

# 2015 CHINA ECONOMIC SENTIMENT SURVEY

15th December, 2015

BE HEARD.  
BE RECOGNISED.



# WHY CONDUCT A SURVEY?

**To understand the opinions of members of the China business and professional communities on a range of topics relating to the China economy, including:**

- China's Economic Outlook for 2016
- The Confidence from Business
- The Driving Factors for Growth
- The Effects of China Economic Policies on Business
- Company's Overseas Expansion
- The China-Australia Free Trade Agreement
- The Challenges and Risks

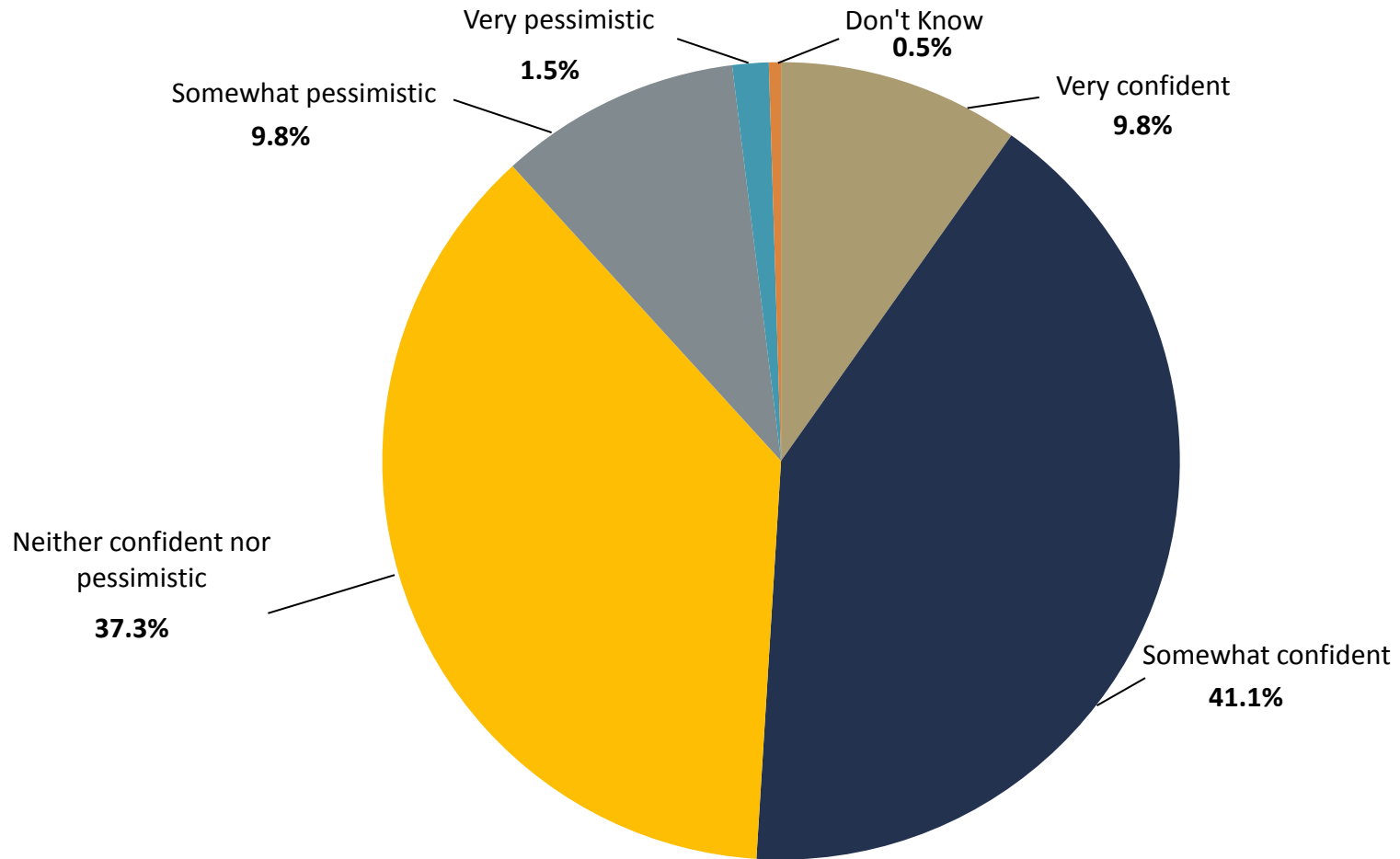
