

23 December 2009

Survey on European Firms in a Global Economy

BvD Number

Inc. Number / Tax payer code

Tel, fax, email

Post code / region/ Area

Ateco Code

PAY ATTENTION: Before start the interviews, ask:

EMPLOYEES Please indicate the total number of employees of your firm in your home

Annual Turnover

A3. In which of the following ranges falls the annual

A14. Has the firm been acquired or incorporated by other firms **over the same period (2007-2009)**? *(one answer)*

- Yes, national firms
- Yes, foreign firms
- Both
- No

A15. Has the firm any affiliates, i.e. firms of which you own a share of at least 10%? *(one answer)*

- Yes, national ones
- Yes, foreign ones
- Both
- No

Ask A15a only if has foreign affiliates (i.e. codes 2 or 3 in A15)

A15a. How many foreign affiliates does your firm have?

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Control

Think about the **3 main shareholders of your firm** in terms of capital share.

A16. What is the capital share of the **main one**?

A18. What type of shareholder is it?

1. Individual/Group of individuals
2. Industrial firm
3. Holding firm
4. Bank or insurance company
5. Other independent financial corporation not included in the group (private equity and venture capital)
6. Public entity
7. Other _____

A19. Is it a domestic or a foreign shareholder?

*Interviewer/EDP: Ask the same questions also for the **second** and the **third** shareholder by share of capital*

Shareholder <i>(anonymous)</i>	A.16 Share of capital	A.18 Type <i>(insert n.)</i>	A.19 Nationality
Shareholder 1	-----	-----	Domestic Foreign
Shareholder 2	-----	-----	Domestic Foreign
Shareholder 3	-----	-----	Domestic Foreign
Other	-----		
	100%		

A20 Is your firm directly or indirectly controlled by an individual or family-owned entity ?

- Yes
- No skip to **A23**

Ask A21 only if "yes" in A20

A21. Is the chief executive officer (CEO)/ Company Head of your firm...? *(read out)*

- ...the individual who owns or controls the firm or a member of the family that owns /controls it
- ...a manager recruited from outside the firm
- ... a manager appointed within the firm
- other _____

Organisation

A23 With reference to strategic decisions which of the following statements better describe your firm situation? Decisions in your firm are ... *(read out)?*

-

	%				absolute figures			
Entrepreneurs/executives (included middle management) who are not related to the family who owns the company				%				
Entrepreneurs/Executives (included middle management) who are related to the family who owns the company				%				
White collars				%				
Skilled blue collars				%				
Unskilled blue collars and apprentices				%				
Total (double check with B3)	1	0	0	%				

B5. In **2008** what percentage/number of employees have been involved in R&D activities*?
**R & D consists of of*

- 45-54 y.o.
- 55-64 y.o.
- 65-74 y.o.
- 75 or over

B11. Gender of your current CEO/ Company Head

- Male
- Female

B12. Has any of your executives worked abroad for at least 1 year?

B21b. And this reduction which of the following job categories **mainly** involved? (*read out – one answer*)

- blue collars employees
- white collars employees
- executives

Ask B21c and 21d only if “yes an increase” (code 2 in B21)

B21c. And this increase was **mainly** on a temporary or on a permanent basis? (*one answer*)

- on temporar

C10. How were these **investments in plants, machines, equipment and ICT** financed on average **in the last three years (2007-2009)**?

Self-financing (use of internal sources)				%
Intra-group financing				%
Venture capital				%
Bank credit (short/long)				%
Public funding				%
Leasing and factoring				%
Other				%
Total	1	0	0	%

C17. on average **in the last three years (2007-2009)** did your firm ... ? *(multiple answers allowed)*

- ... apply for a patent
- ... register an industrial design
- ... REGISTER a trademark (™)
- ... claim copyright (©)

C18. Has the firm sold the rights to use any patent, industrial design, trademark or copyright in the same period?

- Yes, sold in home country
- Yes, sold in foreign EU countries
- Yes, sold in foreign non-EU countries
- No

R&D

R & D consists of creative activities aimed at increasing knowledge and using this knowledge in new applications, such as in the development of technologically new or improved products and processes.

