

IWH-FDI-Micro-Database

Questionnaire

Survey 2010

In East Germany (including Berlin)

3. Round Services

4. Round Manufacturing

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Part I

1. The first part of the survey deals with general key data of your enterprise. Do you have any specific question before we start the interview?

	Yes	No
Further questions		

2. How many employees do currently work in your firm?

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

	Today
Number of employees	

3. How will the number of employees develop in 2011 in comparison to the current year?

Strongly decrease	Decrease	Remain un- changed	Increase	Strongly increase

4. Please give an approximation of the total turnover of your firm expected in 2010.

Note: In case your establishment is a bank, turnover is the sum of earnings from brut interest and commission/fees from own and commission business. In case of an insurance company, turnover is the sum of earnings from premium. The turnover relates to the current calendar year, if this does not apply to your firm please indicate the turnover for the corresponding fiscal year.

Total turnover of your firm	Yes	No
≤ € 2 million		
≤ € 10 million		
≤ € 50 million		
> € 50 million		

5. How will the total turnover develop in 2011 in comparison to the current year? Please indicate the option that applies.

Strongly decrease	Decrease	Remain un- changed	Increase	Strongly increase

6. Please indicate the expected share of exports in total sales of your firm for 2010.

	Expected 2010
Share of exports in total sales	

7. How will the share of exports in total sales develop in 2011 in comparison to the current year? Please indicate the option that applies.

Strongly decrease	Decrease	Remain unchanged	Increase	Strongly increase

Part II

8. The second part of the survey deals with investments of your enterprise. Did your firm undertake or does it plan to undertake any investment in East Germany in 2010?

	Yes	No
Investment activity in 2010		

If your answer to question 8 was "No", please go on with question 11.

9. If you undertook or plan to undertake investment in East Germany in 2010, please indicate the approximate share of total investment that was directed at expanding the business.

Note: Investment directed at expanding the business rather than existing capital stock includes investment in new buildings, machinery, equipment, and software.

	2010
Share of investment directed at business expansion (in %)	

10. How will your firms' investment in Germany develop in 2011 in comparison to the current year?

Strongly decrease	Decrease	Remain unchanged	Increase	Strongly increase

11. Did your firm undertake any foreign direct investment in the period from 2008 to 2010?

Note: 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 a subsidiary/affiliate under control of any foreign and/or West German shareholder of your firm.

	Yes	No
Foreign direct investment 2008 - 2010		

12. Does your firm plan to undertake any foreign direct investment in the period from 2011 to 2013?

	Yes	No
Foreign direct investment planned 2011 - 2013		

If your answer to question 12 was “No”, please go on with question 15.

13. Please indicate the importance of the following strategic motives for your firm to undertake foreign direct investment in the period from 2011 to 2013? 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	

14. Please indicate for which of the following regions your firm has earmarked the foreign direct investment in the period from 2011 to 2013. Please indicate all options that apply (multiple entries possible).

Region	2011 until 2013
North America (USA and Canada)	
EU-15	
Switzerland – Norway – Iceland	
New EU member states (Accession 2004 und 2007)	
Remaining South East Europe	
Commonwealth of Independent States (CIS)	
China	
India	
South-East Asia	
Others	

Part III

In the next part of the survey we want to know more about new technologies, which are used in your enterprise to produce products and/or to deliver services. In the broadest sense we refer to new technical solutions and know-how. Technologies includes among other things machinery and equipment, materials, processes, technical blue prints, software or knowledge.

Note: New technologies allow either to realize a complete new function or to improve some function significantly than commonly used in the industry or by your competitors.

15. Did your firm acquire or integrate any new technologies in the period from 2008 to 2010?
Please indicate the option that applies.

	Yes	No
New technologies acquired or integrated		

If your answer to question 15 was „No“, please go on with question 23a.

16. How did your firm acquire or integrate new technologies? Please indicate all options that apply.¹

	Yes	No
By customising or significantly modifying existing technology		
By developing new technologies either alone or in conjunction with others		
Through Merger or Acquisition of another firm with new technologies		
By purchasing off-the-shelf new technology		
By leasing off-the-shelf new technology		
By licensing new technology		

17. Did your firm cooperate with other business units, external firms, or institutions to modify and/or develop new technologies?

Note: Cooperation is defined as active participation with other business units, external firms, or public research institutions. Cooperation must not necessarily imply and immediate economic advantage. Contracting out to a third party, where there is no active participation, is not considered cooperation.