# SURVEY DESIGN & METHODOLOGY

- **Online web-based questionnaire to collect quantitative data**
- **Conducted between 11 November to 22 November, 2015**
- **204 respondents**
- **Finance, accounting and business professionals from the following industries:**
  - Public Practice - CPA firms
  - Energy/Chemical
  - Financial Services
  - Manufacturing
  - Property
  - Healthcare
  - IT/Technology
  - Consumer products
  - Retail

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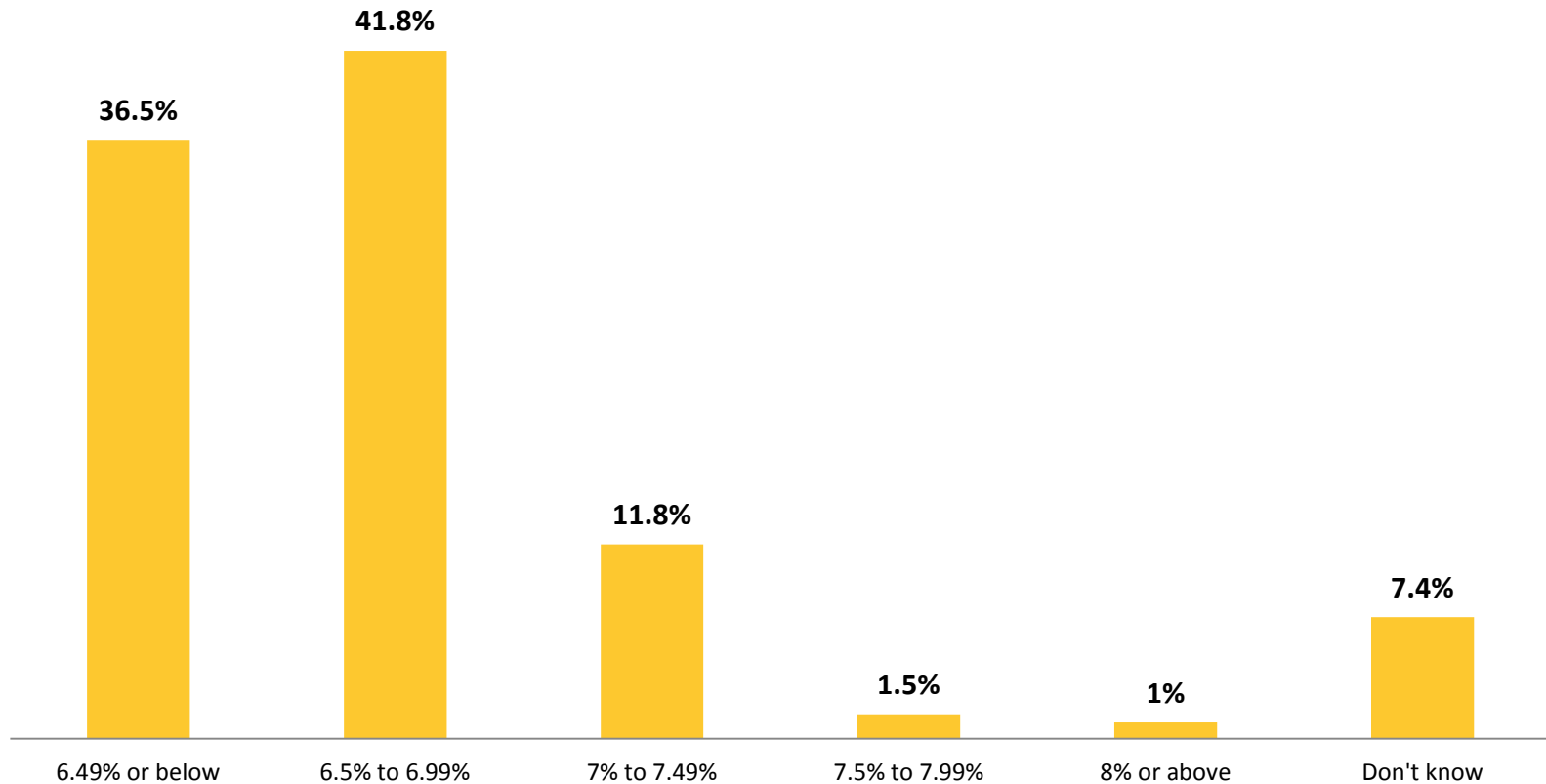
# CHINA'S ECONOMIC OUTLOOK

