



法国在华企业调查报告 - 2023年5月

从4月24日到5月12日
284名受访者

法国在华企业 第二季度商业环境调查



在华法国企业经济活动复苏喜忧参半

法国在中国拥有近2100家企业及子公司，雇佣员工约30.7万人。就企业数量而言，法国是欧洲在华的第一大投资国。中国法国工商会（CCIFC）拥有1600多名会员企业，自1992年以来一直努力维护这些法国企业的利益。

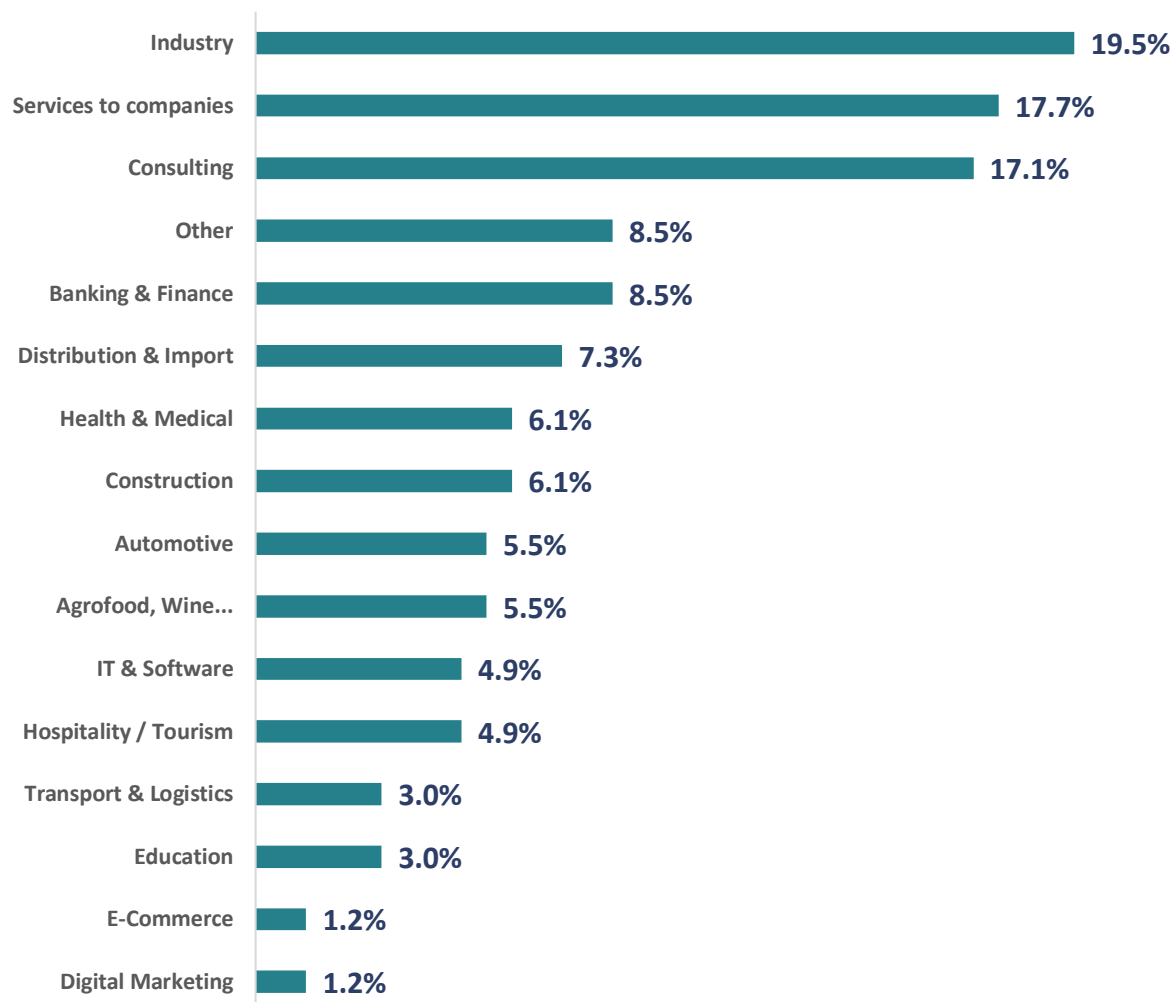
继2022年4月发布的系列[调查报告](#)之后，中国法国工商会（CCIFC）于2023年4月24日至5月12日再次对其会员进行了问卷调查，以便了解中国重新放开后企业经营活动的状况。284家企业对该问卷调查做出了回应。

- **尽管取消了防疫限制，但法国企业对其业务受到的长期影响表示不乐观。**近三分之一的受访者表示在华业务受到重大影响（相比之下，在世界其他地区的这一比例为19%）；27%的受访者认为疫情对其在华业务影响较小（在世界其他地区为45%）。
- **业务复苏的主要障碍**在于地缘政治风险（54%）、需求下降（54%）、中美脱钩（31%）、中国对外国人才的吸引力下降（28%）、持续的人才流动限制（23%）和市场准入壁垒（20%）。
- **受访者对中国未来两年的经济形势持相对乐观的态度。**36%的受访企业表示有信心，13%持悲观态度。
- 超过半数的企业表示2023年前四个月的营业额达到了他们的预期，但三分之一的受访者表示低于预期。只有12%的受访者表示营业额高于预期。
- **一半的受访者预计2023年的营业额将会增加，而2023年2月进行的上一次调查中，有近三分之二的受访者持同样态度。**22%的受访者预计营业额将保持不变，26%的受访者预计会下降（上次调查中，该比例为14%）。
- 整体而言，年初的乐观情绪似乎有所消退。计划在华加大投资的企业比例比2月份有所下降（39%，上次调查为47%）。17%的受访者表示他们希望缩小企业在中国的规模，而2023年2月这一比例为7%，2022年9月为16%。
- 为促进经济复苏，受访者期待中国政府对外商企业申请财政支持项目给予更宽泛的准入机制，减少市场准入壁垒，使营商环境更为公平，并制定以需求为导向的营商政策。