C20. On average **in the last three years (2007-2009)**, has the firm undertaken any R&D activities? *(multiple answers allowed)*

- Yes, carried out **in-house**
- Yes, acquired from **another firm in the Group** *(only if "yes" code 1 or 2 at A8)*
- Yes, acquired from **external sources**
- No skip to C28

C21. Which percentage of the total turnover has the firm invested in R&D on average **in the last three years (2007-2009)**?

<input type="text"/>	<input type="text"/>	<input type="text"/>	%
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Ask question C22 /T5.08 378.0803 Tm0 92 0 T Tf1(7.68 35.52 .47998 reDgA1202 0 3.427 10 0 TDMake12 0 OTJ-7

Ask C24 only if percentage > "0" in C5

C24. Were the R&D activities carried out in the period financed in the same way as the investments in plants, machines, equipment and ICT?

- Yes
- No

Ask C24a only if "No" in C24 or if percentage="0" in C5

C24a. How have R&D activities been financed on average **in the last three years (2007-2009)**? (%)

Self-financing (use of internal sources)				%
Intra-group financing				%
Venture capital				%
Bank credit (short/long)				%
Public funding				%
Leasing and factoring				%
Other				%
Total	1	0	0	%

C27. Did the firm benefit from tax allowances and financial incentives for these R&D activities?

- Yes
- No

C28 Which are in your opinion the main factors that hamper innovation? (*spontaneous – do not prompt*)

- excessive perceived economic risks
- lack of appropriate sources of finance
- organisational rigidities
- lack of qualified personnel
- lack of information on technology
-

Export activities from home country

Please for the following questions only focus on the **export activities** which your firm carries out from your home country. *Later on we will talk about the sales made through third countries.*

D4. Which percentage of your **2008** annual turnover did **the export activities** represent?

			%
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D5. Before **2008**, has the firm exported any of its products?

- Regularly/always
- Sometimes
- Never

D6. Indicate to how many countries in total the firm exported its products **in 2008**?

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D13. If we assume that the total export activities equal to 100 which percentage goes to each of the following areas... *(read out)*

15 UE countries area					%
Other <u>UE countries</u>					%
Other <u>European countries not UE</u> (Switzerland, Norway, Russia, Turkey, Byelorussia, Ukraine, ...)					%
China and India					%
Other Asian countries (excluded China and India)					%
USA and Canada					%
Central and South America					%
Other areas					%
	1	0	0	0	%

D7. Please indicate the top 3 destinations of your export activities

1. _____
2. _____
3. _____

For each of the countries mentioned in D7 please indicate:

D9. number of product lines exported (ranges: 1; 2-5; 6-10; more than 10)

D10. if the activity in the country has started before 2004

D11. % of the total export;

D12. *(Only if code 3 at D1.)* whether you export in the listed country through an intermediary based in the home country

Country	D9. n. of product lines	D10. started before 2004		D11. % of the total export which goes to the country	<i>(Only if cod. 3 at D1)</i> D12. export in the listed country through an intermediary based in the home country	
1 COUNTRY	-----	Yes	No	-----	Yes	No
2 COUNTRY	-----	Yes	No	-----	Yes	No
3 COUNTRY	-----	Yes	No	-----	Yes	No

Ask questions D9a-D12a only if all countries mentioned in D7 belong to the UE areas AND has mentioned any area outside the UE area in D13 (codes 3-7 in D13)

D9a-D12a. Could you please indicate the same information for the MAIN country outside the UE area to which your firm exports?

Country	D9a. n. of product lines	D10a. started before 2004		D11a. % of the total export which goes to the country	<i>(Only if cod. 3 at D1)</i> D12a. export in the listed country through an intermediary based in the home country	
1 COUNTRY	-----	Yes	No	-----	Yes	No

D16. The main product line you sell to foreign markets ... *(read out)*

- ... is also the main product line in your domestic market
- ... is also sold in your domestic market but it is not the main product line
- ... is not sold in your domestic market

D20. Has your firm **benefitted/purchased** a trade/export insurance coverage? *(add examples/explanation)*

- Yes
- No

D20a. Has a significant share of your exports been financed by export credit?

- Yes
- No

D19. Has your firm benefited from any kind of tax allowances and financial incentives on export?

- Yes
- No

D17. During 2009, did you experience a reduction or an increase in terms of value of your export activities in comparison with 2008?

