

FinnChams in the mainland of China, service development survey outcomes

FinnChams service development survey was conducted in the beginning of June 2023 in order to understand the direction our chambers in the mainland of China should be developed. While the timing may not have been optimum, we received **62** responses from the companies that are present in China or are planning to enter this market.

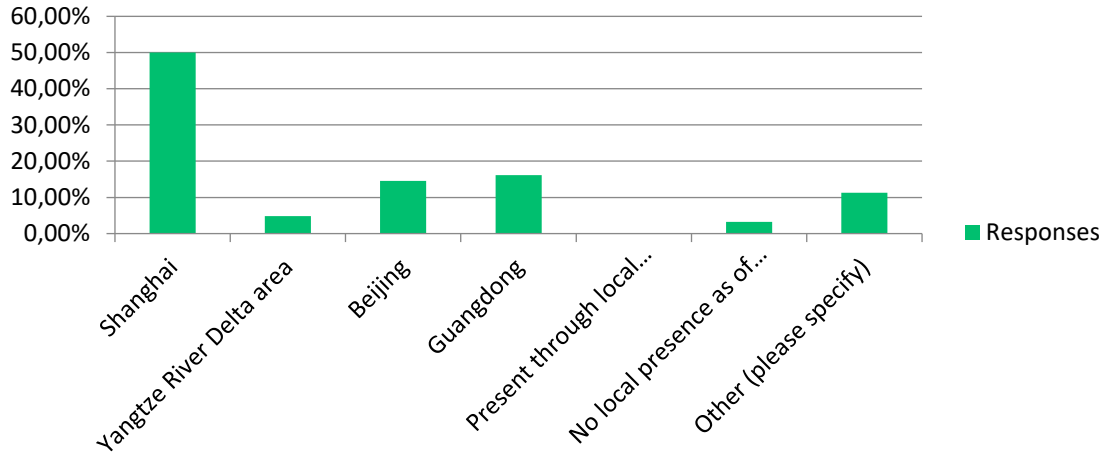
Key Conclusions from the survey

1. It is evident that FinnCham services should be accessible everywhere in China and companies are also willing to assume slightly higher expenditure to get access to all China activities
2. Professional events, business matchmaking and access to the local authorities are deemed the most important services produced by the FinnCham network
3. Providing market intelligence, business environment reviews and go to market assistance is seen as a service FinnChams should continue
4. Companies are seeking access to the Team Finland network and its activities through FinnChams. FinnChams are also important in building a positive country image
5. Both off-line events and virtual events are almost equally appreciated
6. FinnChams are already equipped with the most favourable communications means
7. Vast majority of respondents recommend FinnCham membership to Finnish companies

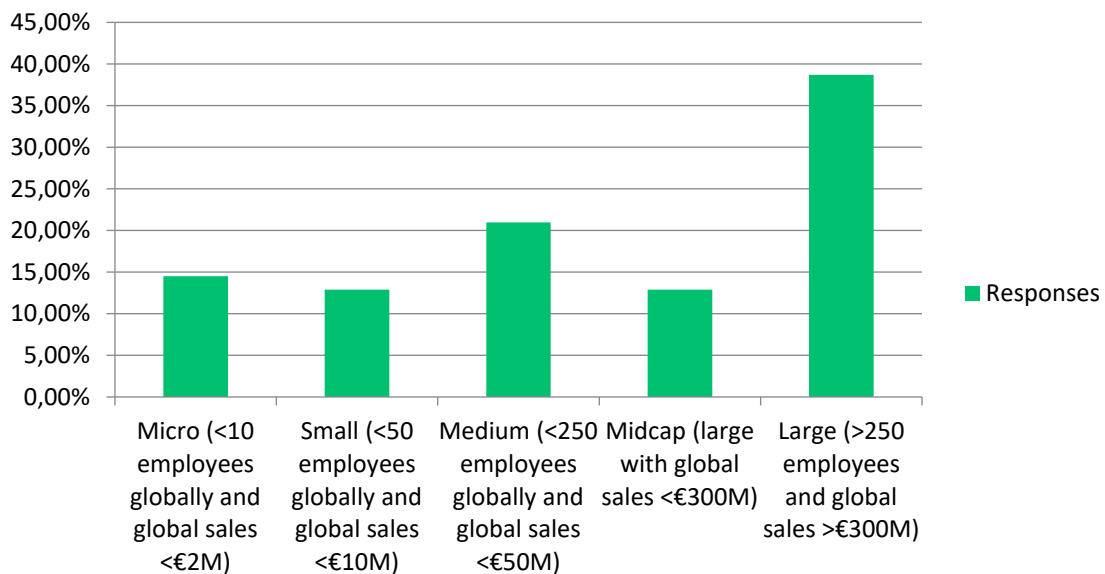
Respondents

55% of the respondents are located in Shanghai or Yangtze delta (Eastern region) with the rest of the respondents residing in Guangdong (South) - 16% , Beijing (North) - 15% and other areas in China - 11%. Majority of companies responding are falling into the large and medium size -category while 27% of companies are small or micro companies. Almost all fields of business covered. Respondents are mainly in management, sales or marketing roles. Respondents are members of either FinnCham Shanghai (61%), FinnCham Beijing (27%) or FinnCham Guangdong (21%). Some companies are also members in other Nordic or European chambers.

