



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

Q4-2021 Quarterly Business Sentiment Survey of CICC Members

Results and Analysis

February 2021

Q4 - About the Survey

From July 2020, CICC started a **quarterly survey** to gather information on the business sentiment of all our Members in China.

GOAL: direct and up-to-date knowledge of how business is doing in our industries every quarter.

TIMING: at the beginning of each quarter, we will learn how the previous one performed and what's the forecast for the following one.

REPLY TIME: 2 minutes are enough.

CONTENT: 8 questions, no figures, just assessments.

OUTPUT: results of the survey will be distributed to all Members with data split by geographic area and main industry.

Click at the following link to download the results of the first edition of the Quarterly Business Sentiment Survey (Q3)

http://www.cameraitacina.com/sites/default/files/q3_cicc_businesssurvey_f.pdf

Q4 - 2020 Survey Base

- ✓ Analyzed Period: 4th quarter October, November, December 2020
- ✓ Survey Period: 15- 21 January
- ✓ Redemption rate: 34,5%, No. 200 out of 580
- ✓ Business sectors: consistent with CICC Member base

**Q4-2020,
3rd edition**

- ✓ East: 62,50%
- ✓ South: 15,50%
- ✓ North: 10,50%
- ✓ South-West: 7,50%

By Area

- ✓ Mech Eng & Mfg 61%
- ✓ Services 22%
- ✓ F&B 8%
- ✓ Retail, B2C 6%
- ✓ Healthcare 3%

**By Main
Business
Sector**

Executive Summary

2020 Revenues vs 2019

- ✓ 42% of companies had an INCREASE in revenues of which 19.5% had a substantial INCREASE (>20%)
- ✓ 29.5% of companies had STABLE revenues

Business trends forecast (6-12months)

- ✓ 31% foresees an IMPROVING outlook for 2021
- ✓ 51% foresees a STABLE outlook for 2021
- ✓ 18% foresees a WORSE outlook for 2021

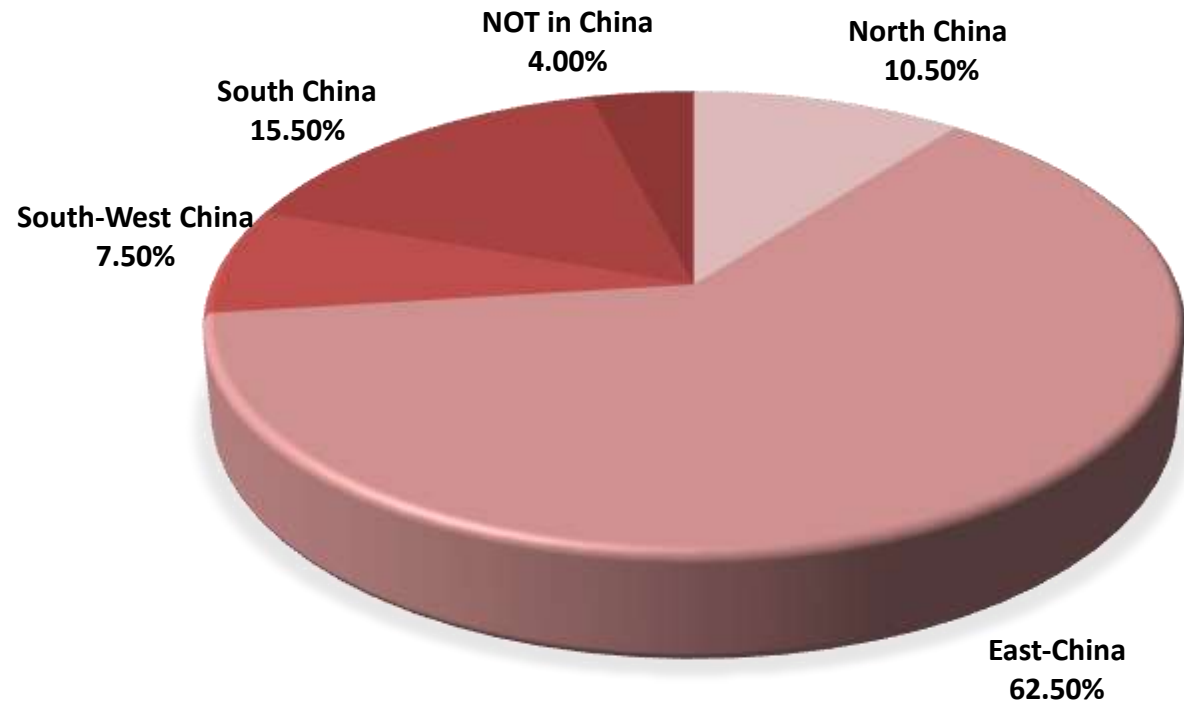
Order intake Q4 vs Q3

- ✓ 87.37% of companies experienced NORMAL or HIGHER orders intake in Q4
- ✓ 20% on average see HIGHER new orders intake for next quarter
- ✓ Improvement for LOWER orders intake trend from -26.8% to -17.3% (+9.5%)

