



# Business Destination Germany 2022

The specific views of investors from  
China



# Introduction

For our survey „Business Destination Germany 2022“ we interviewed a total of 360 representatives from the largest German subsidiaries (hereafter referred to as „Inbounds“) of international majority shareholders from the most important investor countries about their views on Germany as an investment destination. The interviews were undertaken by the research institute Kantar from June 14 to August 16, 2021 by telephone on behalf of KPMG Germany. The respondents represent the eight main investor countries: the United States, Japan, China, the UK, France, the Netherlands, Switzerland and Austria.

The following ten figures summarize key results of the **Chinese respondents** compared with respondents from all other investor countries:

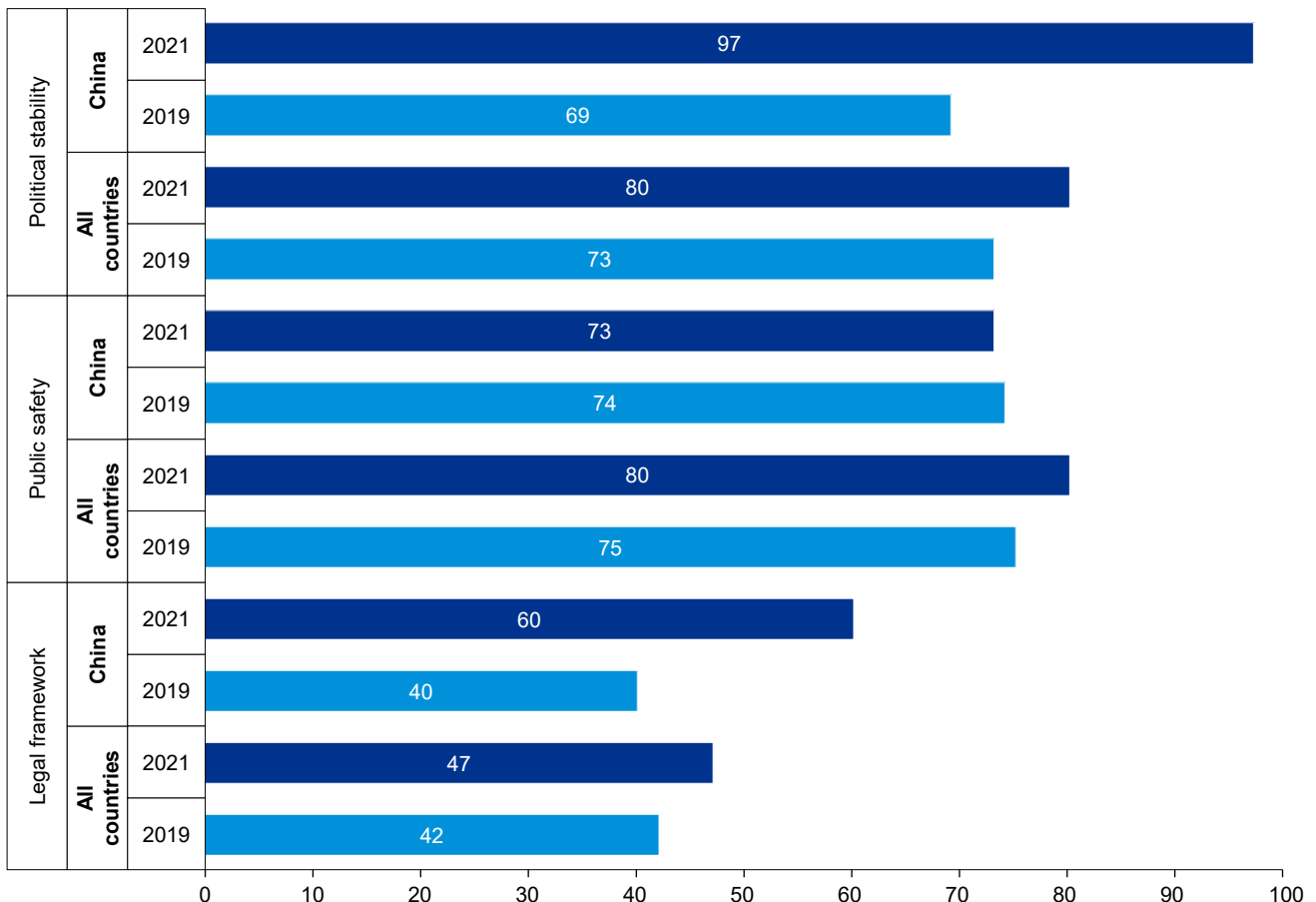
- Figures 1-6** focus on important **key location factors**
- Figures 7-8** show the **mood** of the **Chinese Inbounds** with regard to their current situation as well as their future plans
- Figures 9-10** show the **investment plans** of **Chinese Inbounds** in Germany and the **role** their subsidiaries in Germany play for their overall group

The entire survey “Business Destination Germany 2022” can be accessed via the following link: [Business Destination Germany 2022](#)

If you have any questions or would like to discuss the results summarized below please get in contact with the KPMG contacts stated at the back of this document.