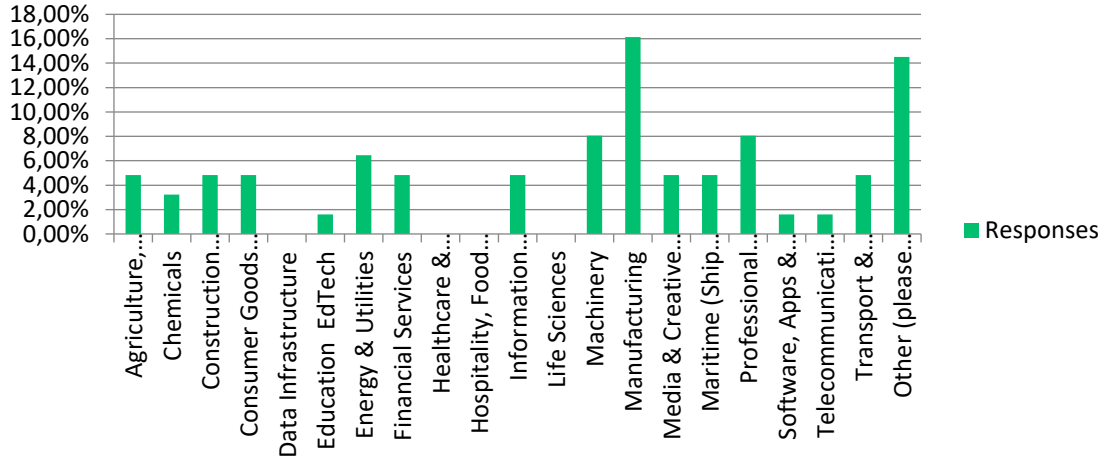
Your company location in China? (In case of multiple sites, select the location of your site)



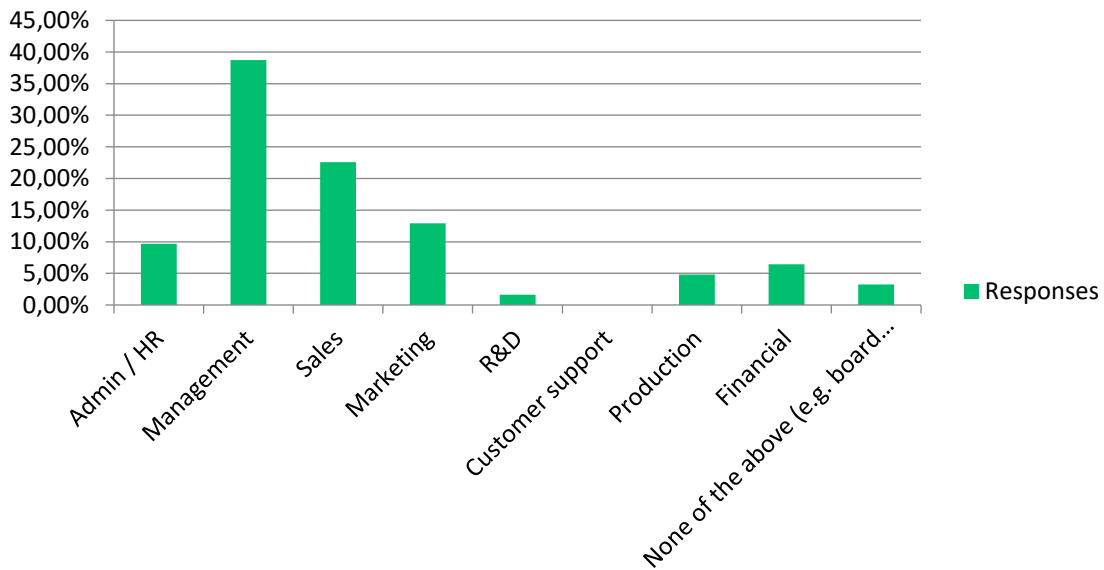
Your company's size?