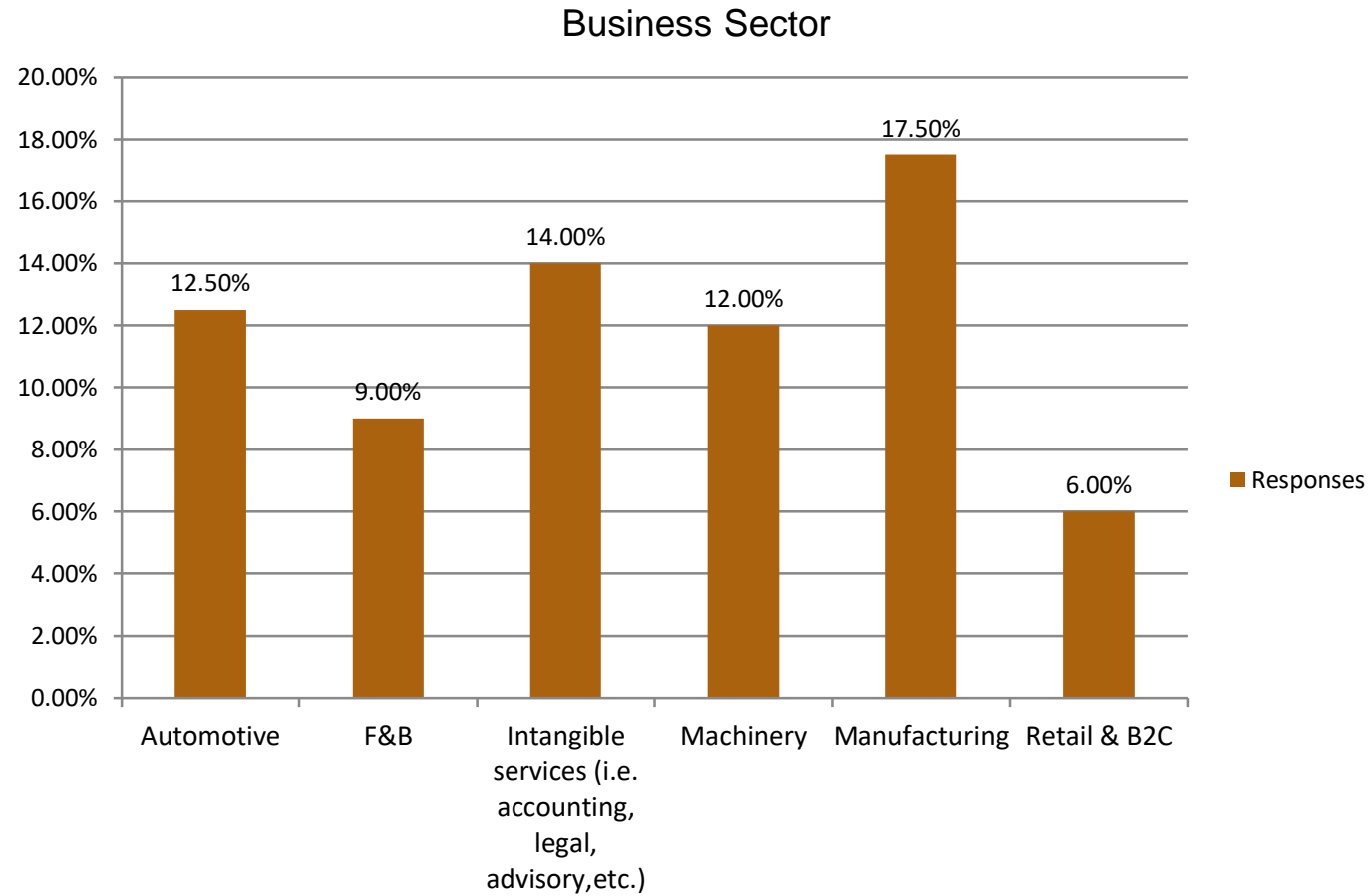
Focus China

- ✓ Sales Portfolio Backlog: stable INCREASE in Q4 vs Q3
- ✓ Actual Vs Forecasted Portfolio: INCREASE of orders intake in Q4 was even higher than previously forecasted
- ✓ 2021 Q1 New Orders Intake Trend by Sectors: HIGHER for up to the 42% of the represented industries
- ✓ 6-12 months Business Forecast by Sector: IMPROVING for up to the 50% of represented industries