## Key location factors

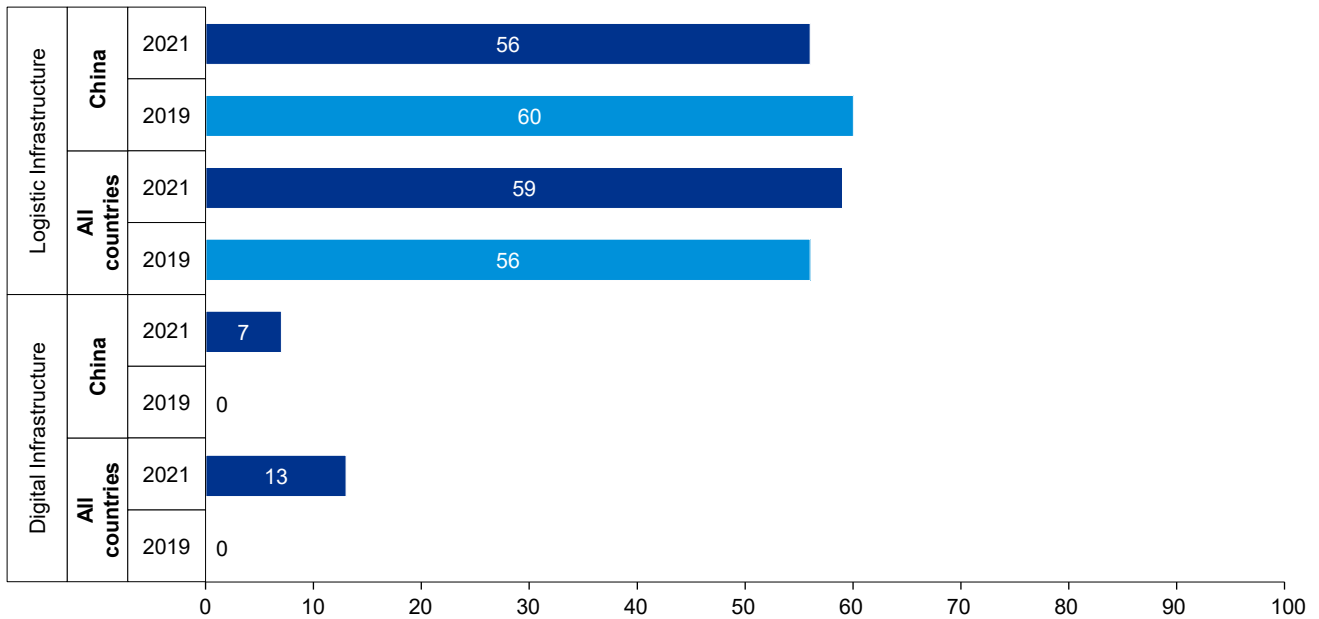
### 1 Assessment of fundamental location factors as per Chinese respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); China: n=30 (2021), n=35 (2019)

