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IWH-FDI-Micro-Database

Questionnaire Survey 2009

In East Germany (including Berlin)

2. Round Services

3. Round Manufacturing

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I. Part of the questionnaire

Note: The first part of the survey deals with locational factors and ownership structure of your enterprise.

1. Please let me know your position in your enterprise.

Position

2. Please evaluate the socio-cultural surrounding at your enterprise's location currently. Please choose between very good, good, poor, very poor

	Quality
Availability of local cultural activities	
Availability of local health care	
Availability of local housing	
Personal safety of expatriates and foreign personnel	
Availability of child care	
General image of the region	

3. Please evaluate the quantitative labour supply at your enterprise's location currently. Please choose between very good, good, poor, very poor

	Quality
Supply with unskilled labour	
Supply with skilled labour	
Supply with apprentices and trainees	
Supply with junior employees with university degree	

4. Please evaluate the supply with government grants and subsidies at your enterprise's location in Eastern Germany currently. Please choose between very good, good, poor, very poor

	Quality
Availability of wage subsidies	
Availability of investment incentives (government grants or tax incentives)	
Availability of investment credits (KfW)	
Availability of government guarantees	
Possibility for special depreciations	
Availability of fiscal incentives concerning research & development and innovation	

5. Please evaluate the potential for technological cooperation with the following partners at your enterprise's location in Eastern Germany currently. Please choose between very good, good, poor, very poor

	Quality
Cooperation potential with universities and other public research institutes	
Cooperation potential with other enterprises (customers, suppliers, competitors)	

6. Does your enterprise have one or more investor(s) with headquarter in foreign countries?

Note: A foreign investor is either a direct shareholder with a minimum of 10 percent equity in your enterprise or constitutes the ultimate owner of your enterprise with a minimum of 25 percent indirect ownership. Foreign shareholders are not limited to enterprise groups, but also include physical persons, foundations, financial investors located abroad.

	Yes, one	Yes, more than one	No
Foreign investor			

⇒ If you answered „Yes“, please continue with question 7.

6.1 May I ask again? We have Information from the year 2008, showing that your enterprise has one or more investor(s) with headquarter in foreign countries, is this current?

Yes	
No	

⇒ If you answered „No“, please continue with question 14(if Inward/Outward, otherwise quit the interview).

7. In which country does your foreign investor have its headquarter?

	Country
Headquarter of foreign investor	

8. Does your enterprise have West German multinational shareholders?

Note: A West German multinational is either a direct shareholder with a minimum of 10 percent equity in your enterprise or constitutes the ultimate owner of your enterprise with a minimum of 25 percent indirect ownership. A West German multinational enterprise has its headquarter in Western Germany (not including Berlin) and at least one foreign subsidiary.

	Yes	No
West German multinational shareholder		

⇒ If you answered „Yes“, please continue with question 9.

8.1 May I ask again? We have Information from the year 2008, showing that your enterprise has one or more West German investor(s), is this current?

Yes	
No	
⇒ If you answered „No“, please continue with question 14(if Inward/Outward, otherwise quit the interview).	

Note: The following questions deal with your foreign or Western German investor. In case your enterprise has more than one foreign or Western German investor, the following questions refer to the investor, who holds the most shares or voting-rights in your enterprise today.

9. Please indicate the type of foreign investor in your enterprise. Please choose one option.

Note for the Interviewer: A multinational enterprise group is composed of different units in Eastern Germany, the home country and has at least one affiliate in one more country. A national enterprise group is composed of different units in the home country, however, its only foreign unit is your enterprise. An individual entrepreneur is composed of only one unit in the home homecountry and its only foreign unit is your enterprise. Financial investors include banks, investment and venture capital funds.

Multinational enterprise group	
National enterprise group	
Enterprise (single entity)	
Individual or family	
Financial investor	
Others	

10. Please indicate the year of entry of your foreign or Western German investor into your enterprise.

Entry of foreign investor	

11. Please indicate what describes best the initial entry mode of your foreign investor.

	Yes	No
New foundation of a legally independent enterprise		
Partial acquisition of a legally independent and already existing enterprise		
Acquisition of a legally independent and already existing enterprise by the majority		

12. From your point of view: How important were the following strategic motives for your foreign investor's decision to invest in your enterprise? Please choose between not at all important, not important, important and very important.