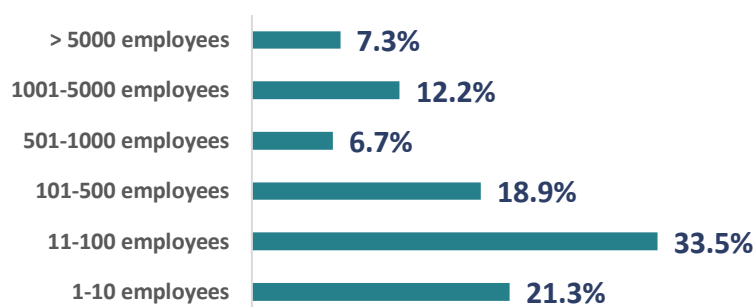
上述调查结果显示，去年年底取消防疫限制措施后，在华法国企业仍然面临很大挑战。经济活动的复苏依然缓慢并低于预期，且其在中国开展业务的系统性障碍并未得到缓解。面对现状，中国法国工商会及其会员企业为外商企业进行呼吁，希望他们能够更公平地享受到财政支持项目，并拥有更宽松的营商环境。

Profile of respondents

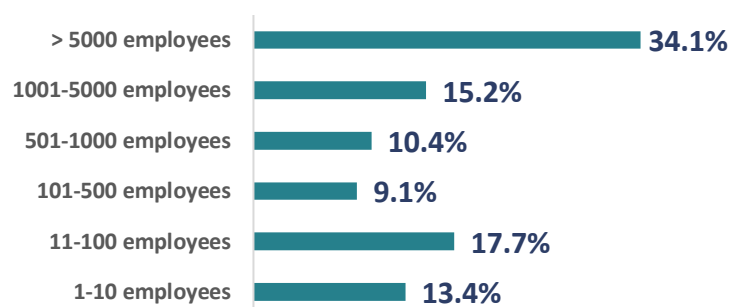
Your Sector



Number of employees in China

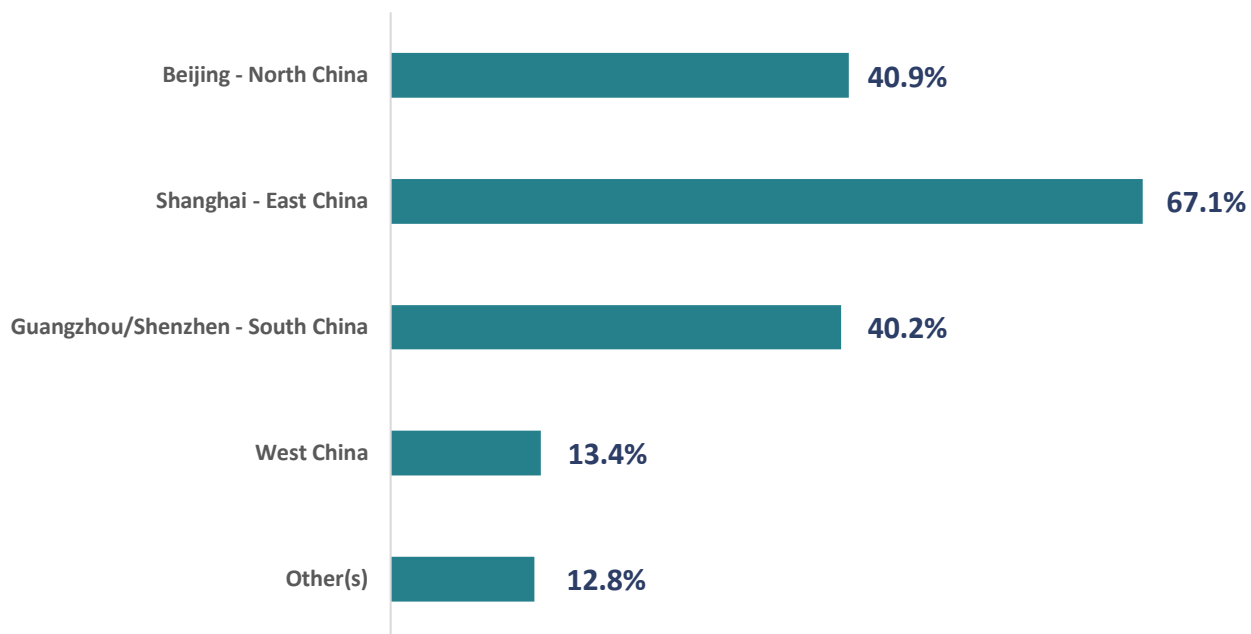


Number of employees worldwide



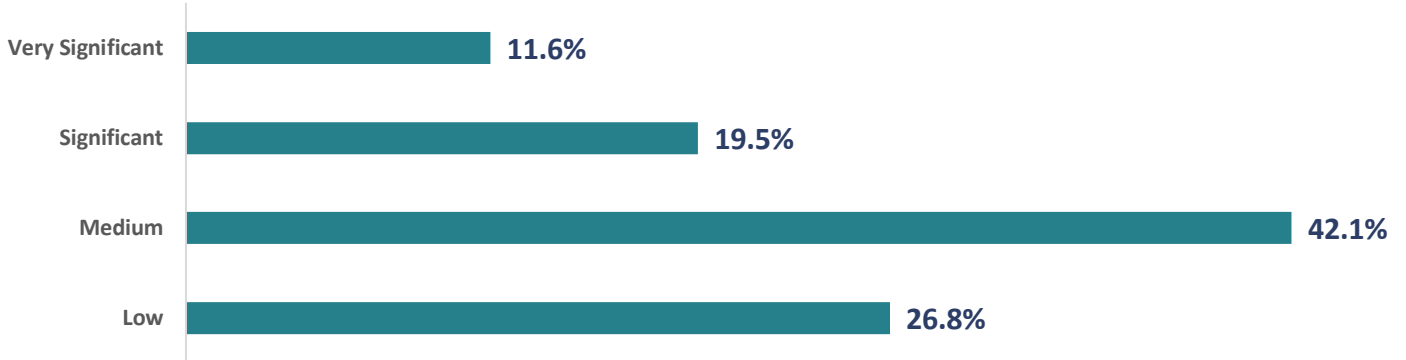
Profile of respondents

Your company's location(s)