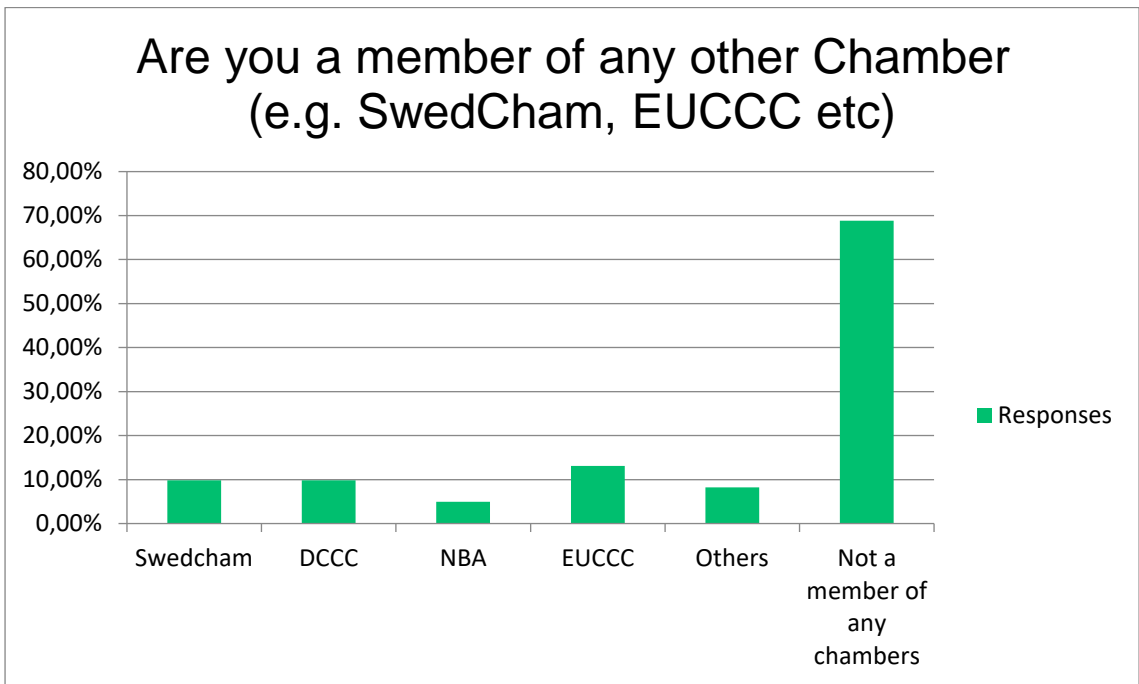
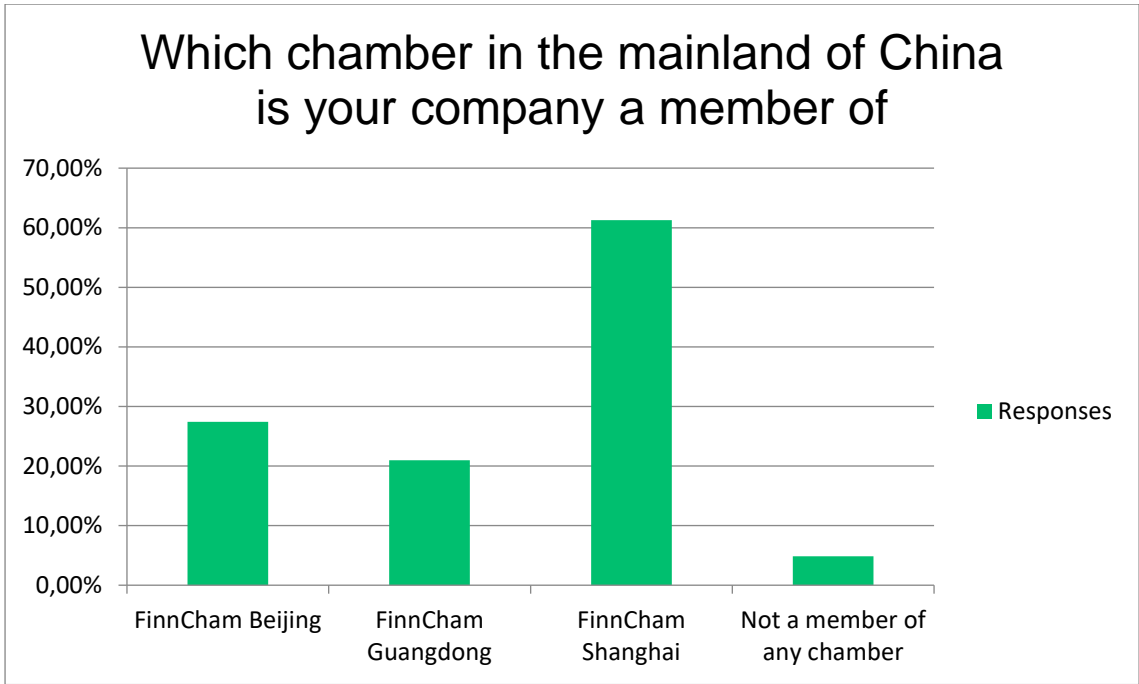


Which industry does your company represent? Please choose the option that best describes your company.



