

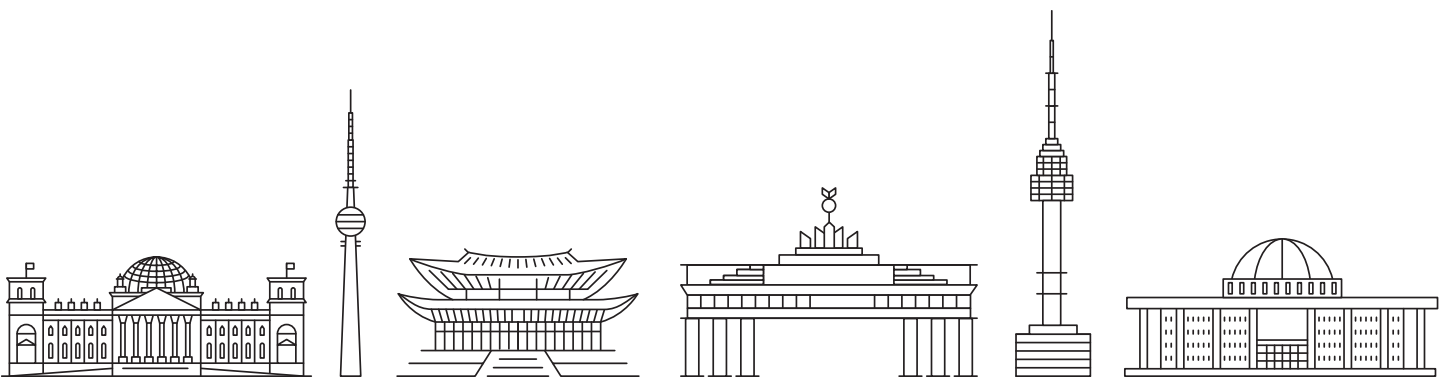


Korean-German Chamber
of Commerce and Industry
한독상공회의소

Business Confidence Survey 2021

From European business community in Korea

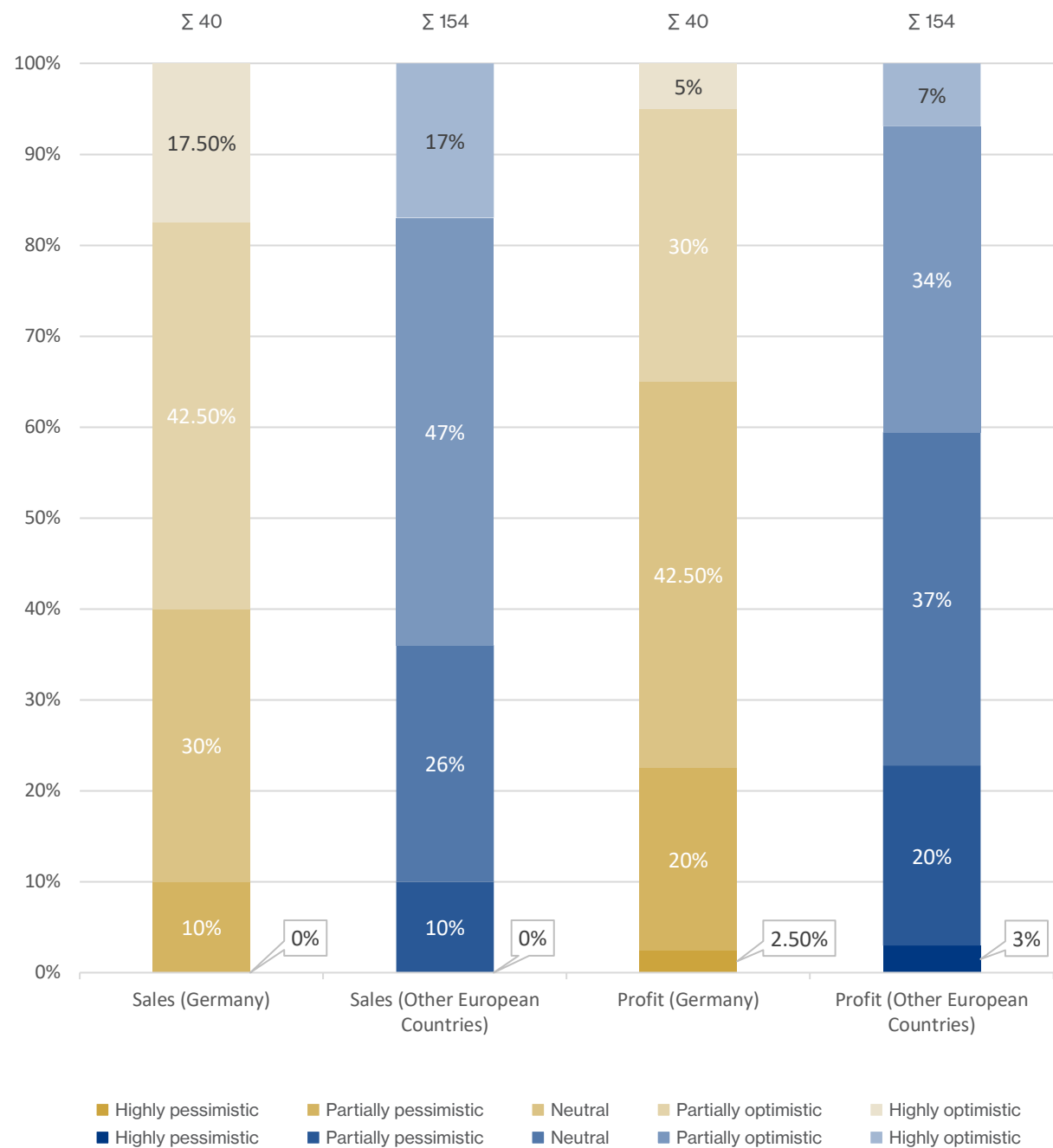
Benchmarking the German companies results