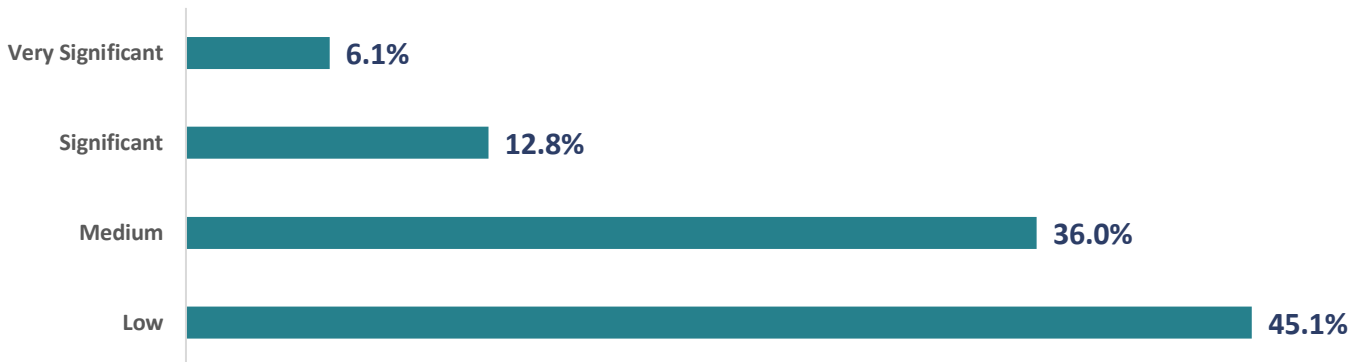


Business climate

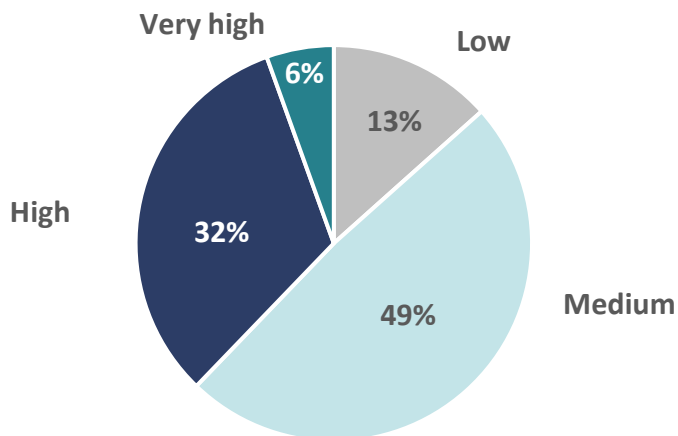
Long-term negative impact of the COVID 19 pandemic on your sector – China only:



Long-term negative impact of the COVID 19 pandemic on your sector – Excluding China:

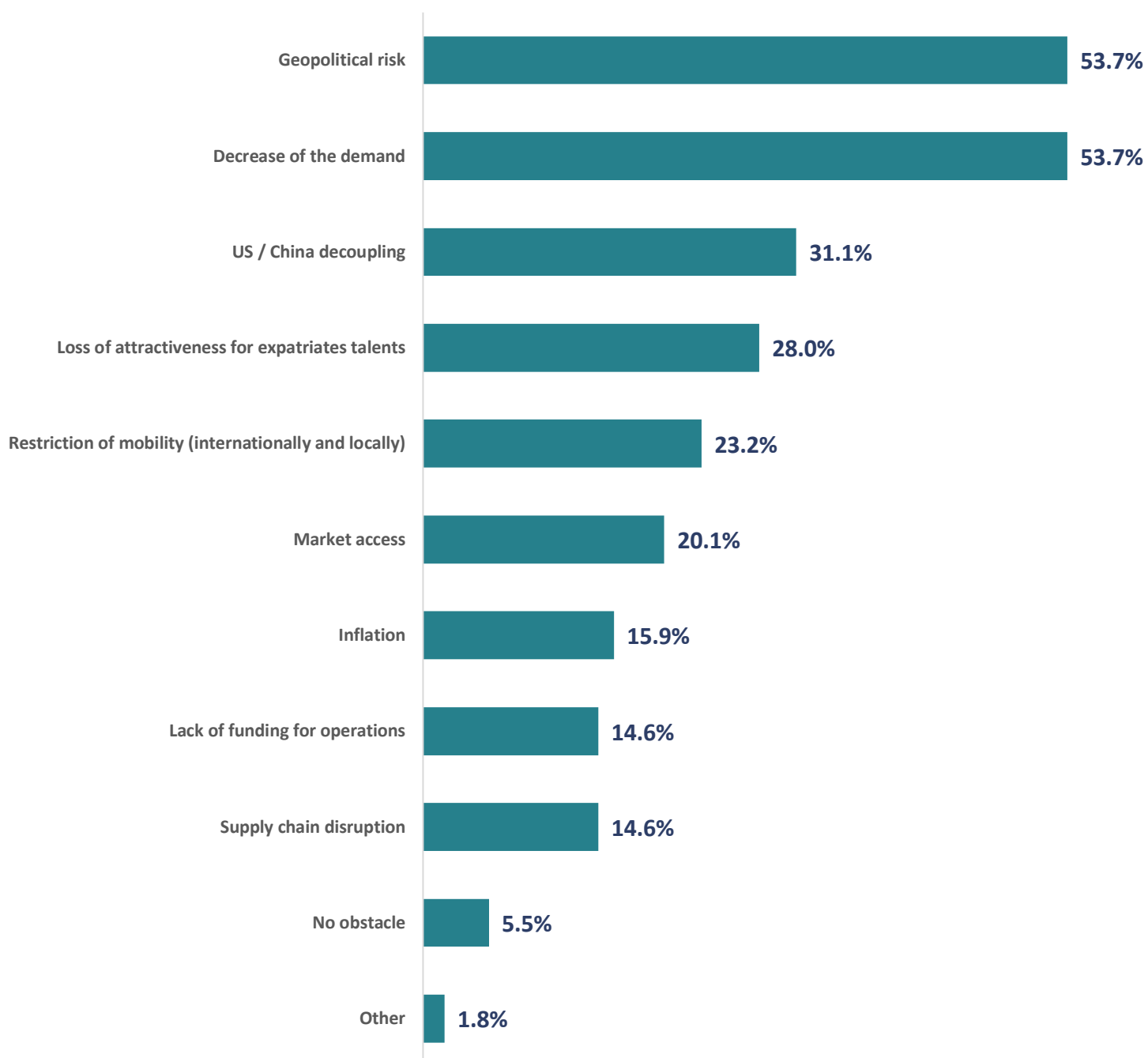


Your confidence in the Chinese economic environment over the next 24 months:



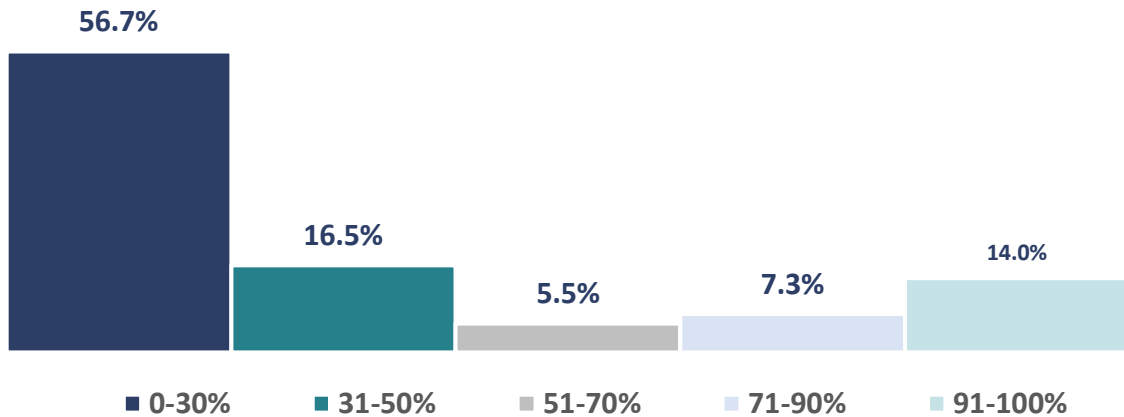
Business climate

What are the main obstacles to the resumption of your operations:

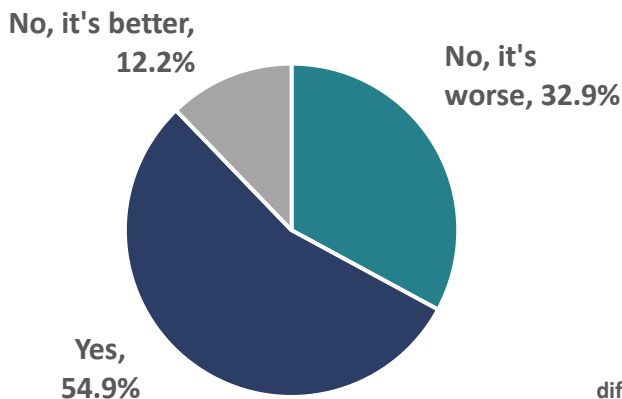


Recovery of economic activity in China in 2023

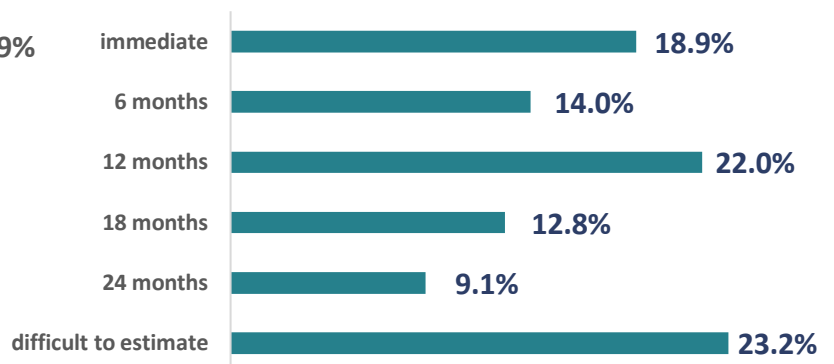
Turnover recorded during the first months of 2023 (January to April) as a share of your yearly projections:



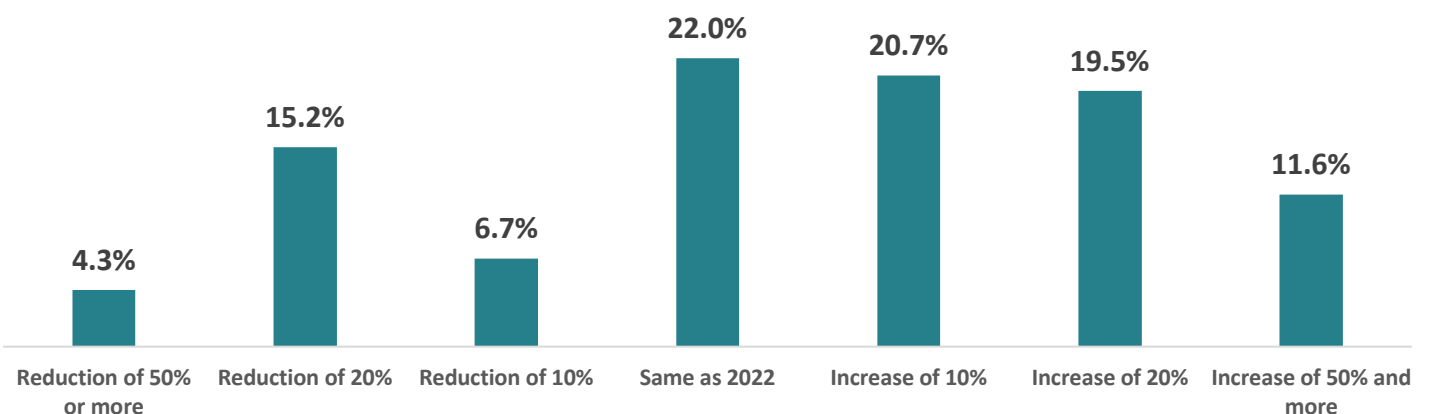
Are these results in line with your initial projections?



Estimated timeframe until returning to pre-covid level activity in China?

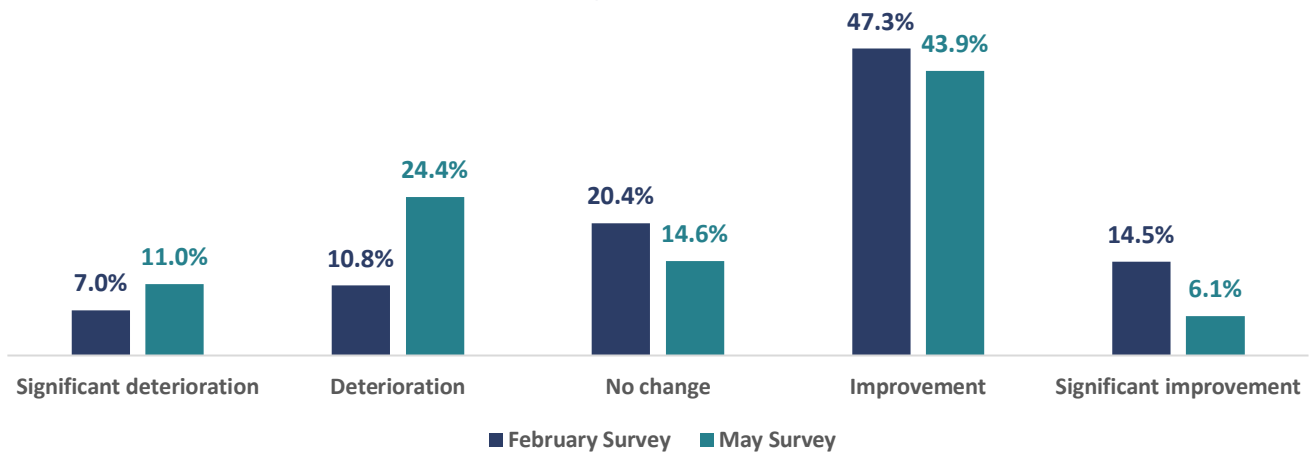


Which level of turnover are you expecting in 2023, compared with 2022?