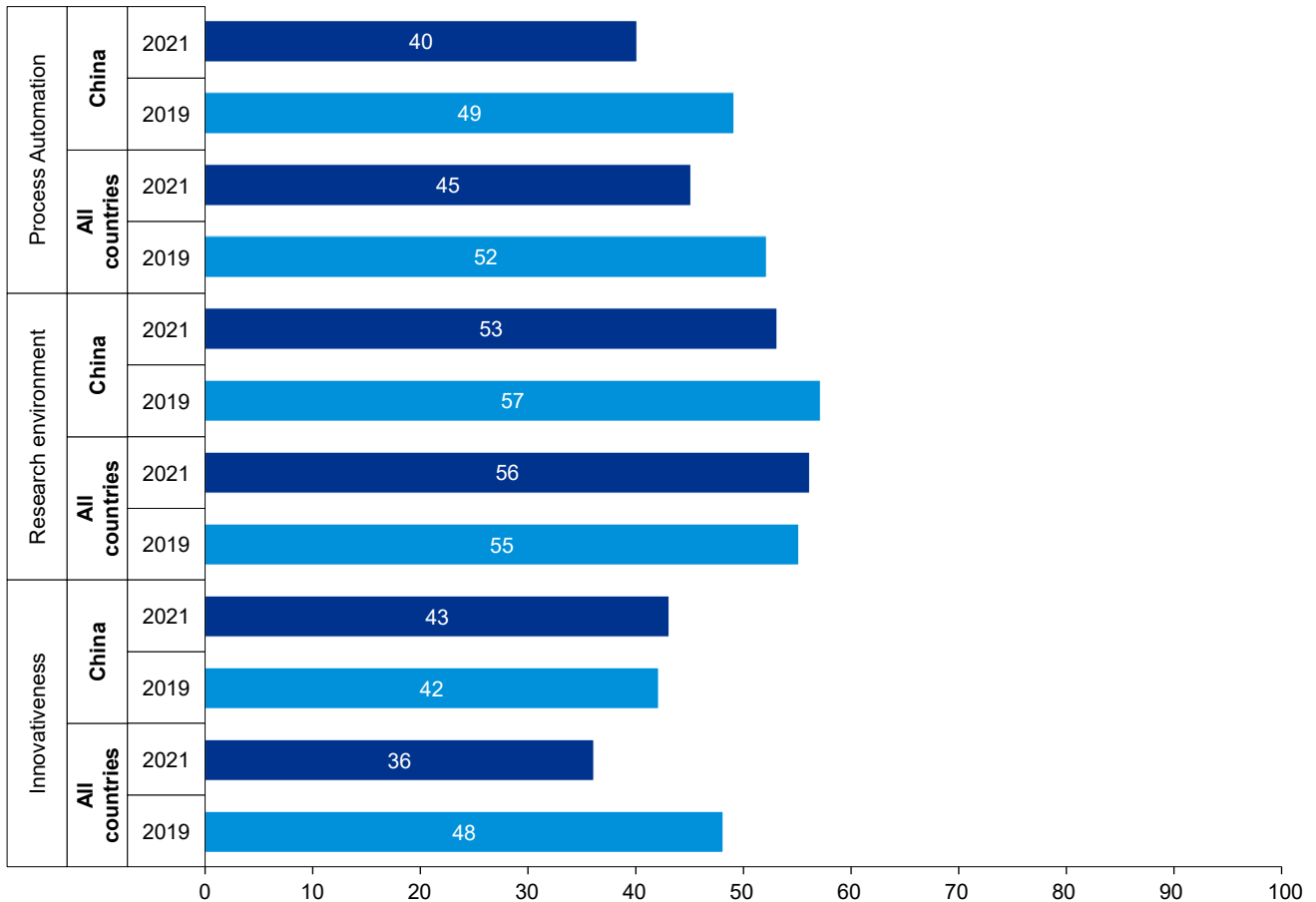
# Key location factors (cont'd)

**2 Assessment of German infrastructure as per Chinese respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)**



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); China: n=30 (2021), n=35 (2019)

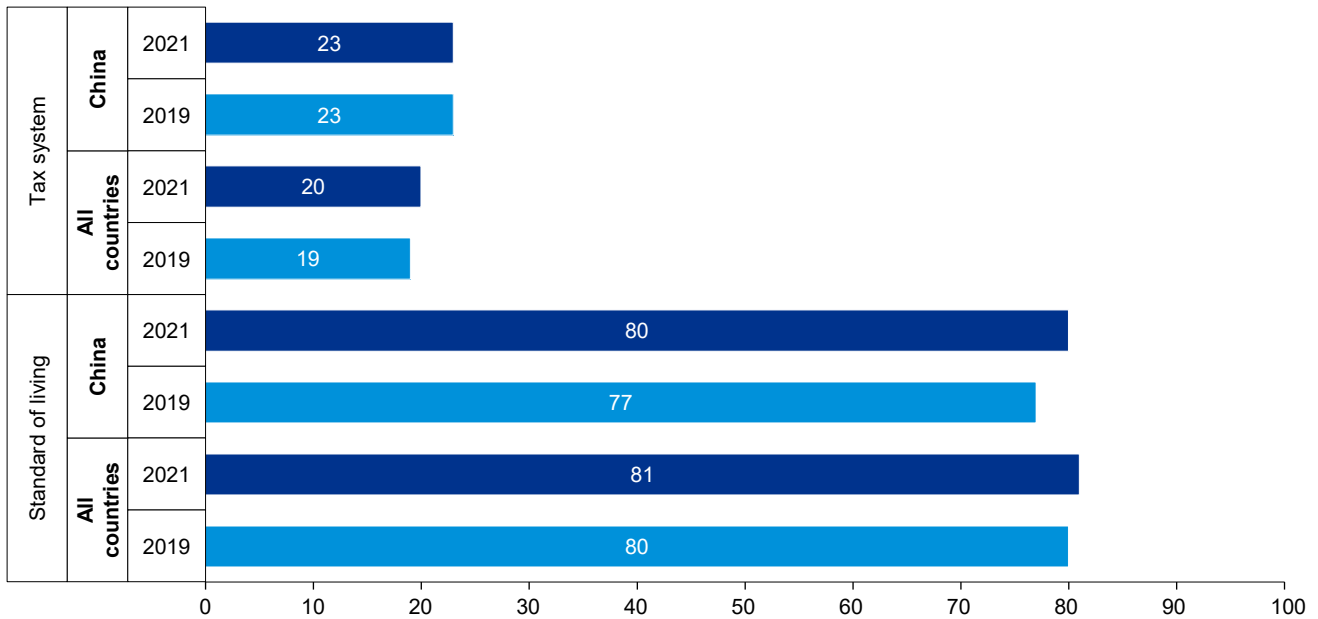
**3 Assessment of location factors with regard to technology and innovation as per Chinese respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)**