Business Development

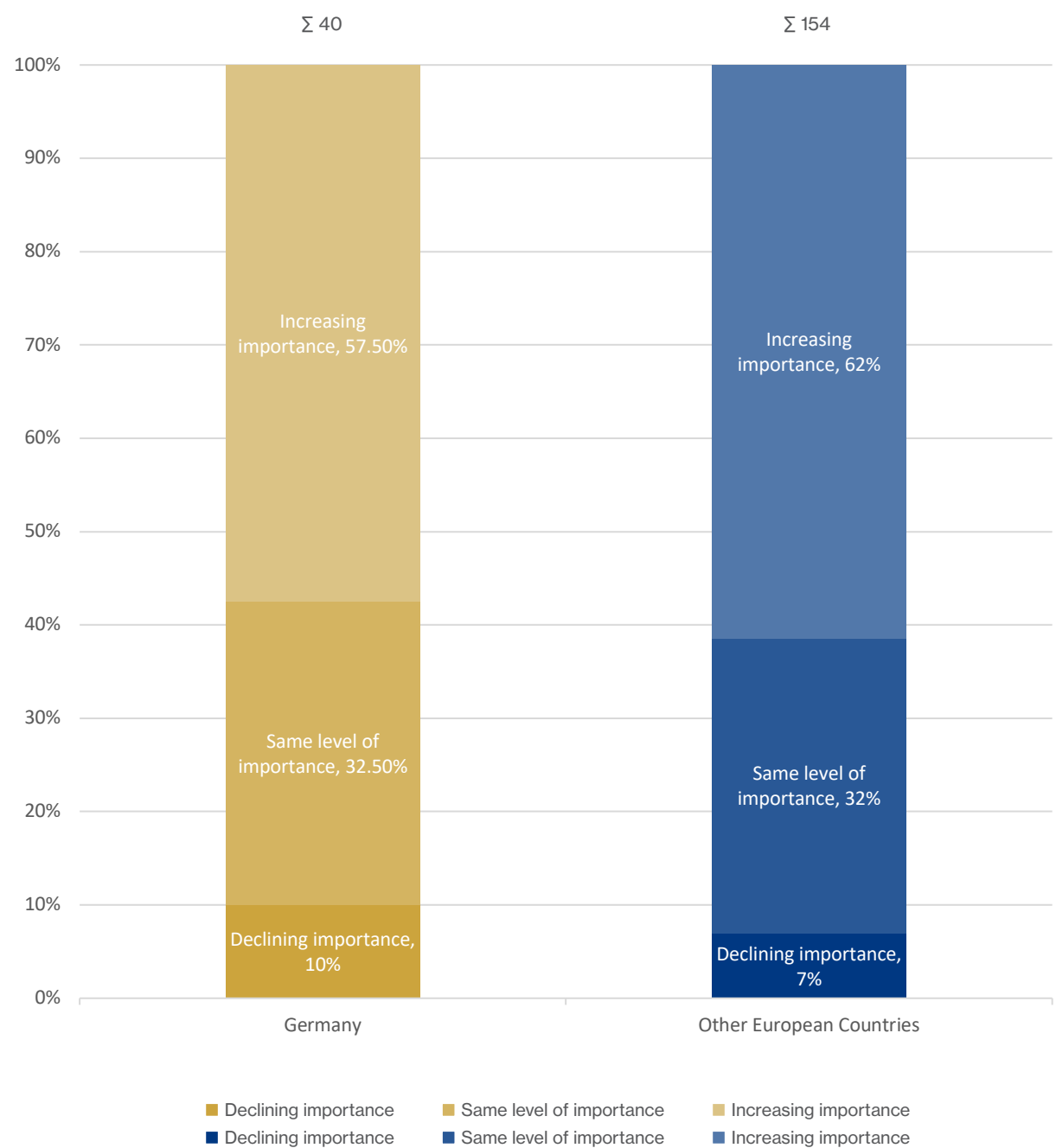
Business Development

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



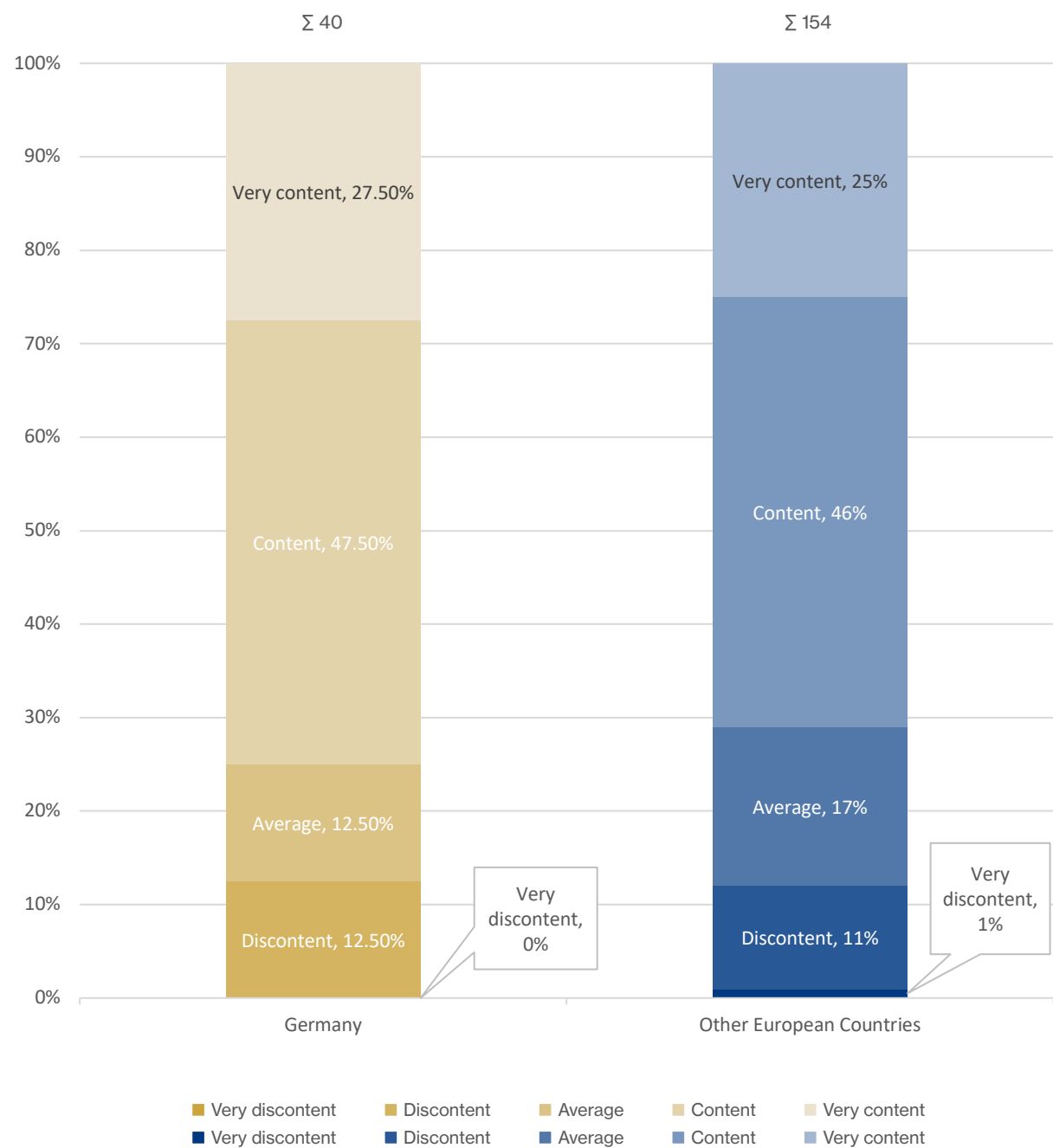
Business Development

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



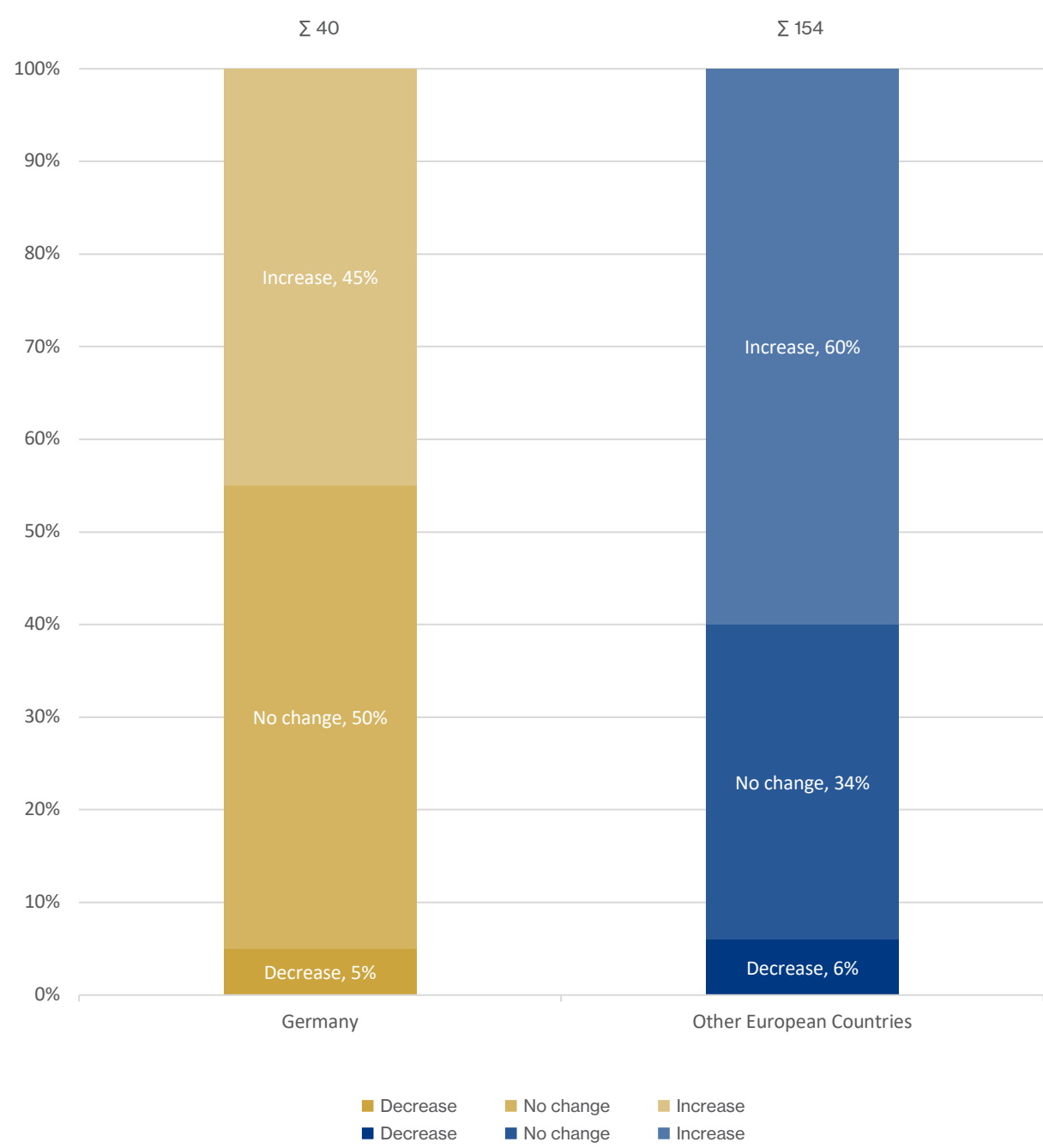
Business Development

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



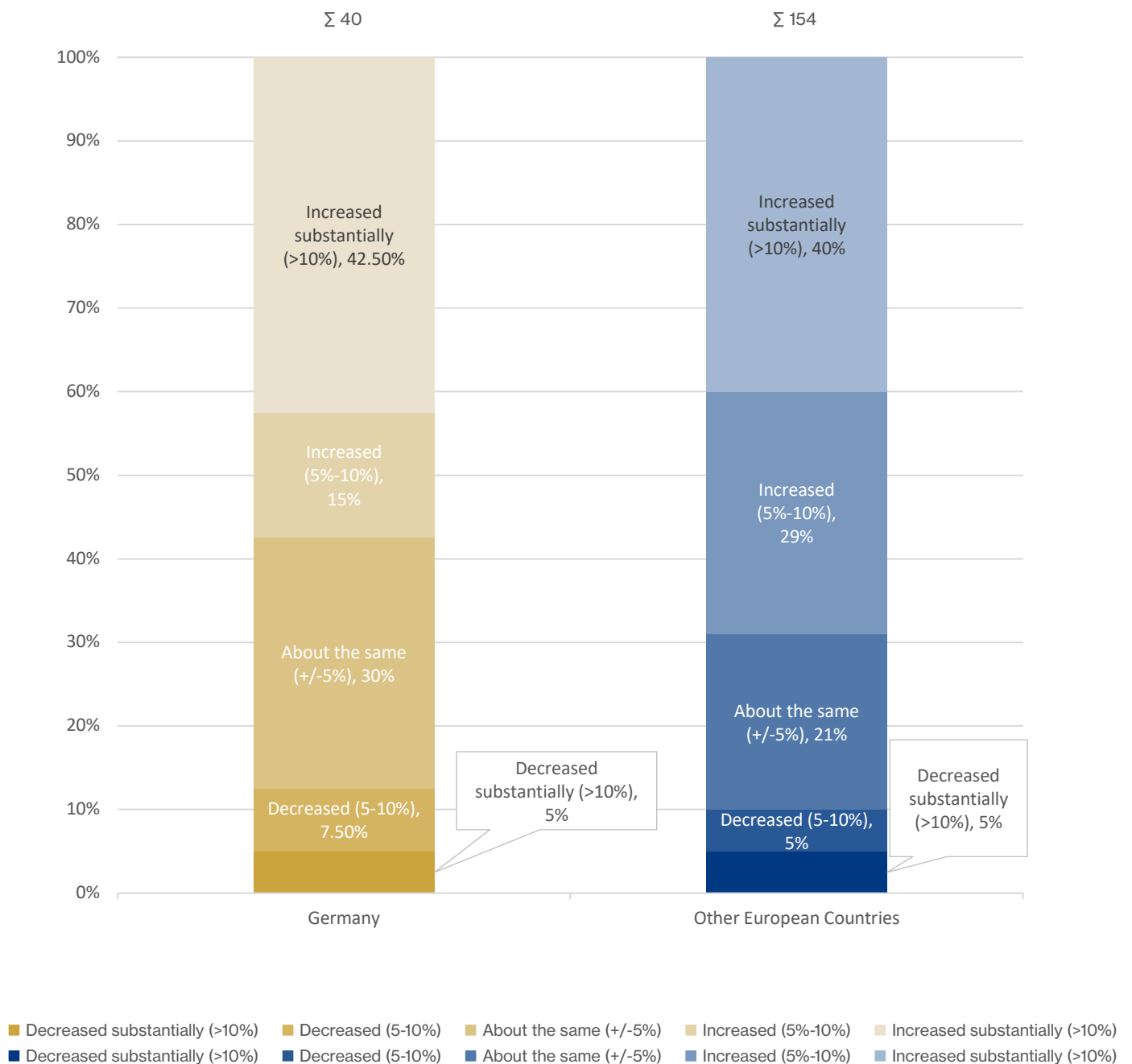
Business Development

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



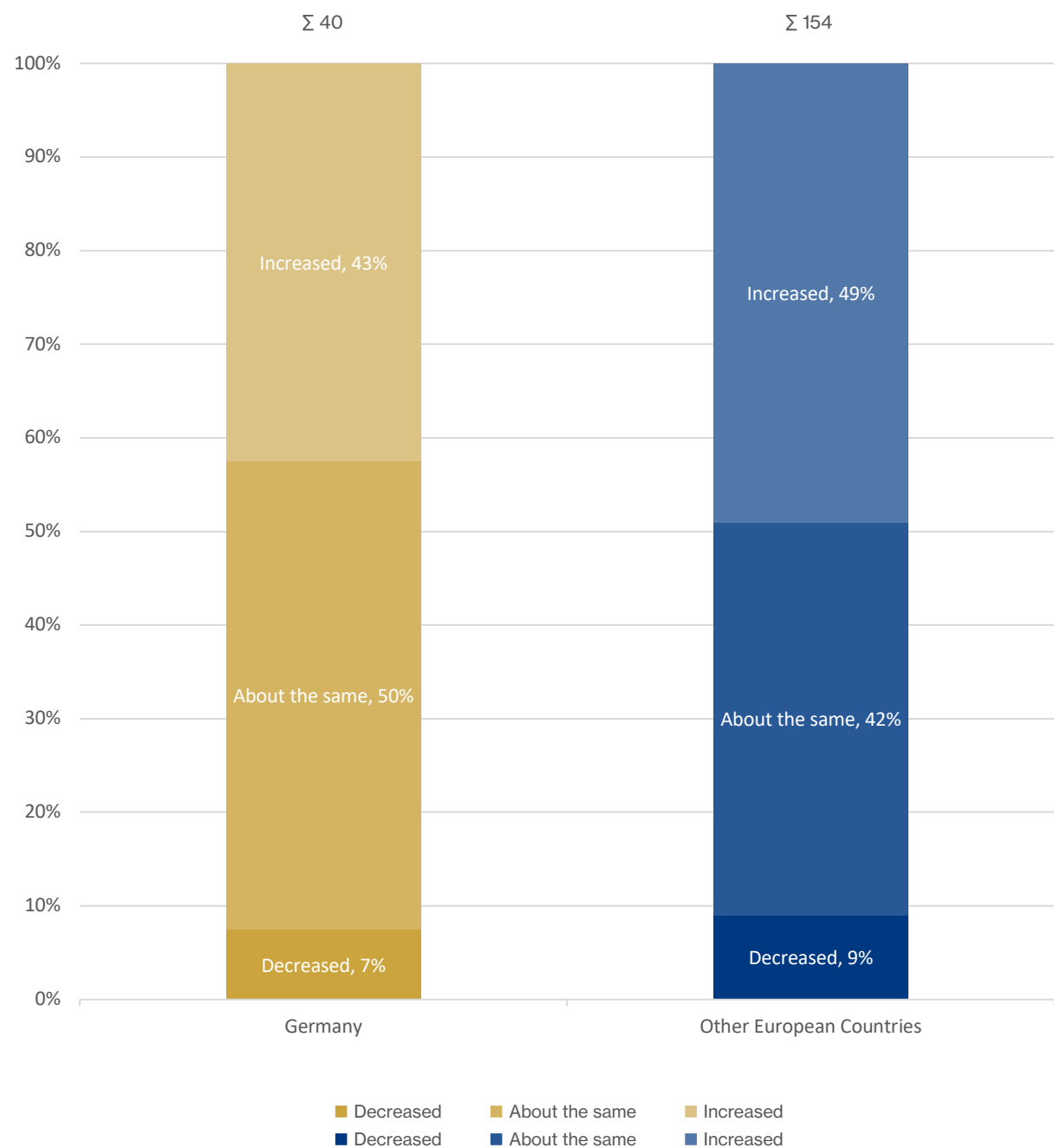
Business Development

How did your company's sales in Korea change in 2021 compared to that of 2020?



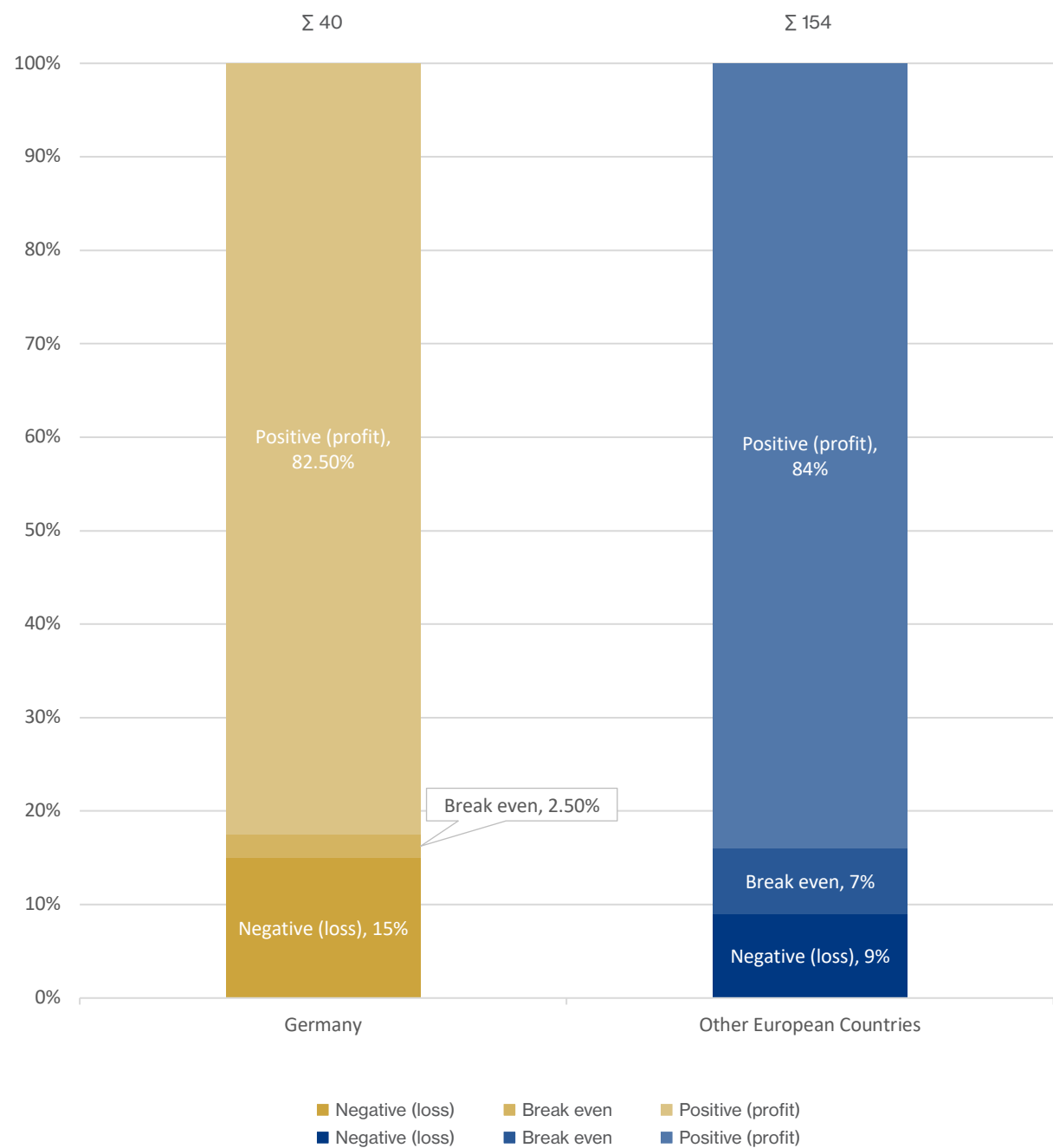
Business Development

How did your market share in Korea evolve in 2021 versus 2020?



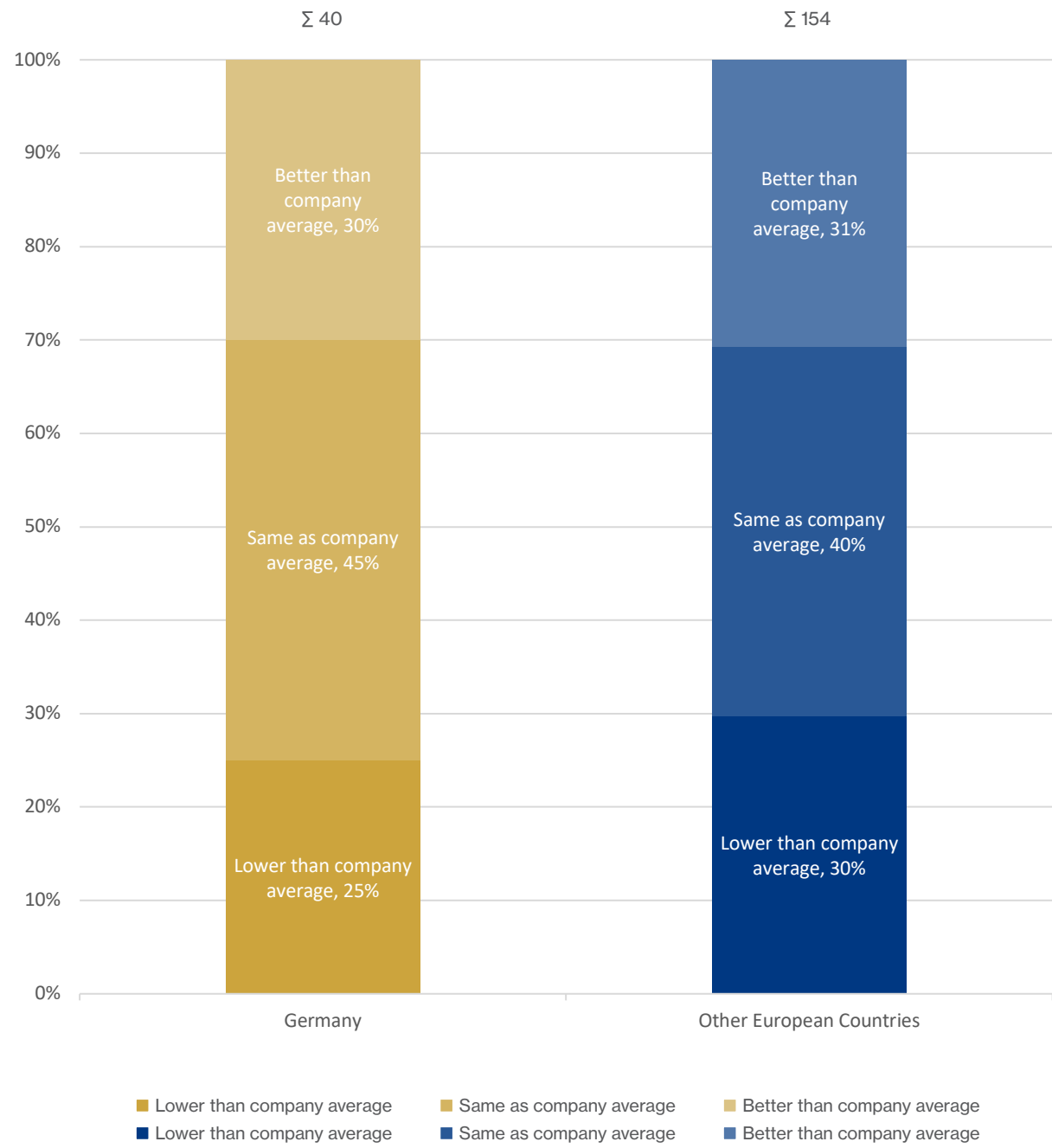
Business Development

Please characterize the EBIT (Earnings before interest and tax) of your company in Korea in 2021.