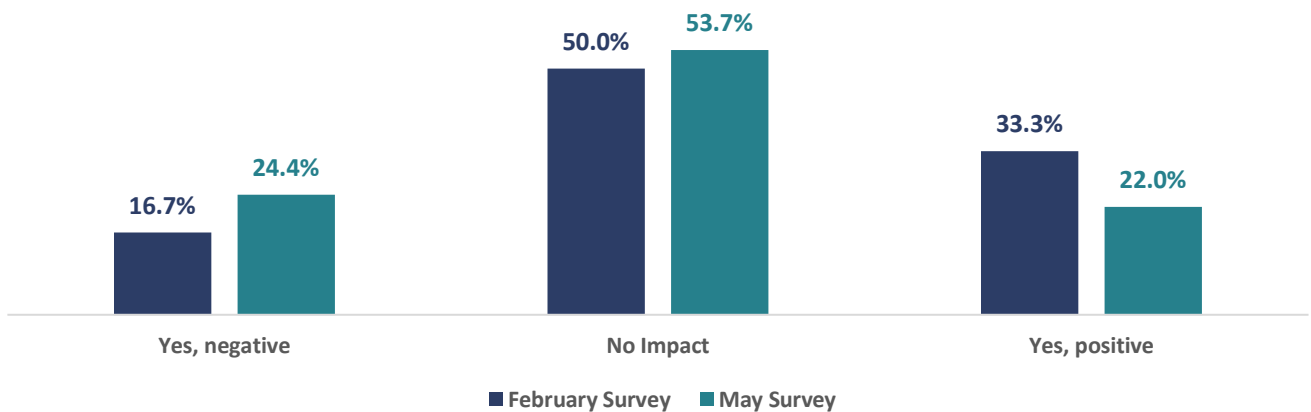


Long-term forecast and future investments

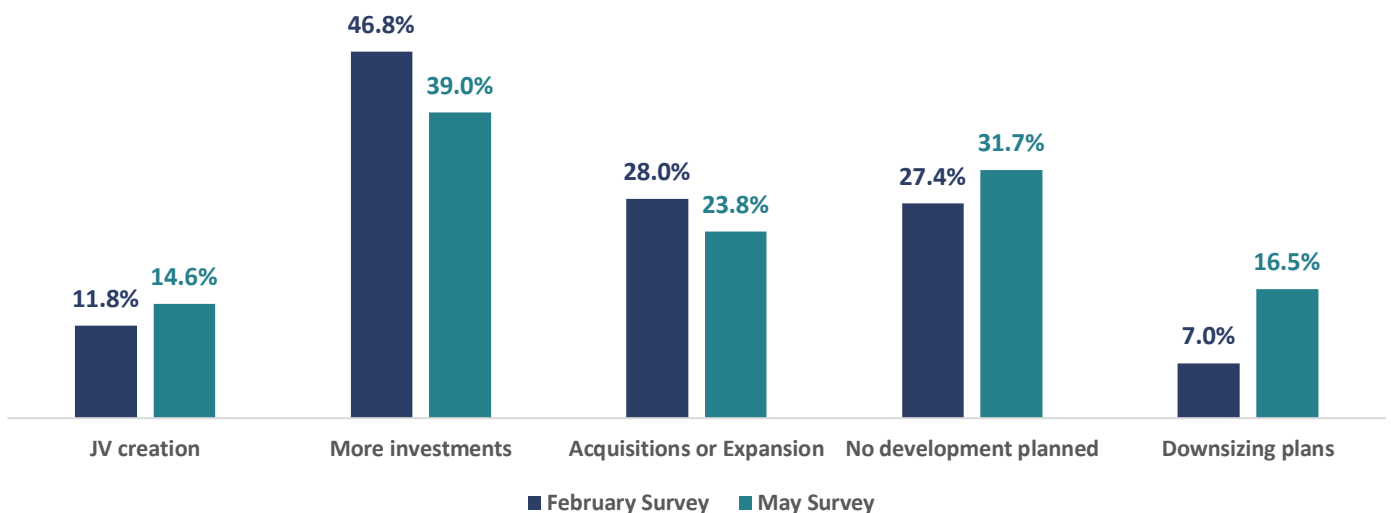
How has your company's perception of China evolved, since the lifting of the restrictions?



Does this change of perception have an impact on your investment decision?

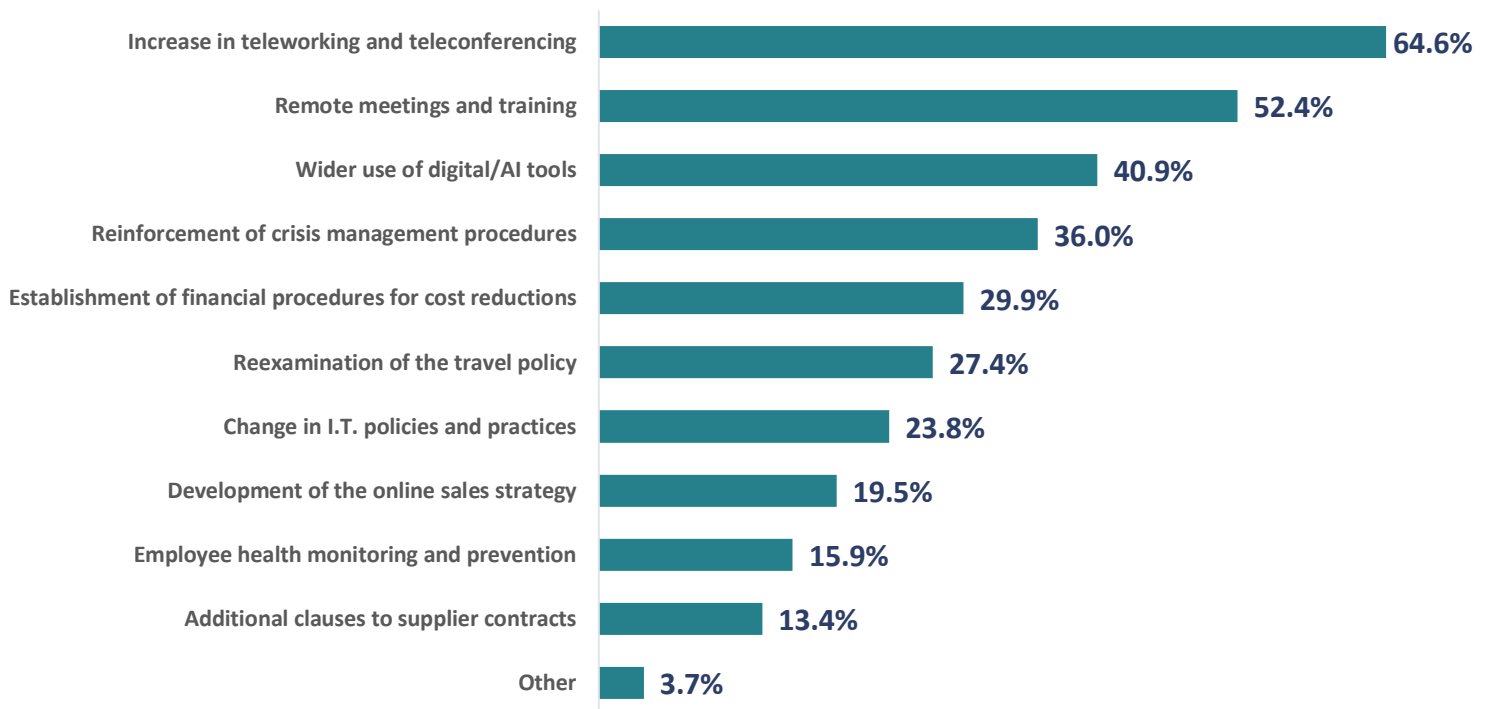


How do you plan to develop your activity in the next 3 years



Long-term forecast and future investments

What permanent changes have you made following the COVID 19 pandemic? (multiple answers)