	Importance
Access to a foreign market	
Use of cost advantages related to labour, capital, or land	
Use of economies of scale (to produce larger amounts of the same product)	
Use of economies of scope (to implement product differentiation)	
Access to location-bound knowledge and technology	
Access to location-bound natural resources	

13. Please indicate whether the following business functions are currently undertaken either by your enterprise or by your foreign investor. Please choose between: only by your enterprise, mainly by your enterprise, mainly by your foreign investor or only by your foreign investor (*Options on enquiry: Neither by your enterprise nor by your foreign investor and By your enterprise and your foreign investor in equal parts).*

Note for the interviewer: Strategic Management refers to development, planning and implementation of your enterprise's aims and orientation. The planning interval for strategic management covers usually two to five years. Operational Management (or short-term planning) includes activities geared towards the day-to-day operations of the company. Marketing entails not only advertisement activities but also all activities within the company which aim at increasing the demand for the product (e.g. search for markets, changes to the product according to the preferences of the customers, etc.). Acquisition and Supply includes all input factors required for the production of your enterprise's goods and services. Research and Development refers to experimental development, i.e. systematic creative work to broaden existing knowledge, to gain general applicable insights as well as the use of such knowledge for development of new products, services, and processes.

	Only by your enterprise	Mainly by your enterprise	Mainly by your foreign investor	Only by your foreign investor	Neither by your enterprise nor by your foreign investor	By your enterprise and your foreign Investor in equal parts
Strategic Management						
Operational Management						
Marketing						
Acquisition and Supply						
Research and Development						

II. Part of the Questionnaire

Note: The second part of the survey deals with your enterprise's investment abroad.

14. Did your enterprise undertake foreign direct investment?

Note to the interviewer: Foreign direct investment involves the acquisition of a minimum of 10 per cent of equity in an existing legally independent enterprise abroad or the creation of a legally independent subsidiary/affiliate under your own control abroad. We do not refer to foreign direct investment undertaken by any of your own foreign investor.

	Foreign direct investment
Yes	
No	

⇒ If you answered „Yes“, please continue with question 15.

14.1 May I ask again? We have Information from 2008,telling that your enterprise undertook foreign investments, is this current?)

Yes	
No	

⇒ If you answered „No“, please continue with question 22(if Inward/Outward, otherwise quit the interview).

15. Please indicate the year in which your enterprise undertook the first foreign direct investment.

	Year
First foreign direct investment	

16. Please indicate the type of foreign direct investment undertaken by your enterprise.

	Yes	No
New foundation of a legally independent affiliate		
Initial investment in a legally independent and already existing enterprise		
Acquisition of a legally independent and already existing enterprise by the majority		
Follow-up investment in already existing affiliates of the enterprise		

17. How important were the following strategic motives for your enterprise to undertake foreign direct investment? Please choose: not at all important, not important, important, very important.

Access to a foreign market	
Use of cost advantages related to labour, capital, or land	
Use of economies of scale	
Use of economies of scope	
Access to location-bound knowledge and technology	
Access to location-bound natural resources	

18. Regarding foreign affiliates established by your enterprise: Do they work at an upstream, downstream or the same stage as your enterprise in the production process of your final product or service?

Note for the interviewer: A foreign affiliate at an upstream stage could for example be a supplier of raw material, intermediate input, or service for the production of the final product or service at your enterprise. A foreign affiliate at a downstream stage could be responsible for the sale or distribution of the final product or service produced by your enterprise. It could also operate in an industry that uses your final product or service as an intermediate input. A foreign affiliate at the same stage in the production process produces a final product or delivers a service in the same way as your own enterprise just for a different market.

	Yes	No
Foreign affiliate working at an <u>upstream</u> stage		
Foreign affiliate working at a <u>downstream</u> stage		
Foreign affiliate working at the <u>same</u> production stage		

19. Please list the country(ies) in which foreign affiliates working at an upstream stage are located.

	Country(ies)
Foreign affiliate working at an upstream stage	

20. Please list the country(ies) in which such foreign affiliates working at an downstream stage are located.

	Country(ies)
Foreign affiliate working at an downstream stage	

21. Please list the country(ies) in which such foreign affiliates working at the same production stage are located.

	Country(ies)
Foreign affiliate working at the same production stage	

III. Part of the questionnaire

The following part of the survey deals with research and development in your enterprise. Research and development refers to experimental development to gain general applicable insights as well as the use of such knowledge for development of new products, services, and processes.

22. Did your enterprise undertake any own research and development (R&D) or did it issue any contracts to external research and development providers in the period from 2007 to 2009?

Research and development	2007 until 2009
Yes	
No	

⇒ If you answered „No“, please continue with question 26.

23. How many of your enterprise’s employees work in the area of R&D currently?

Note: The number of employees entails full and part time employees, however, no internships, leasing workers or temporary personnel.

	Currently
Number of R&D employees	

⇒ If you answered „no“ to question 6, please continue with question 25.

24. Which impact did the strategic behavior of your foreign investor have on the number of R&D employees? Did the number of R&D employees...

increase	
decline	
Or did it have no direct effect	

⇒ If you answered „no“ to question 14, please continue with question 26.

25. Which impact did your enterprise's foreign direct investment have on the number of R&D employees? Did the number of R&D employees...

increase	
decline	
Or did it have no direct effect	

26. Did your enterprise participate in any R&D co-operation with other enterprises or organizations in the period from 2007 to 2009?