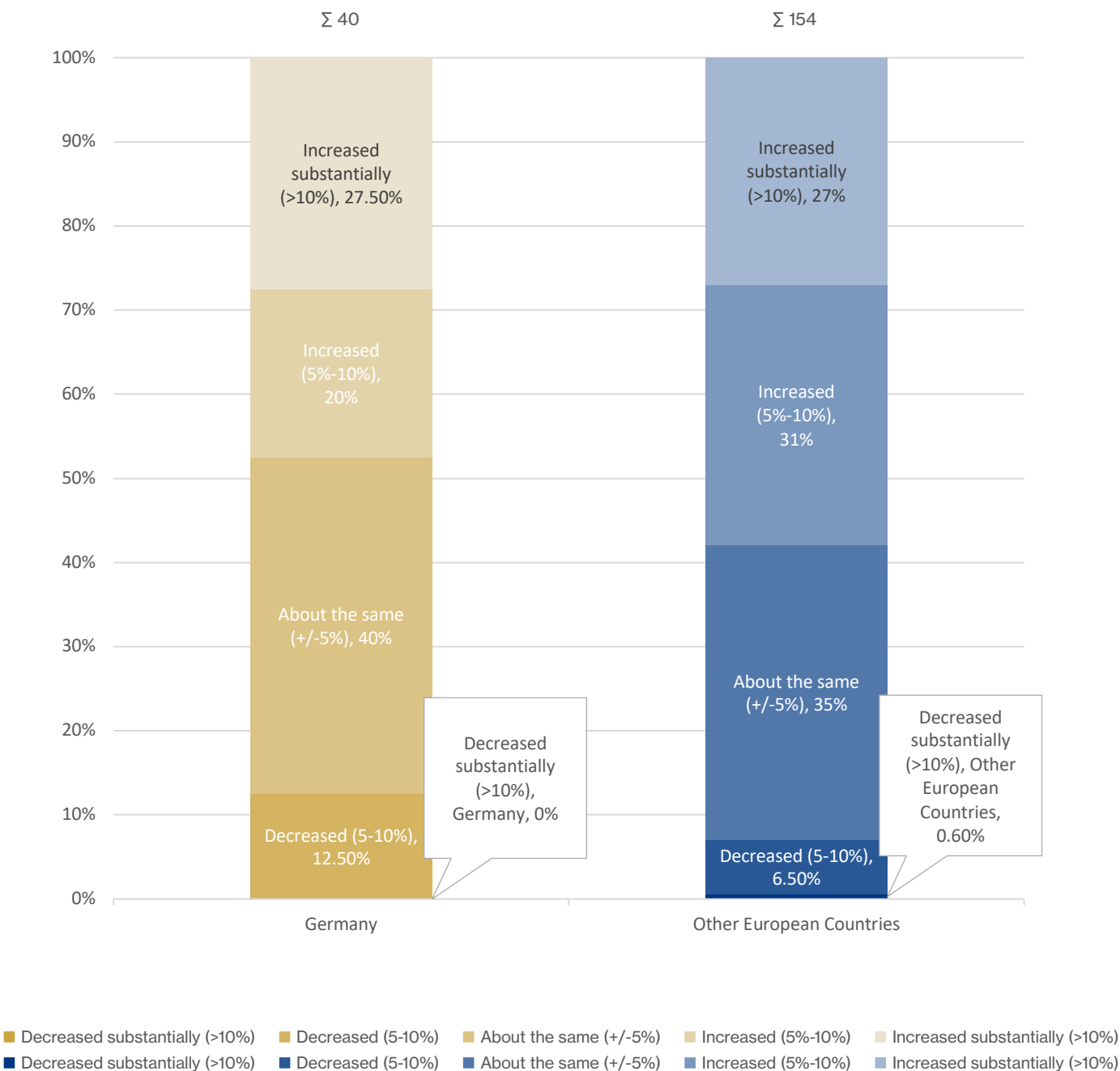
Business Development

How does the EBIT margin of your Korean operation compare to your company's worldwide margins in 2020?



Business Development

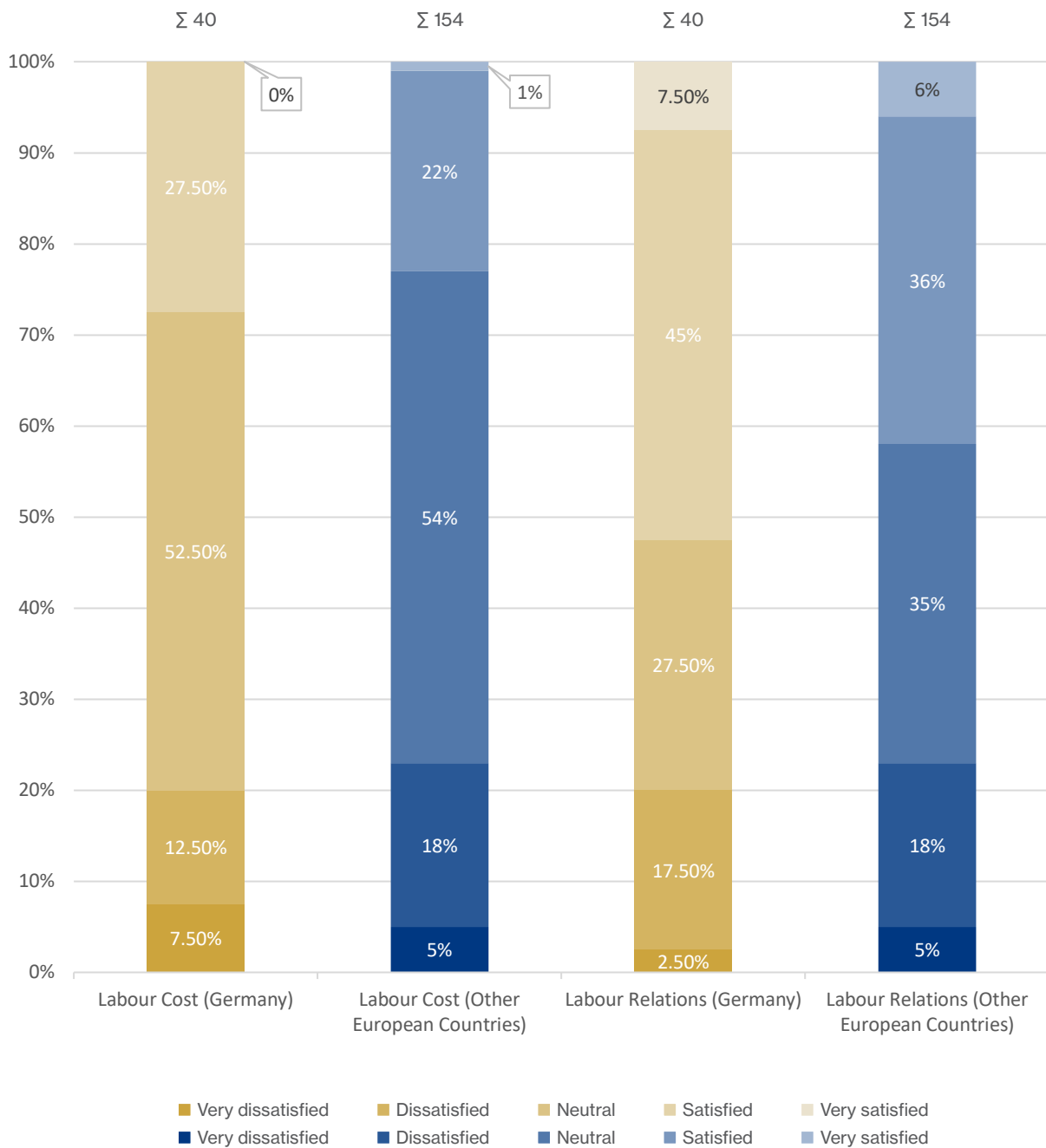
How was your company's EBIT margin in Korea for 2021 compared to 2020 results?



HR / Labour

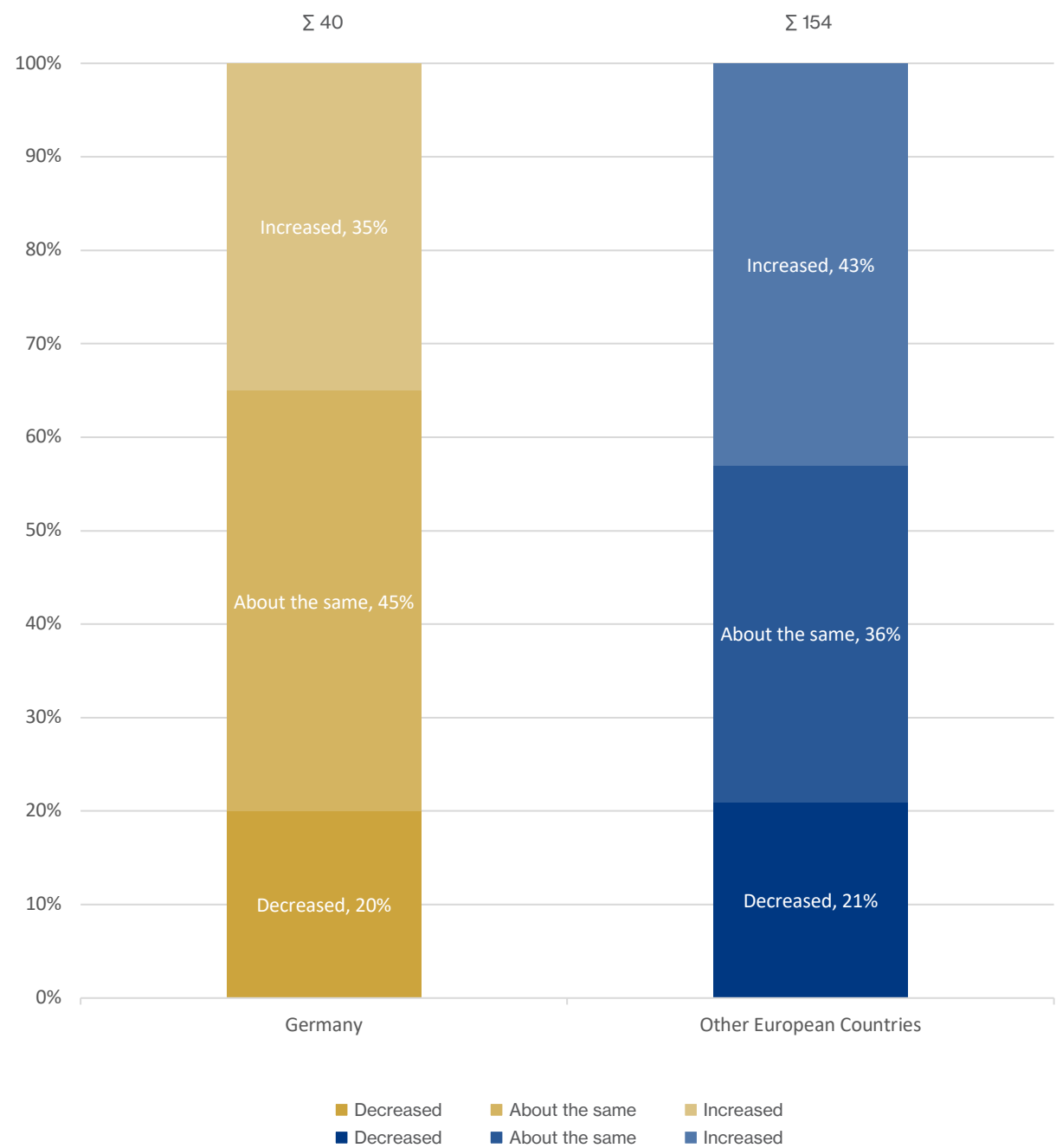
HR / Labour

Please indicate how satisfied with labour Management – Labour Costs and Labour Relations – at your company in 2021.



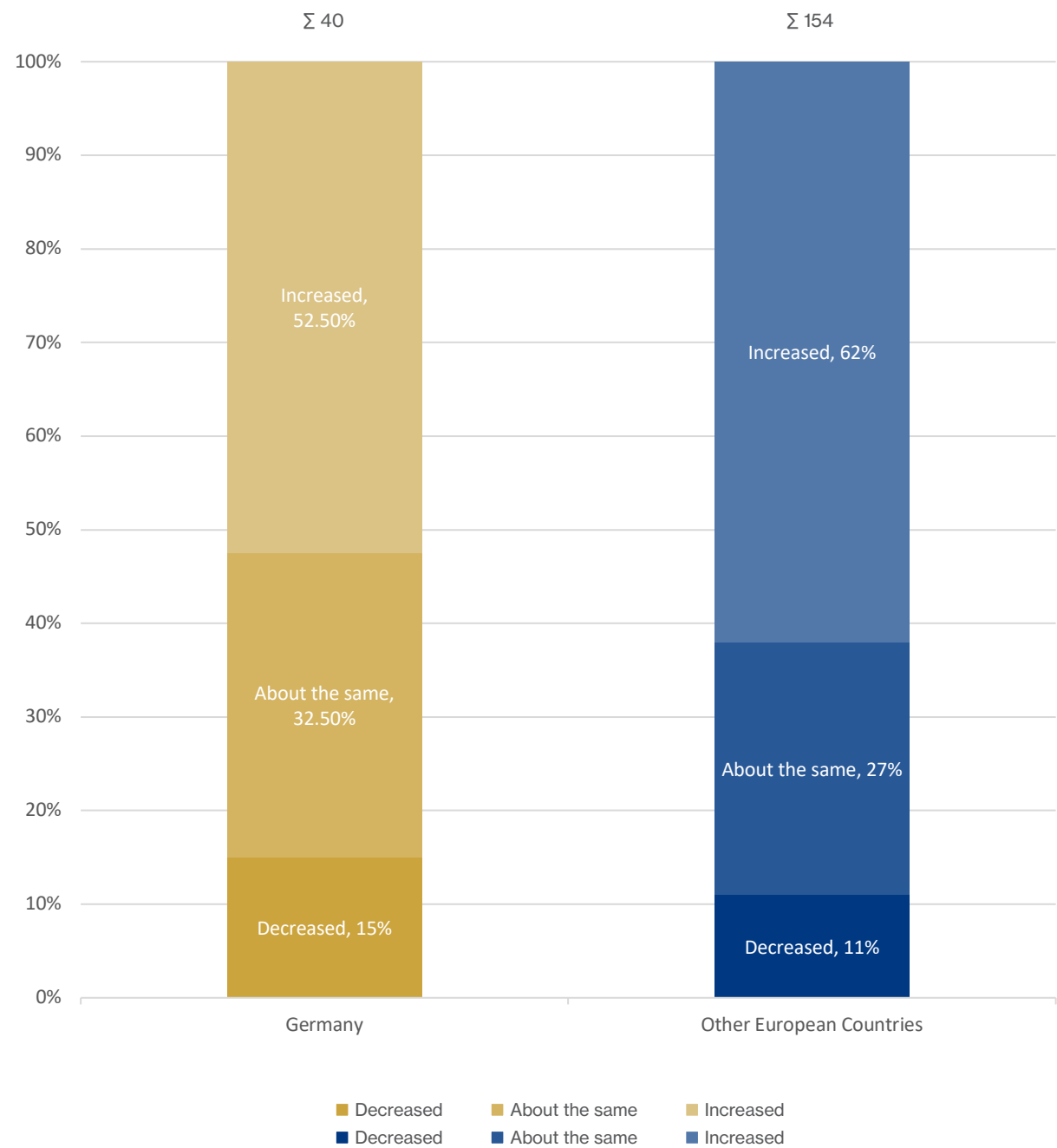
HR / Labour

What has happened to the number of permanent positions in your company in Korea in 2021?