- Yes, a reduction of _____ %
- Yes, an increase of _____ %
- No, we did not experienced any change

Ask D17a only if "yes a reduction" (code 1 at D17) and more than one area mentioned in D13

D17a. In which of the previously mentioned areas your export activities experienced a reduction?
(show only those areas mentioned in D13)

- 15 UE countries area
- Other UE countries
- Other European countries not UE (Switzerland, Norway, Russia, Turkey, Byelorussia, Ukraine, ...)
- China and India
- Other Asian countries (excluded China and India)
- USA and Canada
- Central and South America
- Other areas

Ask D17b only if "yes an increase" (code 2 at D17) and more than one area mentioned in D13

D17b. In which of the previously mentioned areas your export activities experienced an increase?
(show only those areas mentioned in D13)

- 15 UE countries area
- Other UE countries
- Other European countries not UE (Switzerland, Norway, Russia, Turkey, Byelorussia, Ukraine, ...)
- China and India
- Other Asian countries (excluded China and India)
-

Ask questions from D26 to D29 only if "yes, purchased services from abroad" (code 2 at D23)

D26 What percentage of the **total purchased services (from anywhere)** did the **services purchased FROM ABROAD** represent?

D30d. What percentage of the **2008** annual turnover did the **total purchased intermediate goods (from anywhere)** represent?

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 %

Ask questions from D32 to D36 only if "yes, purchased intermediate goods from abroad" (code 2 at D30a)

D32 What percentage of the **total purchased intermediate goods (from anywhere)** did the **intermediate goods purchased FROM ABROAD** represent?

Internationalisation of production activities

D37. Does the firm currently run at least part of its production activity in another country?

- Yes, through direct investment (i.e. foreign affiliates/controlled firms)
- Yes, through contracts and arms length agreements* with local firms
- No skip to F1

**agreement" and "contract" refer to technical/manufacturing partnership agreements, such as job processing contracts and other subcontracts, and the sale of manufacturing licences to independent foreign firms*

Production activities through direct investment

Ask questions D38 to D46 only if "yes, through direct investment" code 1 in D37

D38. Which percentage of **2008 turnover** did the **production activities through direct investment** (foreign affiliates/controlled firms) represent?

<input type="text"/>	<input type="text"/>	<input type="text"/>	%
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D39. Assuming that the total turnover coming from production activities carried out abroad through direct investments equals to 100 which percentage comes from each of the followings areas?

15 UE countries area	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
Other <u>UE countries</u>	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
Other European <u>countries not UE</u> (Switzerland, Norway, Russia, Turkey, Byelorussia, Ukraine, ...)	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
China and India	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
Other Asian countries (excluded China and India)	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
USA and Canada	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
Central and South America	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
Other areas	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
	1	0	0	%

D48. Please indicate the main destinations of the production activity carried out abroad amongst the following (*multiple answers allowed*)

- sold in the foreign country
- imported into your firms home country for use in production
- imported into your firm's home country to be directly sold in the domestic market
- imported into your firms' home own country to be re-exported to third countries
- sold directly in third countries where the firm does not produce
- - sold directly in third countries where other production facilities are located

D46. Please indicate the main types of production activities carried out abroad a0 0 10.02 85.uth-20.16owingoreign

D46a. During 2009 has your firm experienced a reduction in the total turnover coming from production activities abroad? If yes, please specify in which countries.

- Yes in *(specify country)* _____
- No

D46b. During 2009 has your firm closed any production unit abroad? ? If yes, please specify in which countries.

- Yes in *(specify country)* _____
- No

Production activities through contracts and arms length agreements with local firms

Ask questions from D49. to D55 only if "through contracts and arms length agreements with local firms" code 2 in D37

D49. Which percentage of 2008 turnover did the **production activities through contracts and agreements** represent?