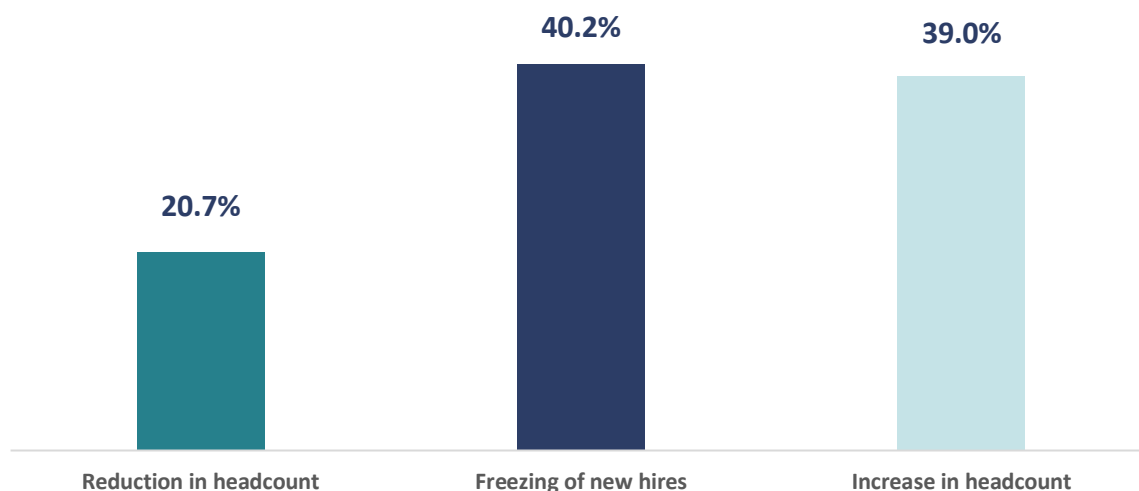


What new measures would you like the authorities to implement to support companies during the reopening phase: (open question)

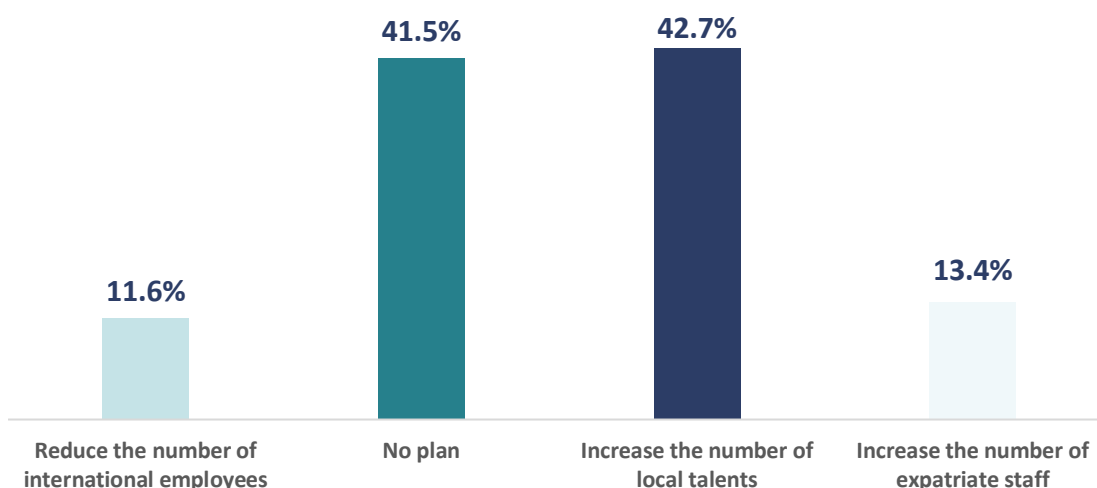
- Facilitating the access by foreign firms to financial support and subsidies
- Improve market access, fairness in the treatment.
- Extend the I.I.T. benefits for foreign employees.
- Facilitate the connection between France and China, in terms of number of flights and prices.
- Ease the obtention of visas ; promote young talents exchanges programs.
- Support the demand, increase subsidies for households.

Human Resources policy

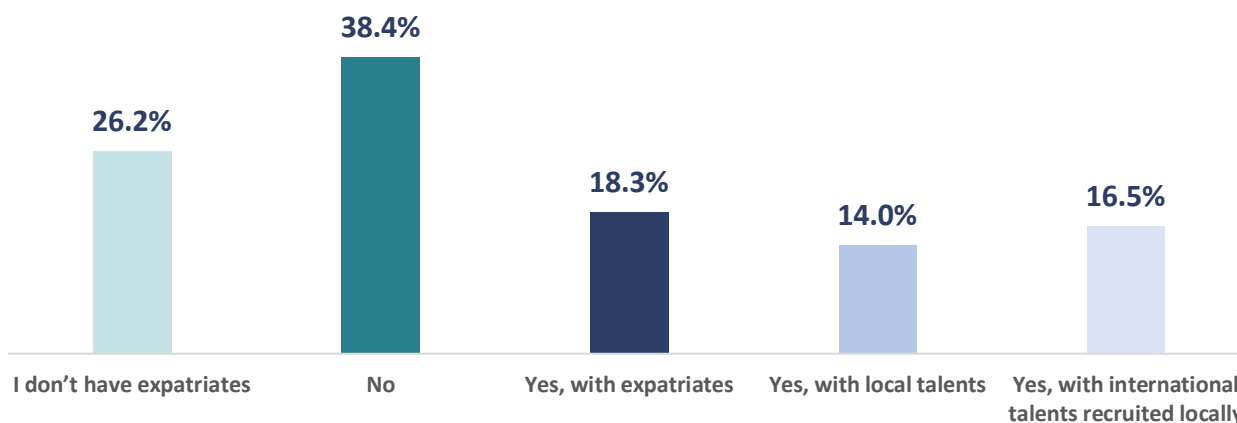
In terms of recruitment, what is your policy for 2023:



What is your plan regarding talent attraction?