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); China: n=30 (2021), n=35 (2019)

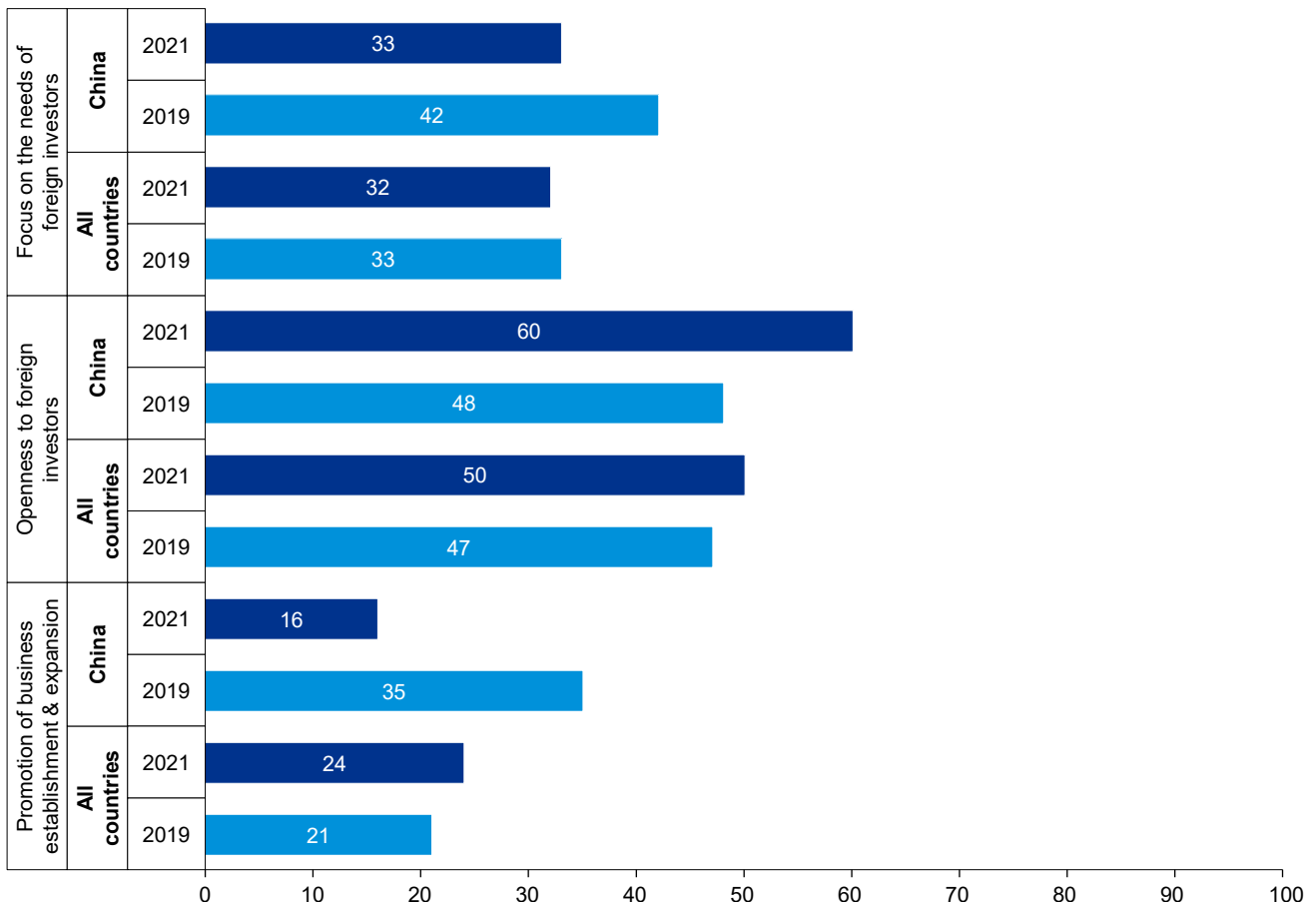
# Key location factors (cont'd)

