

# Annexe 1



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 country? Include all the employers, temporary staff, but exclude free lancers and occasional workers.

- 10 - 19 employees"
- 20 - 49 employees"
- 50 - 249 employees"
- 250 employees and more"

**ROLE** → Could you please indicate which is your role?

- CEO
- General Director
- President
- CFO
- HR Manager
- Other \_\_\_\_\_

*Disclaimer: anonymity*

### EXPLANATION OF THE SURVEY OBJECTIVES

#### Section A - **STRUCTURE OF THE FIRM**

**A1.** Year of establishment:

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

#### **Core business/product**

A2a. Which is the **core business/product** of your firm? \_\_\_\_\_

A2b. And which percentage of the **2008 turnover** does it represent?

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

 %

### Annual Turnover

A3. In which of the following ranges falls the annual **turnover in 2008** of your firm?

- less than 1 million euro
- 1-2 million euro
- 2-10 million euro
- 10-15 million euro
- 15-50 million euro
- 50-250 million euro
- more than 250 million euro

A6. Did you experience a reduction of your turnover **during 2009** in comparison with 2008?

- Yes, a reduction up to 10%
- Yes, a reduction between 10-30%
- Yes, a reduction of more than 30%
- No

A7. Which is the current legal form of your firm? *(to be adjusted accordingly to each Country)*

- Proprietorship/Ownership
- Partnership
- Limited Liability corporation
- Other \_\_\_\_\_

### Group

A8. Does your firm belong to a group?

- Yes, National → skip to A12
- Yes, Foreign
- No → skip to A13

*If "Foreign" (code 2 at A8) please inquire A9 – A10 – A11 and then ask A12:*

A9. the name of the Group \_\_\_\_\_

A10. the nationality of the Group \_\_\_\_\_

A11. the location of headquarters \_\_\_\_\_

A12. And your firm is ... *(read out)*

- head of the group
- both controlled and controlling
- controlled by another firm of the group

### Acquisitions and Spin-offs

A13. Has the firm acquired (totally or partially) or incorporated other firms **in the last three years (2007-2009)**? *(one answer)*

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

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?

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

### 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<br>Share of capital | A.18<br>Type ( <i>insert n.</i> ) | A.19<br>Nationality   |
|----------------------------------|--------------------------|-----------------------------------|---|
| Shareholder 1                    | -----                    | -----                             | <input type="checkbox"/> Domestic<br><input type="checkbox"/> Foreign |
| Shareholder 2                    | -----                    | -----                             | <input type="checkbox"/> Domestic<br><input type="checkbox"/> Foreign |
| Shareholder 3                    | -----                    | -----                             | <input type="checkbox"/> Domestic<br><input type="checkbox"/> Foreign |
| Other                            | -----                    |                                   |   |
|                                  | <b>100%</b>              |                                   |   |

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)?

- ... centralised: the CEO/owner takes most decisions in every area
- ... decentralised: managers can take autonomous decisions in some business areas

A23a. During 2009, has strategic decision making become... (read out)

- more centralised
- more decentralised
- nothing changed

A25. Are executives/managers rewarded (including financial and non-financial benefits) partly on the basis of their individual performance and achievement of individual targets?

- Yes, financial benefit
- Yes, non-financial benefit → skip to B3
- No → skip to B3

Ask A28 only if "yes, financial benefit" code 1 in A25

A28. On average, in a normal year, what percentage of the annual individual gross salary represents the bonus based on individual performance?

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

 %

## SECTION B - WORKFORCE

### Employees in your firm in your home country

**B3.** Please indicate the total number of employees of **your firm in your home country in 2008.**

Please refer to your firm and not to the Group (if the firm belongs to one) and include all the employers, temporary staff, but exclude free lancers and occasional workers.

*Two more digits added (max. 999999)*

|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
|--|--|--|--|--|--|

**B4.** Please indicate the distribution of the workforce of **your firm in your home country in 2008** by the following job categories. To answer you can give the percentages or the absolute figures.