Areas of the Survey Sample

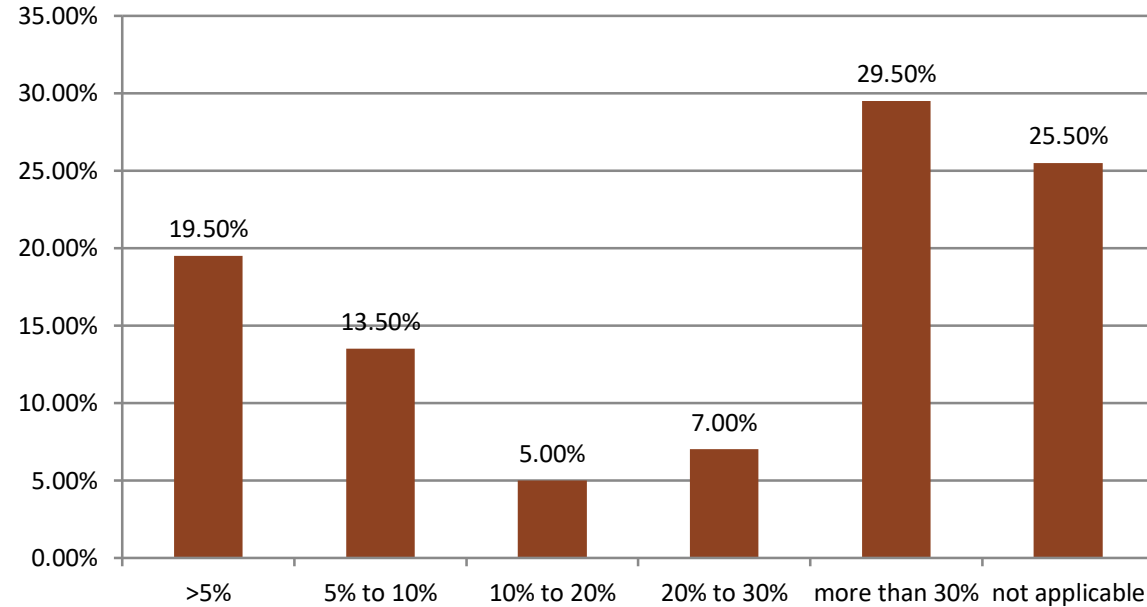


Business Sectors Breakdown



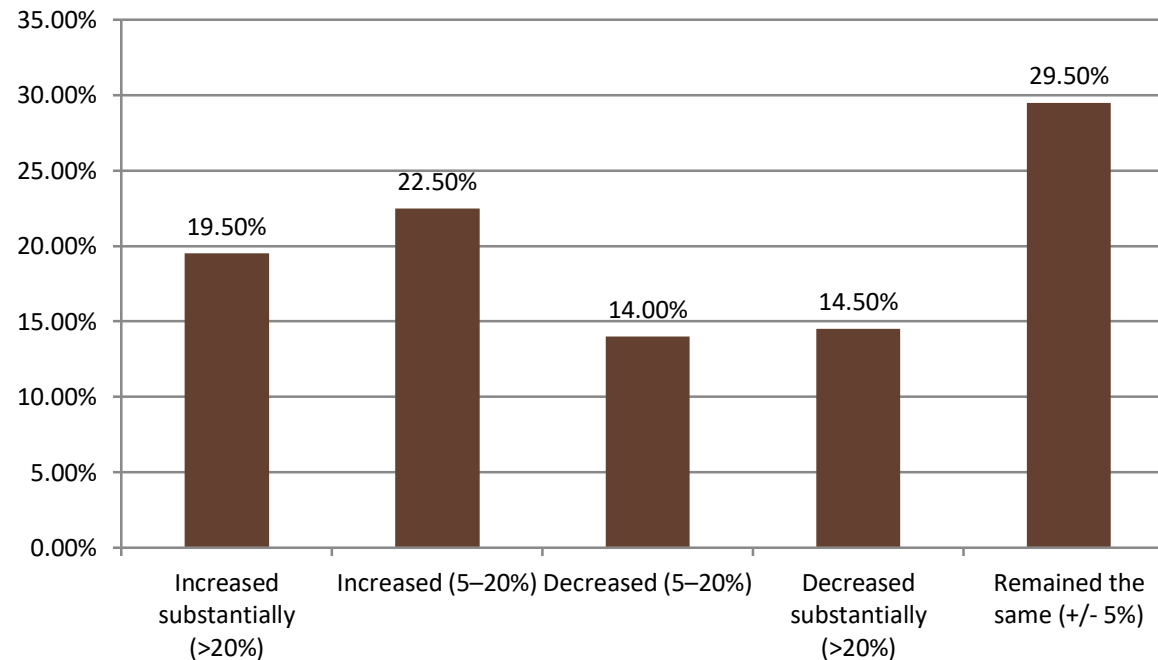
Imported Italian Products Represent more than 30% of Revenues in Mainland China

What is the percentage of imported content from Italy on your company revenue in Mainland China?

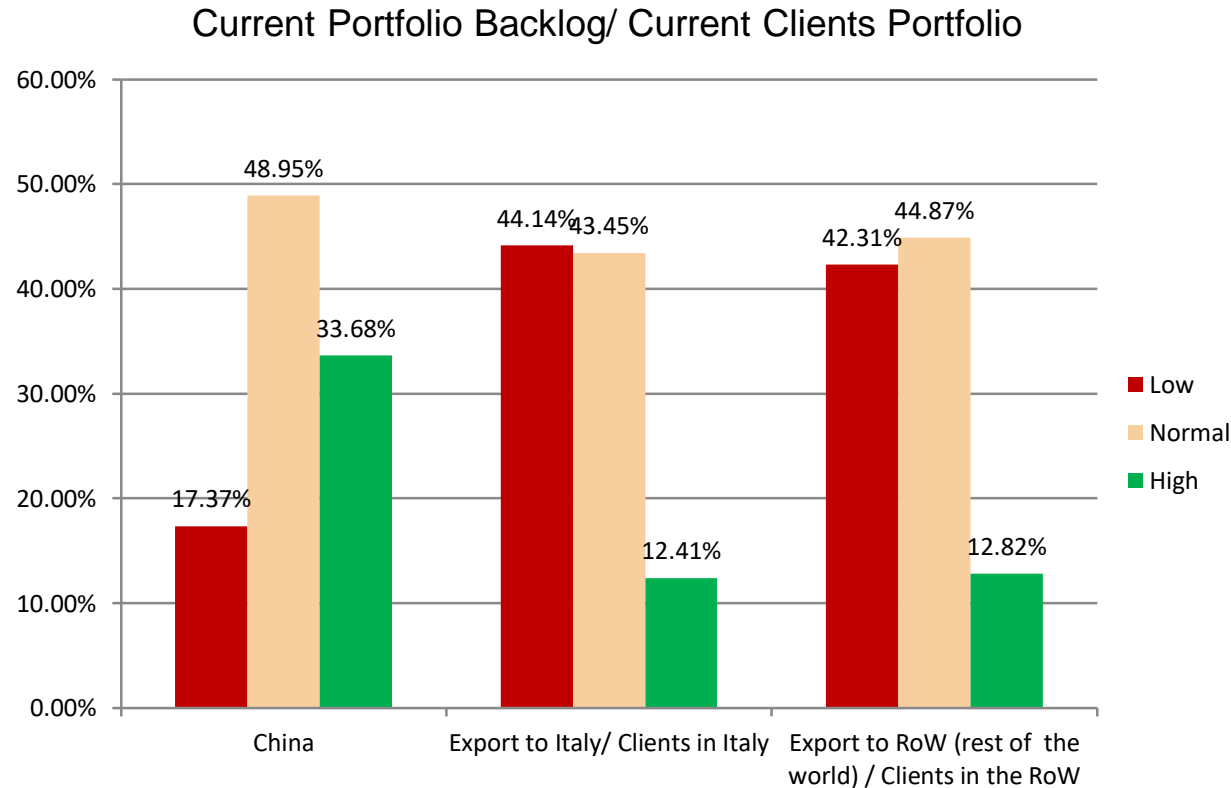


Revenues in China compared to 2019: Higher for 42% , Stable for 29.5%,

How did your company's total 2020 revenue in Mainland China evolve compared to 2019?



