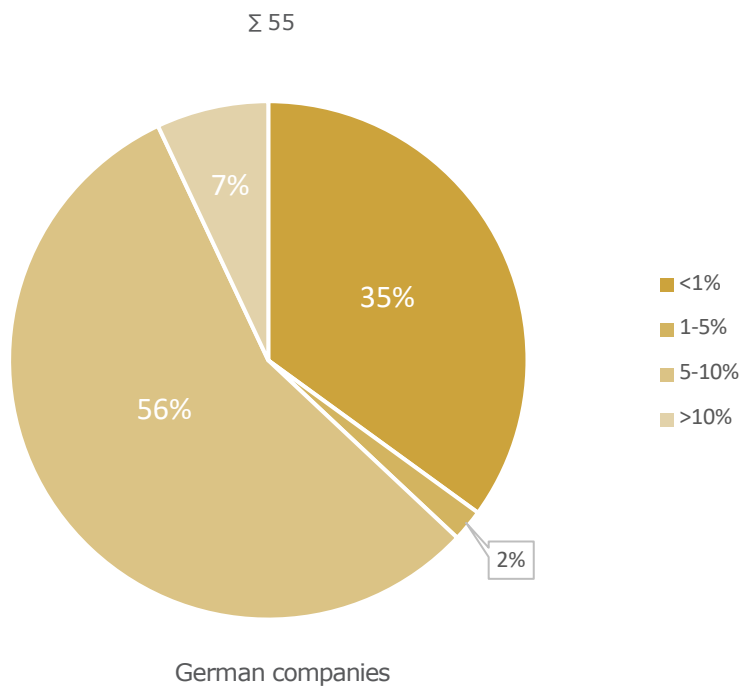
German companies



All European companies

Respondent Profile

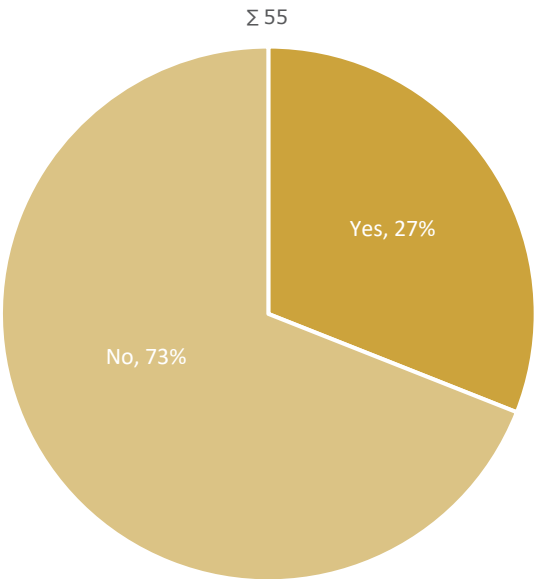
What proportion of global revenues is generated in Korea in 2022?



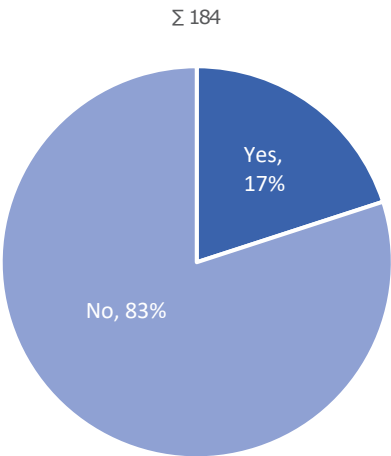
Respondent Profile

Does your company have R&D or production facilities in Korea?

R&D Facilities

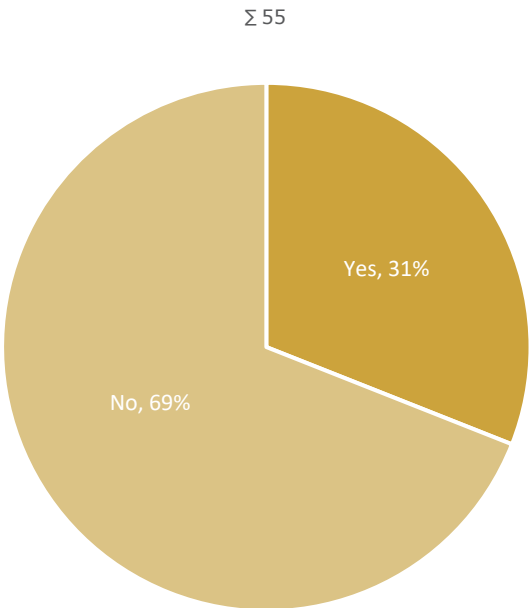


German companies

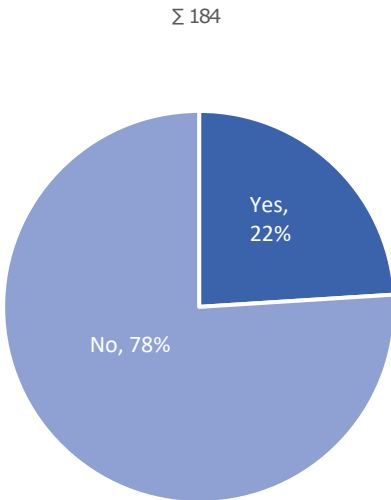


All European companies

Production Facilities



German companies



All European companies

KGCCI

The Korean-German Chamber of Commerce and Industry (KGCCI), together with its subsidiary KGCCI DEInternational, has been a reliable partner and service provider for German and Korean companies as well as organizations since its **foundation in 1981**.

KGCCI is the **second-largest foreign chamber of commerce** in Korea with around 500 members and 26 multilingual employees. It belongs to the global German Chamber Network Abroad (AHK) with 140 German Chamber offices in 92 countries. Its umbrella organization is the Association of German Chambers of Industry and Commerce (DIHK) and funding is provided by the German Federal Ministry for Economic Affairs and Climate Action (BMWK). At its location in Hannam-Dong, Seoul, KGCCI manages the **German Office**, where German companies can rent office spaces or single working areas in Shared Offices. The location also houses Germany Trade and Invest (GTAI). KGCCI supports German companies entering the Korean Market through market analysis, delegations, B2B matchmaking, etc.

KGCCI serves as an **information platform** and **amplifies the voice** of German-Korean business relations. In addition to the weekly newsletter, it publishes the quarterly Economic Magazine KORUM, a semi-annual Business Confidence Survey that depicts German companies' assessment of the Korean market, and an annual CSR Report of German companies.

KGCCI has been serving as the official representative of trade fairs like Messe Berlin, Messe Stuttgart, and Spielwarenmesse Nürnberg for many years. Since 2021, KGCCI is hosting the **Secretariat of the Korean-German Energy Partnership in Korea**.

The annual **KGCCI Innovation Award** honors innovative Korean-German business projects. Starting in 2017, KGCCI has been organizing the cross-industry, cross-national **mentoring program** for female executives "Women in Korea" (WIR/우리). In cooperation with German automotive and truck manufacturers and four Korean colleges, KGCCI is operating a German-Korean **Vocational Training** (Ausbildung) program based on the German model. 500 trainees participate in the program.

Contact

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