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 %

D50. Assuming that the total turnover coming from production activities carried out abroad through contracts and arms length agreements with local firms equals to 100 which percentage come from each of the following areas

15 UE countries area				%
Other <u>UE countries</u>				%
Other European <u>countries not UE</u> (Switzerland, Norway, Russia, Turkey, Byelorussia, Ukraine, ...)				%
China and India				%
Other Asian countries (excluded China and India)				%
USA and Canada				%
Central and South America				%
Other areas				%
	1	0	0	%

Ask question D53 only for the areas > 0% mentioned in D50

D53. Please indicate if the production activities through contracts and arms length agreements with local firms in the area has started before 2004

	<i>started before 2004</i>	
	Yes	No
15 UE countries area	Yes	No
Other <u>UE countries</u>	Yes	No
Other European <u>countries not UE</u> (Switzerland, Norway, Russia, Turkey, Byelorussia, Ukraine, ...)	Yes	No
China and India	Yes	No
Other Asian countries (excluded China and India)	Yes	No
USA and Canada	Yes	No
Central and South America	Yes	No
Other areas	Yes	No

D56. Please indicate the main destinations - am

In cooperation with

Relationship with financial institutions

F8. What type of bank/credit institution does the firm use for...? *(examples of bank type)*

	F8A. ...Domestic activities	F8B ...Foreign activities (only if codes 1,2 at D1 OR code 2 in D23 OR code 2 in D30a OR codes 1 or 2 in D37)
Domestic local banks		
Domestic national banks		
Foreign banks		

F9. Number of banks used in total

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F10. What % of your firm's total bank debit is held at your **main bank**?

			%
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F11. For how many years has this bank been the firm's **main bank**? _____ years

F12. Which factors are key in the choice of a **main bank**? *(spontaneous do not read out)*

- the bank offers competitive services and funding
- the bank offers efficient internet services
- the bank's lending criteria is clear and transparent
- the bank is conveniently located
- the bank has an extensive international network
- the bank offers also a consultancy on strategic financial decisions
- the bank has a long-lasting relationship with the firm

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F16. Which type of information does the bank normally use/ask to assess your firm's credit worthiness? (*read out*)

- Collateral
- Balance sheet information
- Interviews with management on firm's policy and prospects
- Business plan and firms' targets
- Historical records of payments and debt service
- Brand recognition
- Other

Ask F17 if 'Collateral' in F16 ask F17

F17. What kind of collateral did you provide in order to obtain credit?

- Personal guarantees from the person who manages or owns the firm
- Guarantees on assets belonging to the firm
- Guarantees on assets of the Group the firm belongs to
- Third party collateral (i.e. by a consortium, ...)
- other collaterals

F18. With reference to **the last year** has your firm experienced an increase of the cost of debt charged?

- Yes
- No

F19. Is the firm listed on a stock exchange?

- Yes skip to F23
- No

F22. Does the firm intend to go public in the next three years?

- Definitely yes
- Probably yes
- No

Financial incentives

F23. **During the last year** did the firm benefit from financial incentives provided by the public sector?

- Yes
- No skip to F25

F24. Please indicate the distribution of the financial incentives received in percentage terms between ...

... European				%
... National				%
Total	1	0	0	%

F25. In the same period, did the firm benefit from tax incentives?

- Yes
- No skip to E1

F26. Please indicate the distribution of the total tax incentives received in percentage terms between ...

... European				%
... National				%
Total	1	0	0	%

Section E - MARKET & PRICING

Market

E1. Can you please indicate which percentage (on average) of your firm's turnover was made up by sales of produced-to-order goods:

			%
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Ask E2 if produced-to-order goods > 0% at E1.

E2. In which of the following categories your main clients, for whom the firm produce-to-order, belong to?

- intra-group
- other firms, in the same region. *NOTE FOR TRANSLATOR: personalise for each country (e.g. county for UK, länder for Germany)*
- other firms, in the rest of the country
- other firms, abroad
- public administration
- private customers

E3. Where are your main competitors located?

- In your home country
- In other UE countries
- In other European countries not members of the UE (Switzerland, Norway, Russia, Turkey, Ukraine)
- China and India
- Other Asian countries (excluding China and India)
- USA and Canada
- Centre and South America
- Other areas
- We haven't any competitor skip to E6

E5. Compared to your competitors, do you think that your firm's scale of production is adequate?

- Yes
- No

E6. Indicate the main factors preventing the growth of your firm (*spontaneous do not read out*)

- financial constraints
- labour market regulations
- legislative or bureaucratic restrictions
- lack of management and/or organisational resources
- lack of demand
- other

Ask E11 and E12 if codes 1 or 2 in E10

E17. If the currency of your destination country is different than your domestic currency, how do you react to an appreciation of your domestic currency with respect to the currency of the destination country?

- I exit the market
- I lower my prices (in domestic currency) to remain competitive
- I increase the product quality
- I do not change anything
- Other