

Preamble to the data section

Every year since 1999, AmCham has asked its members to share their experiences about doing business in China. They provide extensive data about their views on the operating environment, their successes, their business challenges, their outlook for the future and their suggestions about how to improve the business climate. This year more than 800 members participated in the survey, comprising a diverse collection of businesses with varying amounts of experience throughout China, from small- and medium-sized enterprises to the world's largest multinational corporations. This survey represents the most current and thorough compilation of insights to date from companies on the front lines in China, and the trends gleaned from the data underpin our assessments, conclusions and recommendations in the White Paper. Our hope is that this 2008 Business Climate Survey offers useful information to both policymakers and decision-makers regarding the challenges facing American companies and what it takes to be successful in the competitive China marketplace.

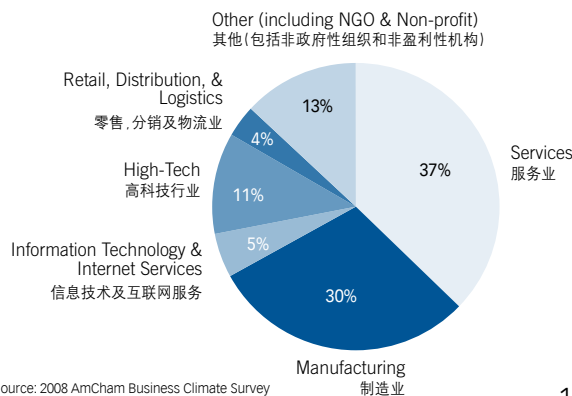
商务环境序言

中美商会在乐枕公布商会2008年度商务环境调查问卷结果。中国美国商会自1999年以来，每年都会向会员们征询其在华经商的一些经验。会员们应邀提供了反映其观点的大量相关信息其中包括运营环境，成功经验，商业挑战，发展展望以及改善商务环境建议等。今年，约800余名分布在全国各类行业的会员公司参与了调查，其中有中小型企业也不乏有国际性的跨国公司。该调查凝聚了活跃在中国前沿企业的最新见解；数据分析呈现出的趋势印证了我们在白皮书中的若干评估，结论与相关建议。我们期望借助2008年商务环境调查问卷数据，政策制定者和决策者能了解到有关美国企业所面临的挑战，及其在充满竞争的中国市场中获胜的所需条件。

Profile of Respondents

Respondent Industries 问卷反馈企业所涉及的行业

Percent, 100% = 912 Companies 百分比, 100% = 912 家公司

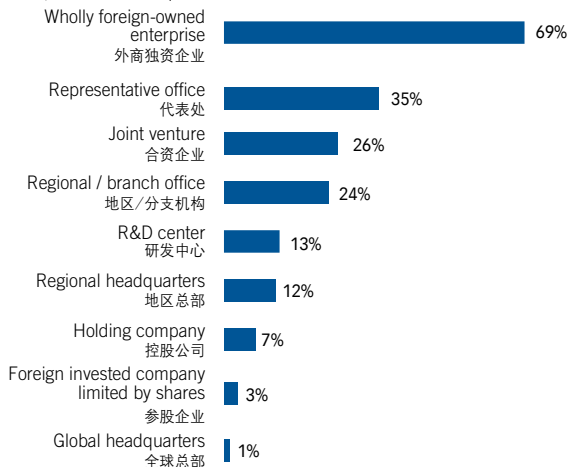


Source: 2008 AmCham Business Climate Survey
资料来源：2008 年中美商会商务环境调查

1

Which of the following legal entities does your company have in China? 企业在华经营的形式

Percent, 100% = 768 Companies 百分比, 100% = 768 家公司

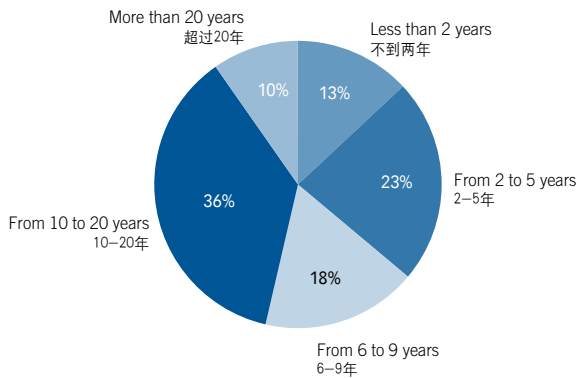


Source: 2008 AmCham Business Climate Survey
资料来源：2008 年中美商会商务环境调查

2

**How long has your company had a physical presence in China?
企业在华建立实体时间**

Percent, 100% = 805 Companies 百分比, 100% = 805 家公司

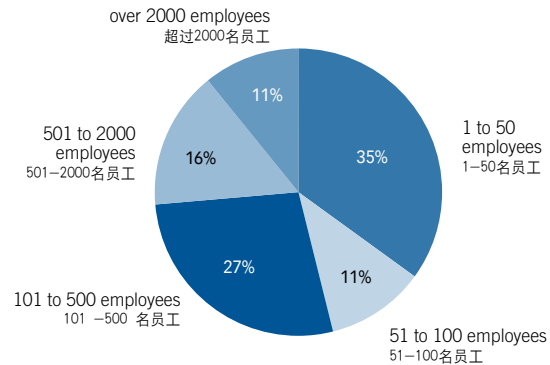


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

3

**How many employees does your company have in China?
企业在华的雇员人数**

Percent, 100% = 802 Companies 百分比, 100% = 802 家公司



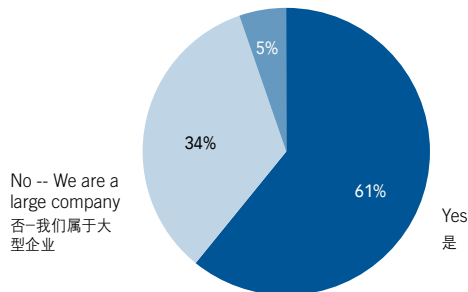
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

6

**Would you identify your company as a Small/Medium-sized Enterprise?
是否将本公司定义为中小企业**

Percent, 100% = 800 Companies 百分比, 100% = 800 家公司

No -- We are not a company / enterprise
(e.g. trade association, non-profit, etc)
否-我们不属于公司或企业 (贸易协会, 非盈利机构等)

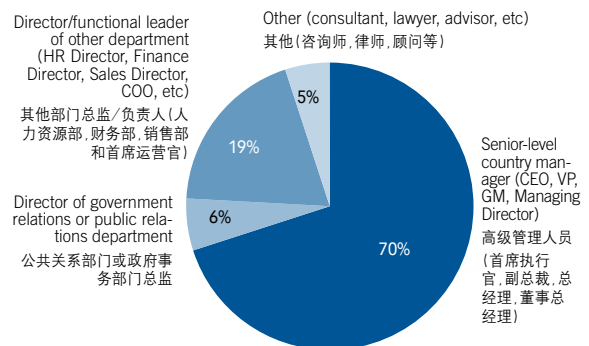


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

4

**Survey respondent's position in his/her company
问卷反馈人员的职务**

Percent, 100% = 454 Companies 百分比, 100% = 454 家公司

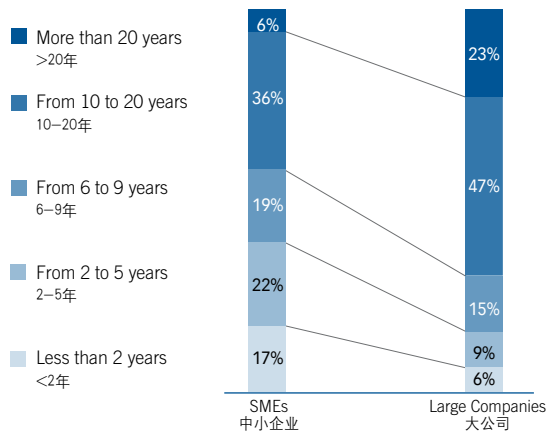


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

7

**SMEs compared to Large companies - Length of Time in China
2007年中小企业与大公司在华运营时间的比较**

Percent, 100% = 800 Companies 百分比, 100% = 800 家公司



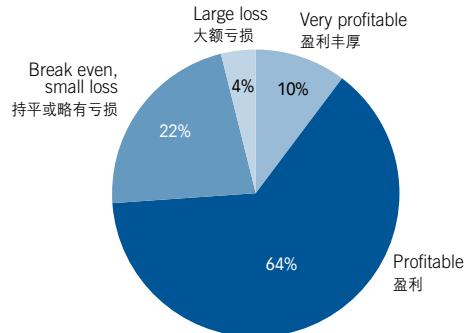
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

5

Financial Performance

How would you characterize your company's financial performance in China in 2007? 企业2007年在华财务业绩状况

