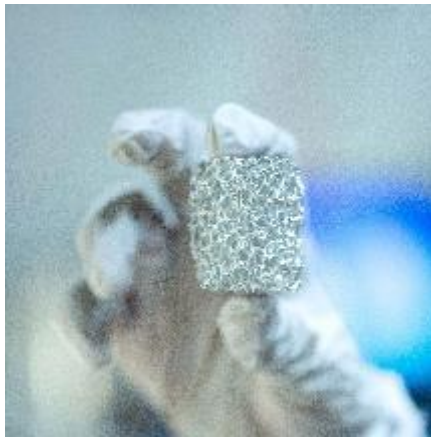


# Huangpu Future Economy Survey

Germany, France, UK 2021

What Future Economy Leaders  
think about the future.

## SURVEY OUTLINE



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# Background

In recent years, the international public agenda is frequently dominated by “global challenges” that societies and economies around the world can only give a global answer to. New technologies are regarded as key solution providers – for example when it comes to climate change, green energy supply, species extinction, pollution, and pandemics. New technologies are often solution and challenge at the same time – for example when it comes to digitalization, artificial intelligence, quantum computing or society 5.0.

If nothing else, the recent corona pandemic made it obvious that in order to address global challenges, alongside new technologies, the international community needs dialogue, cooperation as well as exchange of ideas, knowledge and know-how. As Huangpu District, we are happy to contribute with this survey to the better understanding and dialogue between Europe and China as two of the main important and leading future economy industry markets.

It is our aim to listen carefully to the German, French and Swiss future economy (AI, ICT, Biomedicine, New Materials, New Energy, New Mobility, Clean Tech) and its representatives, in order to better understand their needs, perspectives, opinions, attitudes as well as concerns. Mutual understanding, but also honest and open-minded exchange and feedback are the basis of any sustainable cooperation. We see this survey as a joint platform for us and the German, French and Swiss future economy to contribute to the professional public and scientific discussion about new technologies – their potentials and challenges – both, in Europe and in China.

This survey and its results shall be a starting point for communication and serve as a bridge between the European and the Chinese future economies. Together we will have the chance and the ability to face the global challenges and find mutually beneficial solutions.



# Research Design

Huangpu Future Economy Survey is designed as a monthly tracking with quarter-wise analysis and reporting. This design allows the analysis of short as well as long term trends and external effects, based on representative data. At the same time, this design provides a sufficient representative sample size for detailed subgroup analysis (e.g., by industries) on attitudes, opinions, images as well as mid- and long-term economic expectations and business planning on an annual basis.

*The survey's key characteristics are:*

Survey Design: Monthly Tracking (quarterly analysis)

Type: Business to Business (B2B)

Mode: Hybrid (Computer Assisted Telephone Interviews + Online)

Samples: Germany: N = 1,200 (each quarter in 2021 N=300)  
France: N = 300 (Q2-2021)  
UK: N = 300 (Q2-2021)

Quota: By industries

Target Group: C-Level, business owners, higher management

Industries: Artificial Intelligence, Information & Communication Technologies, Industry 4.0, New Mobility, New Energy, New Materials, Biomedicine

Fieldwork: Bamberg Center for Empirical Studies (University of Bamberg), in cooperation with drei.fakt Marktforschung.



# Question Program

Huangpu Future Economy Survey 2021 consists of 28 open, single-answer, multiple-answer and matrix questions. The questions cover a wide range of topics related to the German, French, and Swiss future economy industries. Among them - their current business and economic situation, expectations, (international) plans as well as attitudes, images and opinions towards issues like corona crisis, international relations, or doing business with and in China.

*The survey comprises following main aspects and topics:*

- (1) International economic situation - status and expectations
- (2) Corona crisis – impact, attitudes and expectations
- (3) International business environment – attitudes and expectations
- (4) International competition - expectations
- (5) Corporate performance – status, planning, and expectations
- (6) Capital investment objectives and planning
- (7) Internationalization – status, objectives, and planning
- (8) Market China – status, own performance, image, challenges, market entry factors and expectations



# Researchers



## **Prof. Dr. Doris Fischer – Survey Patron**

Doris Fischer holds the Chair of China Business and Economics at the University Würzburg (Germany). Her numerous publications on China's economy as well as broad network and standing in China's science and business community make her a consultant for Europe's businesses and parliaments in great demand. Amongst others she is Chairwoman of the German Association for Asian Studies (DGA), member of the examination committee for the DAAD Program and co-editor of the book series „China – Politics and Economics“.



## **Daniel Frerichs – Survey Initiator**

Daniel Frerichs leads the Europe office of Huangpu District in Heidelberg (Germany). The founder of Pragma Institute for empirical strategy consultancy looks back on 15 years of professional experience in market research and ten years of working experience in China. During his five years on the management board of the Austrian hidden champion Julius Blum GmbH in Shanghai, he among others implemented “@China's Homes 2025 – the Blum-Rehau China Middle Class Survey”, a nation-wide opinion lead survey executed by IPSOS.



## **Dr. Zoltán Juhász – Survey & Research Advisor**

Zoltán Juhász is general manager of Bamberg Center for Empirical Studies at the University of Bamberg (Germany) and looks back on 40 years of working experience in the fields of market research and social science in Europe and the US. During his professional life he designed, consulted and conducted reams of surveys (F2F, CAPI, CATI, Online) for science institutions (e.g., BIKS, GLES, Eurobarometer), multinational corporations (e.g., BMW, EON, Siemens, GFK, PwC) and governments.



## **Maik Schlender – Research Administrator**

Maik Schlender is owner of Dreifakt Market Research in Erfurt (Germany) and Director Central Germany of the German Market and Social Research Association (BVM). As a known fieldwork and recruiting expert he looks back on 10 years of market research working experience at companies like IMK, aproxima and INSA-Consulere.



# Huangpu

Located at the heart of Greater Bay Area, Huangpu district (formally known as Guangzhou Development District) is one of China's Top 3 innovation and high-tech locations. Its sustainable economic development, geographical location, investment support setup and experience as well as its mature industry clusters make it one of the – or maybe the - most important strategic location in the development of the Greater Bay Area, South China and Southeast Asia as a whole. Or in other words: If you assess the South of China as a location for your business - you cannot miss to assess Huangpu!

In 2019 Huangpu was ranked Top 2 under the 219 national level development zones in China, with a tax return of more than 20 Billion USD. Furthermore, it was ranked 4<sup>th</sup> in comprehensive competitiveness among 889 municipal districts in China. Huangpu is structured in four main development areas: Sino-Singapore Guangzhou Knowledge City (SSGKC), Guangzhou International Biotech Island (GIBI), Guangzhou Science City (GSC) and Huangpu Port Economic Zone (HPEZ). Its main clusters are: "Huangpu Healthcare Cluster" (incl. GIBI), "Greater Bay Area Hydrogen Valley", "Guangzhou Automotive Cluster", "Huangpu Nanotechnology & New Materials Cluster", "Huangpu New Mobility Cluster", "Guangzhou Artificial Intelligence and Advanced Computing Network".



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