**4 Assessment of tax system and standard of living as per Chinese respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)**



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); China: n=30 (2021), n=35 (2019)

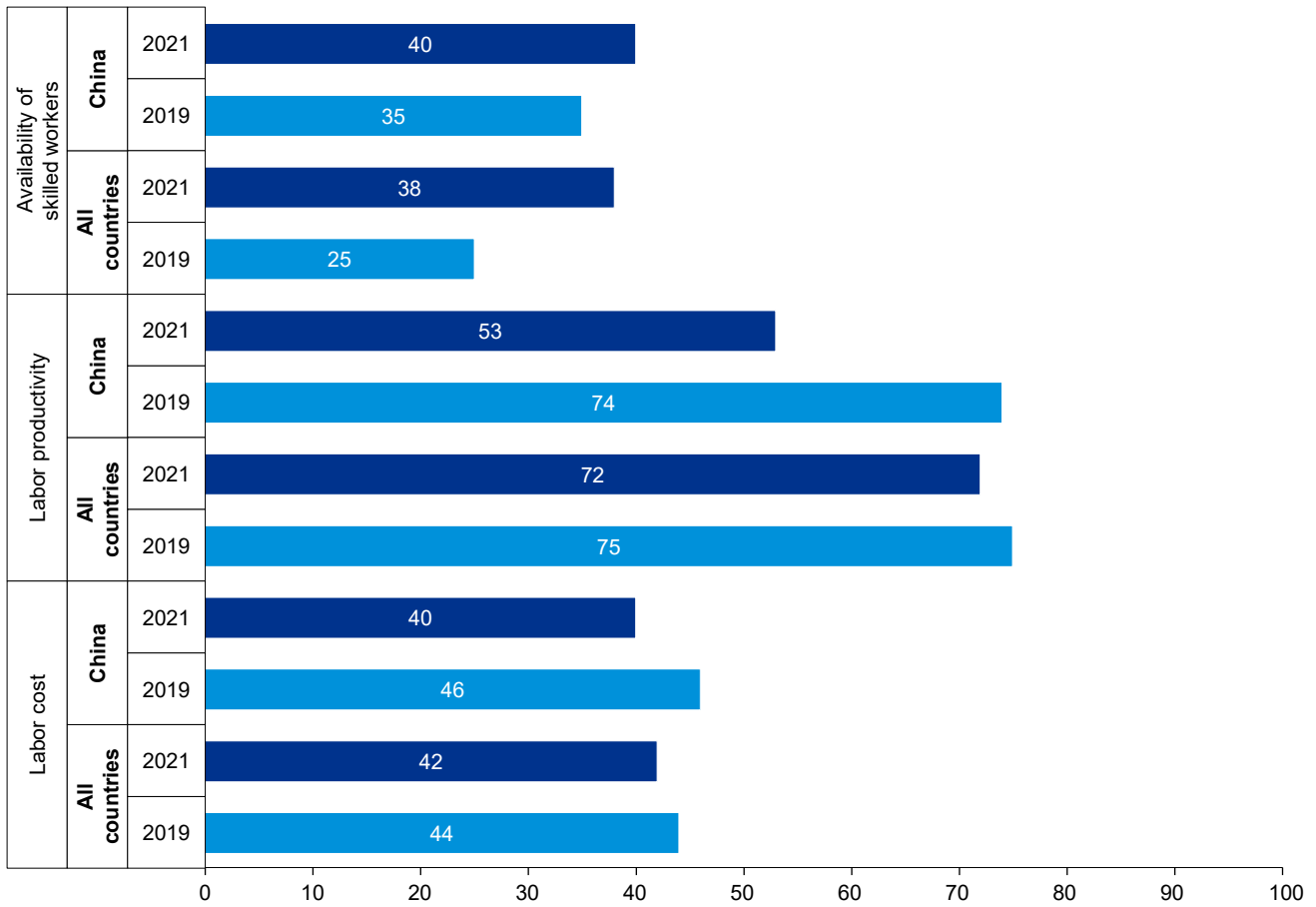
**5 Assessment of factors with regard to investor-centricity as per Chinese respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)**