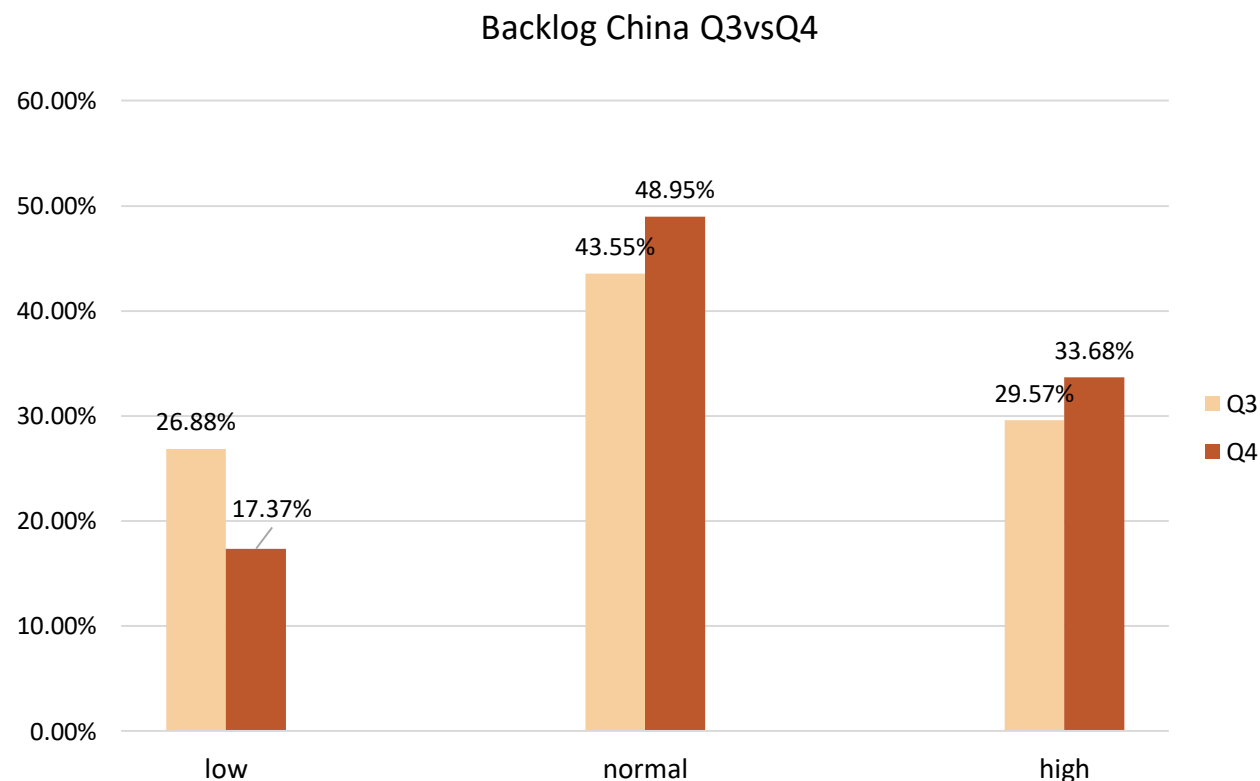
2020 Q4 Orders Portfolio Backlog



- Strong improvement for orders intake confirmed for all categories. LOW dropped by around 10% vs. Q3 for all (previously 26.8%; 54.4%; 51.9%)
- Also, STABLE reached 49% vs 41% in Q3 for China
- Significant increase for HIGH in all. Export to Italy reached the 12.41% vs. 4.08% in Q3
- Upward trend for all EXPORTERS recovering from the previous quarter

