



2010 ASIAN INVESTMENT INTENTIONS SURVEY

Total number of selected companies: 504

Total number of respondents: 53

Total % of response: 10.5%

- 1) **Our main Asian activities are in** *(please mark all responses that apply to your company):*
- 9.2% a) Japan
 - 21.1% b) China (excluding Hong Kong)
 - 8.5% c) Hong Kong
 - 9.9% d) South Korea
 - 6.3% e) Taiwan
 - 7.0% f) Singapore
 - 13.4% g) Other Southeast Asia
 - 13.4% h) India
 - 10.6% i) Australia or New Zealand
 - 0.7% j) Other
- 2) **Our main Asian area of business is:**
- 11.3% a) Mineral extraction, handling or processing
 - 1.9% b) Agriculture, agri-business or food processing
 - 5.7% c) Other resource industry
 - 7.5% d) IT products and services
 - 9.4% e) Biotech or healthcare products or services
 - 11.3% f) Other manufacturing
 - 3.8% g) Trading
 - 0.0% h) Financial services
 - 3.8% i) Business services
 - 3.8% j) Educational services
 - 17.0% k) Technical services (such as engineering, architecture)
 - 24.5% l) Other
- 3) **Our activities in Asia are aimed at** *(please mark all responses that apply to your company):*
- 54.4% a) Servicing the Asian market
 - 16.6% b) Servicing the Canadian market
 - 10.0% c) Servicing the US market
 - 18.8% d) Servicing other global markets
- 4) **During the next 12 months we expect our level of investment in Asia to:**
- 18.9% a) Increase substantially
 - 45.3% b) Increase moderately
 - 32.1% c) Stay about the same
 - 0.0% d) Decrease
 - 3.8% e) Don't know

- 5) **During the next 2-5 years we expect our level of investment in Asia to:**
- | | |
|--------------|---|
| <u>32.1%</u> | a) Increase substantially |
| <u>47.2%</u> | b) Increase moderately |
| <u>15.1%</u> | c) Stay about the same (<i>skip question 6</i>) |
| <u>0.0%</u> | d) Decrease (<i>skip question 6</i>) |
| <u>5.7%</u> | e) Don't know (<i>skip question 6</i>) |
- 6) **We expect our investment in Asia to increase by way of:**
- | | |
|--------------|---|
| <u>34.2%</u> | a) Direct investment in wholly new property, plant or equipment |
| <u>44.7%</u> | b) Expansion or upgrading of existing facilities already partly or wholly owned |
| <u>21.1%</u> | c) Merger or acquisition of existing non-affiliated companies or assets |
- 7) **Is your firm likely to invest in any of the following countries or areas in the next 12 months**
(*please mark all responses that apply to your company*):
- | | |
|--------------|----------------------------------|
| <u>4.8%</u> | a) Japan |
| <u>19.2%</u> | b) China (excluding Hong Kong) |
| <u>4.0%</u> | c) Hong Kong |
| <u>4.0%</u> | d) South Korea |
| <u>3.2%</u> | e) Taiwan |
| <u>5.6%</u> | f) Singapore |
| <u>10.4%</u> | g) Other Southeast Asia |
| <u>12.8%</u> | h) India |
| <u>10.4%</u> | i) Australia or New Zealand |
| <u>12.8%</u> | j) United States |
| <u>4.8%</u> | k) Europe |
| <u>6.4%</u> | l) Mexico or other Latin America |
| <u>1.6%</u> | m) Gulf Region |
- 8) **Our decision on investment (or disinvestment) in Asia will be mostly influenced by**
(*please mark all responses that apply to your company*):
- | | |
|--------------|--|
| <u>35.5%</u> | a) Expected economic growth in the target economy/ies |
| <u>8.1%</u> | b) Relatively low asset prices in the target economy/ies |
| <u>6.4%</u> | c) The strength of the Canadian dollar |
| <u>22.7%</u> | d) A need to provide expanded support for existing customers |
| <u>8.1%</u> | e) Protection of market share in the target economy/ies |
| <u>1.8%</u> | f) Access to finance in Asia on favourable terms |
| <u>10.0%</u> | g) A need to outsource to remain competitive in North America |
| <u>7.3%</u> | h) A need to outsource to remain competitive in markets in other regions |
| <u>0.0%</u> | i) Strategic planning by a non-Canadian parent company |
- 9 A) **Have prospects of your Asian operations been affected by the 2008-09 financial crisis:**
- | | |
|--------------|--------------------|
| <u>1.9%</u> | a) Very negatively |
| <u>38.5%</u> | b) Negatively |
| <u>50.0%</u> | c) No impact |
| <u>5.8%</u> | d) Positively |
| <u>3.8%</u> | e) Very Positively |

9 B) In the past two years, has revenue from Asian operations as a share of total revenue:

- 25.5% a) Increased substantially
- 33.3% b) Increased slightly
- 29.4% c) Stayed the same
- 7.8% d) Decreased slightly
- 3.9% e) Decreased substantially

9 C) In the past two years, has profit from your Asian operations as a share of total profit:

- 23.5% a) Increased substantially
- 31.4% b) Increased slightly
- 29.4% c) Stayed the same
- 11.8% d) Decreased slightly
- 3.9% e) Decreased substantially