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); China: n=30 (2021), n=35 (2019)

# Key location factors (cont'd)

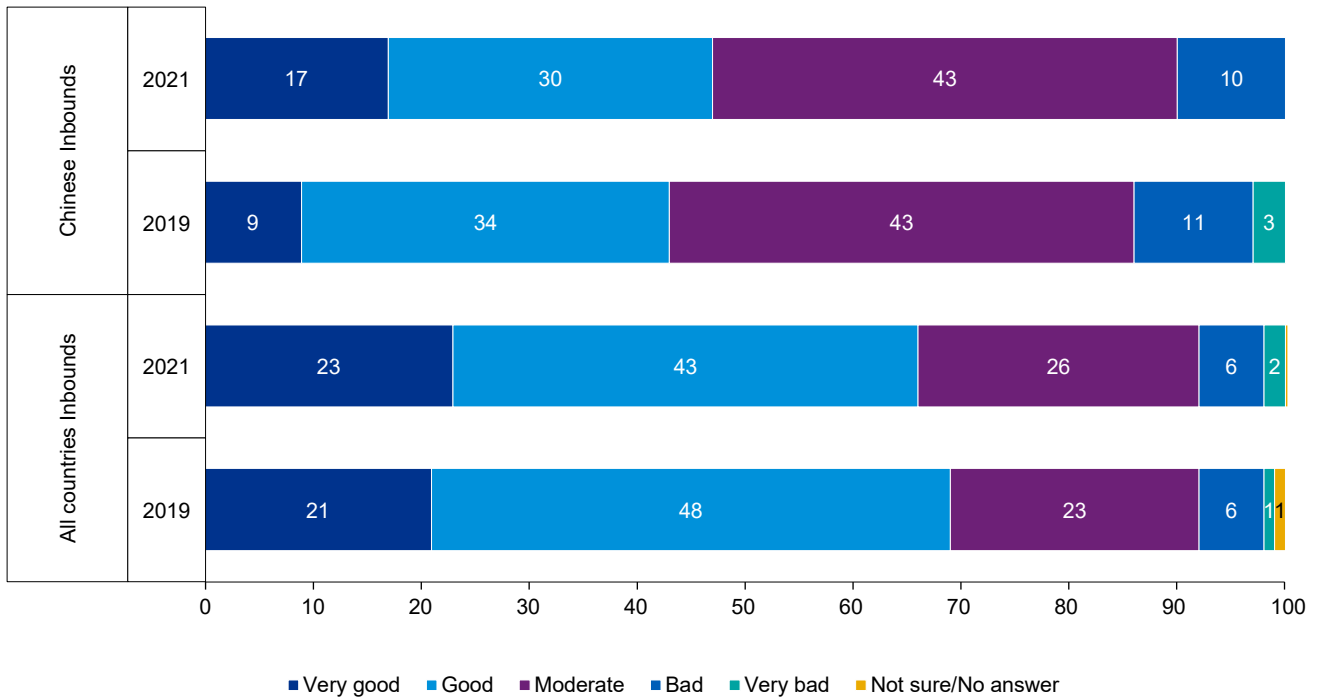
**6 Assessment of characteristics of the German job market as per Chinese respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)**



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); China: n=30 (2021), n=35 (2019)