	Yes	No
Cooperation 2008-2010		

If your answer to question 17 was „No“, please go on with question 19.

¹ User innovators are conceptionally defined as firms who significantly modify technology or develop new technology for use within the firms. This corresponds to the first two options in question 16. All subsequent questions relate to user-innovators only. Due to a mistake in questionnaire programming they have been also asked to firms that did not modify or develop but instead integrated new technology through M&As, purchases, licensing or leasing. This should be controlled for when working with the data.

18. Please identify the respective cooperation partners for modification and/or development of new technology of your firm? Please indicate all options that apply.

	Yes	No
Other units in your enterprise group in Germany		
Other units in your enterprise group abroad		
External suppliers of equipment, materials, components, or software located in East Germany		
External suppliers of equipment, materials, components, or software in West Germany or abroad		
External customer firms in East Germany		
External customer firms in West Germany or abroad		
Competitors or other firms in your sector located in EG		
Competitors or other firms in your sector in West Germany or abroad		
Public research institutes and universities in East Germany		
Public research institutes and universities abroad		

19. Does your firm share the new technologies that it has modified and/or developed with other business units, external firms, or institutions?

Note: Sharing is defined as intentionally allowing other business units, external firms or institutions to replicate or use the new technologies modified and/or developed by your firm.

	Yes	No
Sharing new technologies		

If your answer to question 19 was „No“, please go on with question 22.

20. How does your firm intentionally share the new technologies that it has modified and/or developed?

	Yes	No
At no charge		
For a fee		
In exchange for something of value (i.e. free equipment)		

21. Please indicate the reasons why your firm chose to share the new technologies that it had modified and/or developed? Please check all that apply.

	Yes	No
To allow other units in your enterprise group to build a more suitable product		
To allow an external supplier to build a more suitable product		
To allow an external customer firm to build a more suitable product		
To enhance your reputation		
To gain feedback and expertise from other firms to improve the technology		
As a result of a contractual obligation		
There is nothing to lose by sharing (no direct competition)		

22. Does your firm use any measures to protect the intellectual property resulting from the modification and/or development of new technologies?

	Yes	No
Protection of intellectual property		

If your answer to question 22 was „No“, please go on with question 16.1a.

23. Please indicate which of the following methods are used by your firm to protect the intellectual property resulting from the modification and/or development of new technologies? Please check all that apply.

	Yes	No
Patents		
Trademarks		
Copyrights		
Confidentiality agreements		
Secrecy		
Other		

If your answer to the first option of question 16 was „Yes“ i.e. your firm has adapted or significantly modified an existing technology, please answer question 16.1.a.²

16.1a To the best of your knowledge, have any of the new technologies ever been adopted by the following? Please check all that apply.

	Yes	No
The supplier of the original technology		
Other firms to use the original technology		

16.1b If so, are any of these firms located in East Germany?

	Yes	No

If your answer to the second option of question 16 was „Yes“ i.e. your firm developed a new technology on our own or in cooperation, please answer 16.2a.

16.2a To the best of your knowledge, have any of the modified technologies (or parts of them) ever been adopted by the following? Please check all that apply.

	Ja	Nein
Another firm to produce and to supply these new technologies.		
Other firms to use these technologies.		

16.2b If so, are any of these firms located in East Germany?

	Yes	No

² Due to a mistake in questionnaire programming only foreign affiliates that undertake measures to protect IPR of modified or new technology have been asked on the question on adoption by others (16.1a/b and 16.2a/b). Therefore, this indicator underestimates the rate of technology adoption by other firms. This should be taken into account when analysing question 16.1a/b/16.2a/b.

Part IV

23a. To gain further general key data from your enterprise without querying them, the IWH could bring together data from the survey of income and program participation of the Federal Employment Agency with the current survey. For reasons of data protection, this can not be done without your agreement, which I ask you for sincerely. Of course you can cancel your agreement at any point in time. The regulations of data protection and anonymous result description are being used for these data as well. Do you agree, that we add these data?

Note: What kind of data are meant? Data of the Federal Employment Agency, concerning for example enterprise size or qualification structure. No data about payments to annuity insurance.

	Yes	No
Agreement of matching data		

24. Thanks a lot for your valuable information and time. Would you like to receive a short form of the surveys results?

Receive the results	
Email-Address / Fax	