Percent, 100% = 737 Companies 百分比, 100% = 737 家公司

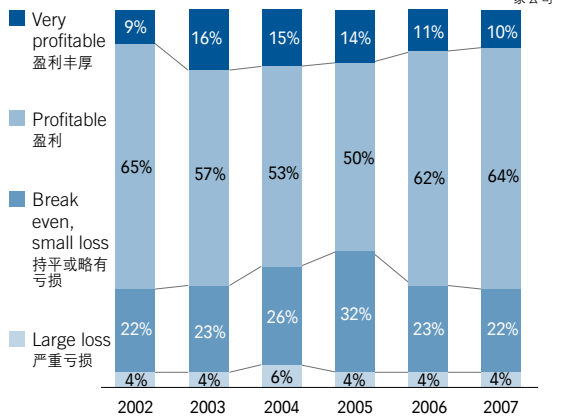


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

8

Profitability of China operations (calendar years 2002-2007) 企业2002-2007年运营状况

100% = 254, 236, 376, 203, 150, 737 Companies 家公司

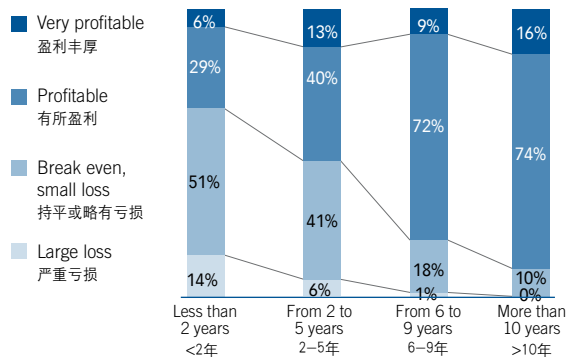


Source: 2003-08 AmCham Business Climate Surveys
资料来源: 2003-08 年中美商会商务环境调查

9

Profitability by Length of Time in China 企业盈利情况随其在华时间长短的变化

Percent, 100% = 737 Companies 百分比, 100% = 737 家公司

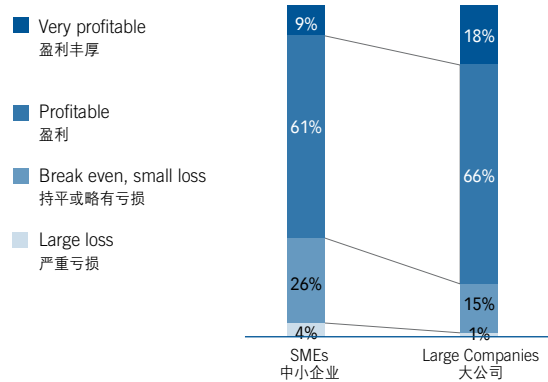


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

10

SMEs compared to Large companies - Profitability of China Operations 2007年中小企业与大型公司在华盈利比较

Percent, 100% = 737 Companies 百分比, 100% = 737 家公司

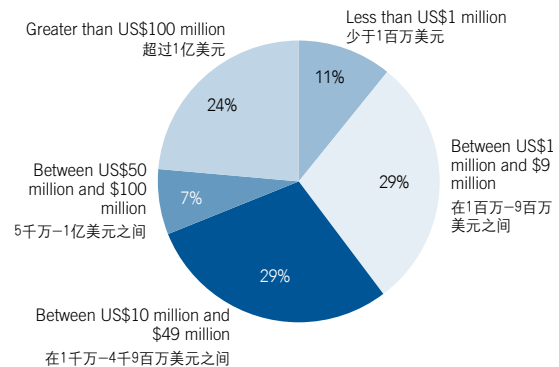


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

11

What is your company's total China revenue for 2007? 企业2007年在华总收入

Percent, 100% = 566 Companies 百分比, 100% = 566 家公司

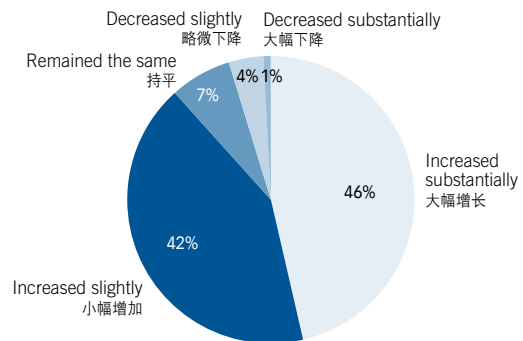


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

12

How did revenue of your China operations in 2007 compare to 2006 results? 企业2007年较之2006年在华运营收入比较

Percent, 100% = 658 Companies 百分比, 100% = 658 家公司

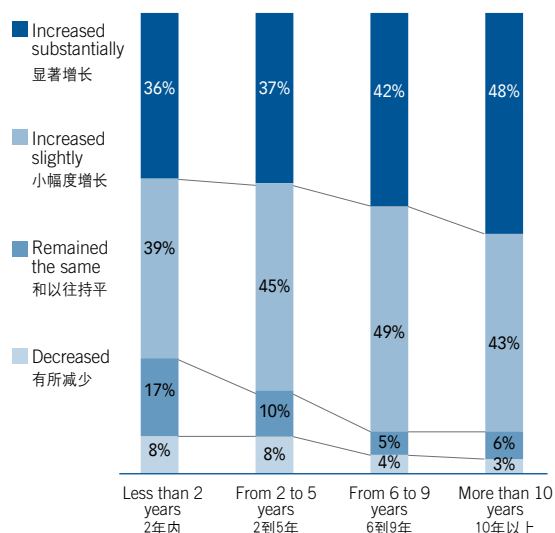


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

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Change in Revenue by Length of Time in China 企业营业收入随其在华时间的变化情况

Percent, 100% = 658 Companies 百分比, 100% = 658 家公司

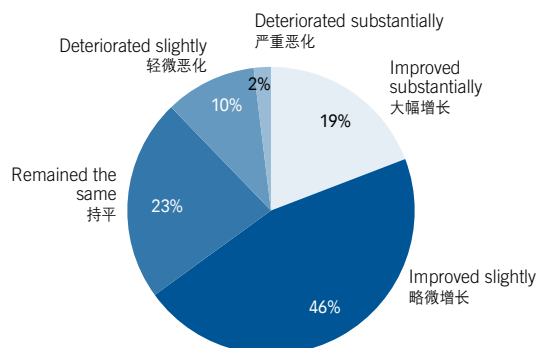


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

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How did operating margins of your China operations in 2007 compare to 2006 results? 企业2007年较之2006年在华利润率变化 (653)

Percent, 100% = 653 Companies 百分比, 100% = 653 家公司

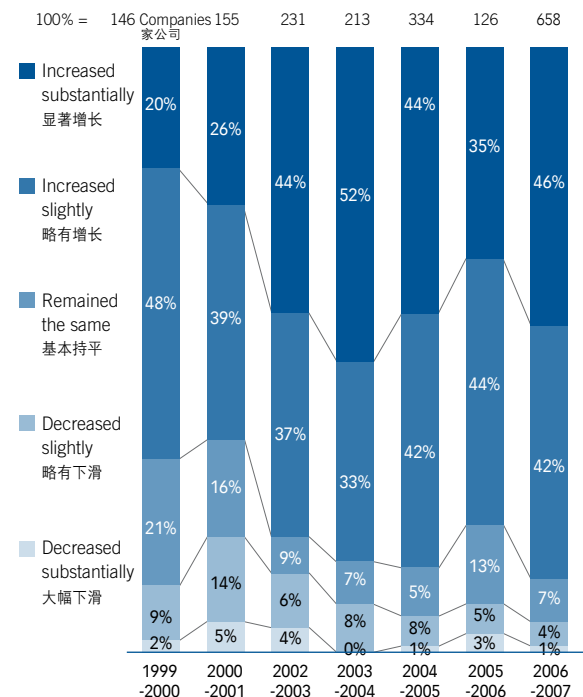


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

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Change in Revenue of China Operations (calendar years 1999-2007)

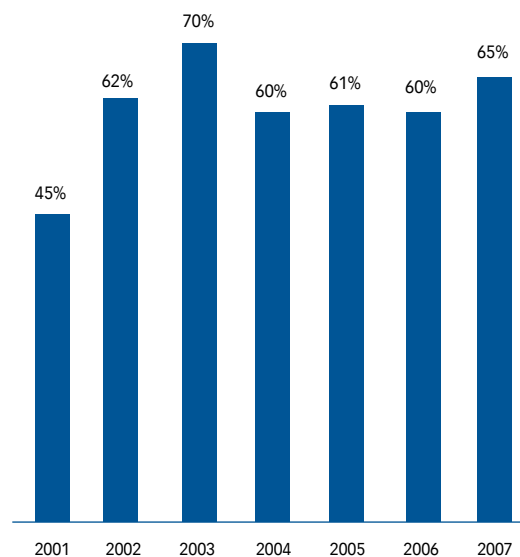
1999-2007年企业营业收入变化



Source: 2001, 2002, & 2004-08 AmCham Business Climate Surveys
资料来源: 2001, 2002, 与 2004-08 年中美商会商务环境调查