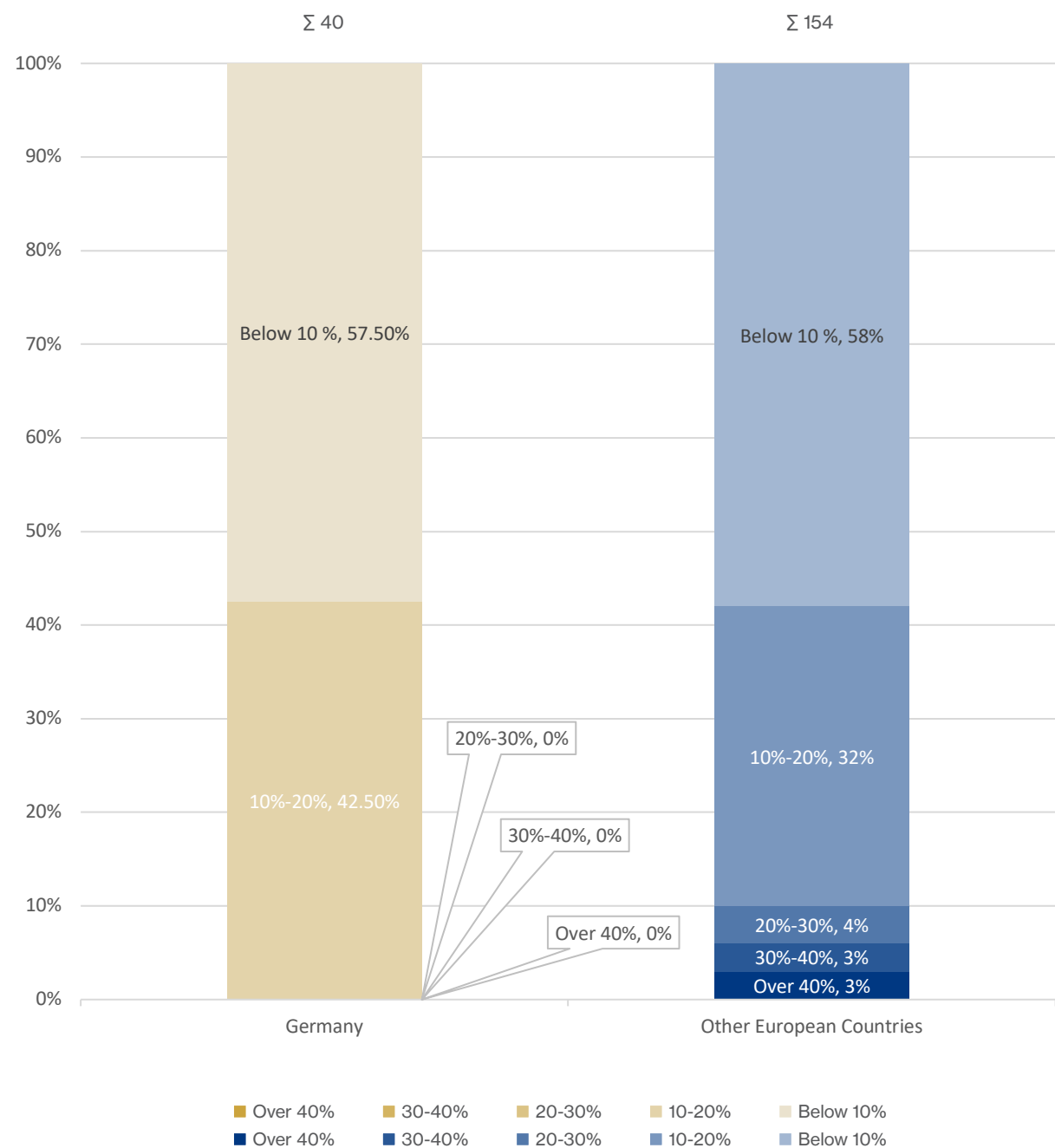


HR / Labour

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



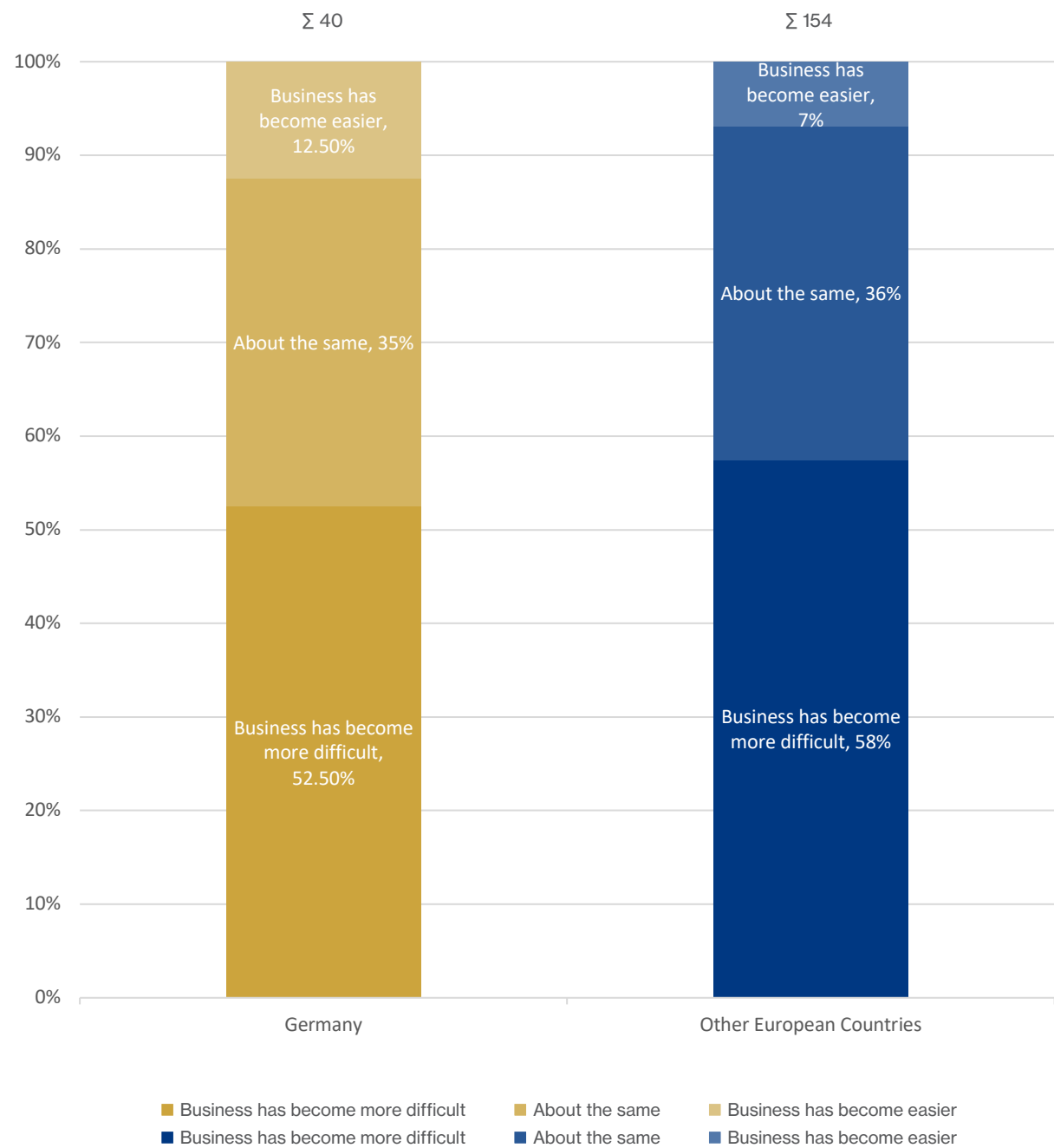
What is the level of your staff turnover in Korea in 2021?



Business Environment

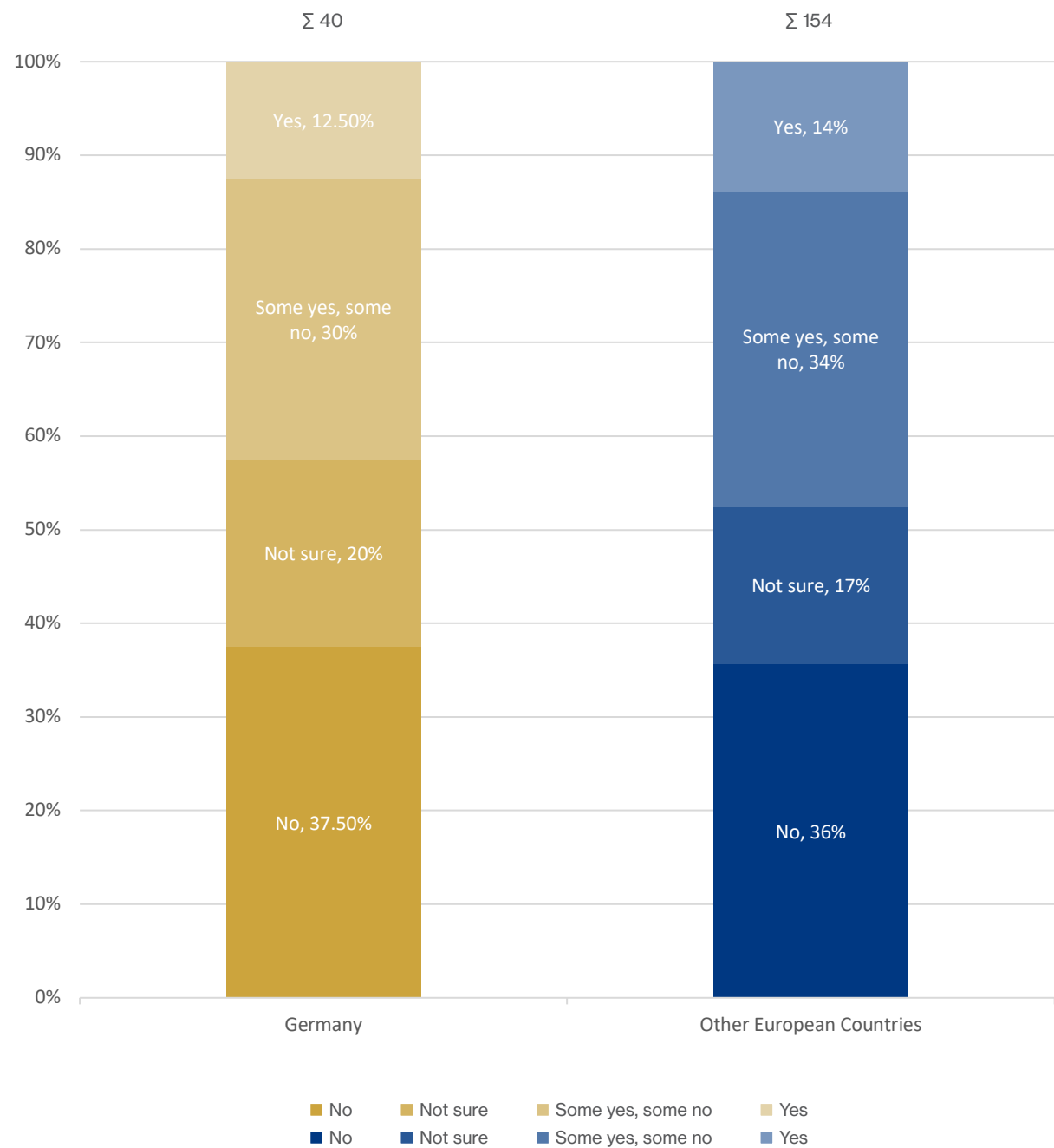
Business Environment

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



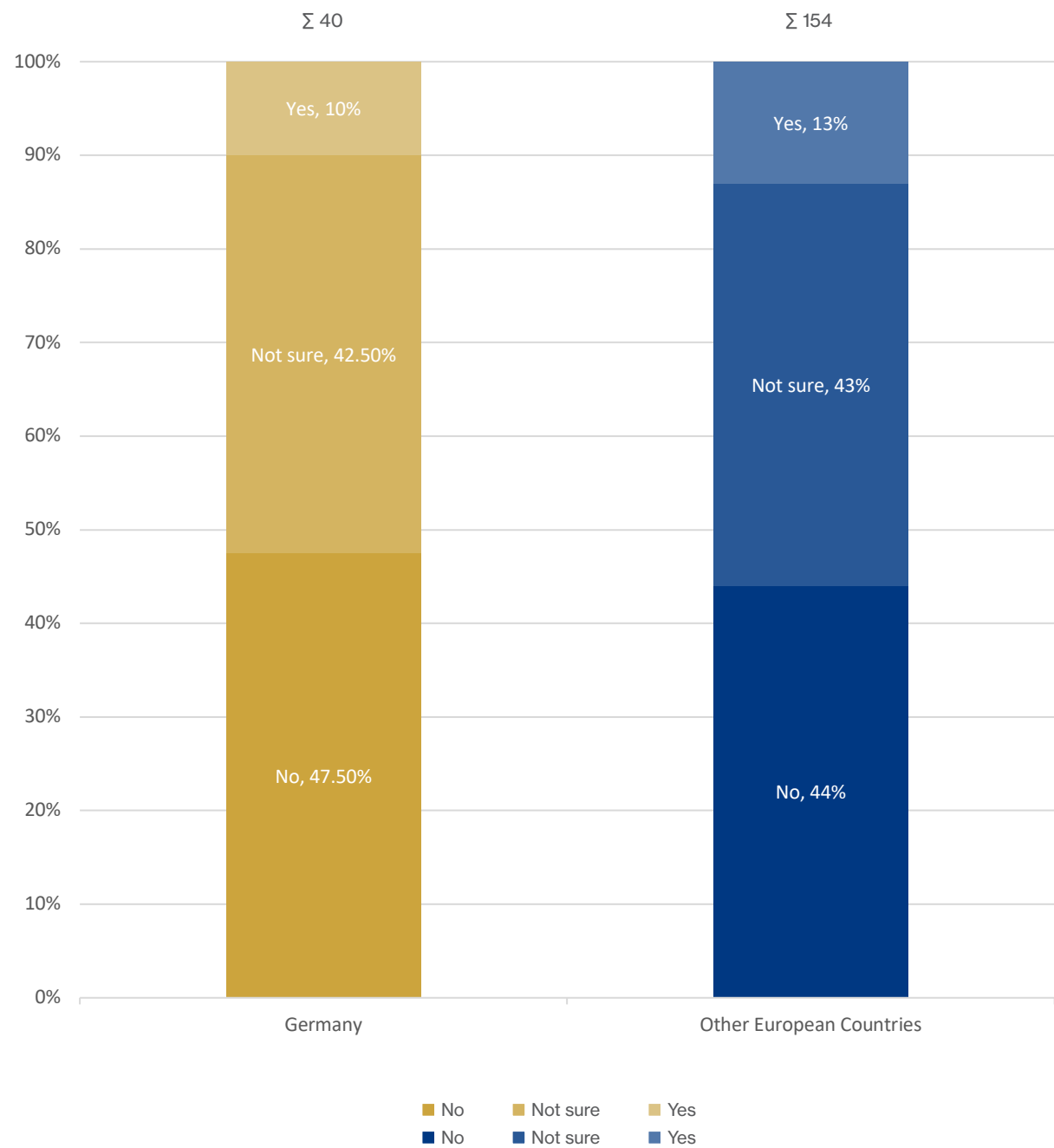
Business Environment

Do you believe that reforms implemented in 2021 have helped your business?