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

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

*\*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.*

|                      |                      |                      |   |                      |                      |                      |                      |                 |
|----------------------|----------------------|----------------------|---|----------------------|----------------------|----------------------|----------------------|-----------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | % | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | absolute figure |
|----------------------|----------------------|----------------------|---|----------------------|----------------------|----------------------|----------------------|-----------------|

B6. What is the percentage/number of university graduates in your workforce **in your home country?**

|                      |                      |                      |   |                      |                      |                      |                      |                 |
|----------------------|----------------------|----------------------|---|----------------------|----------------------|----------------------|----------------------|-----------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | % | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | absolute figure |
|----------------------|----------------------|----------------------|---|----------------------|----------------------|----------------------|----------------------|-----------------|

B7. What is the percentage/number of foreign (both EU and Non-EU citizens) employees in your workforce **in your home country?**

|                      |                      |                      |   |                      |                      |                      |                      |                 |
|----------------------|----------------------|----------------------|---|----------------------|----------------------|----------------------|----------------------|-----------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | % | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | absolute figure |
|----------------------|----------------------|----------------------|---|----------------------|----------------------|----------------------|----------------------|-----------------|

**Ask question B9 only if B7 > "0"**

B9. What is the percentage/number of foreign employee (both EU and Non-EU citizens) amongst your executives (included middle management)?

|   | % of tot. Executives |  |  |   | absolute figures |  |  |  |
|---|----------------------|--|--|---|------------------|--|--|--|
| Foreign Executives (included middle management) |                      |  |  | % |                  |  |  |  |

B18. In **2008** which percentage of employees have worked for the firm **with a fixed-term contract?**

|                      |                      |                      |   |
|----------------------|----------------------|----------------------|---|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
|----------------------|----------------------|----------------------|---|

B17. In **2008** which percentage of employees have worked for the firm **on a part-time basis?**

|                      |                      |                      |   |
|----------------------|----------------------|----------------------|---|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
|----------------------|----------------------|----------------------|---|

Please indicate the age and gender of your current CEO/ Company Head

B10. Age:

- Less than 25

- 25-34 y.o.

- 35-44 y.o.

- 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?

- Yes
- No

### Training of workers

B22. In **2008** what percentage of employees have participated to formal training programs?

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

 %

*Ask B23 only if percentage is higher than "0"*

B23. Were the training courses mainly ...? *(one answer)*

- ... in-house
- ... outside the firm

### Job flows in home country

B21. **During the last year** did you experienced a reduction or an increase of your workforce in comparison with 2008? *(read out – one answer)*

- yes, a reduction of \_\_\_\_\_ %
- yes, an increase of \_\_\_\_\_ %
- No, we did not experience any change

*Ask B21a and 21b only if "yes a reduction" (code 1 in B21)*

B21a. And this reduction was **mainly** on a temporary or on a permanent basis? *(one answer)*

- on temporary basis i.e. through special lay-off pay schemes (appropriate translation: Cassa Integrazione, chomage partiel, Kurtzarbeit, etc)
- on permanent basis

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 temporary basis (i.e. temporary staff)
- on permanent basis

B21d. And this increase which of the following job categories **mainly** involved? (*read out – one answer*)

- blue collars employees
- white collars employees
- executives

### **Section C - INVESTMENT, TECHNOLOGICAL INNOVATION AND R&D**

#### **Technological equipment**

C2. Has the firm access to a broadband connection (*high-speed transmission of digital content*)?

- Yes → skip to C4
- No

*Ask C3 if "no" at C2*

C3 is this because:

- it's too expensive
- the firm is not interested /doesn't need it
- other \_\_\_\_\_

C4. In addition to the standard software/ e-mailing system does the firm use IT systems/solutions for...? (*multiple answers allowed*)

- ... internal information management (e.g. SAP /CMS)
- ... E-commerce (online purchasing / online sales)
- ... management of the sales/purchase network (suppliers' orders, customer service)
- the firm does not have an access to an Internet connection

#### **Investment**

C5. What percentage of the annual turnover do **the overall investments in plants, machines, equipment and ICT** represent on average **in the last three years (2007-2009)**? (*please indicate the %*)

% → If "0%" skip to C14



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)**?

|  |  |  |   |
|--|--|--|---|
|  |  |  | % |
|--|--|--|---|

*Ask question C22 only if more than one answer in C20. Make codes consistent with answers provided in C20.*