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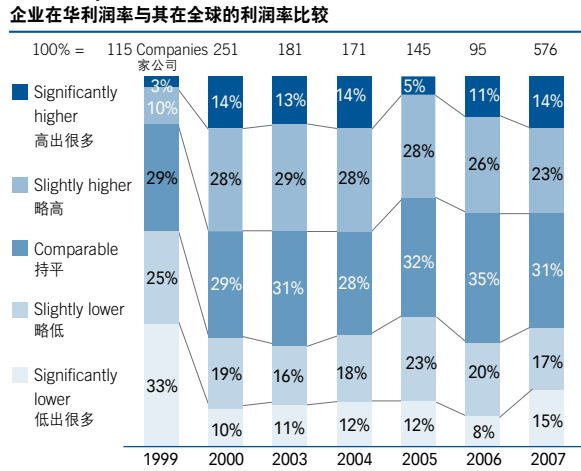
Percentage of companies with increased operating margins (calendar years 2001-2007) 2000-2007年在华营运利润率增长企业的百分比



Source: 2002-08 AmCham Business Climate Surveys
资料来源: 2002-08 年中美商会商务环境调查

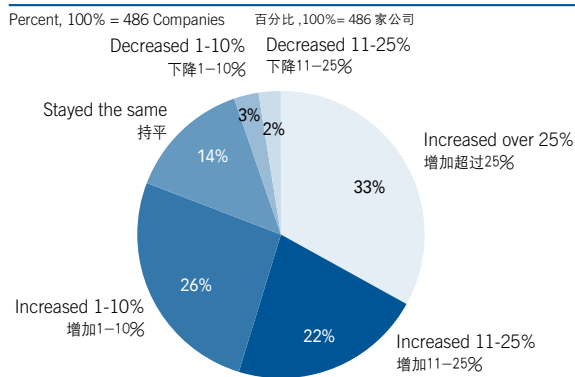
17

China margins compared to worldwide margins (calendar years 1999-2007)
企业在华利润率与其在全球的利润率比较



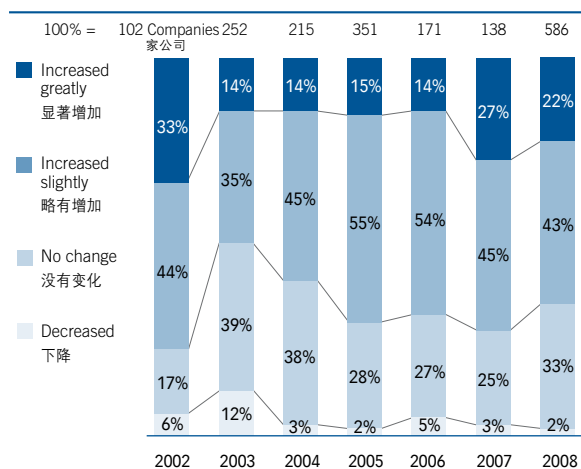
Source: 2000, 2001, & 2004-08 AmCham Business Climate Surveys
资料来源: 2000, 2001, 2004-08 年中商会商务环境调查

How did your company's production in China change over the past year?
企业在华生产产品的产量与上一年的比较



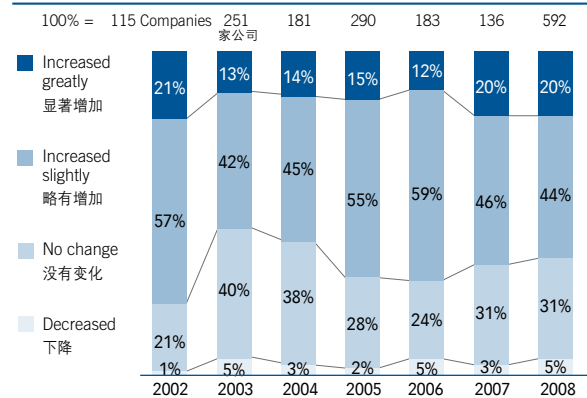
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

Perceived change in competition from PRC firms (2002-2008)
来自中国企业的竞争压力变化



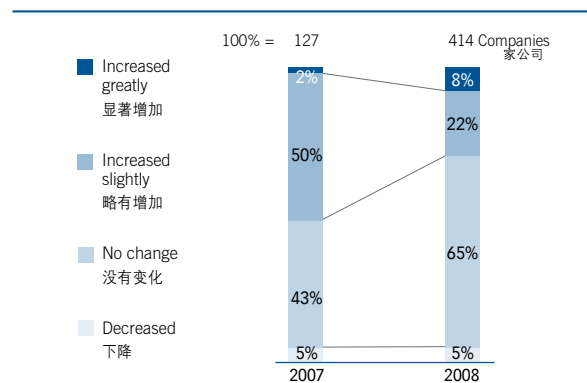
Source: 2002-08 AmCham Business Climate Surveys
资料来源: 2002-08 年中商会商务环境调查

Perceived change in competition from foreign firms (2002-2008)
来自非中国企业的竞争压力变化



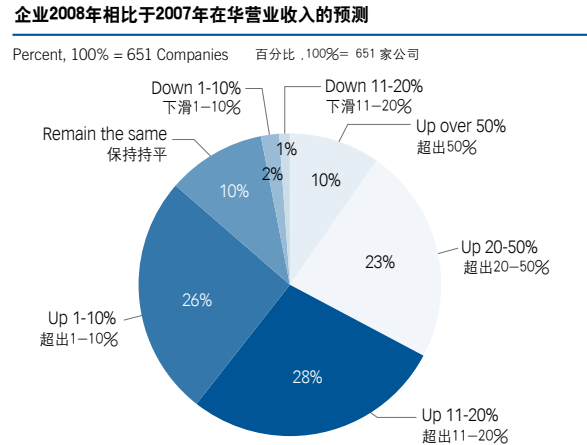
Source: 2002-08 AmCham Business Climate Surveys
资料来源: 2002-08 年中商会商务环境调查

Perceived change in competition from Imports (2007-2008)
来自进口产品竞争方面的变化



Source: 2007-08 AmCham Business Climate Surveys
资料来源: 2007-08 年中商会商务环境调查

What is your company's forecast for 2008 revenue compared to 2007 results?
企业2008年相比于2007年在华营业收入的预测

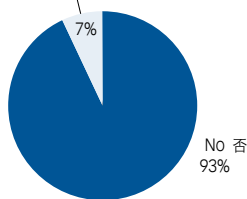


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

**Have you / are you considering relocating out of Beijing/Shanghai due to increased costs?
企业是否因成本上涨而考虑将公司迁移出北京或上海**

BEIJING RESPONDENTS
北京反馈企业
Percent, 100% = 336 Companies
百分比, 100% = 336 家公司

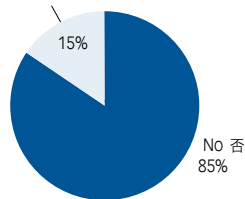
Yes -- To another Chinese city or Asian Country
是-- 搬迁到其它中国城市或亚洲其他国家