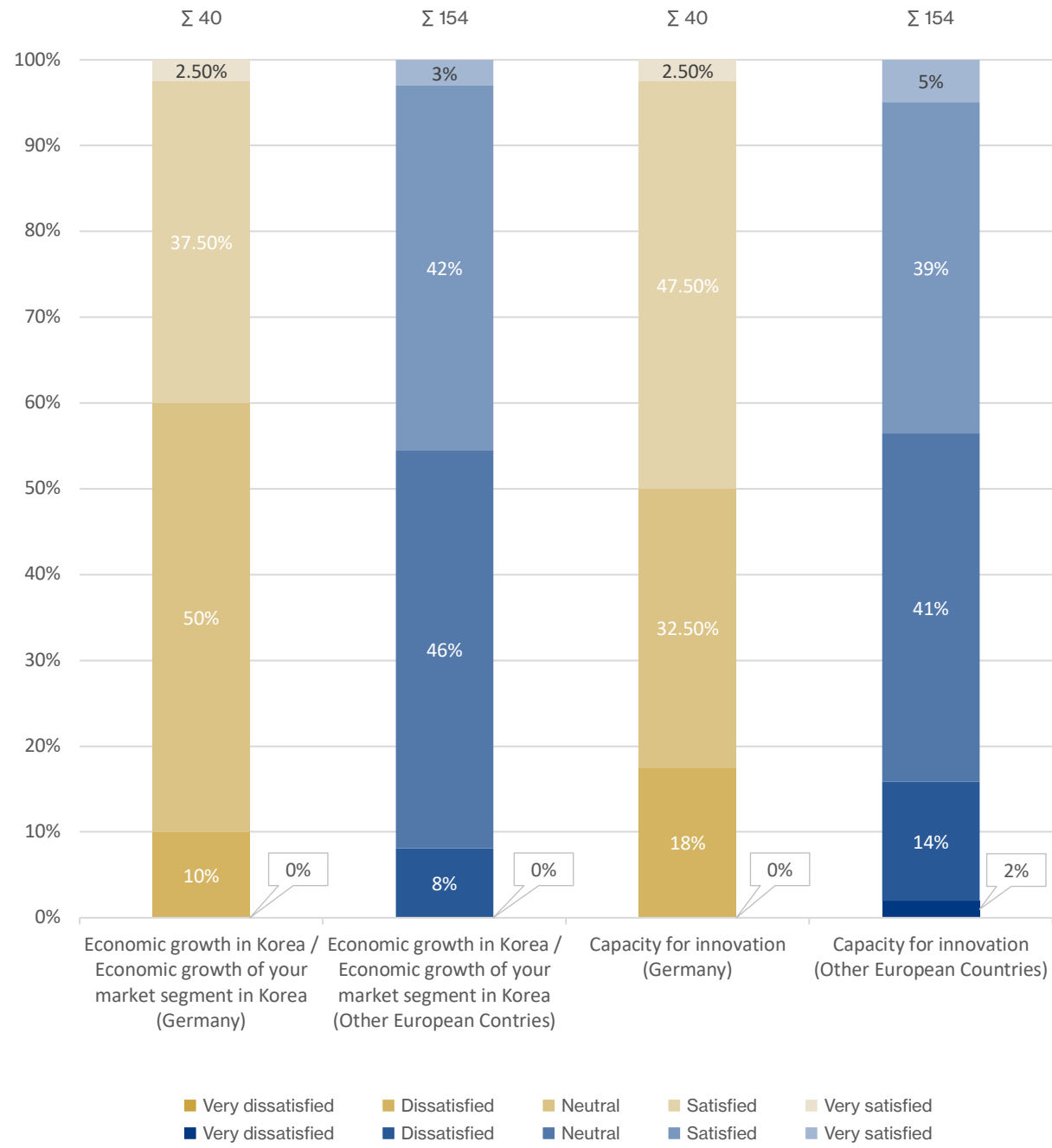
Business Environment

Do you believe that the Korean government will implement meaningful reforms in 2022?