Sales Portfolio Backlog: Q3 Vs Q4

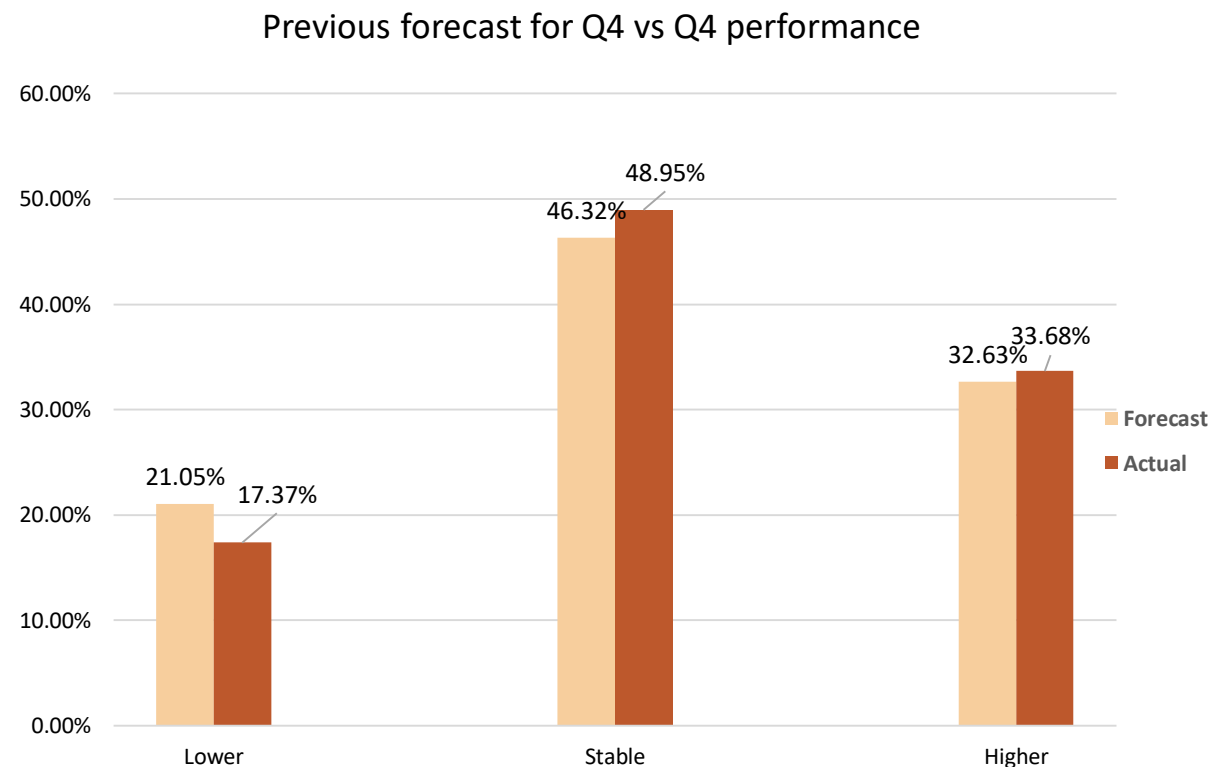
Focus China



- The comparison shows a further improvement for all three categories. This confirms the positive trend started in Q3

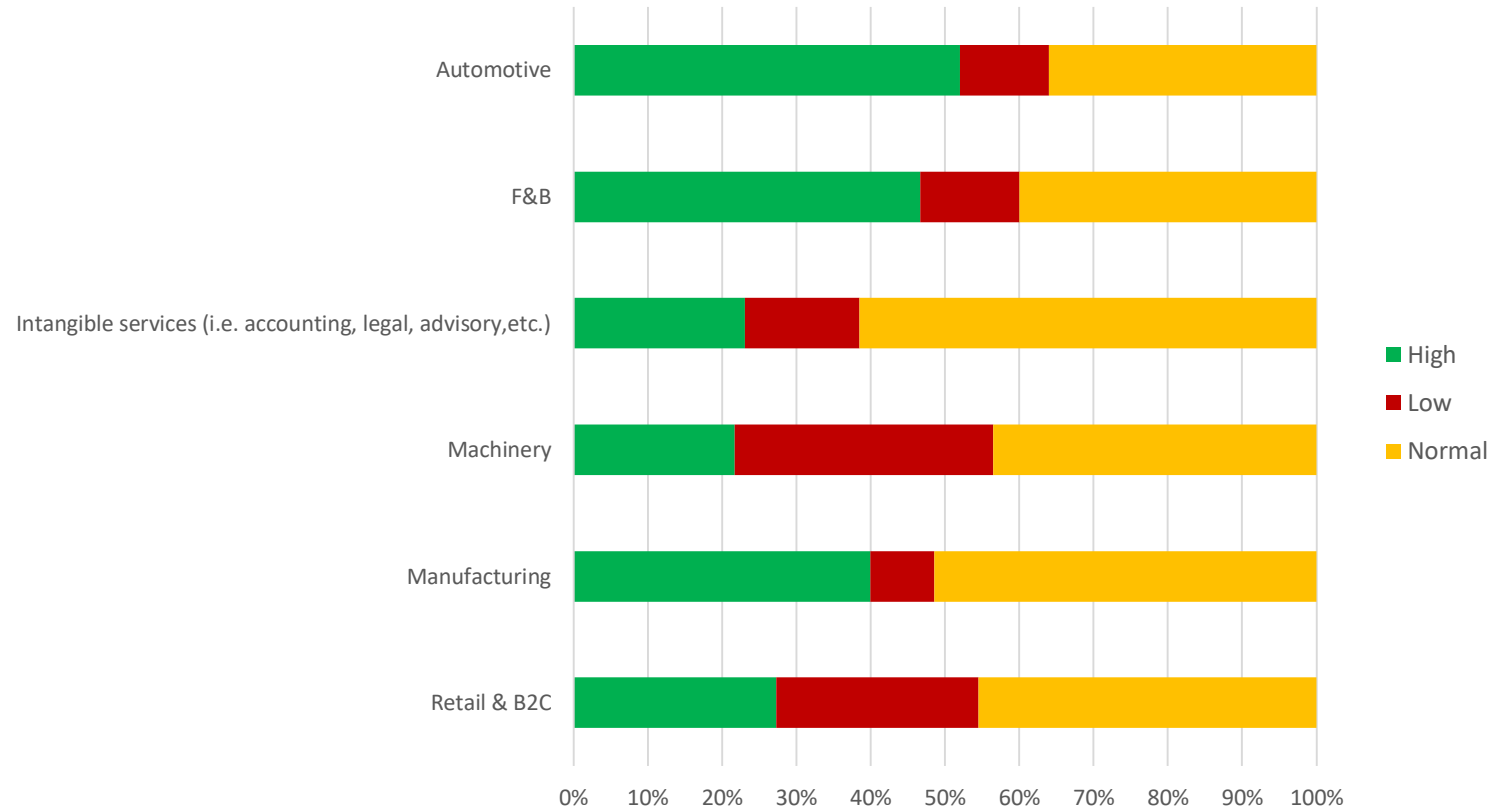
Q4 Actual Portfolio Vs Previous forecast