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

SHANGHAI RESPONDENTS
上海反馈企业
Percent, 100% = 317 Companies
百分比, 100% = 317 家公司

Yes -- To another Chinese city or Asian Country
是-- 搬迁到其它中国城市或亚洲其他国家

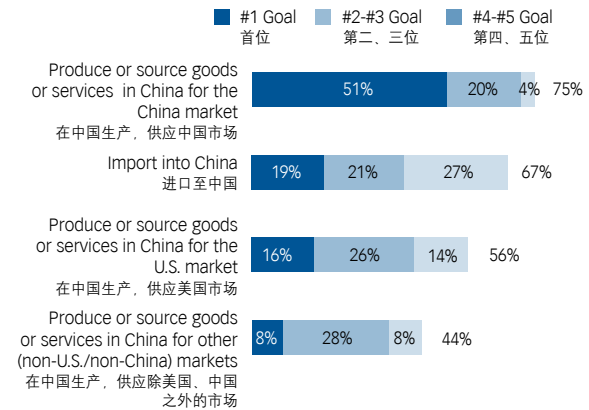


Business Strategies and Goals

Top 5 Goals & Strategies in China

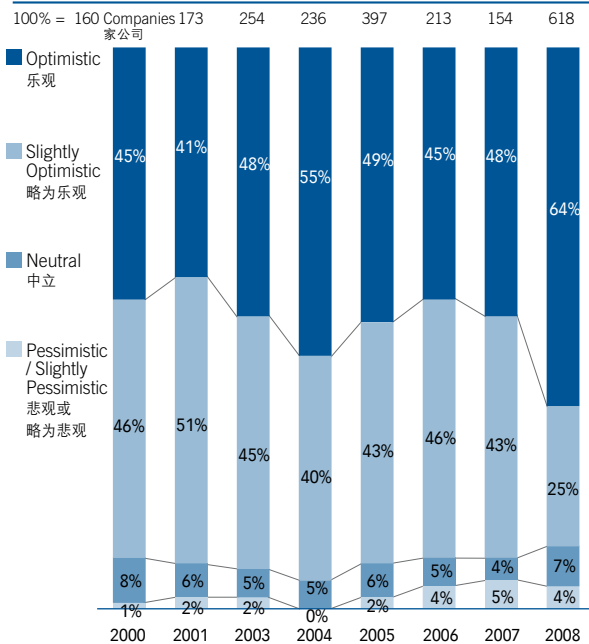
企业在华五大主要战略目标

Percent, 100% = 716 Companies 百分比, 100% = 716 家公司



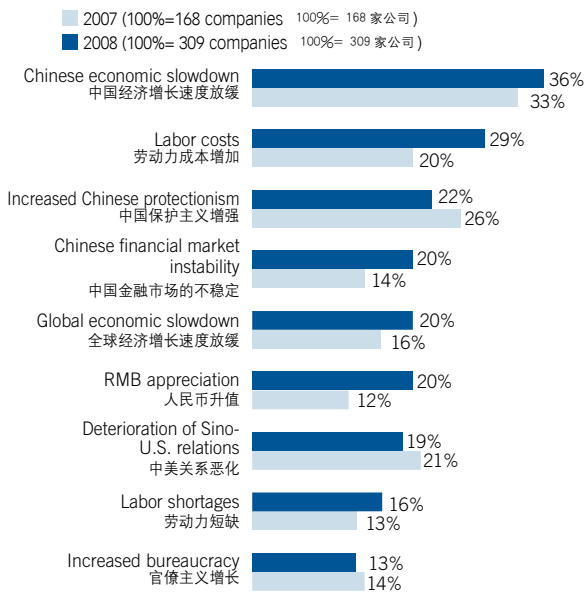
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

**How would you describe your five-year business outlook in China?
企业自2000至2008年期间对其未来五年发展的展望**



Source: 2000, 2001, & 2003-08 AmCham Business Climate Surveys
资料来源: 2000, 2001, 与 2003-08 年中商会商务环境调查

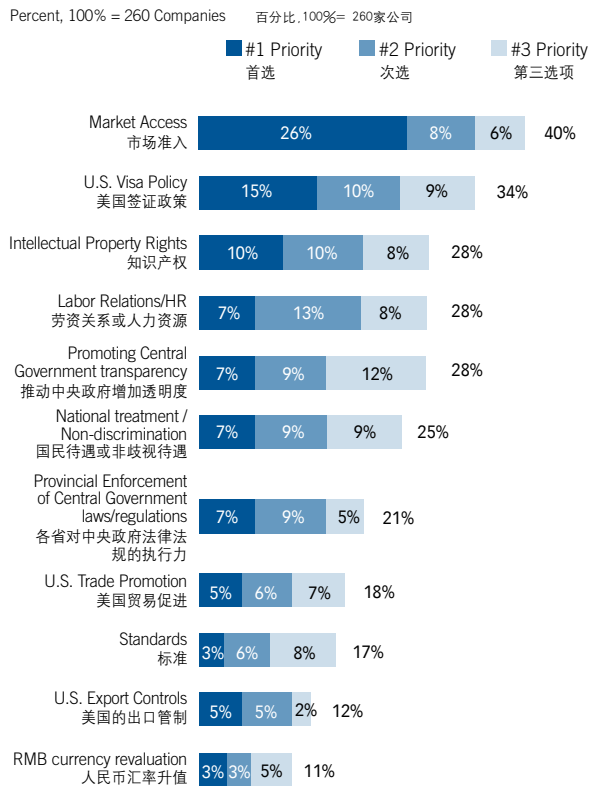
Top Risks for the coming years (2007-2008)
2007年至2008年企业的主要风险



Source: 2007-08 AmCham Business Climate Surveys
资料来源: 2007-08 年中美商会商务环境调查

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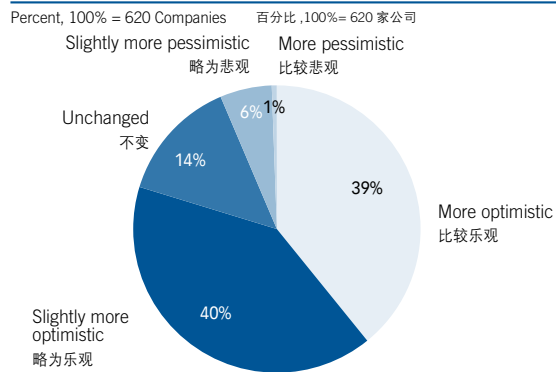
What should AmCham's government advocacy priorities be in 2008?
2008年中国美国商会与美中两国政府沟通交流所涉及内容的排序



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

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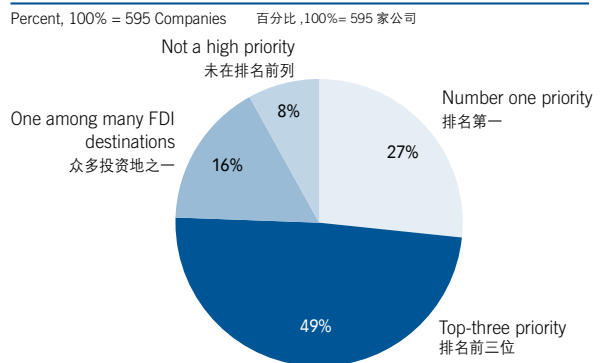
How would you describe your company's 2008 business outlook compared to 2007?
相对2007年,企业对2008年发展的展望



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

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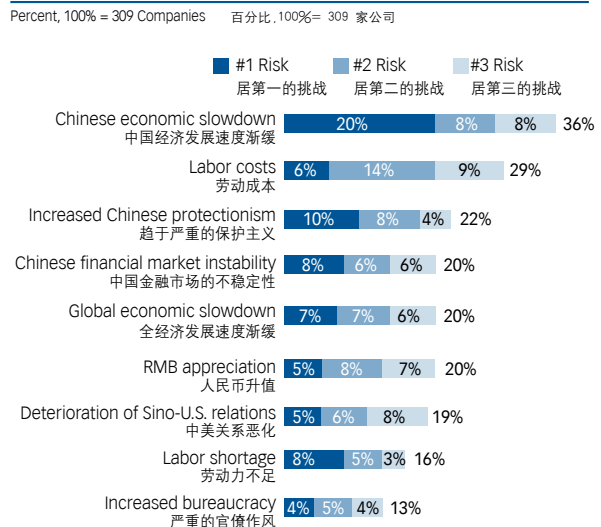
How does China rank in your company's near-term global investment plans?
中国市场在企业近期全球投资计划中的排名



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

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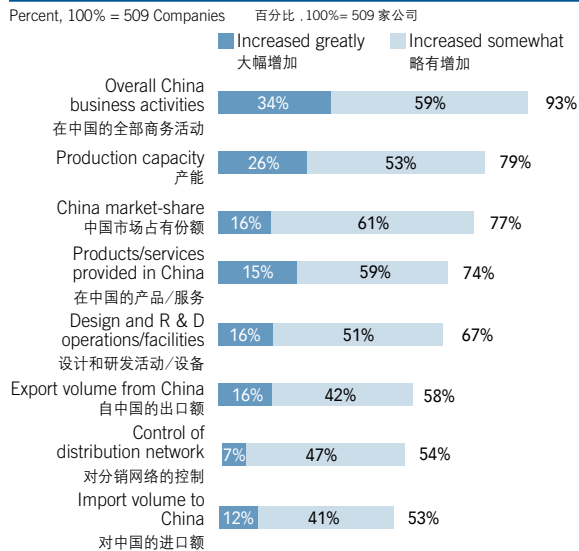
Top risks for the coming years
未来几年中可能遇到的主要挑战