# BUSINESS CONFIDENCE ON 2016 ECONOMY



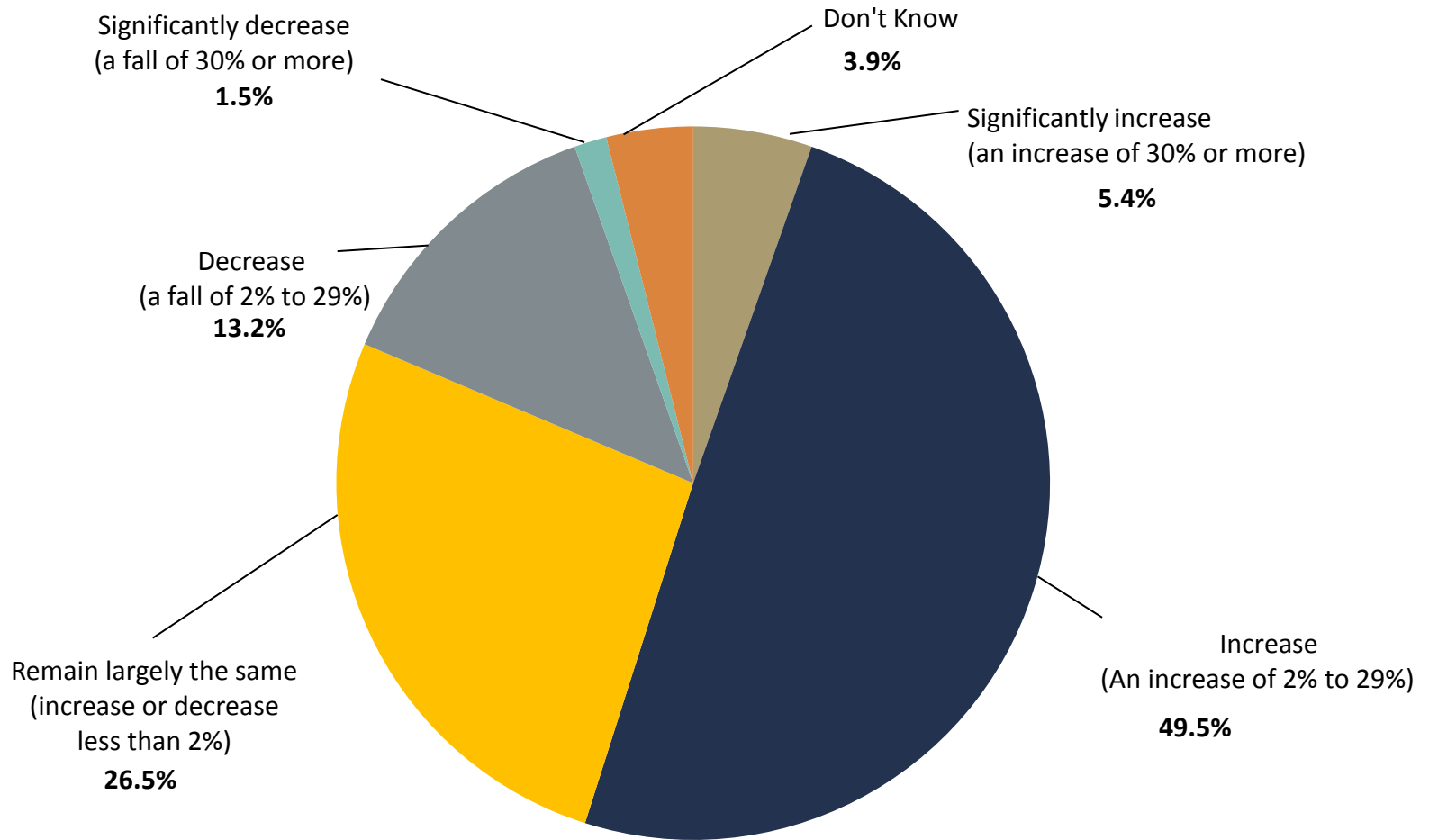
How confident are you about China's economic outlook for 2016?