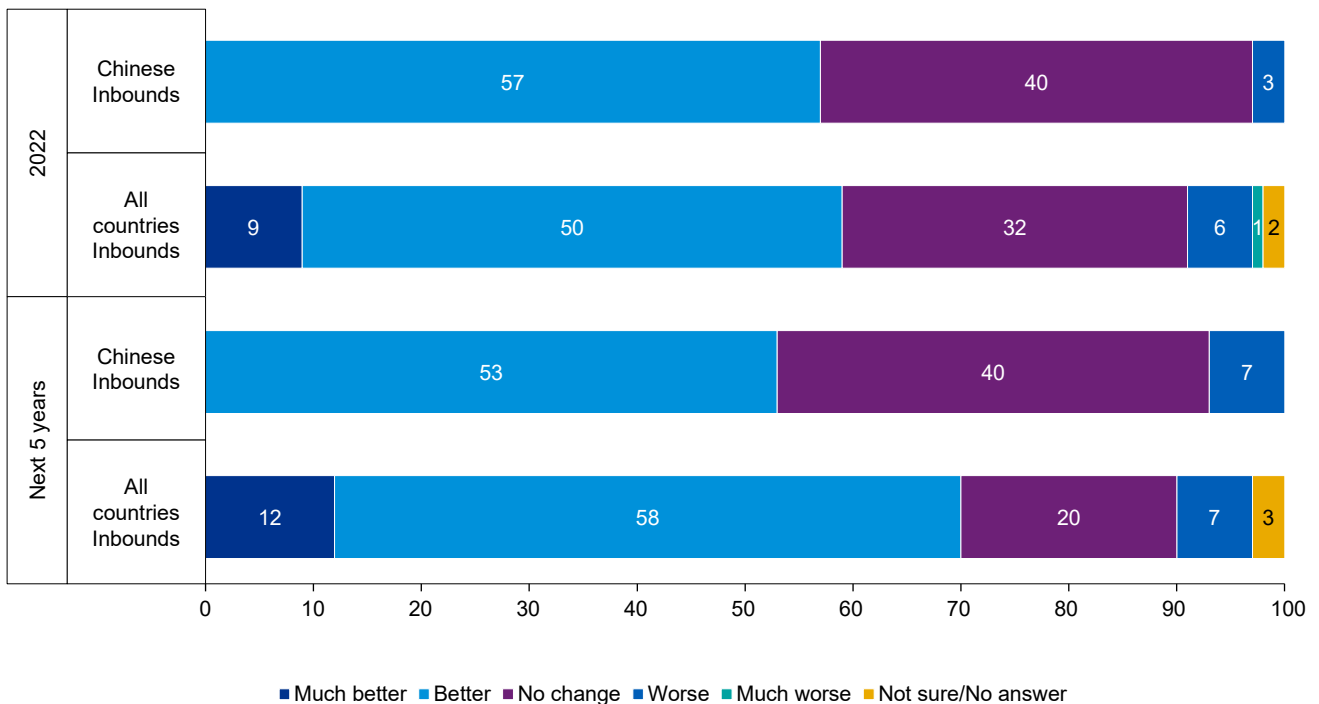
# Status and Outlook for own business in Germany

**7** Current economic situation of own company in Germany as per Chinese respondents compared with respondents from all investor countries (in percent)



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); China: n=30 (2021), n=35 (2019)

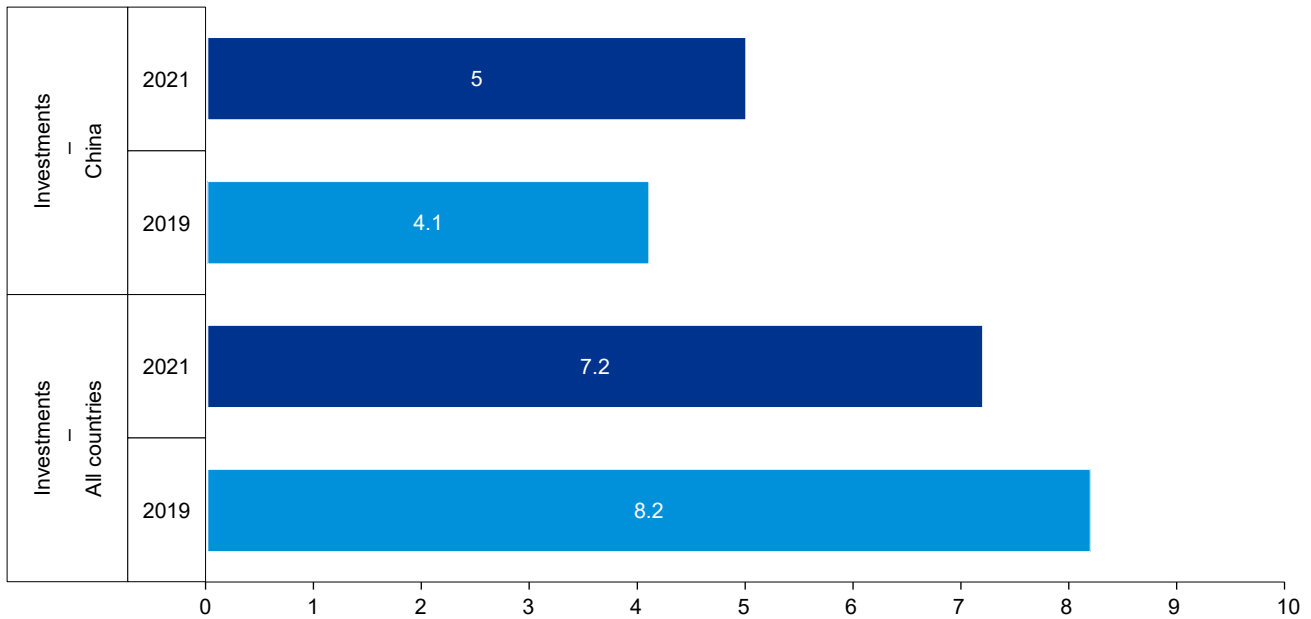
**8** Assessment of economic prospects for 2022 / next 5 years in comparison to 2021 as per Chinese respondents compared with all investor countries (in percent)