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

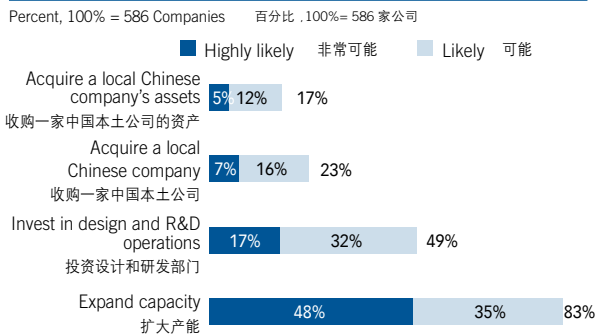
31

How have your company's operations changed in the past year? 企业在下列经营活动方面的变化



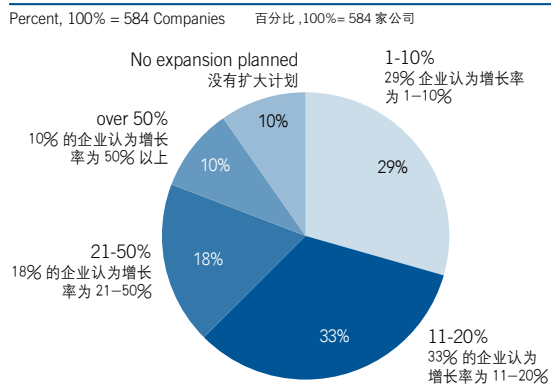
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 32

Expansion strategy - In 2008, does your company plan to... 2008年企业中国市场的扩展计划



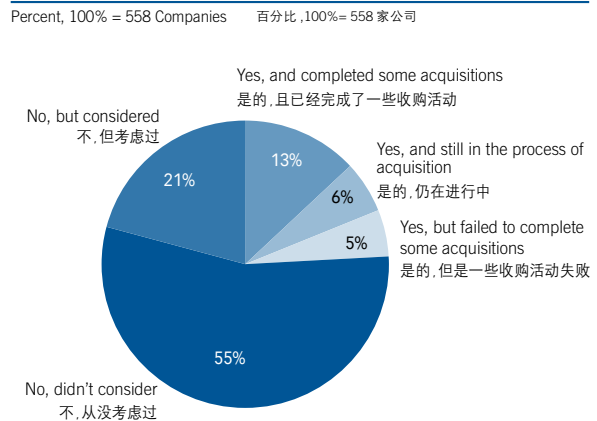
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 33

Estimated increase in investment in China operations for 2008 企业对于2008年在华投资增长的估测



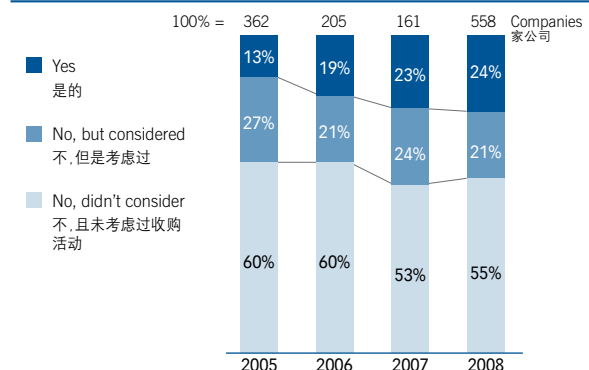
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 34

Did your company pursue an acquisition of a PRC company or a PRC company's assets in the last 24 months? 是否曾在最近两年内试图收购过一家中国本土企业或其资产?



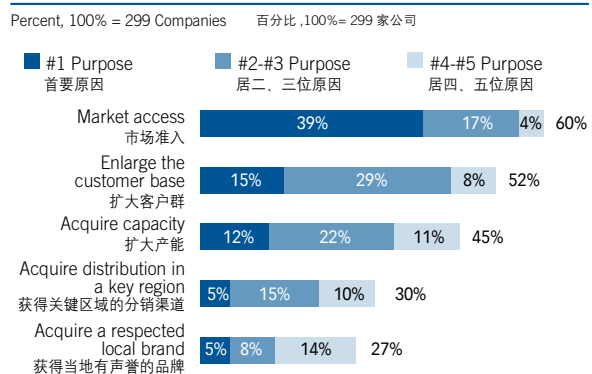
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 35

Did your company pursue an acquisition of a PRC company or a PRC company's assets in the last 24 months? (2005-2008) 2005-2008年间是否曾收购过一家中国本土企业或其资产?



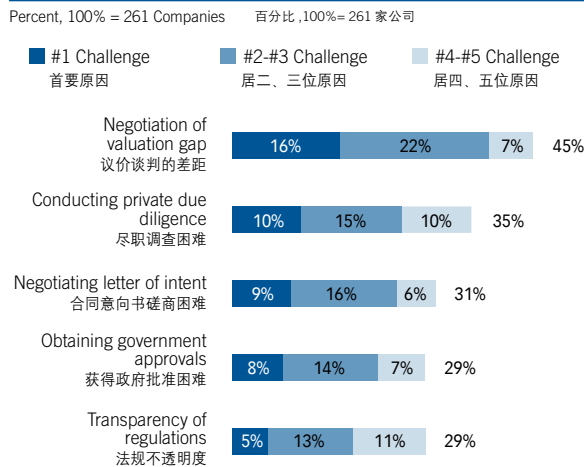
Source: 2005-08 AmCham Business Climate Surveys
资料来源: 2005-08 年中美商会商务环境调查 36

Top 5 Reasons for Pursuing M&A in China 企业并购的五大主要原因



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 37

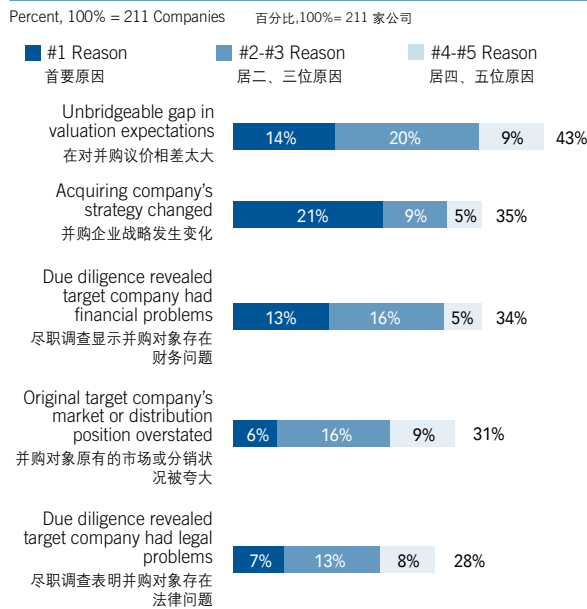
Top 5 Challenges in Pursuing M&A in China
并购活动的五大主要挑战



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

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Top 5 Reasons for Failing to Complete M&A in China
并购活动失败的五大主要原因

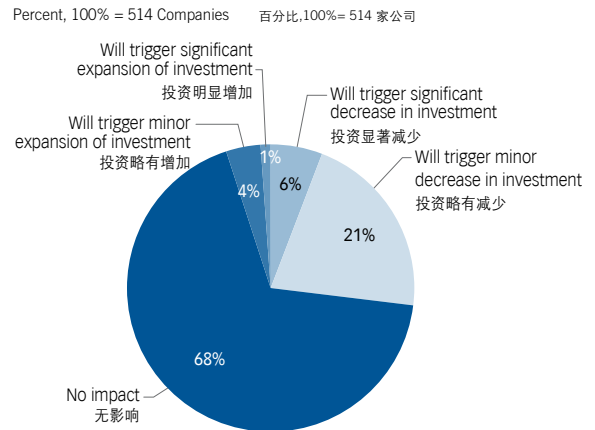


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

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Economic and Regulatory Environment

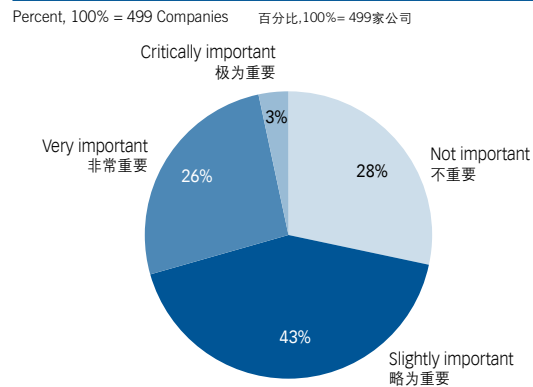
How will China's new Enterprise Income Tax law, which took effect on January 1, 2008 and applies a 25% income tax on both domestic and foreign firms, affect your business strategy?
2008年1月1日生效的新《企业所得税法》将内外资企业所得税税率统一为25%, 其对企业的运营战略的影响



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

40

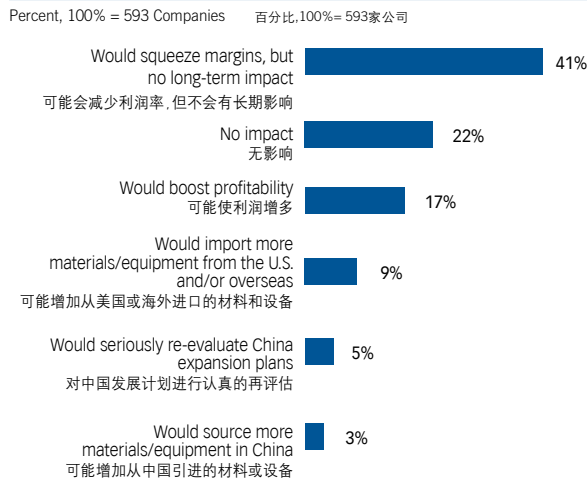
How important were favorable PRC tax policies for your initial decision to invest in China?
优惠的税收政策对企业最初决策投资中国的作用