What is your primary function

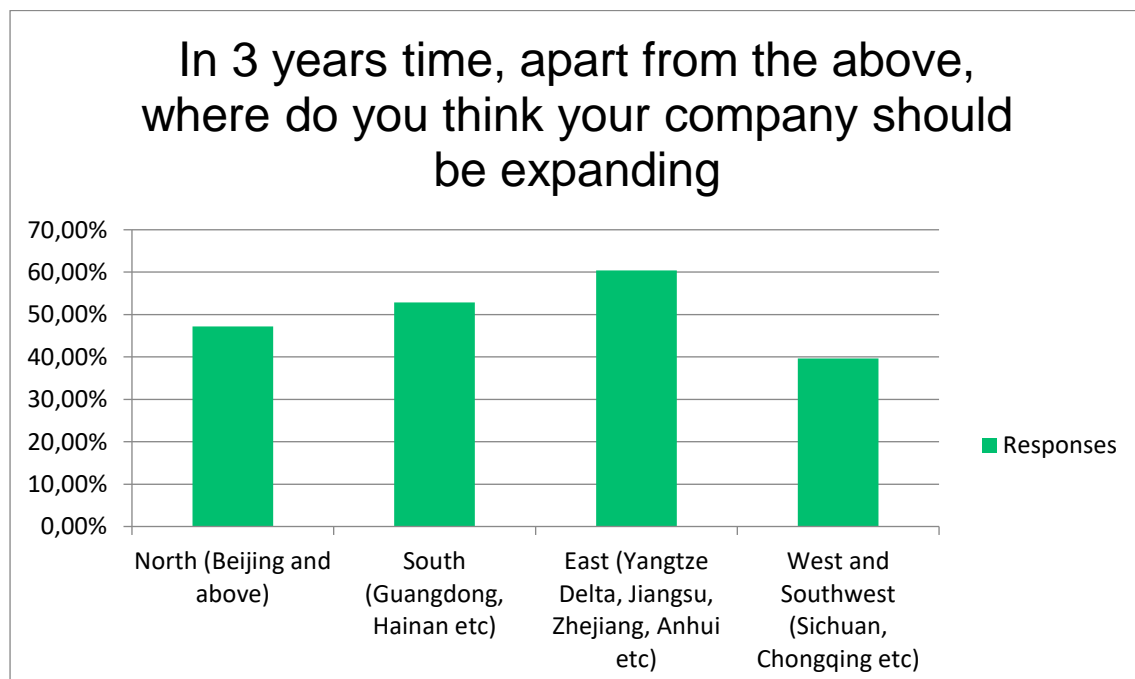
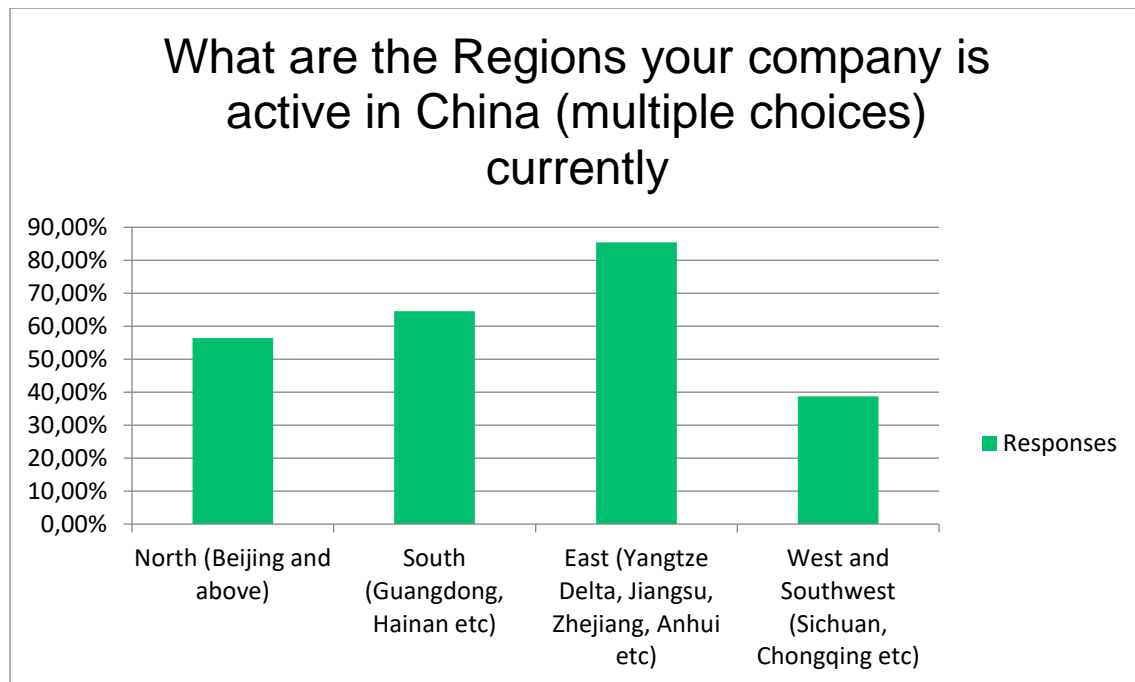