# The EXPECTATION OF CHINA'S GDP GROWTH IN 2016



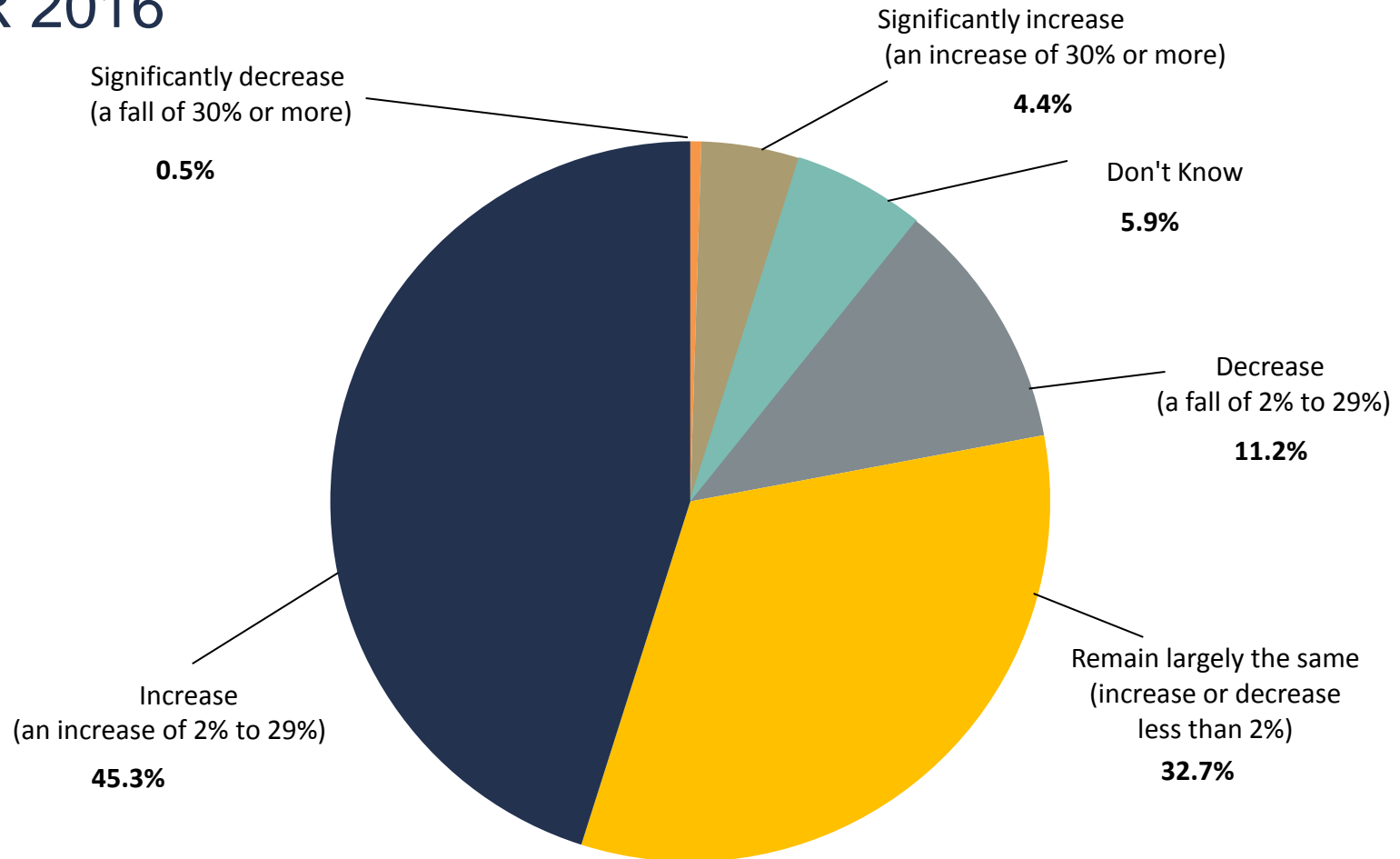
**What do you expect China's GDP growth rate will be in 2016?**