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); China: n=30 (2021), n=35 (2019)

# Investment plans

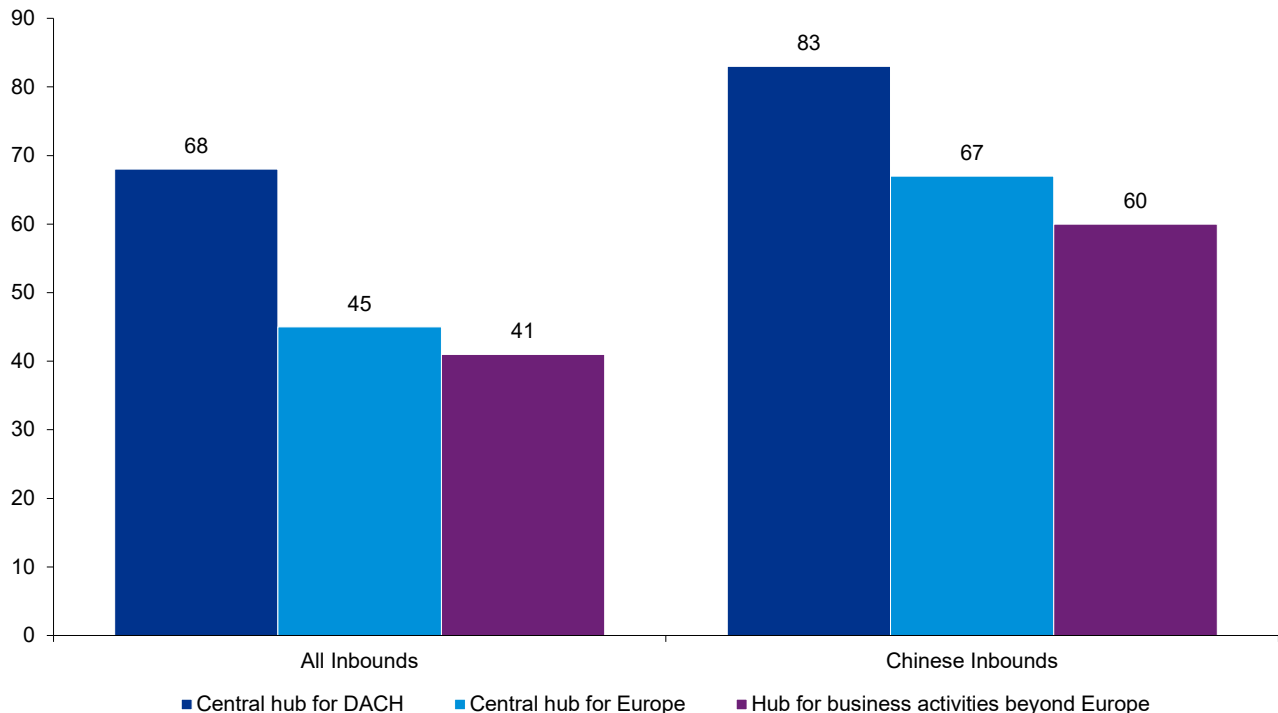
**9** Average volume of (expansion) investments planned by Chinese Inbounds compared to all Inbounds in Germany annually over the next few years (in million Euros)



KPMG in Germany 2021; the n-values refer to the number of companies that provided information on planned investments; All: n=198 (2021), n=180 (2019); China: n=17 (2021), n=15 (2019)

# Roles of German subsidiaries for overall group

**10** Role of Inbounds in Germany for group, Chinese Inbounds in comparison to Inbounds from all major investor countries, in 2021 (in percent)



KPMG in Germany 2021; n=360 (All), n=30 (China)

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