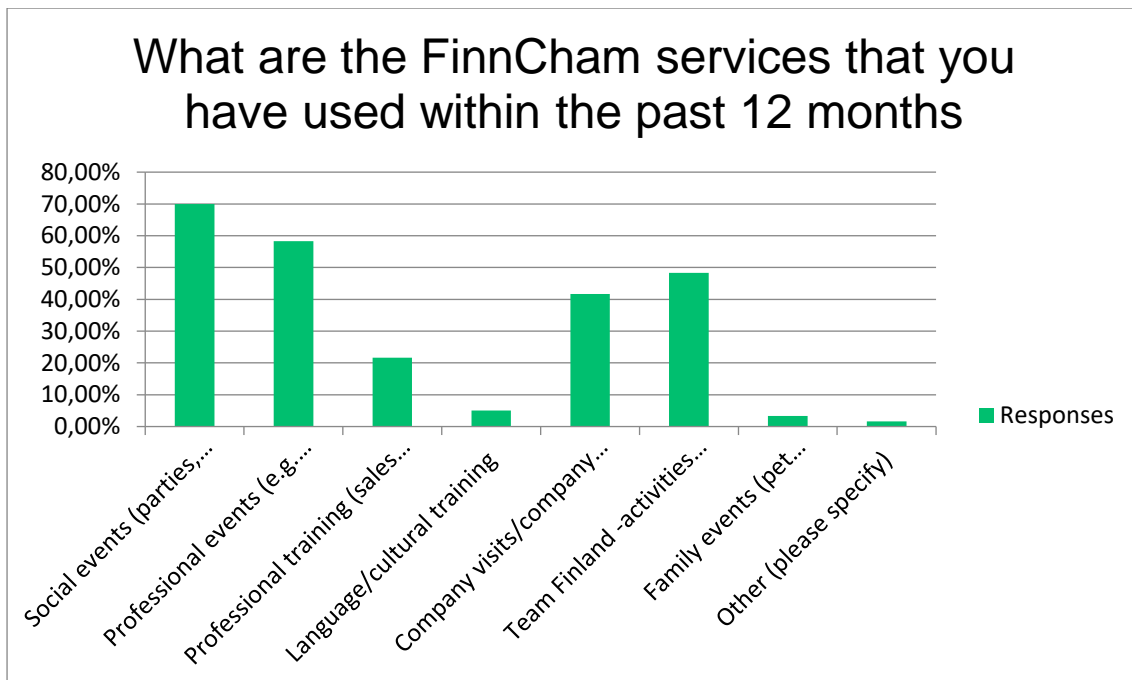


Regions of interest in China, expansion intentions

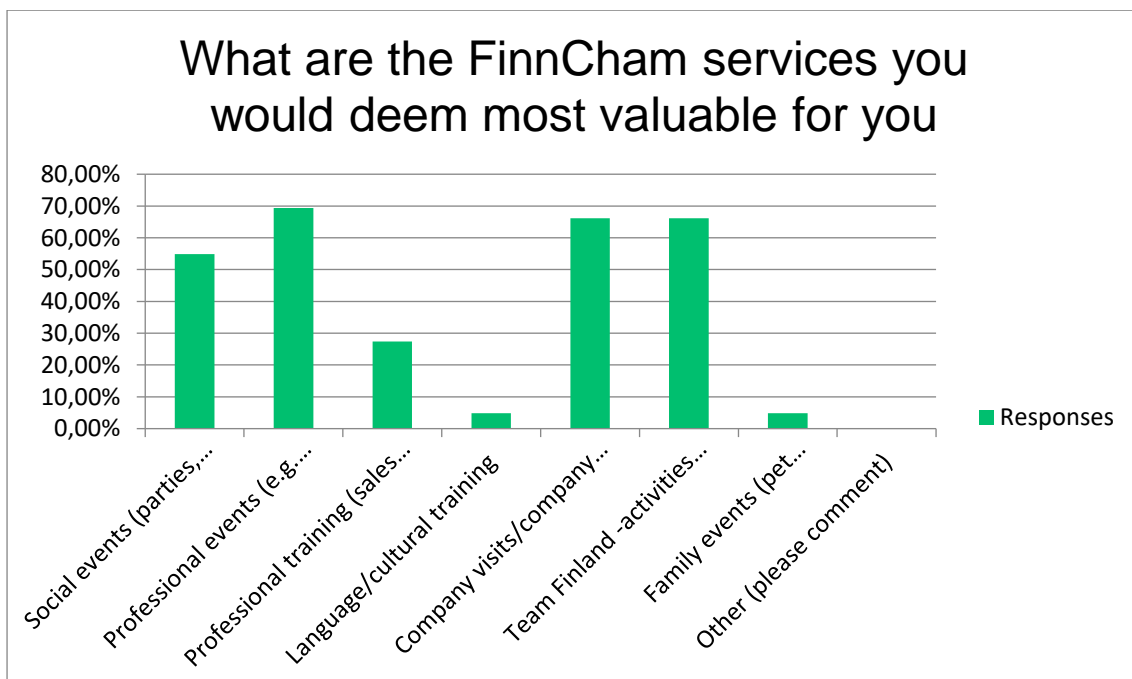
Almost all responding companies are active in the Eastern region (86%). Southern (65%) and Northern (57%) regions. When asked about their expansion intents, 80 % of respondents have expansion plans with growth targets in East (60%), South (53%) and North (47%).