Focus China



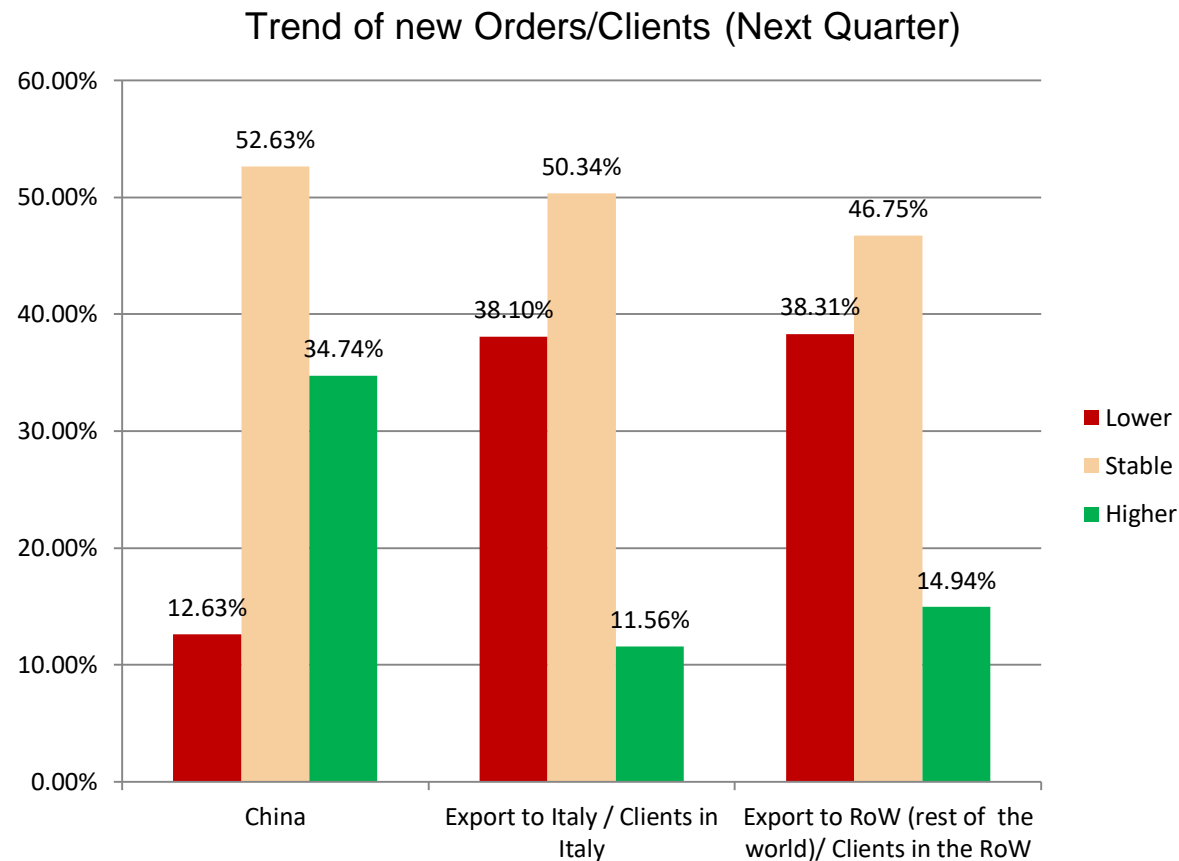
- Q3 optimistic forecast was very close to the actual performance. In Q4 the increase of orders intake was even higher than forecasted

Q4 Sales Portfolio Backlog by Sectors - Focus China



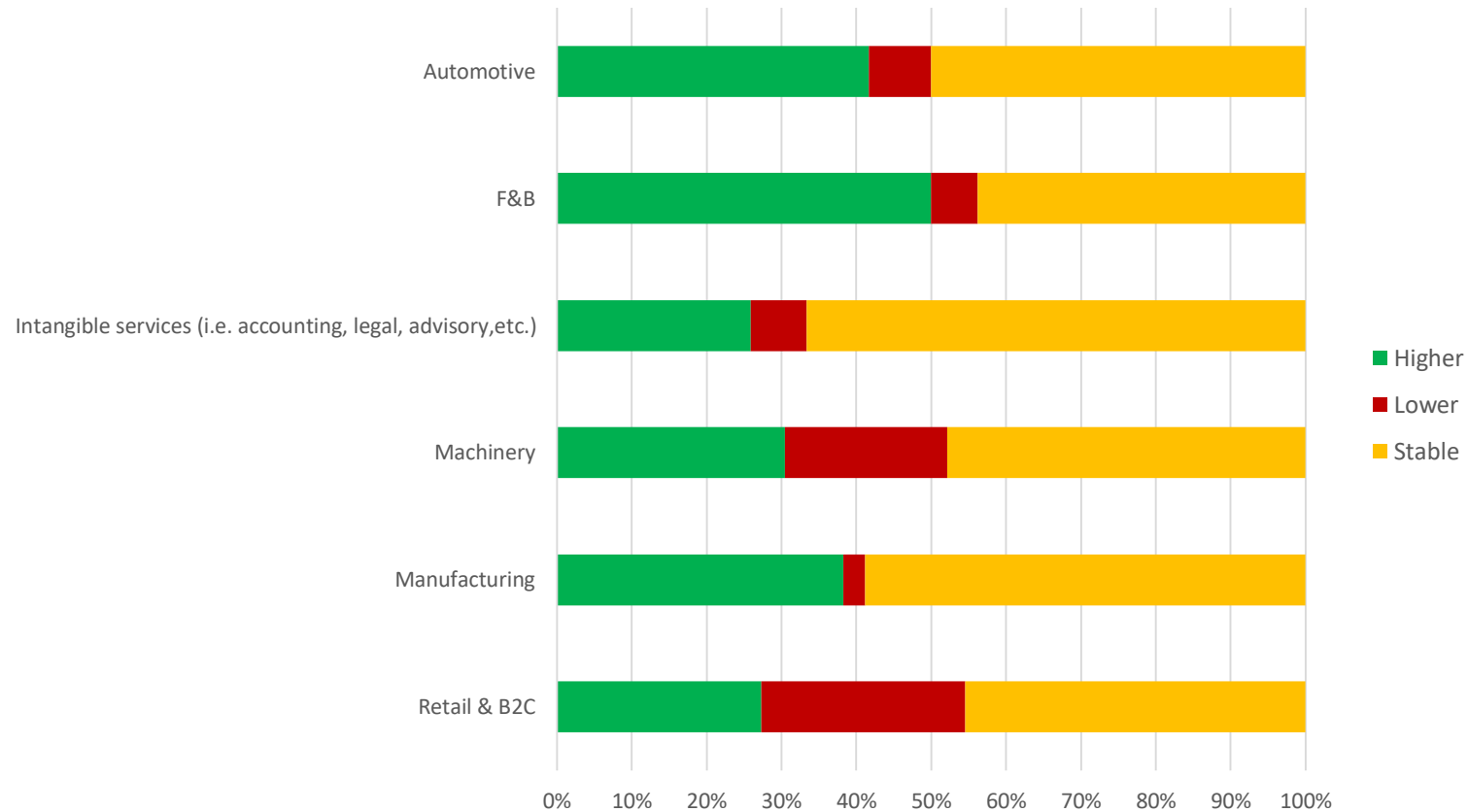
Note: in order to ensure data relevance only industries with a redemption rate higher or equal to 6% are included