C22. If we assume that the total R&D investments equals to 100% which percentage on average **in the last three years (2007-2009)** has been... *(ask only if applied):*

|   |          |          |          |  |   |
|---|----------|----------|----------|--|---|
| ... carried out in-house  |          |          |          |  | % |
| ... acquired from another firm in the group in the home country |          |          |          |  | % |
| ... acquired from another firm in the group abroad              |          |          |          |  | % |
| ... acquired from <b>external</b> sources in the home country   |          |          |          |  | % |
| ... acquired from <b>external</b> sources abroad                |          |          |          |  | % |
| Total   | <b>1</b> | <b>0</b> | <b>0</b> |  | % |

*Ask C23 only if "the firm has purchased external R&D" code 3 at C20*

C23. If we assume that the **R&D acquired from external sources** equals to 100% which percentage has been supplied by... *(read out)*

|                                  |          |          |          |  |   |
|----------------------------------|----------|----------|----------|--|---|
| ... Universities and R&D centres |          |          |          |  | % |
| ... other firms /consultants     |          |          |          |  | % |
| Total                            | <b>1</b> | <b>0</b> | <b>0</b> |  | % |

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                                    | <b>1</b> | <b>0</b> | <b>0</b> |  | % |

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
- lack of information on markets
- regulation, standards
- lack of customer responsiveness to new products
- Other \_\_\_\_\_
- none

C29. During 2009, has your firm decided to postpone investments in product or process innovation?

- Yes
- No

## Section D – INTERNATIONALIZATION

D1. Has the firm **sold abroad** some or all of its own products/services **in 2008**? (*Multiple answers allowed*)

- Yes directly from home country
- Yes directly from third countries where the firm produces (through affiliates or contracts and arms length agreements) → if this is the only code mentioned ask D5 and then skip to D23
- Yes through an intermediary based in home country → if this is the only code mentioned ask D5 and then skip to D23
- No → ask D5 and then skip to D23



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.<br>n. of<br>product<br>lines | D10.<br>started before<br>2004                           | D11.<br>% of the total<br>export which<br>goes to the<br>country | (Only if cod. 3 at D1)<br>D12.<br>export in the listed country<br>through an intermediary<br>based in the home country |
|-----------|----------------------------------|--|--|--|
| 1 COUNTRY | -----                            | <input type="checkbox"/> Yes <input type="checkbox"/> No | -----  | <input type="checkbox"/> Yes <input type="checkbox"/> No   |
| 2 COUNTRY | -----                            | <input type="checkbox"/> Yes <input type="checkbox"/> No | -----  | <input type="checkbox"/> Yes <input type="checkbox"/> No   |
| 3 COUNTRY | -----                            | <input type="checkbox"/> Yes <input type="checkbox"/> No | -----  | <input type="checkbox"/> Yes <input type="checkbox"/> 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.<br>n. of<br>product<br>lines | D10a.<br>started before<br>2004                          | D11a.<br>% of the total<br>export which<br>goes to the<br>country | (Only if cod. 3 at D1)<br>D12a.<br>export in the listed country<br>through an intermediary<br>based in the home country |
|-----------|-----------------------------------|--|---|---|
| 1 COUNTRY | -----                             | <input type="checkbox"/> Yes <input type="checkbox"/> No | -----   | <input type="checkbox"/> Yes <input type="checkbox"/> 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)
- USA and Canada
- Central and South America
- Other areas

## **Purchase of services and intermediate goods for the domestic production**

### **Purchase of services**

D23. In **2008** has the firm purchased any **services** for its domestic production (i.e. transport, communication, financial and R&D ... services)? (*multiple answers allowed*)

- yes, in home country → if mentioned this code only go to D23c then go to D27 and then go to D30a
- yes, from abroad
- no → ask D27 and then skip to D30a

D23c What percentage of the **2008** annual turnover did the **total purchased services (from anywhere)** represent?

%

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?

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

 %

D27. Before **2008**, did the firm purchase any services from abroad?

- Regularly/always
- Sometimes
- Never

D28. Indicate from which of the following areas the firm has purchased services in **2008**?

- 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

D29. Please indicate the main services purchased abroad amongst the following... (*read out – multiple answers allowed*)

- Transport Logistic and Insurance Services
- Communications and IT services
- Financial services
- R&D and Engineering services
- Other services (e.g. consultants)

#### **Purchase of intermediate goods**

D30a. In **2008** has the firm purchased **raw material** or any **intermediate goods** for its domestic production? (*multiple answers allowed*)

- yes, in home country → if mentioned this code only go to D30d then go to D33 and then go to D37
- yes, from abroad
- no → ask D33 and then skip to D37

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

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

 %

*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?