However, as less than 40 % of the companies are currently doing business in the Western region, and another 40% of companies anticipating expansions is planning to do so in the West of China

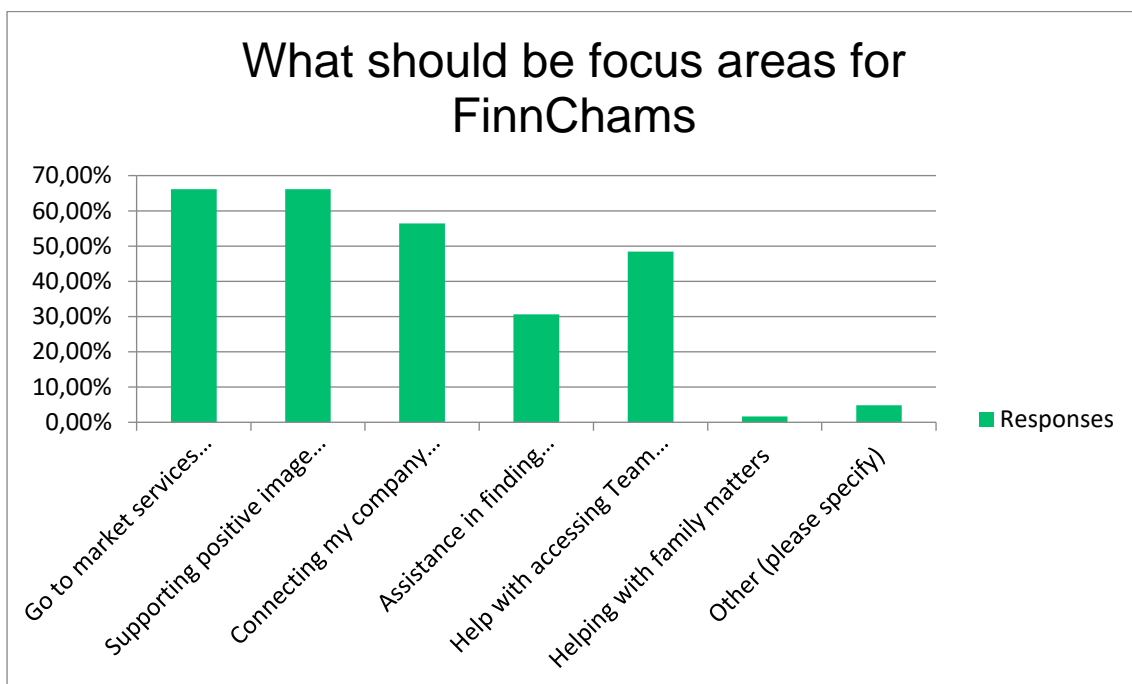
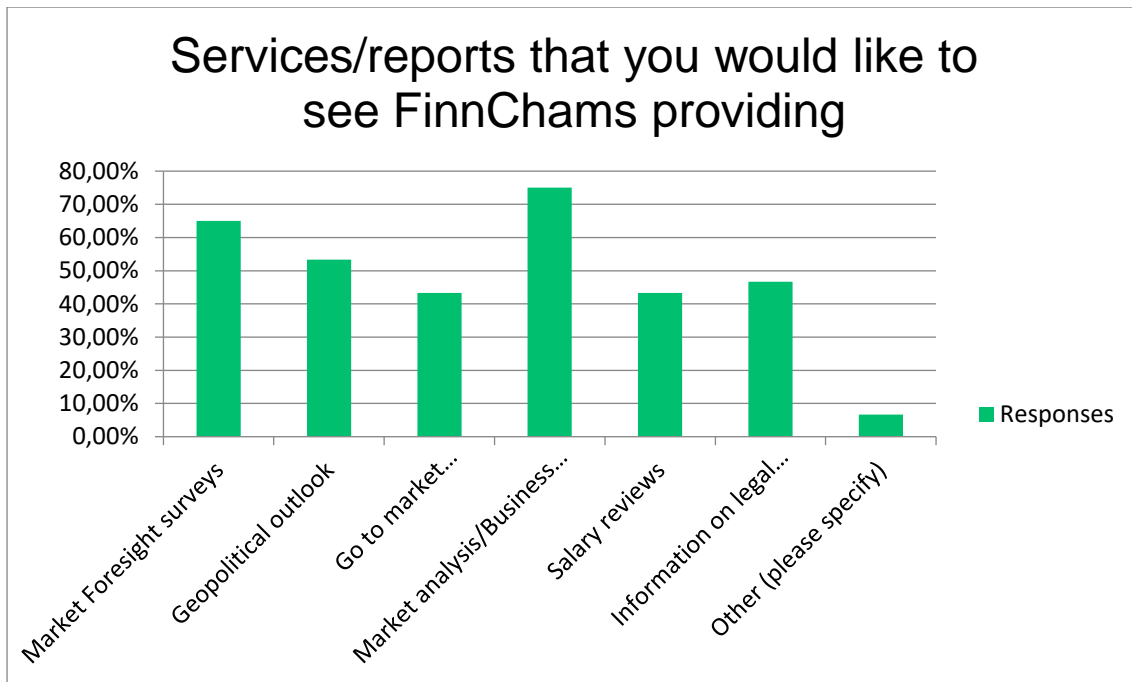