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

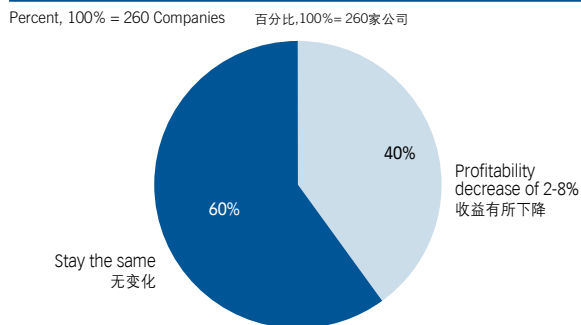
41

How would a 5% RMB appreciation/weaker U.S. dollar in the next 12 months affect your business?
未来一年中,人民币对美元5%的升值或贬值对企业的影响



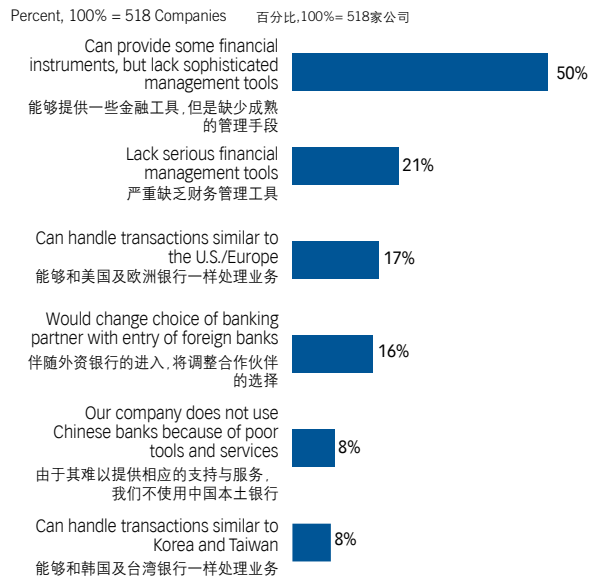
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 42

Effective July 1, 2007, PRC export-tax rebates (VAT) were scrapped or reduced on more than 2,000 goods. What has been / will be the impact of increased China-based supply-chain costs on your profitability?
2007 年7月1日执行的出口退税政策取消或降低了2000余项商品的退税率。上涨的中国供应链成本将对企业收益的影响



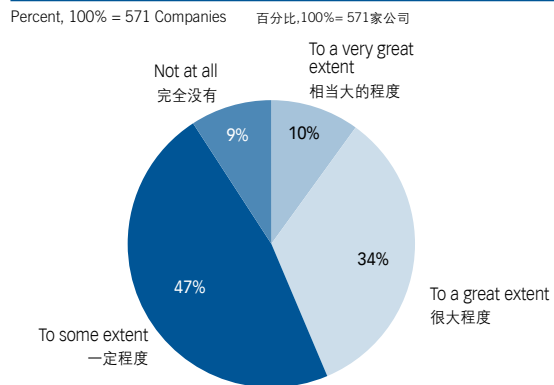
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 43

How would you rate Chinese domestic banks' ability to provide the banking services your company needs?
中国本土银行提供服务的能力



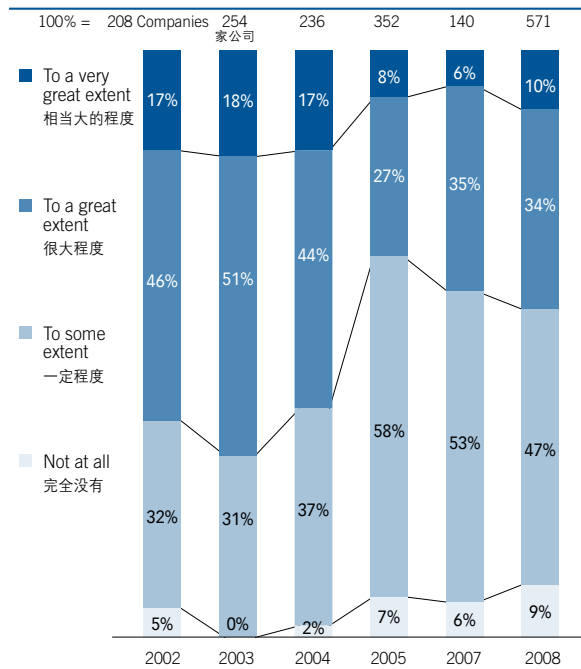
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 44

To what extent do you believe China's recent economic reforms (last 3 years (2005-2007)) have improved the climate for U.S. business in China?
中国近期的经济改革(2005年-2007年)对美国企业在华商务环境的改善程度



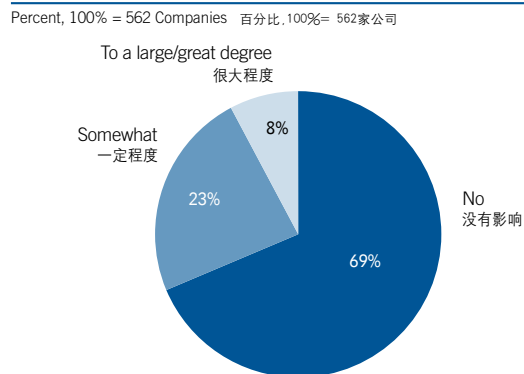
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 45

To what extent do you believe China's recent economic reforms (last 3 years) have improved the climate for U.S. business in China?
2002-2008年,企业对“过去三年中国经济改革对美国企业在华投资环境影响程度”的反馈



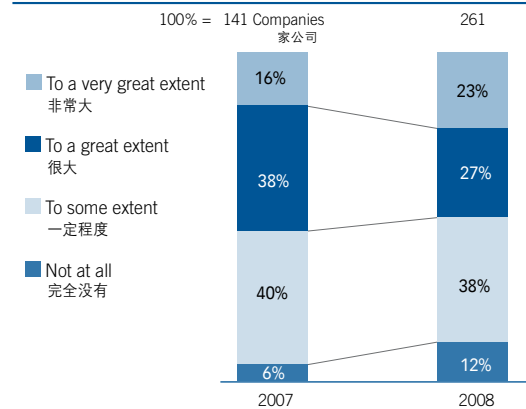
Source: 2002-05 & 2007-08 AmCham Business Climate Surveys
资料来源: 2002-05 与 2007-08 年中美商会商务环境调查 46

Has your company been affected by China's RoHS (Reduction of Hazardous Substances) regulations?
企业受中国《电子信息产品污染控制管理办法》的影响程度...



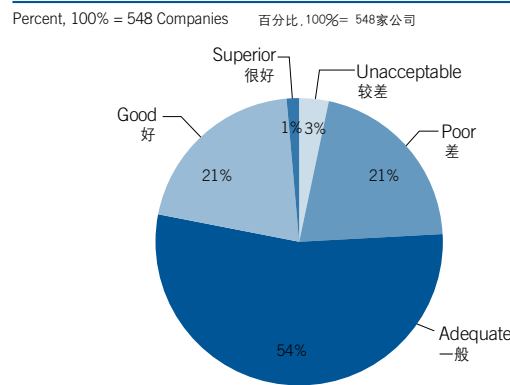
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 47

To what extent do you believe the quality of the U.S.-China commercial relationship affects your business? (2007-2008)
中美贸易关系发展对企业运营的影响程度



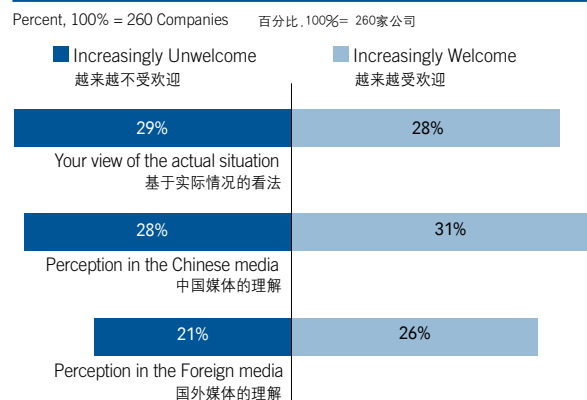
Source: 2007-08 AmCham Business Climate Surveys
资料来源: 2007-08 年中美商会商务环境调查 48