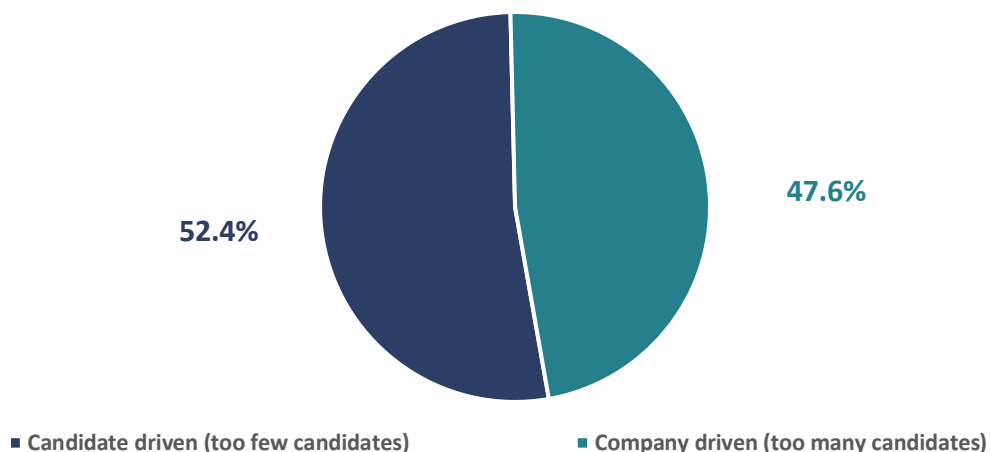


Are you planning to replace the expatriates who will leave China this summer?

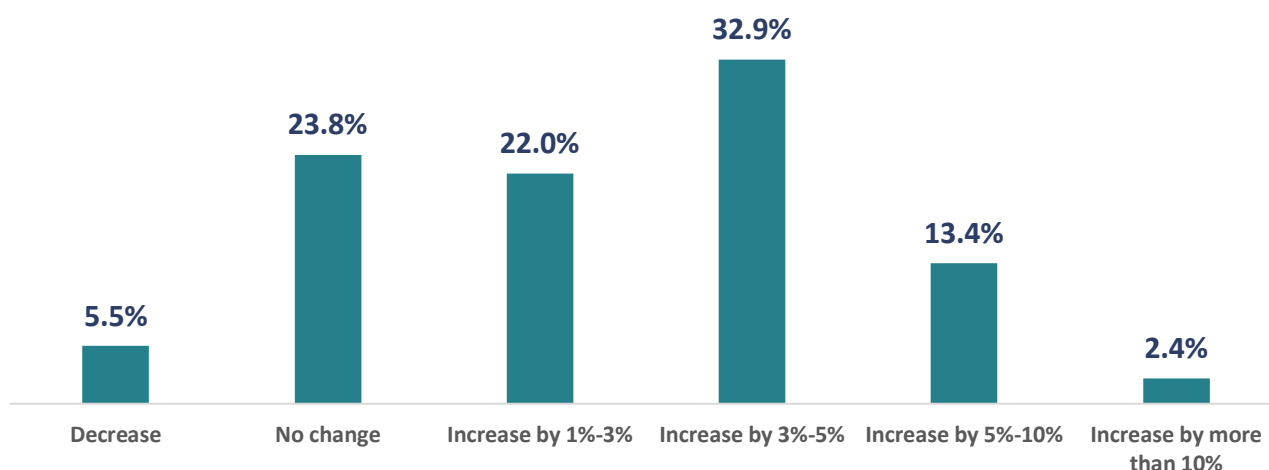


Human Resources policy

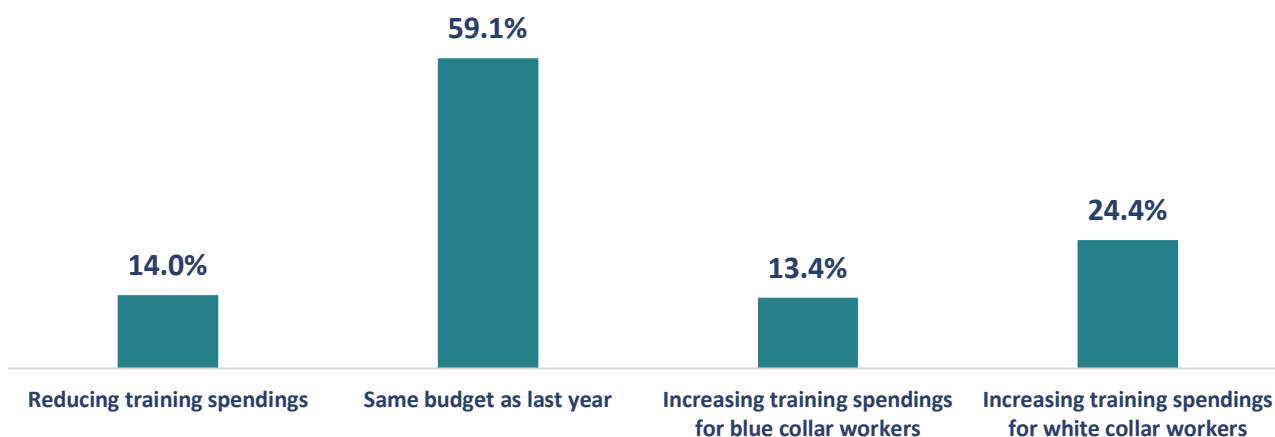
How would you describe the employment market?



How have the salaries evolved in your company between 2022 and 2023:



What is your training policy for 2023:



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- 2023年5月

感谢