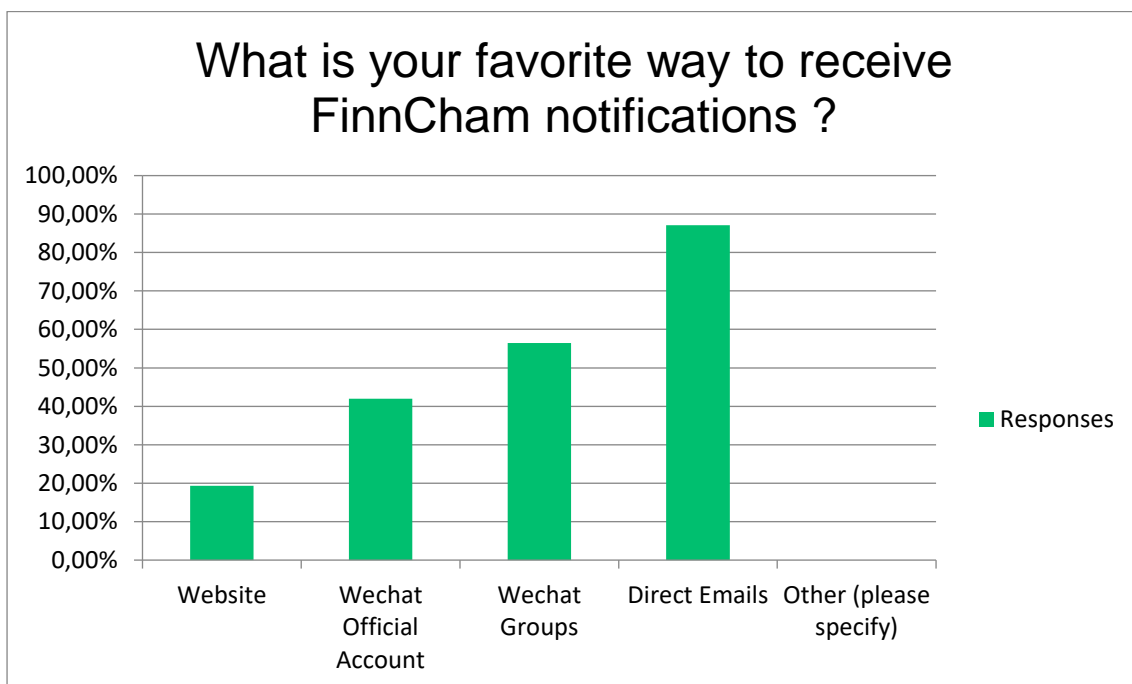
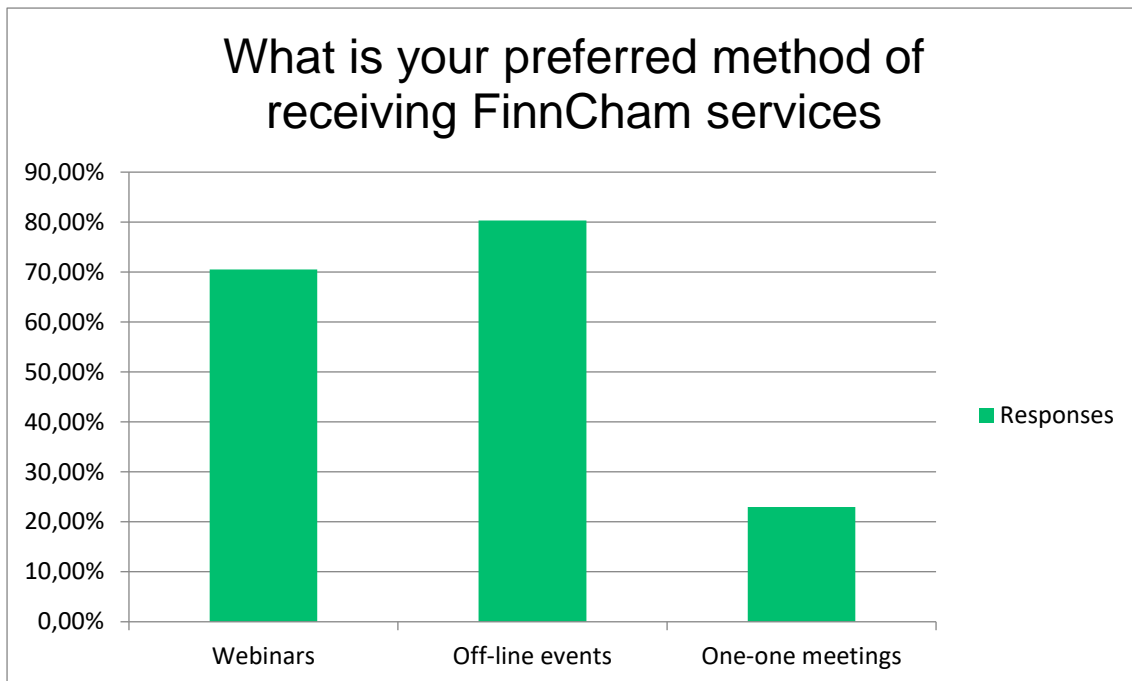
Majority of respondents have been participating in social- and professional events organized by FinnChams. **It is also noted that almost 50% have gained access to Team Finland -activities or meetings with local authorities provided by FinnChams.** Family -related and cultural events have had little or no interest at all.