How would you rate China's implementation to date of its WTO commitments?
企业对中国履行入世承诺情况的评估



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 49

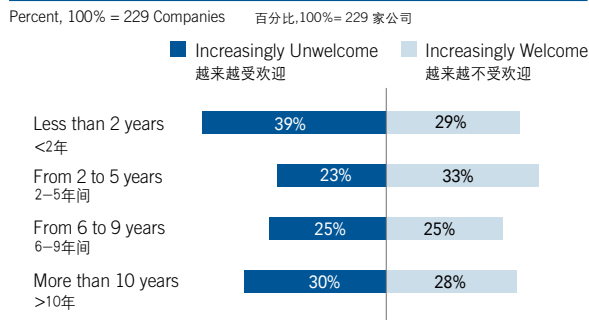
Compared to 2006, please rate the welcomeness of foreign companies to participate and compete in the CHINESE market
比较于2006年,外资企业参与或竞争于中国市场的受欢迎程度



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查 50

Perceived Welcomeness of Foreign Companies to Participate / Compete in the Chinese Market *by* Length of Company's Time in China

企业在华时间的长短与外资企业参与或竞争于中国市场竞争的受欢迎程度

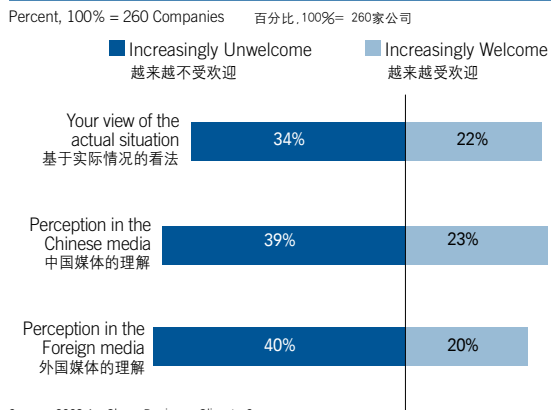


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

51

Compared to 2006, please rate the welcomeness of foreign companies to participate and compete in the U.S. market

比较于2006年, 外资企业参与或竞争于美国市场的受欢迎程度



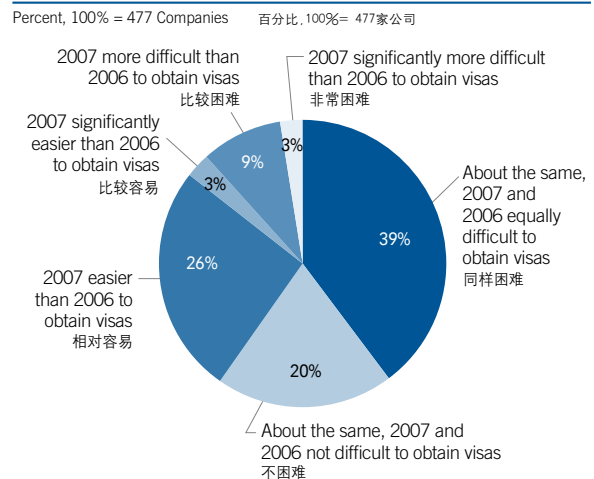
Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

52

Key Issues and Challenges

How does 2007 compare with 2006 in terms of ease of travel to the U.S. for Chinese citizens?

和2006年相比, 2007年中国公民赴美签证方面的变化

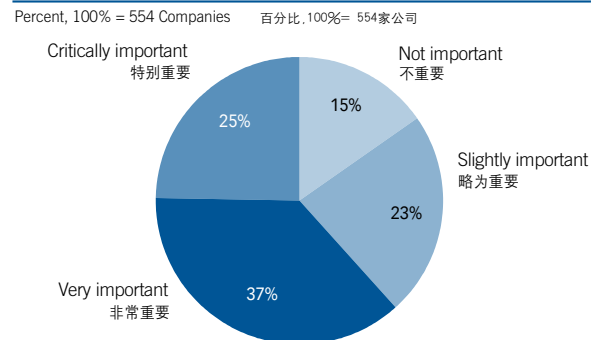


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

53

How important is the protection of intellectual property rights (IPR) to your business?

知识产权保护对公司运营的重要性

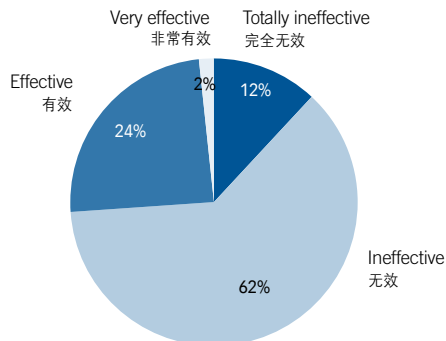


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

54

How would you rate China's enforcement of intellectual property rights (IPR)?
企业对中国政府在知识产权保护执行力方面的评价

Percent, 100% = 389 Companies 百分比, 100% = 389家公司

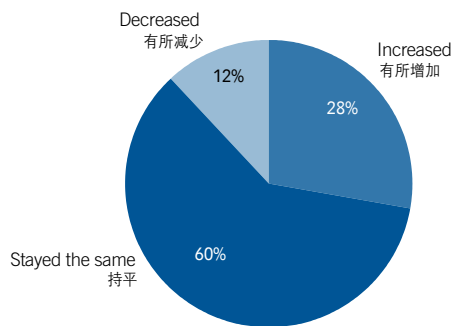


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

55

In the last year, the volume of counterfeits of my organization's products produced in China has...
过去一年企业产品被仿冒的数量变化.....

Percent, 100% = 336 Companies 百分比, 100% = 336家公司

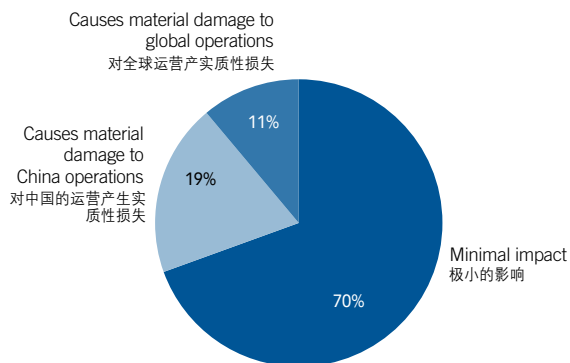


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

56

What is the extent of damage caused by China-originating IPR infringements of your company's products?
源于中国知识产权侵害问题而对企业产品所造成的损害程度

Percent, 100% = 351 Companies 百分比, 100% = 351家公司

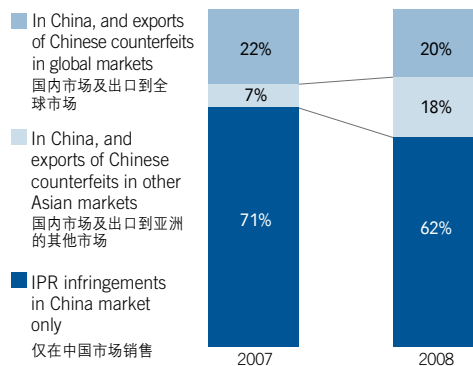


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

57

What is the breadth of infringing products (of your company's products) originating from China?
2007-2008年源自中国的侵权产品所销往的区域范围

100% = 41 Companies 175 家公司

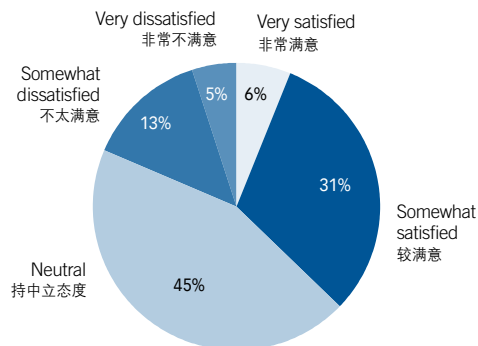


Source: 2007-08 AmCham Business Climate Surveys
资料来源: 2007-08 年中美商会商务环境调查

58

If you have taken ADMINISTRATIVE action on IPR cases, how satisfied were you with the level of cooperation from the relevant PRC officials?
企业通过行政手段打击侵权行为时,对与相关政府部门官员合作情况的满意度

Percent, 100% = 230 Companies 百分比, 100% = 230家公司

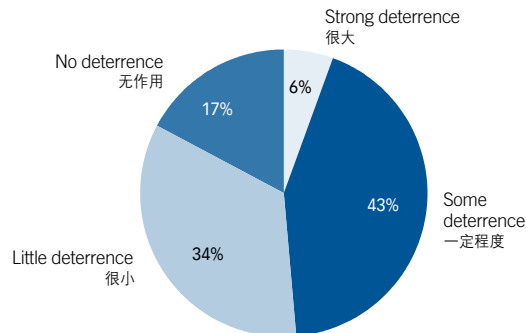


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

59

If you have taken administrative action on IPR cases, do you think the results will deter other infringers?
企业将侵权行为诉诸法律会对其他侵权者类似行为产生的震慑作用