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

 %

D33. **Before 2008**, has the firm purchased any intermediate goods from abroad?

- Regularly/always
- Sometimes
- Never

D34. Indicate from which of the following areas the firm has purchased intermediate goods in **2008**?

- 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

D36. Please indicate the type of intermediate goods purchased ... *(read out – multiple answers allowed)*

- raw material
- standardized intermediates\*
- customized intermediates\*\*

*\* by standardized intermediates we mean components which are usually available in the market (e.g. standard steel screws)*

*\*\* by customized intermediates we mean components which are exclusively manufactured for your firm (e.g. steel screws shaped to fit the design of a piece of furniture)*

D36a. During 2009, did you experience a reduction in terms of value of inputs purchased from abroad in comparison with 2008?

- Yes, a reduction of \_\_\_\_\_ %
- No





D56. Please indicate the main destinations - amongst the following - of the production activity run abroad through contracts and arms length agreements with local firms (*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

D55. Please indicate the main types - amongst the following - of the production activity run abroad through contracts and arms length agreements with local firms (*multiple answers allowed*)

- finished products
- semi-finished products/ components
- R&D, engineering and design services
- other business services

*Ask questions D57 only if "Yes" at D37 (code 1 or 2)*

D57. Has the firm received assistance from public or private Institutions for its internationalisation activities? (*only one answer*)

- Yes, mainly from national institutions (either based in the home country or elsewhere)
- Yes, mainly from foreign institutions (either based in the destination country or elsewhere)
- No

D67. During 2009 has the firm experienced a reduction in the total turnover coming from production activities run through contracts and arms length agreements in comparison with 2008? (*multiple answers allowed*)

- Yes in (*specify country*) \_\_\_\_\_
- No

## **Section F - FINANCE**

Let's talk now about the firm's Financial Structure and its relationship with Financial Institution

### **Firm's financial structure**

F0. Did your firm recur to external financing in the period 2008-2009? By external financing we mean funds not generated internally (not self financing)

- Yes
- No → ask question F3, F8 and F9 and then skip to F19

F1. What is the overall distribution of your **firm's debt structure** in percentage terms?

|  |          |          |          |          |   |
|--|----------|----------|----------|----------|---|
| - short term bank debt (up to 12 months)             |          |          |          |          | % |
| - medium to long term bank debt (12 months and over) |          |          |          |          | % |
| - short-term securities                              |          |          |          |          | % |
| - medium and long-term securities                    |          |          |          |          | % |
| - other financial instruments                        |          |          |          |          | % |
| Total  | <b>1</b> | <b>0</b> | <b>0</b> | <b>0</b> | % |

F3. In the industry your firm works, how dependant are companies on external financing? To give your answer please use a score from 1 (not dependent all) to 5 (Extremely dependent)

- 1 not dependent at all
- 2
- 3
- 4
- 5 extremely dependent

F4. Has the firm increased the total amount of external financing (i.e. access to financial funds not generated internally) during **the last year**?

- Yes
- No → skip to F7

*Ask F5. and F6. only if "yes" (code 1 at F4)*

F5. What is the main purpose of the use of external finance? (*spontaneous do not read out*)

- Increase production scale through investments
- Participation or share in other firms related with the main business activity
- Participation or share in other firms not directly related with the main business activity
- Working capital/liquidity needs
- Optimizing financial structure (i.e. debt /equity ratio)
- Other

F6. What kind of financial instruments have been used to satisfy your firm's financing needs? (*spontaneous, do not read out*)

- Equity
- Venture capital and private equity
- Short-term bank credit
- Medium or long term bank credit
- Securities
- Public funds
- Tax incentives
- Leasing or factoring
- Other financing methods

F7 . **During the last year** did your firm use any kind of derivatives products (e.g. forward operations, futures, swaps) for external financing needs or treasury management or foreign exchange risk protection?