When asked about the services deemed most valuable to the companies, Professional events with seminars and subject matter introductions, Company visits/matchmaking and business delegations/meetings with local authorities and industry associations are shining out. Almost equally important is seen social events engaging business communities.



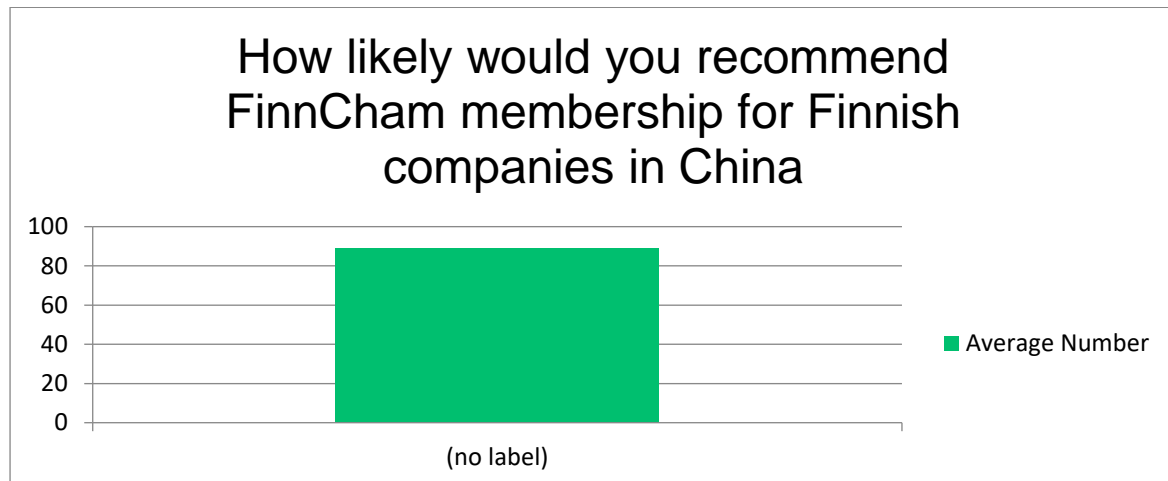
FinnChams network is also seen as a source for market information providing Market analysis, market foresight surveys and source for geopolitical outlook. Legal and HR matters (and salary reviews) as well as go to market analysis are seen as important services by the respondents. FinnCham focus should be in providing matchmaking and channel validation as well as in supporting the positive image of Finnish know-how. Connecting companies to other Finnish companies is seemed valuable. Surprisingly almost half of the respondents consider needing FinnChams to connect themselves to access Team Finland network and activities.



Accessing the services, both off-line events and webinars are almost equally appreciated. Direct emails apart from wechat -announcements are most valued communications methods.

FinnCham memberships

While being a **member on one of the FinnChams** in China 53% of the responses suggest that it is extremely likely that they would need **access to the services provided by any other FinnCham in China** (70-100). 16 % of the responses on the other hand suggest that they wouldn't need these services (0-30). 75% of the responses suggest that it is more likely (50-100) they would need access to all FinnChams in China while 25% consider this less likely (0-49). On the other hand 59% is more likely to pay for this access while 41 % are seeing increased expenditure less likely.



95% of the responses are more likely to suggest FinnChams memberships (50-100) and only 5 % are less likely to recommend. An average likelihood hovering at 89 %, suggest that FinnChams are doing right things.

Thank you for all responses !

FINNCHAM CHINA NETWORK

FINNCHAM
BEIJING

FINNCHAM
SHANGHAI

FINNCHAM
GUANGDONG