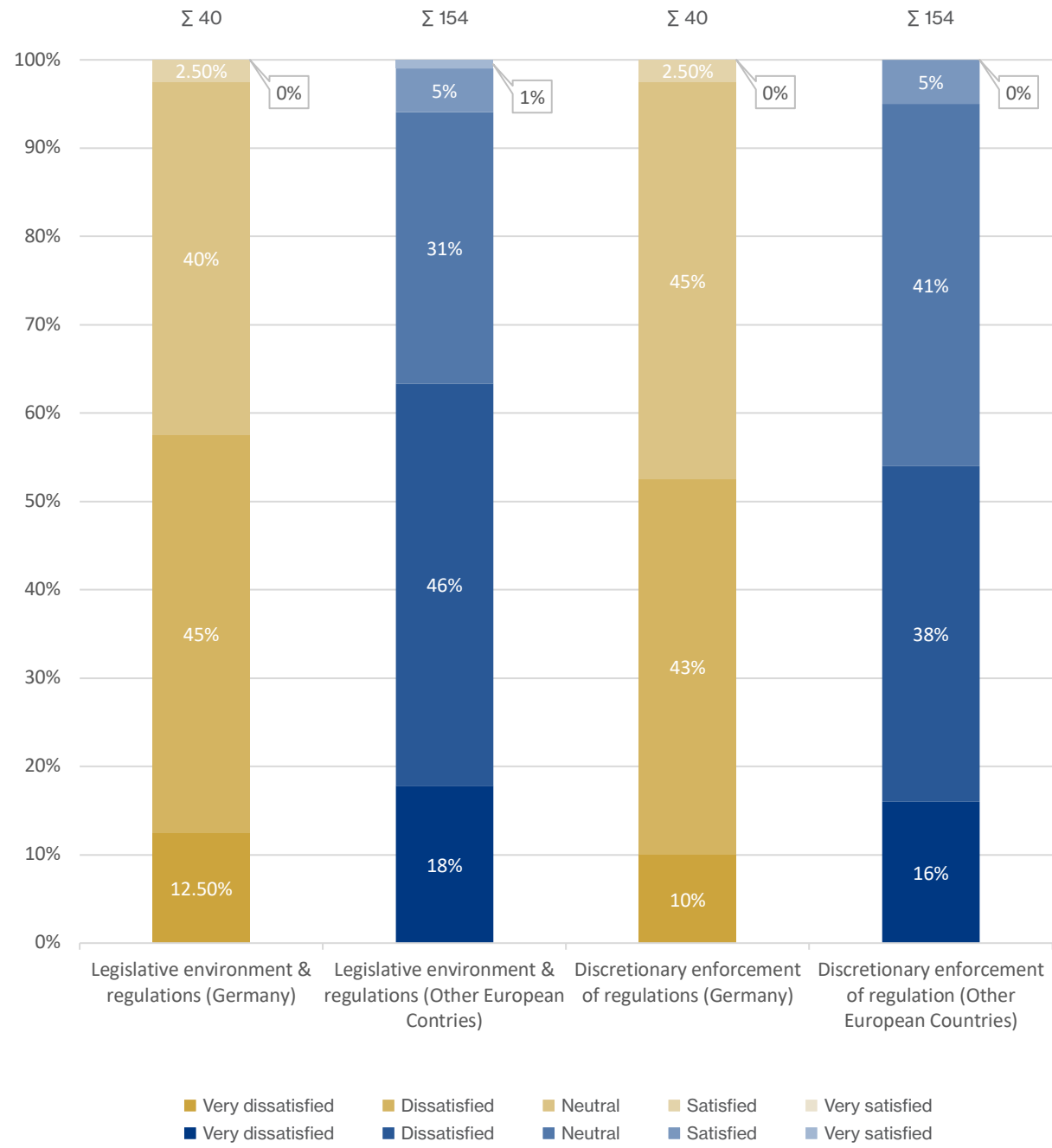
Business Environment

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



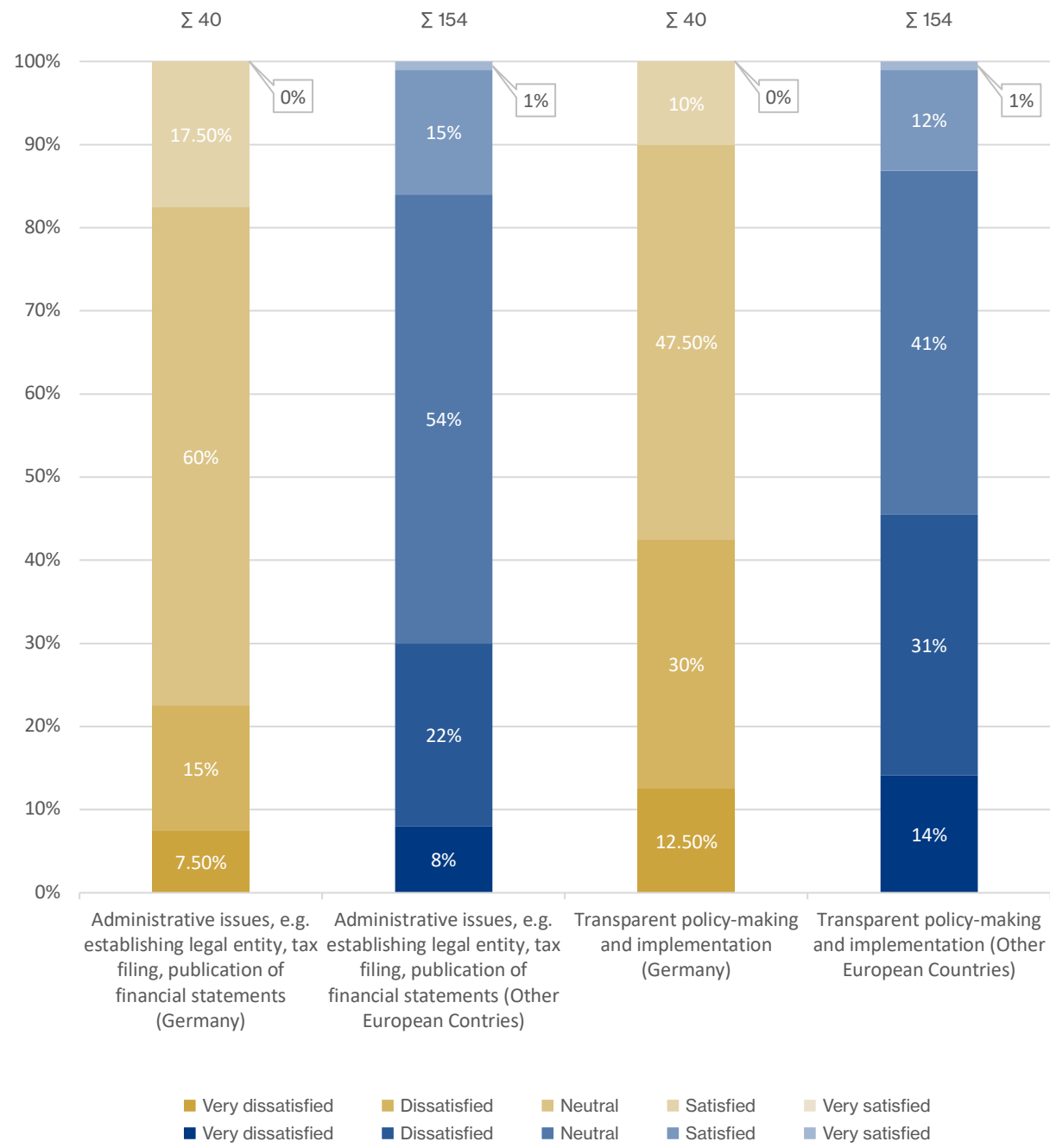
Business Environment

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



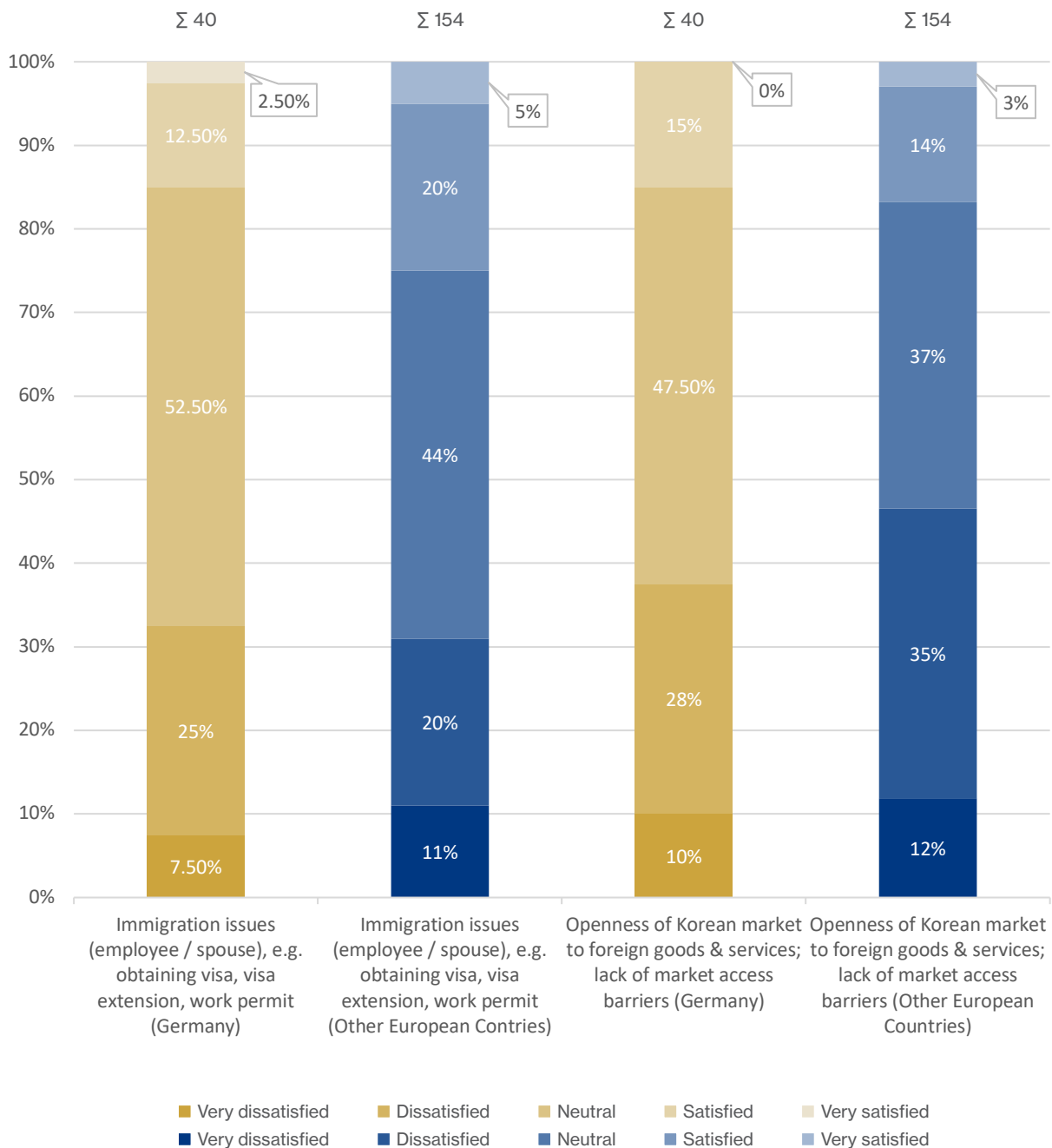
Business Environment

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



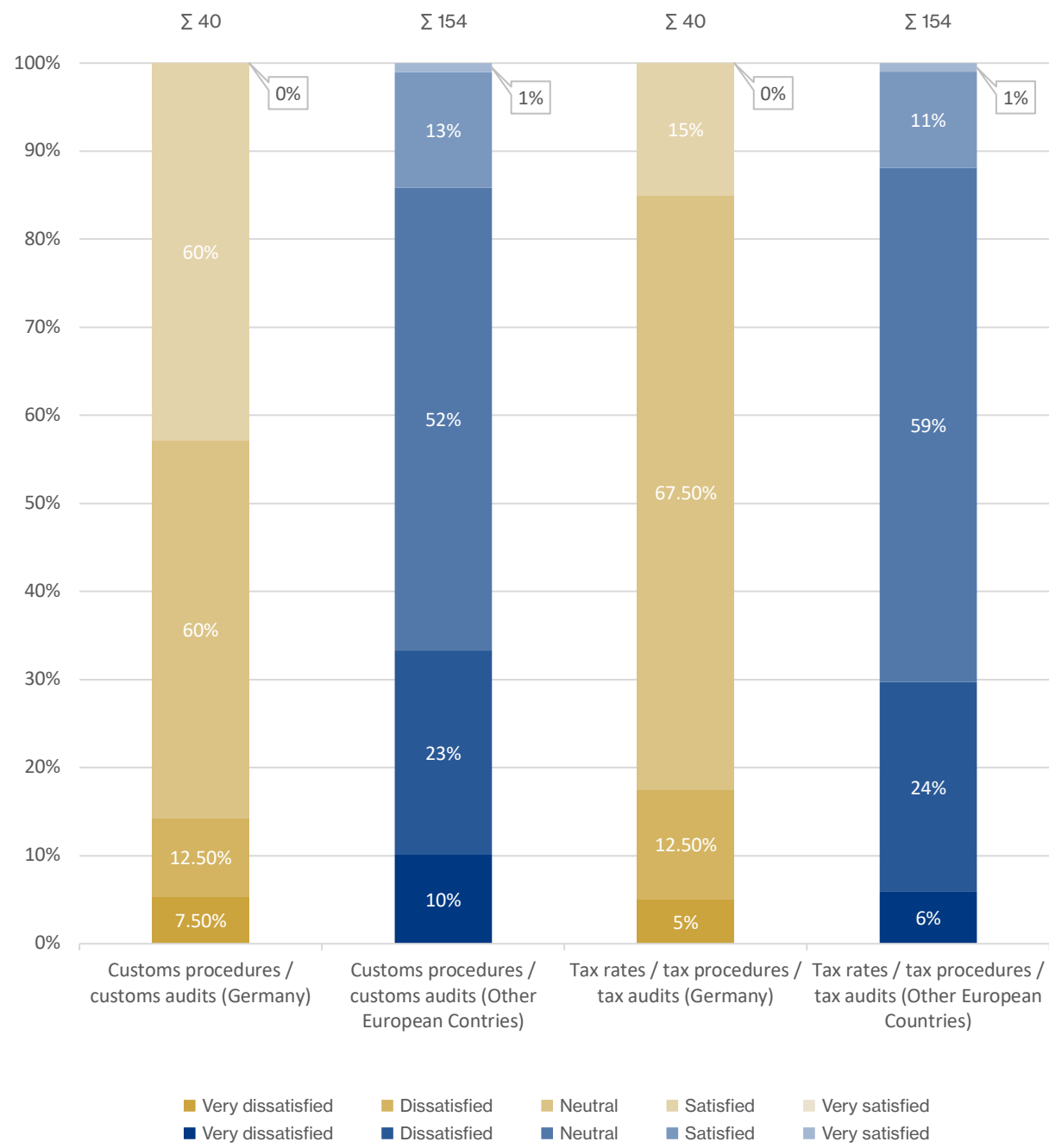
Business Environment

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



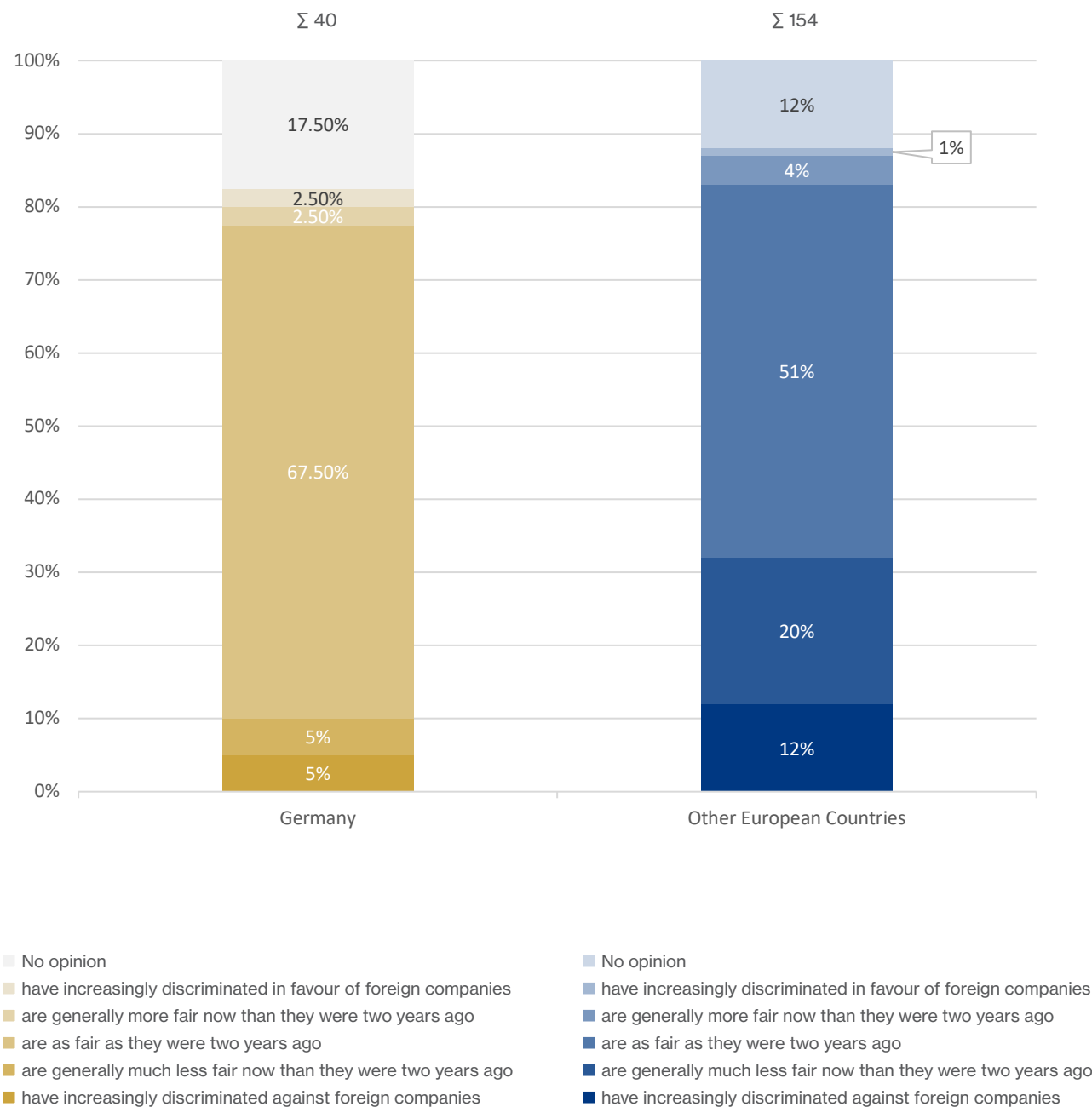
Business Environment

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



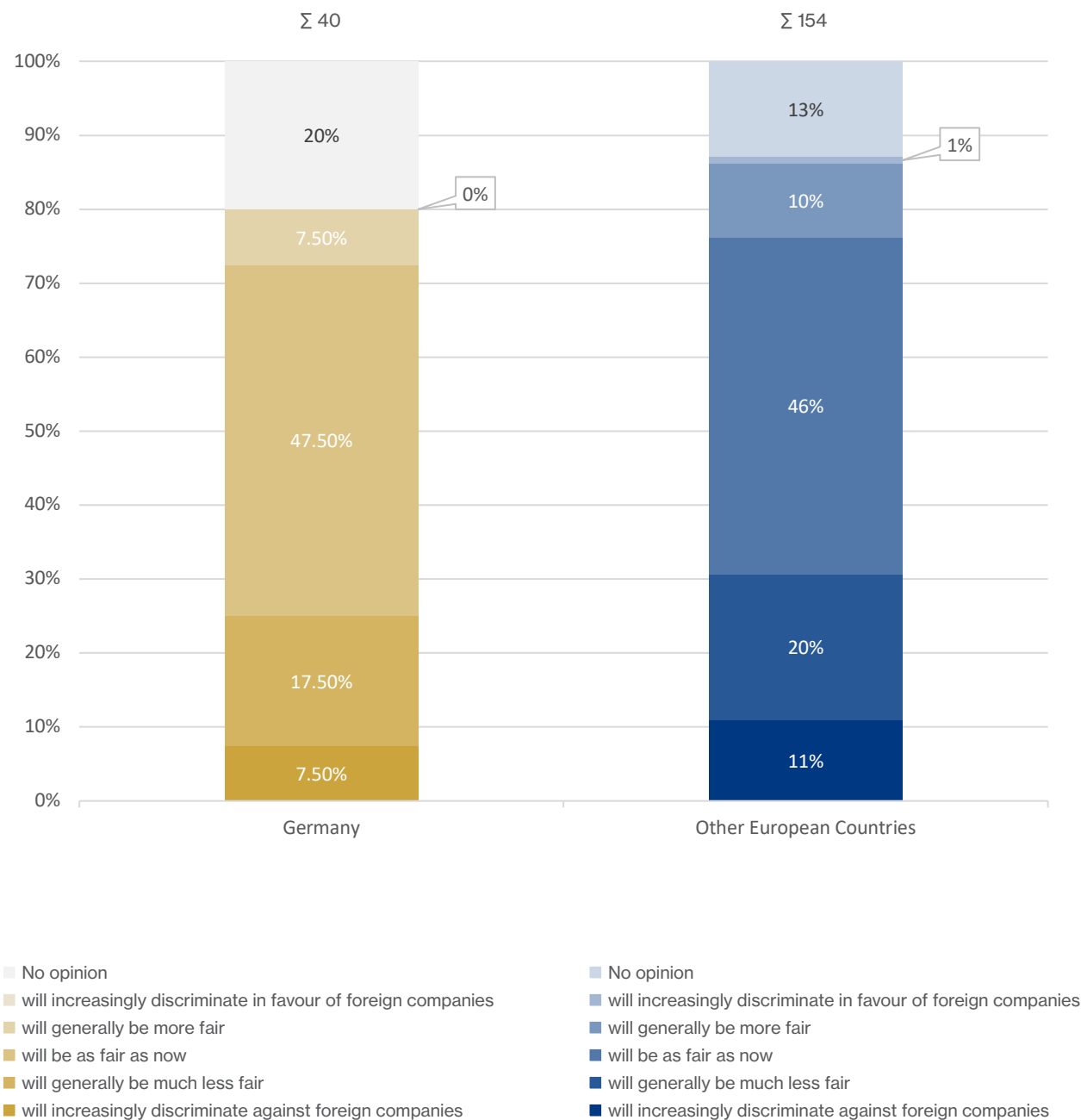
Business Environment

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



Business Environment

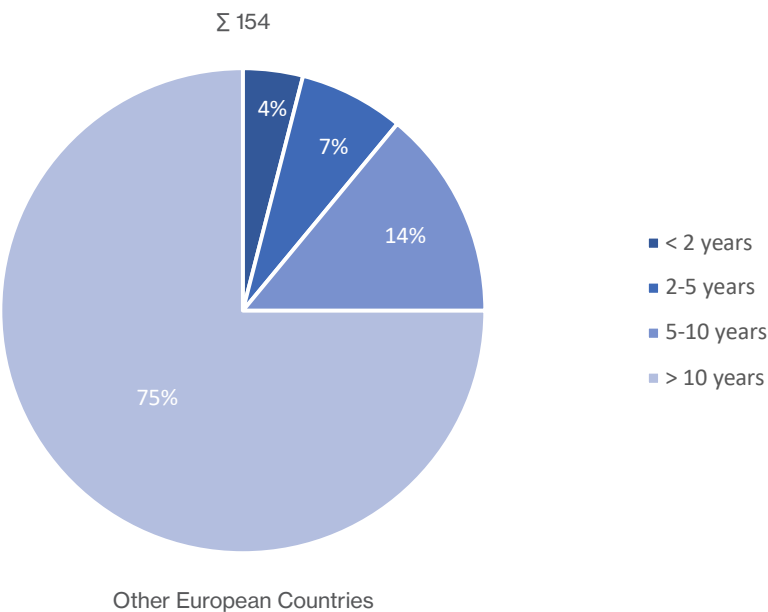
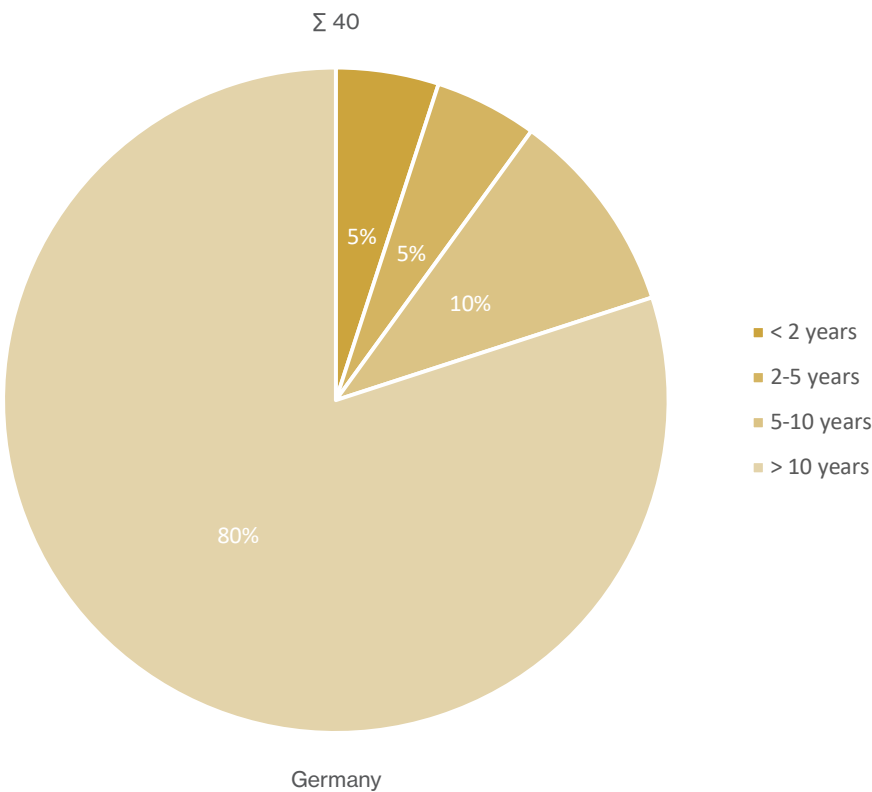
How do you perceive government policies relevant to foreign companies' business environment will change over the next two years?