- Yes
- No

## Relationship with financial institutions

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

|                         | F8A.<br>...Domestic activities | F8B<br>...Foreign activities<br>(only if codes 1,2 at D1 OR<br>code 2 in D23 OR code 2 in<br>D30a OR codes 1 or 2 in D37) |
|-------------------------|--------------------------------|---|
| Domestic local banks    | <input type="checkbox"/>       | <input type="checkbox"/>  |
| Domestic national banks | <input type="checkbox"/>       | <input type="checkbox"/>  |
| Foreign banks           | <input type="checkbox"/>       | <input type="checkbox"/>  |

F9. Number of banks used in total

|  |  |
|--|--|
|  |  |
|--|--|

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

|  |  |  |   |
|--|--|--|---|
|  |  |  | % |
|--|--|--|---|

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
- the bank has flexible procedures/not constrained by red tape
- it was the Group's main bank
- other

F13. **During the last year**, was the firm willing to increase its borrowing at the same interest rate of its current credit line?

- Yes
- No → skip to F16

F14. **During the last year**, did the firm apply for more credit?

- Yes applied for it and was successful
- Yes, applied for it but was not successful
- No, did not apply for it

*Ask F15 only if "not successful" at F14 (code 2)*

F15. To increase its borrowing, would the firm have been prepared to pay a higher rate of interest?

- Yes
- No

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        | <b>1</b> | <b>0</b> | <b>0</b> | % |

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        | <b>1</b> | <b>0</b> | <b>0</b> | % |

## 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:

|  |  |  |   |
|--|--|--|---|
|  |  |  | % |
|--|--|--|---|

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

- none

E7. With respect to your business, indicate the main competitive factors which will determine the success of your firm in the next years (*spontaneous do not read out*)

- lowering production costs
- improving product quality
- broadening the range of products
- increasing brand recognition
- expanding the distribution network
- expanding the after-sales support network
- other

E8. Has the firm gone through any form of quality certification (e.g. ISO9000) during **last year**? (*one answer*)

- yes for products
- yes for process
- yes, both for products and process
- No, the firm already had a quality certification
- No, the firm has not gone through any quality certification

*Ask E9 if "yes" at E8. (code 1,2 or 3) OR code 4 in E8*

E9. Was the quality certification mandatory (because of international or national regulations)?

- Yes
- No

Ea. Always referring to the **last year** the product range offered by your firm has:

- Been widened
- Remained the same
- Been reduced

Eb. Now please think of the product category your main product belongs to. If we rank the maximum quality available in the market for this product equals to 100, how would you rate the quality of your own product?

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

### Pricing

E10. How do you mainly set your prices in your domestic market? (*one answer*)

- prices are set as a margin over total costs
- prices are set as a margin over variable costs
- prices are fixed by the market
- prices are regulated
- other

*Ask E10a if the firm belongs to a Group and is not the head of the group (yes in A8 and code 2 or 3 in A12)*

E10a. Does the Head of the Group influence the pricing policy of your firm?

- Yes
- No

*Ask E11 and E12 if codes 1 or 2 in E10*

E11. During the last year, the size of your margin has:

- Increased
- Decreased
- Remained constant

E12. Among the following which is the most important factor in determining the size of the margin over your costs? (*only one answer*)

- Responsiveness of demand for the product to variation in prices
- Average margin in the industry
- Macroeconomic factors (GDP, exchange rates, inflation, etc)

E15. Within your domestic market, the price (net of trade cost)..:

- is the same for all customers
- depends on the volume or distribution channel
- is set case by case
- other

*Ask E13 only if the firm sells or produces abroad (codes 1, 2 or 3 in D1 OR code 2 in D23 OR code 2 in D30a OR code 1 or 2 in D37.)*

E13. For a given good, the prices net of trade costs (declared as free-on-board price in the custom survey) are the same over all destination countries?

- Yes → skip to E16
- No

*Ask E14 only if 'no' at E13*

E14. What determines these differences? (*spontaneous do not read out*)

- competition
- demand-related factors (local tastes/ marketing / advertising costs)
- sold quantity
- trade costs
- quality differentiation
- differences in the tax-system
- tariffs
- other

*Ask E16 only if the firm sells OR produces abroad (codes 1, 2 or 3 in D1 OR code 2 in D23 OR code 2 in D30a OR code 1 or 2 in D37.)*

E16 In which currency do you set your prices in foreign countries?

- domestic (for UK and Hungary only)
- euro
- other

*Ask E17a and E17 only if the firm sells abroad (codes 1, 2 or 3 in D1.)*

E17a How do you deal with the exchange rate risk? Which of the following statements is similar to what your firm do?

- I use a foreign exchange risk protection
- I do not normally hedge against exchange rate risk
- The question is not applicable, as I only sell to countries with the same currency of my domestic market → close interview

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