2021 First Quarter vs Q3 New Orders Intake Trend



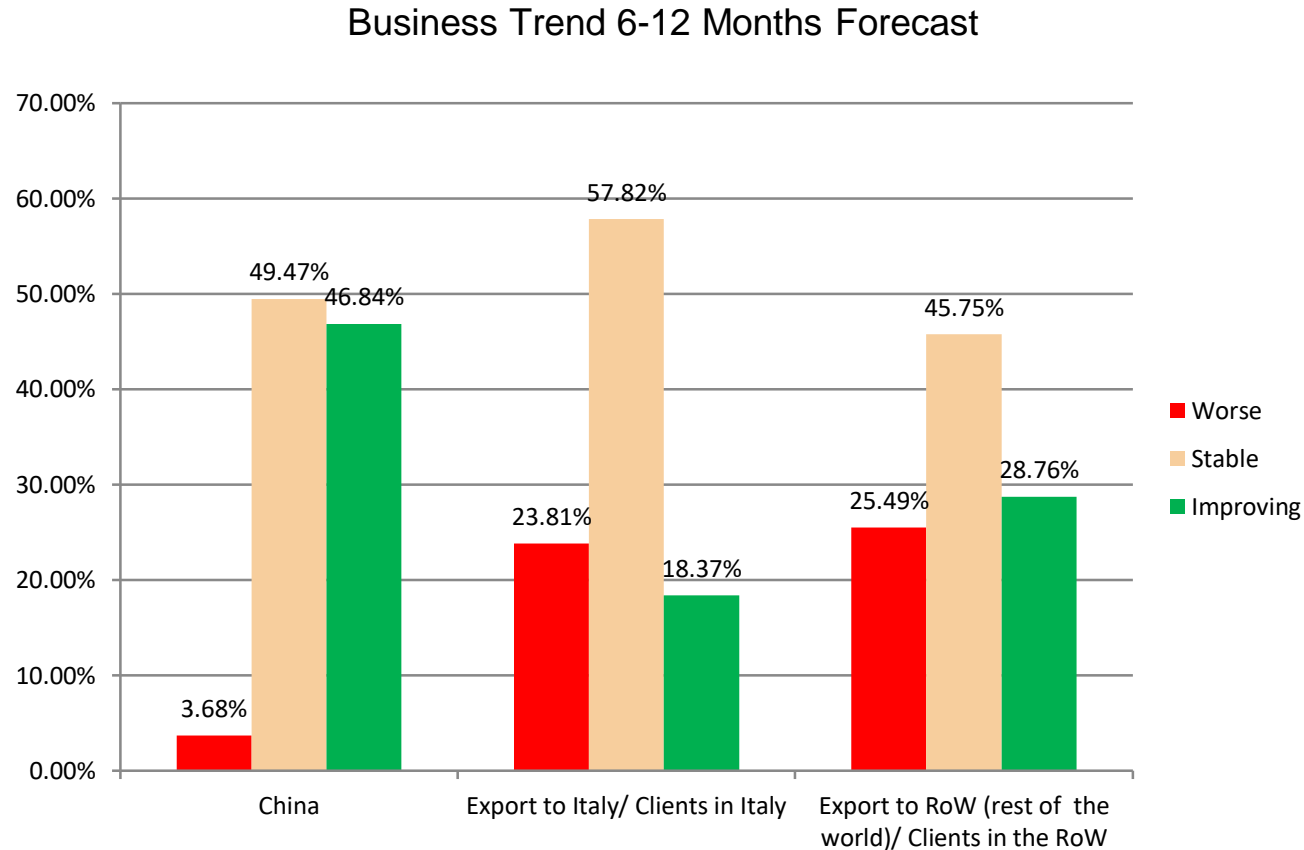
- Compared to Q3 forecast there is a consistent improvement for new orders intake in Q4 forecast for next quarter
- The % of companies that sees LOWER orders intake dropped significantly to 12.6% for China compared to previous 21.05%
- STABLE and HIGHER both forecast an average increase of around 2.5% for all categories
- Exporter to Italy expected to see a further improvement in the first 3 months of 2021