# COMPANIES' EXPECTED REVENUE FOR 2016



**In comparison to 2015, do you expect the revenue generated in China by your enterprise for 2016 will ....?**

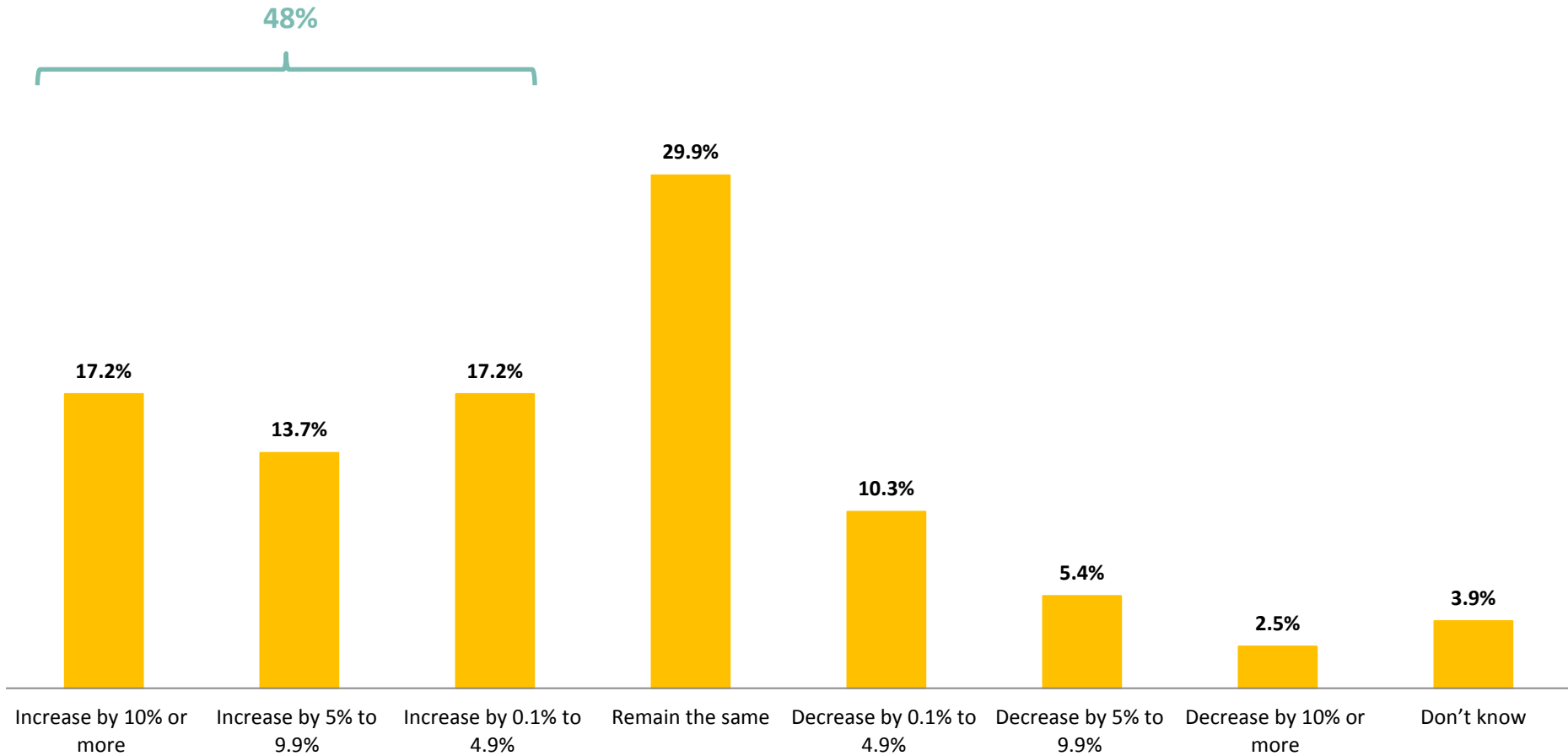
# COMPANIES' EXPECTED CAPITAL EXPENDITURE FOR 2016