Respondent Profile

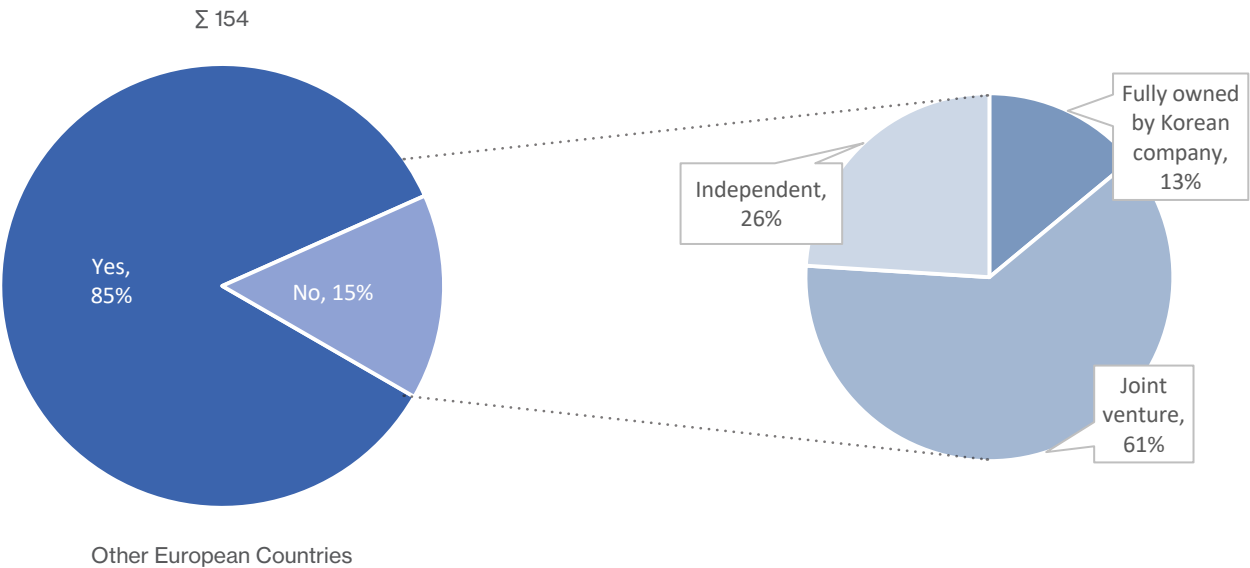
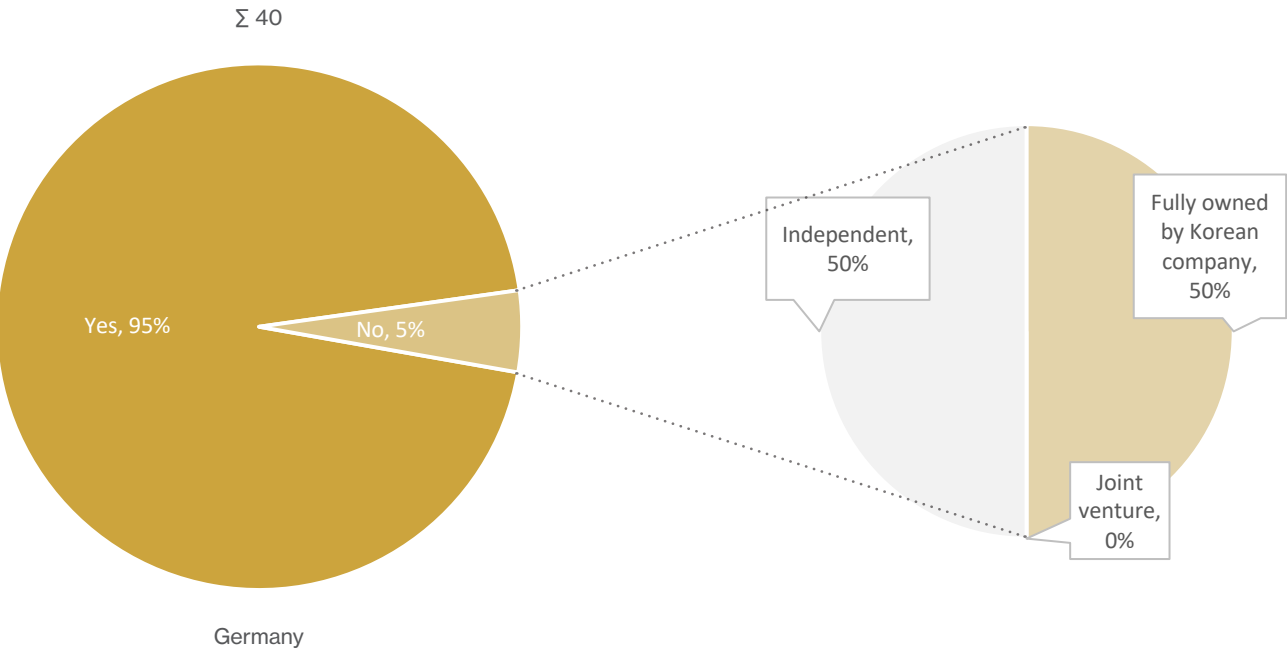
Respondent Profile

How long has your company been operating in Korea?



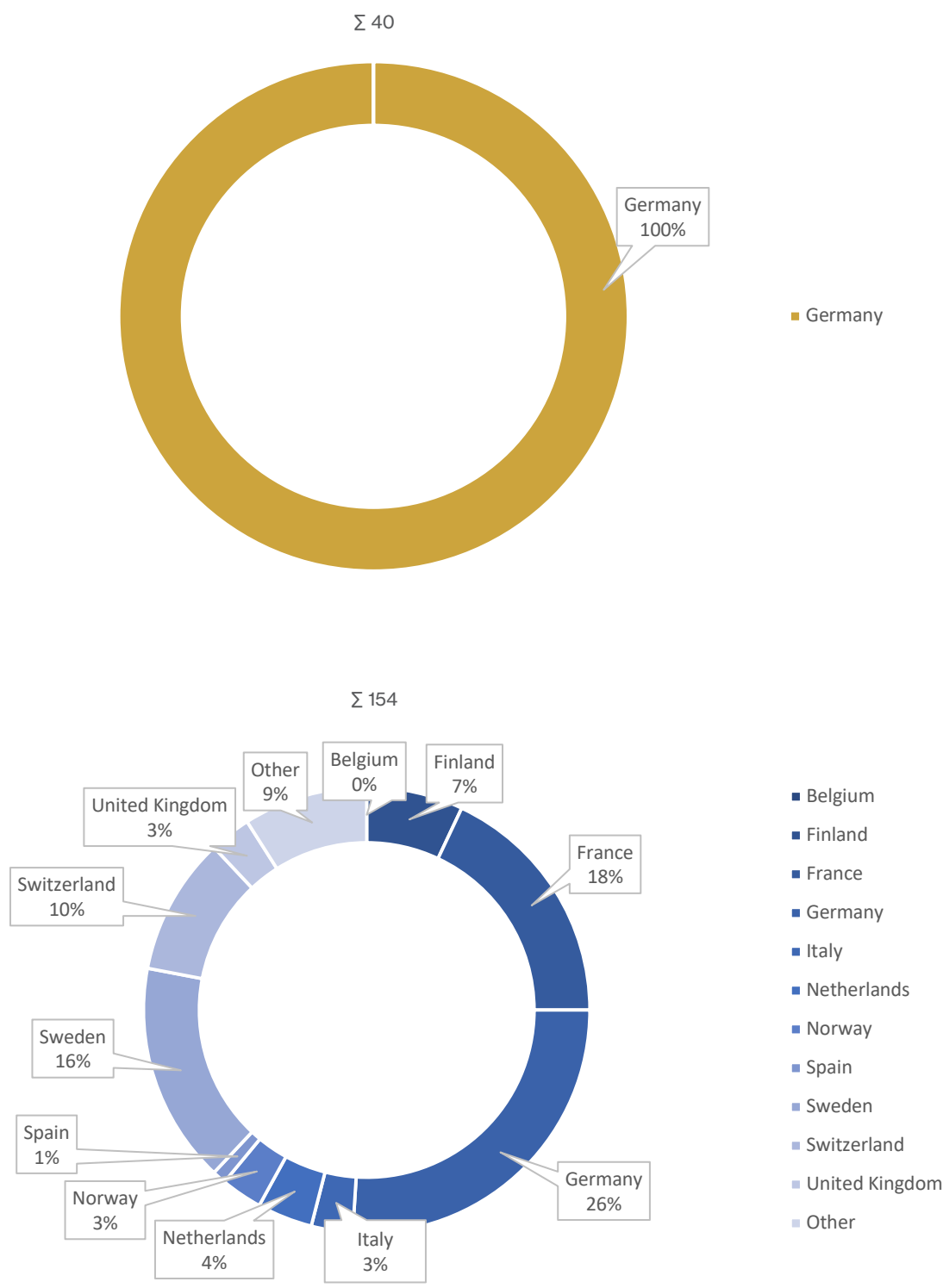
Respondent Profile

Is your company fully owned by a European company?



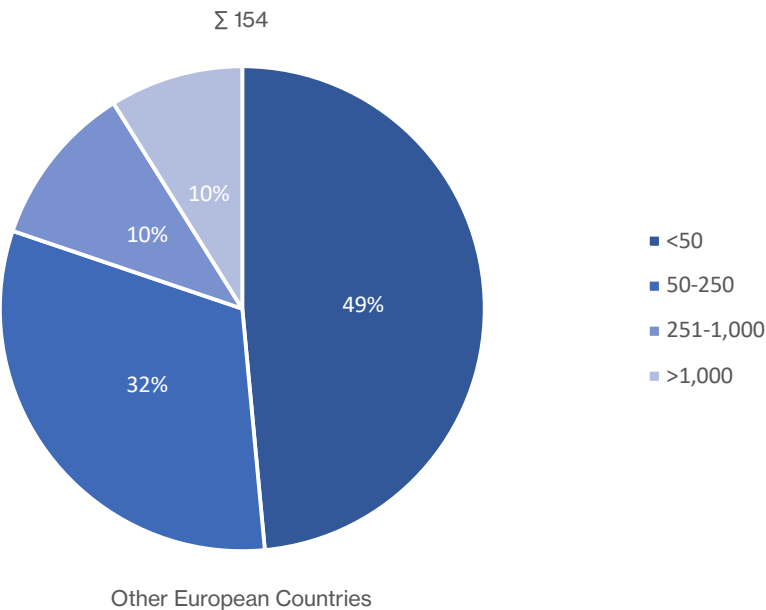
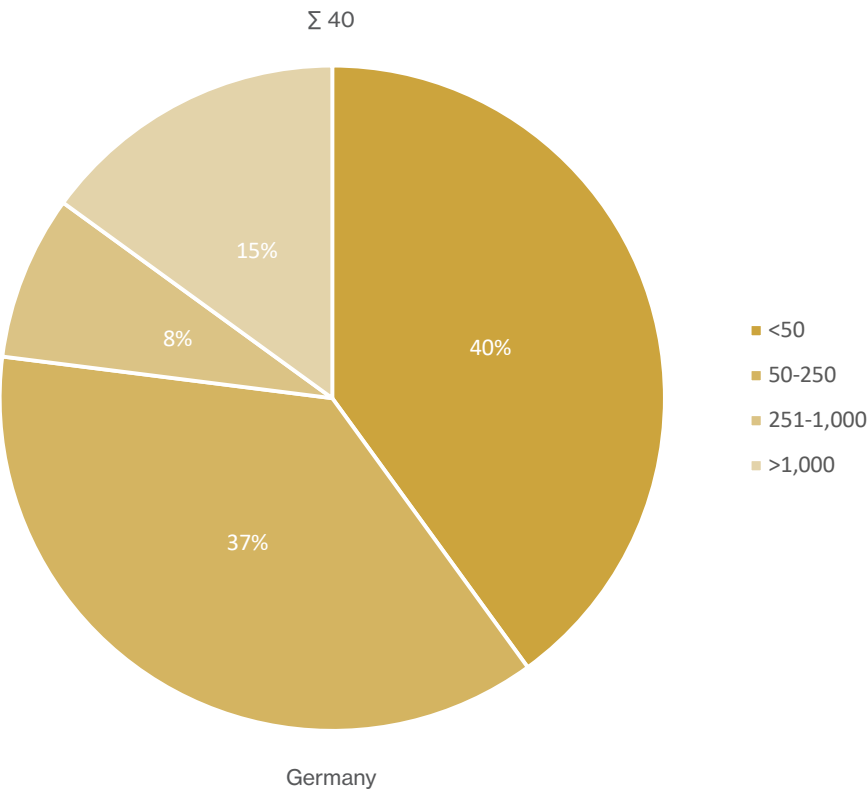
Respondent Profile

Where is your company headquarters registered in?



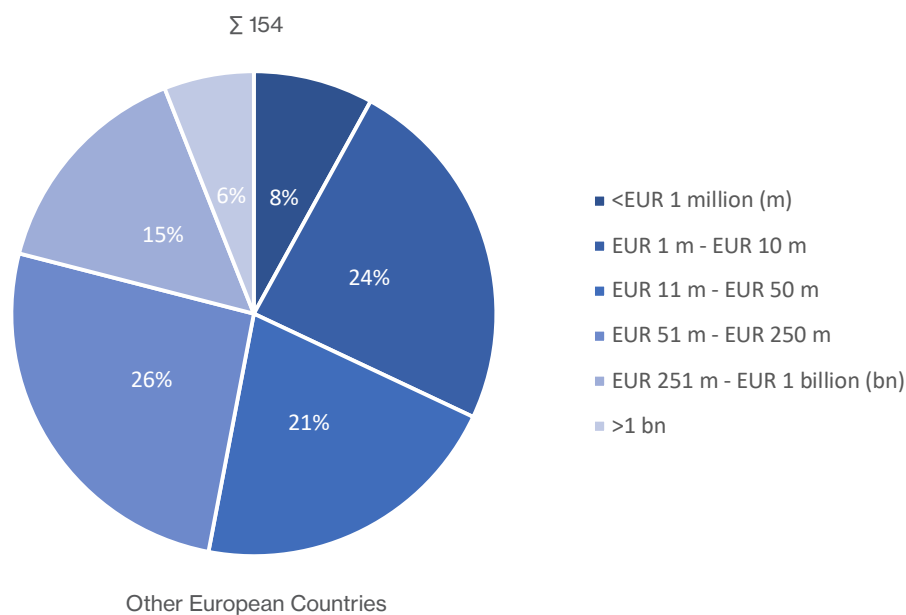
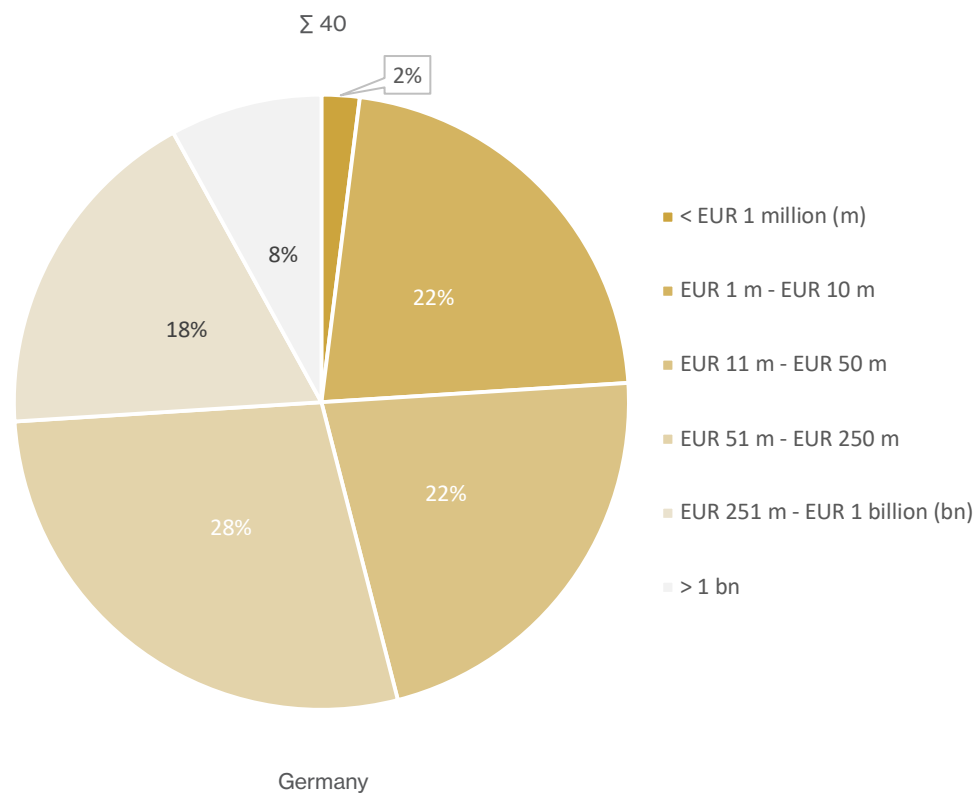
Respondent Profile

How many employees do you have in Korea in 2021?