Percent, 100% = 179 Companies 百分比, 100% = 179家公司

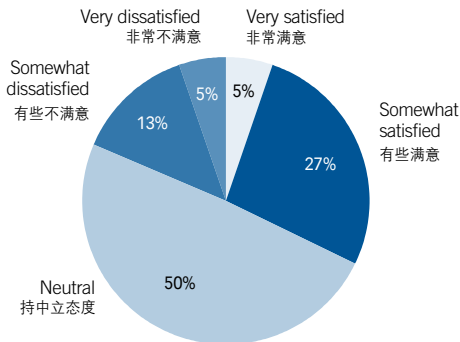


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

60

**If you have brought any infringements to COURT, were you satisfied with the level of cooperation from the PRC courts?
当企业将侵权行为诉诸法律时, 对中国司法机关合作情况的满意度**

Percent, 100% = 187 Companies 百分比, 100% = 187家公司

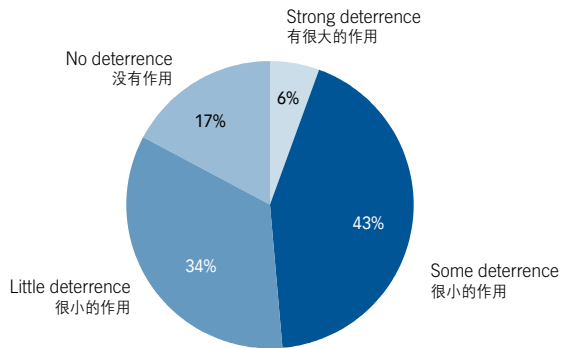


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

61

**If you have brought any infringements to court, do you think the results will deter other infringers?
企业将侵权行为诉诸法律会对其他侵权者类似行为的阻止作用**

Percent, 100% = 179 Companies 百分比, 100% = 179家公司

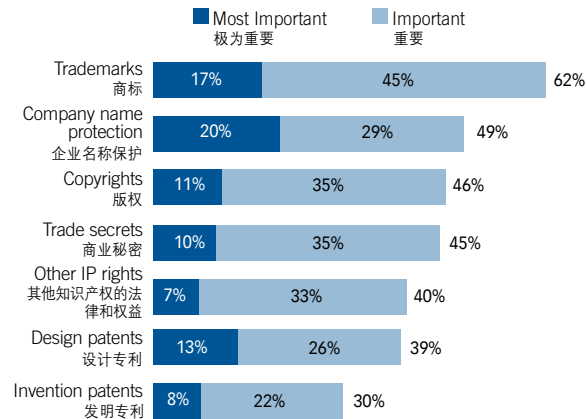


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

62

**The most important IPR issues to respondents' businesses are ...
对企业运营最重要的知识产权问题为.....**

Percent, 100% = 209 Companies 百分比, 100% = 209家公司

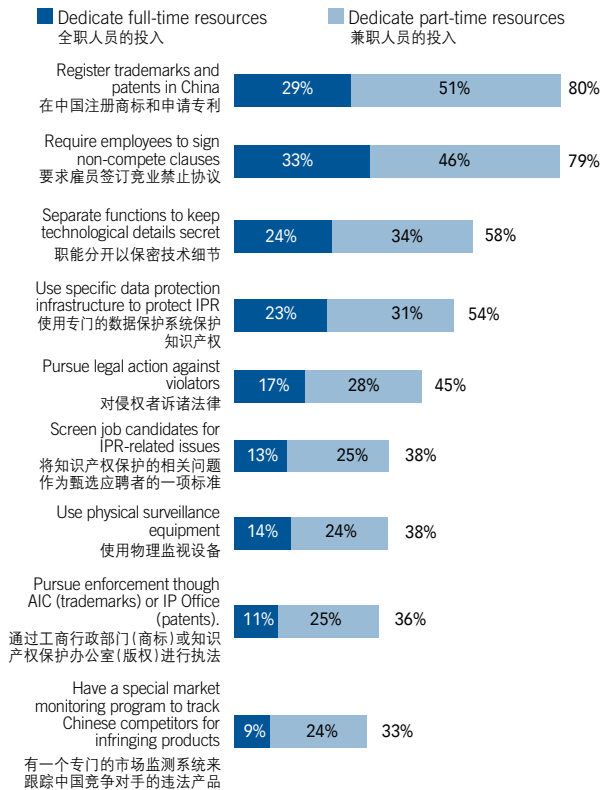


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

63

**Which of the following measures do you use to protect your intellectual property?
企业保护知识产权所采取的措施?**

Percent, 100% = 317 Companies 百分比, 100% = 317家公司

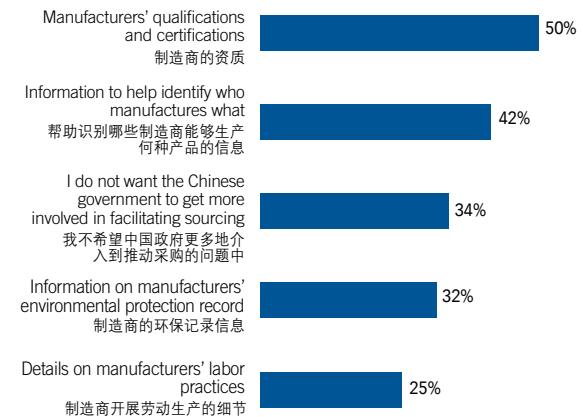


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

64

**In what areas would you want to see the Chinese government strengthen its role in facilitating sourcing in China?
企业希望中国政府在哪些方面加强其影响力, 以推动从中国的采购?**

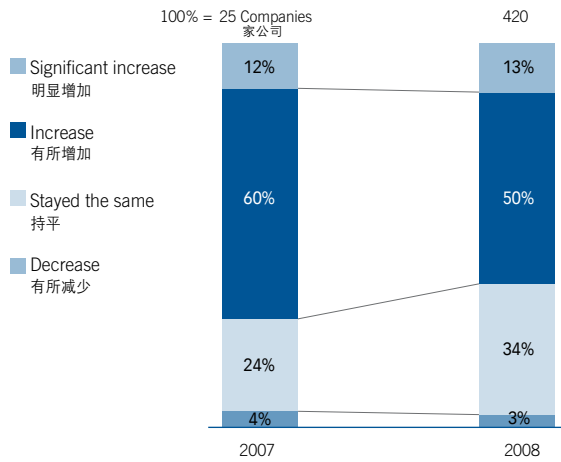
Percent, 100% = 504 Companies 百分比, 100% = 504家公司



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中商会商务环境调查

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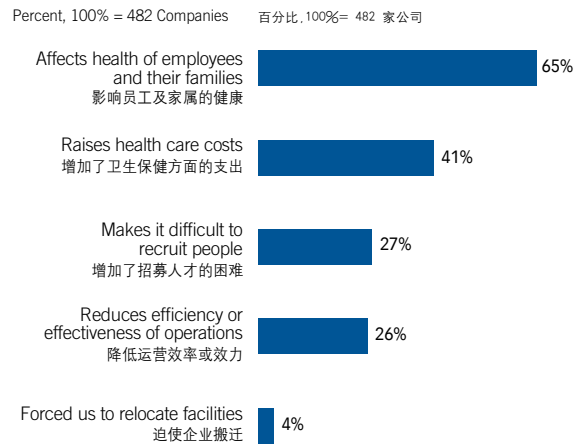
How has the volume of products your company sources from China changed from last year? (2007-2008) 和去年相比,企业源自中国的产品数量变化



Source: 2007-08 AmCham Business Climate Surveys
资料来源: 2007-08 年中美商会商务环境调查

66

How has pollution affected your business in China? 环境污染对公司在华运营的影响

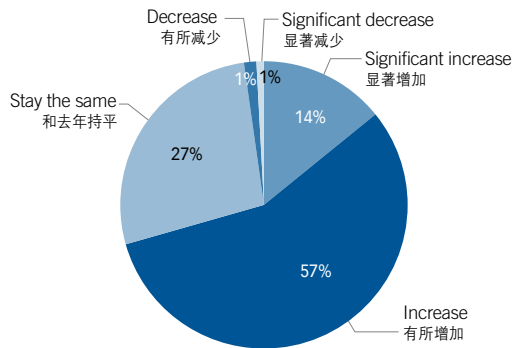


Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

68

What changes do you expect in the volume of products sourced from China in 2008? 企业对2008年从中国采购产品数量的预期

Percent, 100% = 423 Companies
百分比, 100% = 423 家公司



Source: 2008 AmCham Business Climate Survey
资料来源: 2008 年中美商会商务环境调查

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