Note: R&D cooperation does involve an active participation of your enterprise in projects jointly undertaken for example with related units of your enterprise group, other non-affiliated enterprises, or non-commercial institutions. This does not imply that participating parties extract an economic value from this cooperation. Pure contracts without any active participation of your enterprise are not considered as cooperation.

R&D cooperation	2007 until 2009
Yes	
No	

If you answered „No“, please continue with question 28.

**27. With which of the following partners did your enterprise co-operate in the area of R&D?
More multiple choice possible**

	Yes	No
Your headquarter or own enterprise group		
<u>Local</u> suppliers not part of your enterprise group		
<u>Foreign</u> suppliers not part of your enterprise group		
<u>Local</u> customers not part of your enterprise group		
<u>Foreign</u> customers not part of your enterprise group		
<u>Local</u> research institutions		
<u>Foreign</u> research institutions		

IV. Part of the questionnaire

Note: This part of the survey deals with innovation. Innovations should be new to your enterprise, not necessarily to the market. A product innovation is the introduction of a good or service that is new or significantly improved with respect to its characteristics or intended uses. This includes significant improvements in technical specifications, components and materials, incorporated software, user friendliness, or other functional characteristics. The innovation can be undertaken by your enterprise alone or in cooperation with any other partner.

28. Did your enterprise implement any product innovation(s) in the period from 2007 to 2009?

Note for the interviewer: Purely aesthetic modifications of products (such as colour, style, and packaging) are no product innovation. The pure sale of an innovation that was neither developed nor produced in your enterprise does not constitute a product innovation

Product innovation(s)	2007 until 2009
Yes	
No	

⇒ If you answered „No“, please continue with question 32.

29. Please approximate the share of new or significantly improved products in your enterprise's total sales in 2009 until now.

	2009
Share of new or significantly improved products in total sales (in %)	

⇒ If you answered „no“ to question 6, please continue with question 31.

30. Which impact did the strategic behavior of your foreign investor have on the share of improved products in total sales in your enterprise? Did the share of improved products in total sales...

increase	
decline	
Or did it have no direct effect	

⇒ If you answered „no“ to question 14, please continue with question 32.

31. Which impact did your enterprise's foreign direct investment have on the share of improved products in total sales of your enterprise? Did the share of improved products in total sales...

increase	
decline	
Or did it have no direct effect	

V. Part of the questionnaire

Note: The last part of the survey deals with selected general key figures of your enterprise.

32. How many employees do currently work in your enterprise?

Note: The number of employees entails full and part time employees, however, no internships, leasing workers or temporary personnel.

Note to the interviewer: Please indicate the number of all persons defined above as headcount.

	Currently
Number of employees	

⇒ If you answered „no“ to question 6, please continue with question 34.

33. Which impact did the strategic behavior of your foreign or western German investor have on the number of employees in your enterprise? Did the number of employees...

increase	
decline	
Or did it have no direct effect	

⇒ If you answered „no“ to question 14, please continue with question 35.

34. Which impact did your enterprise's foreign direct investment have on the number of employees in your enterprise? Did the number of employees...

increase	
decline	
Or did it have no direct effect	

35. Please indicate the share of employees in your enterprise who carry out tasks for which an university degree is required.

	Share (in %)
Employees carrying out tasks requiring an university degree	

36. How high is he expected total turnover of your enterprise for 2009?

Note for the interviewer: If your enterprise is a Bank,, the total turnover it the sum of gross interest and commission income from own- and commission business. If your enterprise is an insurance, the total turnover corresponds with contributors taking.

	2009
Expected total-turnover (Euro)	

⇒ If you answered „no“ to question 6, please continue with question 38.

37. Which impact did the strategic behavior of your foreign investor have on the total turnover of your enterprise? Did the total turnover...

increase	
decline	
Or did it have no direct effect	

⇒ If you answered „no“ to question 13, please continue with question 37.

38. Which impact did your enterprise's foreign direct investment have on the number of employees in your enterprise? Did the total turnover...

increase	
decline	
Or did it have no direct effect	

39. Please estimate the share of exports on the total sales of your enterprise in 2009.

	2009
Share of exports on total sales (in %)	

40. Please estimate the share of inputs(s.a. mining, intermediates) on the total sales of your enterprise in 2009.

Note for the interviewer: Including all purchased from other establishments and facilities: raw materials and supplies, commodities, contract work, foreign service, rents, leases, other costs-(including advertising and representative costs, travel expenses, commissions, royalties, porto-and postage charges, insurance premiums, audit, consulting and legal fees, bank charges, contributions to the chambers and trade associations)

	Share on the total sale (%)
Inputs	

41. Please estimate the share of imports on total intermediate inputs in your enterprise in 2009.

	2009
Share of imports on total intermediate inputs (in %)	

Thank you very much for your participation in the survey!