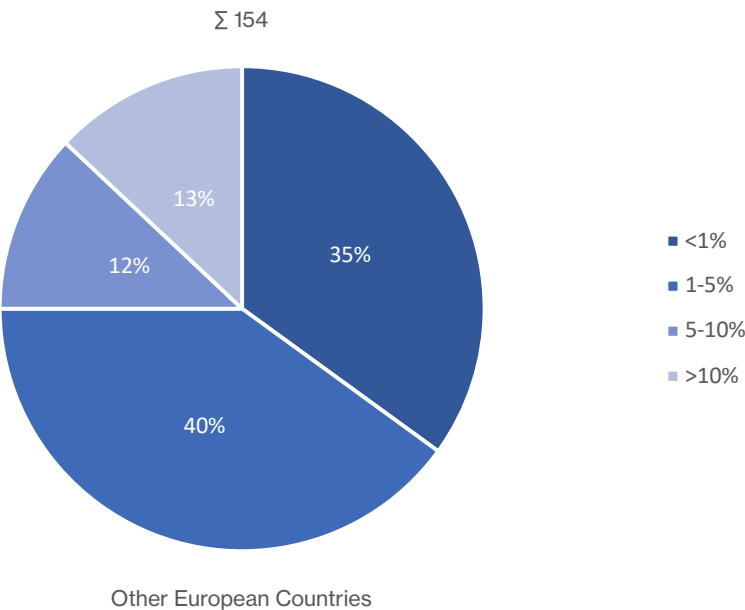
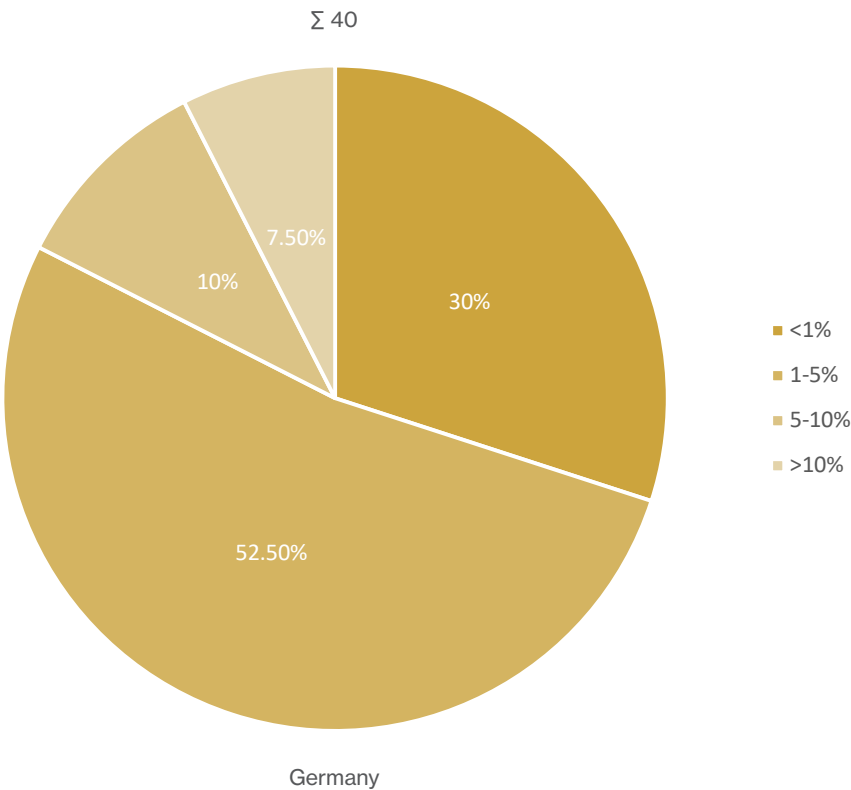
Respondent Profile

What is the total revenue of your company in Korea in 2021?



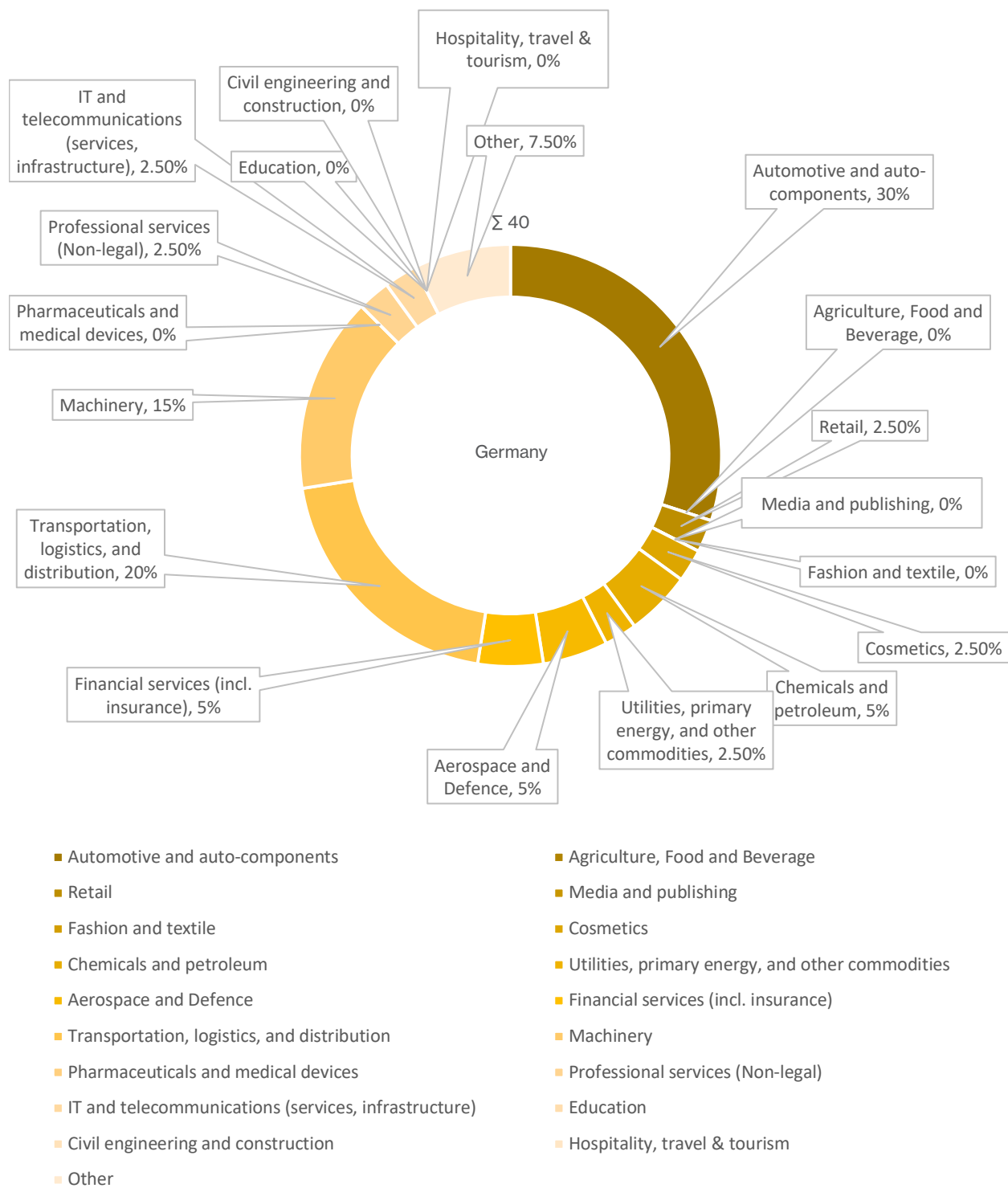
Respondent Profile

What proportion of global revenues is generated in Korea in 2020?



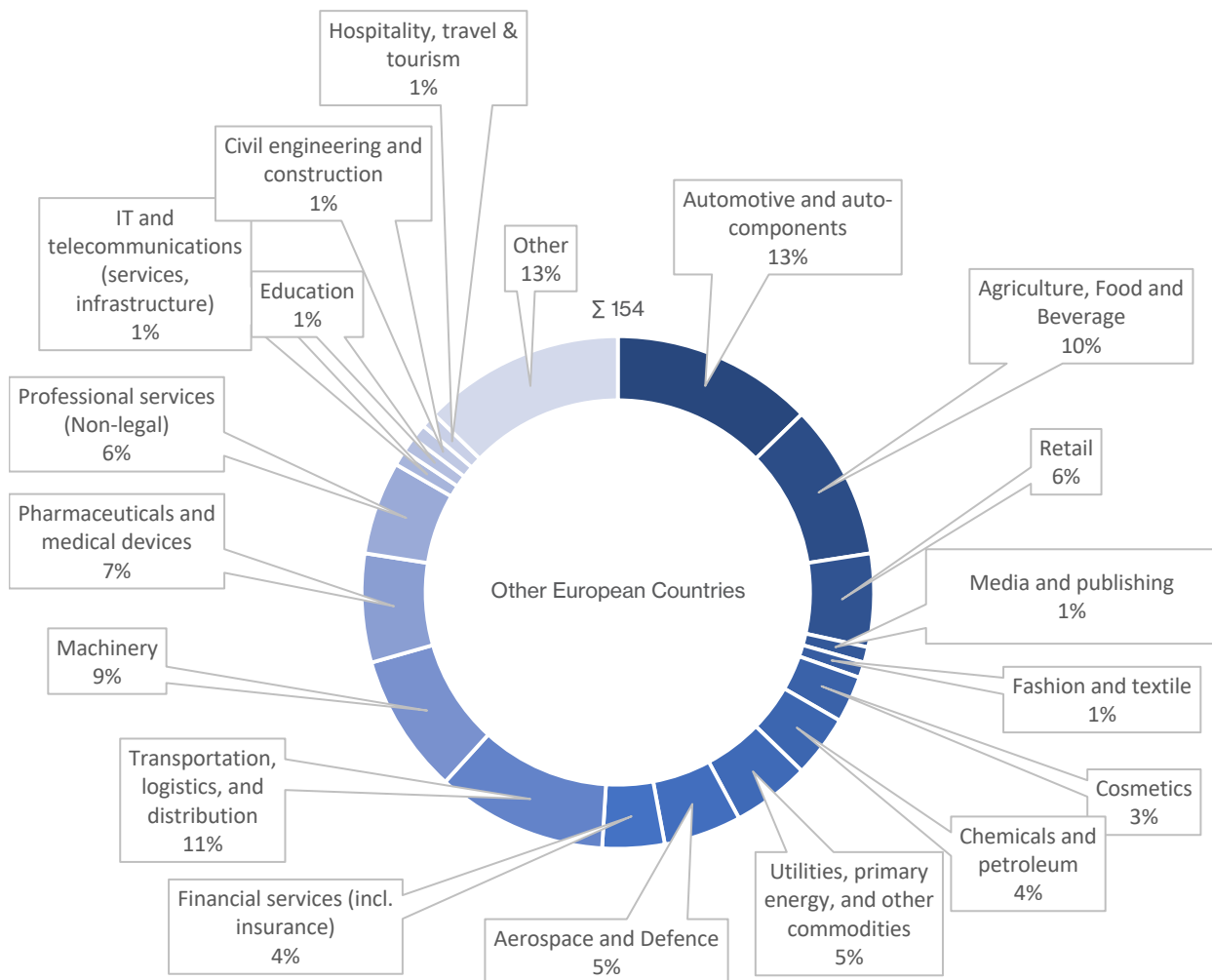
Respondent Profile

In what industry is your company active in?



Respondent Profile

In what industry is your company active in?

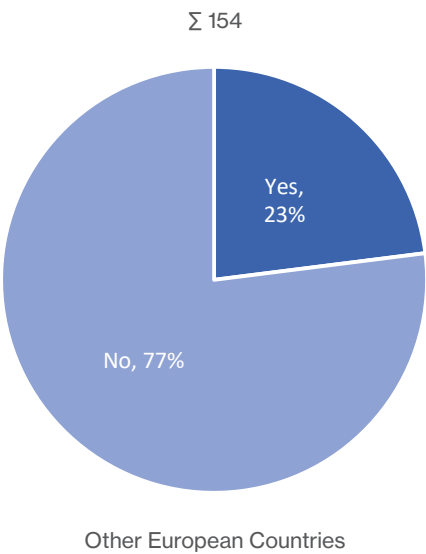
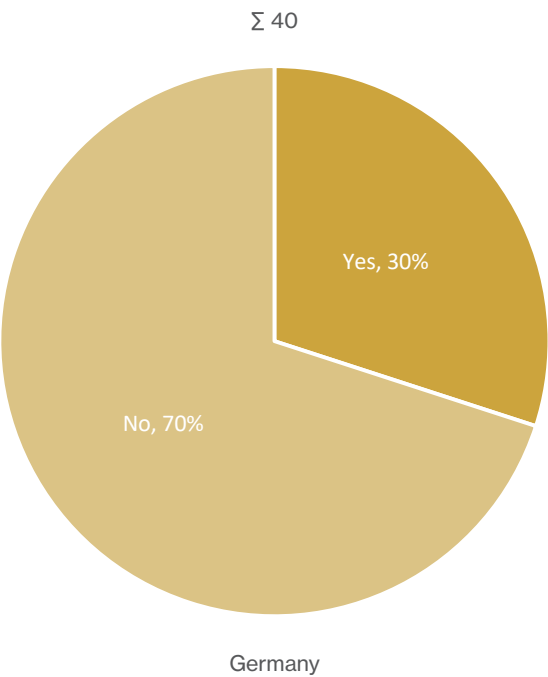


- Automotive and auto-components
- Agriculture, Food and Beverage
- Retail
- Media and publishing
- Fashion and textile
- Cosmetics
- Chemicals and petroleum
- Utilities, primary energy, and other commodities
- Aerospace and Defence
- Financial services (incl. insurance)
- Transportation, logistics, and distribution
- Machinery
- Pharmaceuticals and medical devices
- Professional services (Non-legal)
- IT and telecommunications (services, infrastructure)
- Education
- Civil engineering and construction
- Hospitality, travel & tourism
- Other

Respondent Profile

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

R&D Facilities



Production Facilities