2021 First Quarter Trend of New Orders by Sectors - Focus China



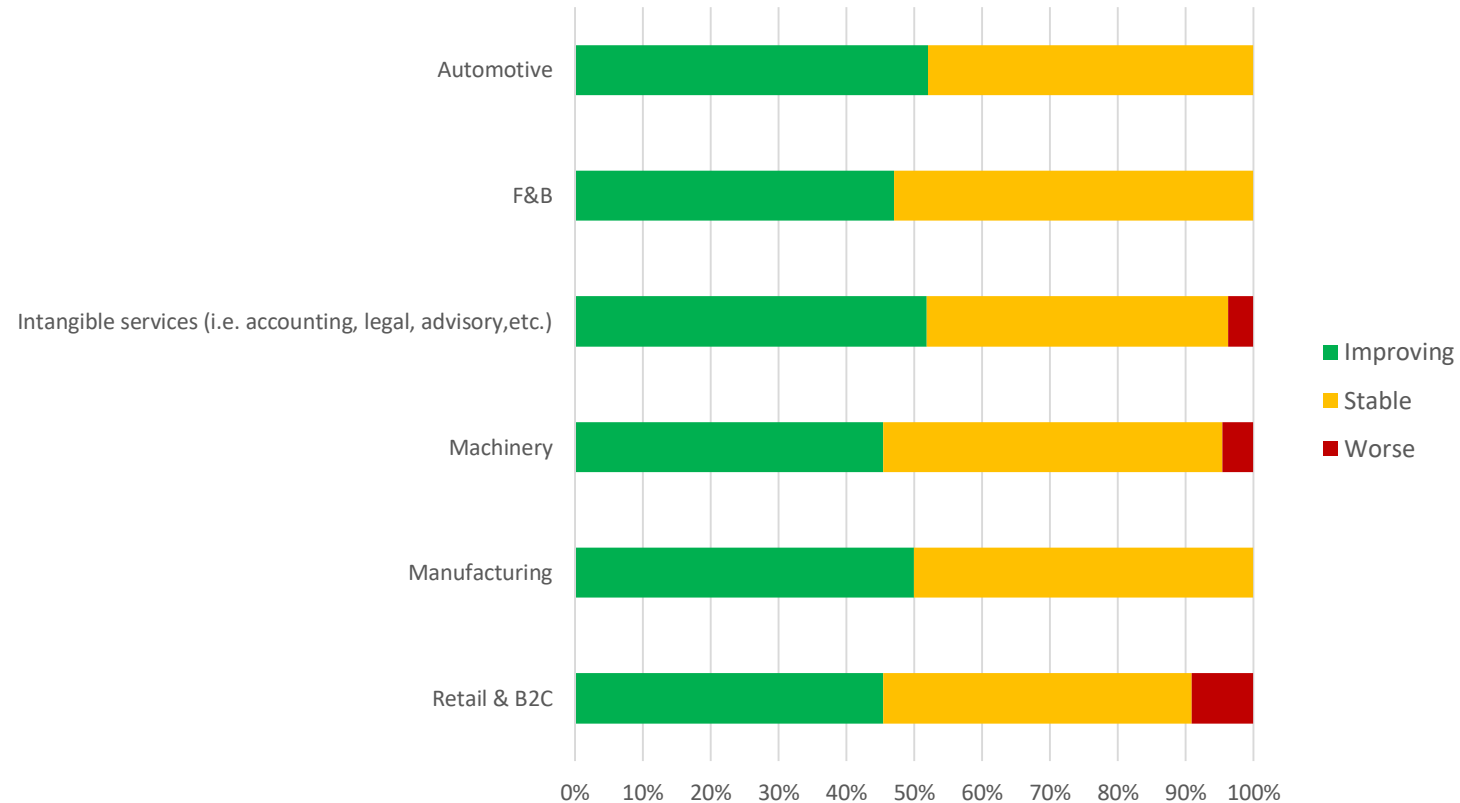
Note: in order to ensure data relevance only industries with a redemption rate higher or equal to 6% are included

Business Trends (6 - 12 Months Forecast)



- **Upward trend** with over half of the respondent foreseeing a stable outlook for all categories
- For China, the 46.8% of the respondent expect an **improvement** of the business outlook. Only the 3.7% still forecasts a worsening scenario
- **Greater optimism** towards Export, expected to improve by the 23.5% on average both for Italy and RoW.

6-12 Months Forecast by Business Sector - Focus China



Note: in order to ensure data relevance only industries with a redemption rate higher or equal to 6% are included



Thank you for helping us to better help you.

Next appointment with
Q1 – 2021 Quarterly
Business Survey will be in
April 2021



Beijing Office

China-Italy Chamber of Commerce, 3-2-21 Sanlitun Diplomatic Residence Compound,
Gongtibeilu No. 1, Chaoyang District, 100600 Beijing

info@cameraitacina.com

www.cameraitacina.com

0086-10-85910545

0086-10-85910546

Chongqing Office

infochongqing@cameraitacina.com

0086-23-81156589

Guangzhou Office

infoguangdong@cameraitacina.com

0086-20-83652682

Shanghai Office

infoshanghai@cameraitacina.com

0086-21-63810268

Suzhou Office

infosuzhou@cameraitacina.com

0086-512-67996169



About the CICC

The **China-Italy Chamber of Commerce (CICC)** is the only business organisation recognised by both the **Italian Government (Ministry of Economic Development, MiSE)** and **People's Republic of China (Ministry of Civil Affairs, MoCA)** that aims to boost the internationalisation of Italian business and to promote the “Made in Italy” in the PRC.

Established in 1991, CICC has now offices in Beijing, Chongqing, Guangzhou, Shanghai and Suzhou.

The CICC Members represent **the Italian business community** such as public-invested and multinational corporations, small and medium-sized enterprises (both manufacturing and commercial), service companies etc.

The established network together with the institutional endorsement provided the CICC with the opportunities to organise several activities boosting private businesses, b2b, institutional and business missions, participation to fairs both in China and in Italy, networking events, gala dinners, awarding ceremonies, culinary events, concerts, career days, etc.

Not a Member yet? More info at www.cameraitacina.com



中国意大利商会
China-Italy Chamber of Commerce



@chinaitalycc
#ChinaItalyChamberofCommerce



China-Italy Chamber of Commerce



ChinaItalyCC



China-Italy Chamber of Commerce



China-ItalyChamberofCommerce



中国意大利商会

