



2008 ASIAN INVESTMENT INTENTIONS SURVEY

Last Updated: March 3, 2008

Total number of selected companies: 587
Total number of respondents: 86
Total % of response: 14.65%

1) Our main Asian activities are in (please tick all responses that apply to your company):

12%	31	a) Japan
20%	53	b) China (excluding Hong Kong)
10%	27	c) Hong Kong
8%	22	d) South Korea
9%	23	e) Taiwan
7%	19	f) Singapore
13%	34	g) Other Southeast Asia
11%	29	h) India
9%	24	i) Australia or New Zealand
3%	7	j) Other
<u>100%</u>	<u>269</u>	

2) Our main Asian area of business is:

17%	16	a) Mineral extraction, handling or processing
5%	5	b) Agriculture, agri-business or food processing
7%	7	c) Other resource industry
14%	13	d) IT products and services
6%	6	e) Biotech or healthcare products or services
18%	17	f) Other manufacturing
1%	1	g) Trading
5%	5	h) Financial services
3%	3	i) Business services
3%	3	j) Educational services
13%	12	k) Technical services (such as engineering, architecture)
8%	8	l) Other
<u>100%</u>	<u>96</u>	

3) Our activities in Asia are aimed mainly at:

49%	69	a) Servicing the Asian market
17%	24	b) Servicing the Canadian market
13%	19	c) Servicing the US market
21%	30	d) Servicing other global markets
<u>100%</u>	<u>142</u>	

4) During the next 12 months we expect our level of investment in Asia to:

28%	24	a) Increase substantially
38%	33	b) Increase moderately
30%	26	c) Stay about the same
2%	2	d) Decrease
1%	1	e) Don't know
<u>100%</u>	<u>86</u>	

5) During the next 2-5 years we expect our level of investment in Asia to:

37%	32	a) Increase substantially
45%	39	b) Increase moderately
12%	10	c) Stay about the same (skip to question 6)
3%	3	d) Decrease (skip to question 6)
2%	2	e) Don't know (skip to question 6)

<u>100%</u>	<u>86</u>
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6) We expect our investment in Asia to increase by way of:

<u>40%</u>	<u>33</u>	a) Direct investment in wholly new property, plant or equipment
<u>43%</u>	<u>36</u>	b) Expansion or upgrading of existing facilities already partly or wholly owned
<u>17%</u>	<u>14</u>	c) Merger or acquisition of existing non-affiliated companies or assets
<u>100%</u>	<u>83</u>	

7) Is your firm likely to invest in any of the following countries or areas in the next 12 months
(please tick all responses that apply to your company):

<u>8%</u>	<u>14</u>	a) Japan
<u>22%</u>	<u>40</u>	b) China (excluding Hong Kong)
<u>6%</u>	<u>11</u>	c) Hong Kong
<u>5%</u>	<u>9</u>	d) South Korea
<u>4%</u>	<u>7</u>	e) Taiwan
<u>3%</u>	<u>6</u>	f) Singapore
<u>13%</u>	<u>24</u>	g) Other Southeast Asia
<u>10%</u>	<u>18</u>	h) India
<u>7%</u>	<u>12</u>	i) Australia or New Zealand
<u>8%</u>	<u>14</u>	j) United States
<u>6%</u>	<u>10</u>	k) Europe
<u>9%</u>	<u>16</u>	l) Mexico or other Latin America
<u>100%</u>	<u>181</u>	

8) Our decision on investment (or disinvestment) in Asia will be influenced by
(please tick all responses that apply to your company):

<u>33%</u>	<u>56</u>	a) Expected economic growth in the target economy/ies
<u>8%</u>	<u>13</u>	b) Relatively low asset prices in the target economy/ies
<u>8%</u>	<u>13</u>	c) The strength of the Canadian dollar
<u>21%</u>	<u>36</u>	d) A need to provide expanded support for existing customers
<u>9%</u>	<u>16</u>	e) Protection of market share in the target economy/ies
<u>3%</u>	<u>5</u>	f) Access to finance in Asia on favourable terms
<u>9%</u>	<u>16</u>	g) A need to outsource to remain competitive in North America
<u>8%</u>	<u>13</u>	h) A need to outsource to remain competitive in markets in other regions
<u>2%</u>	<u>4</u>	i) Strategic planning by a non-Canadian parent company
<u>100%</u>	<u>172</u>	

9 A) What has been the impact of the rise on the value of the Canadian dollar over the past year on your business?

<u>12%</u>	<u>10</u>	a) Very negative
<u>38%</u>	<u>33</u>	b) Negative
<u>33%</u>	<u>28</u>	c) No Impact
<u>15%</u>	<u>13</u>	d) Positive
<u>2%</u>	<u>2</u>	e) Very Positive
<u>100%</u>	<u>86</u>	

9 B) Has your company faced barriers, either formal or informal, when trying to make investments or acquisitions in Asia in the past three years?

<u>23%</u>	<u>20</u>	a) Yes
<u>77%</u>	<u>66</u>	b) No
<u>100%</u>	<u>86</u>	