**By what percentage do you believe your company's capital expenditure in China in 2016 will change from 2015?**

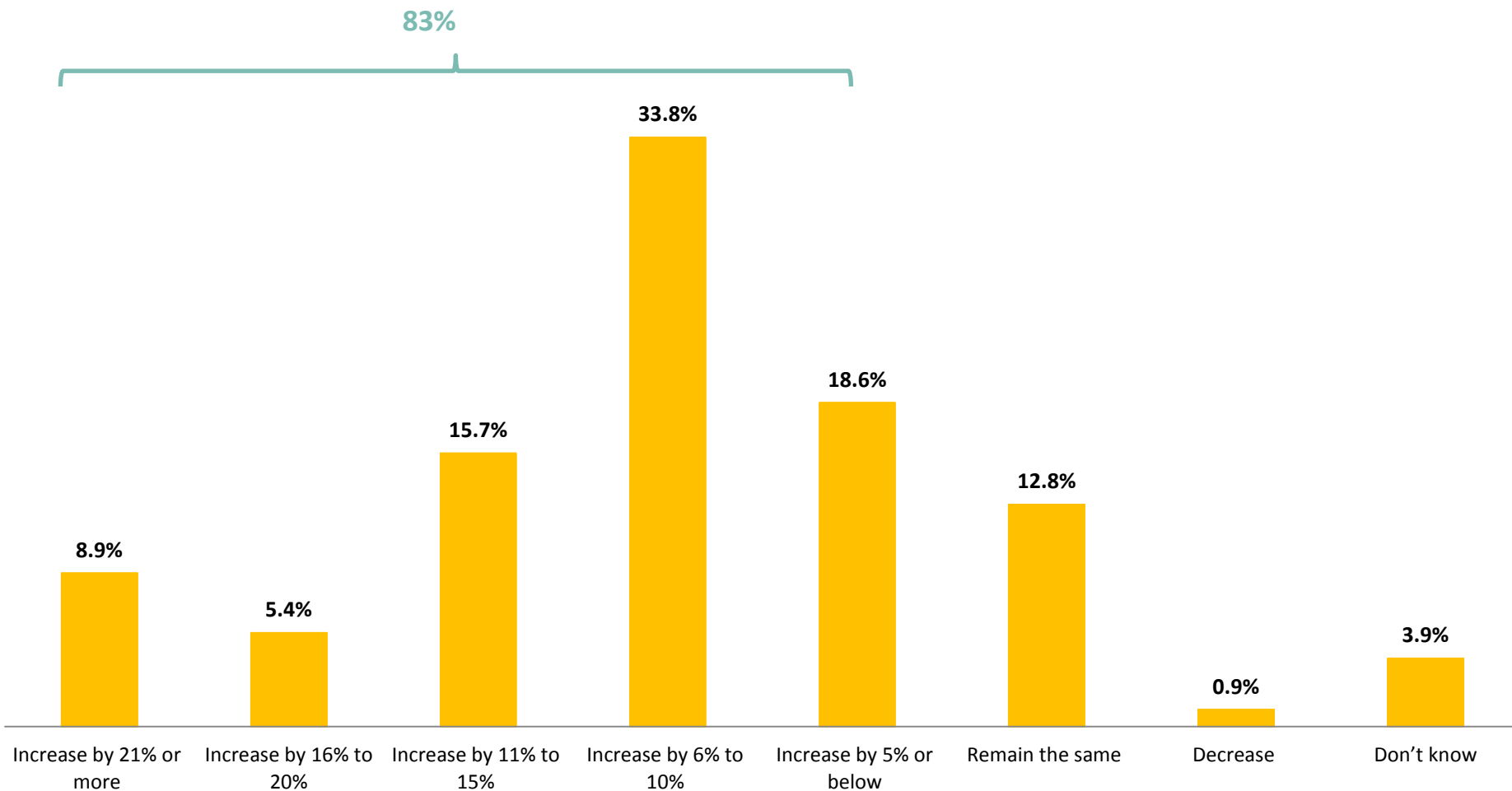


# CHANGES ON COMPANY HEADCOUNT



**By what percentage range do you think your company's headcount in China will change during 2016?**

# SALARY CHANGES IN 2016



**What percentage range do you expect your personal salary will change in 2016?**

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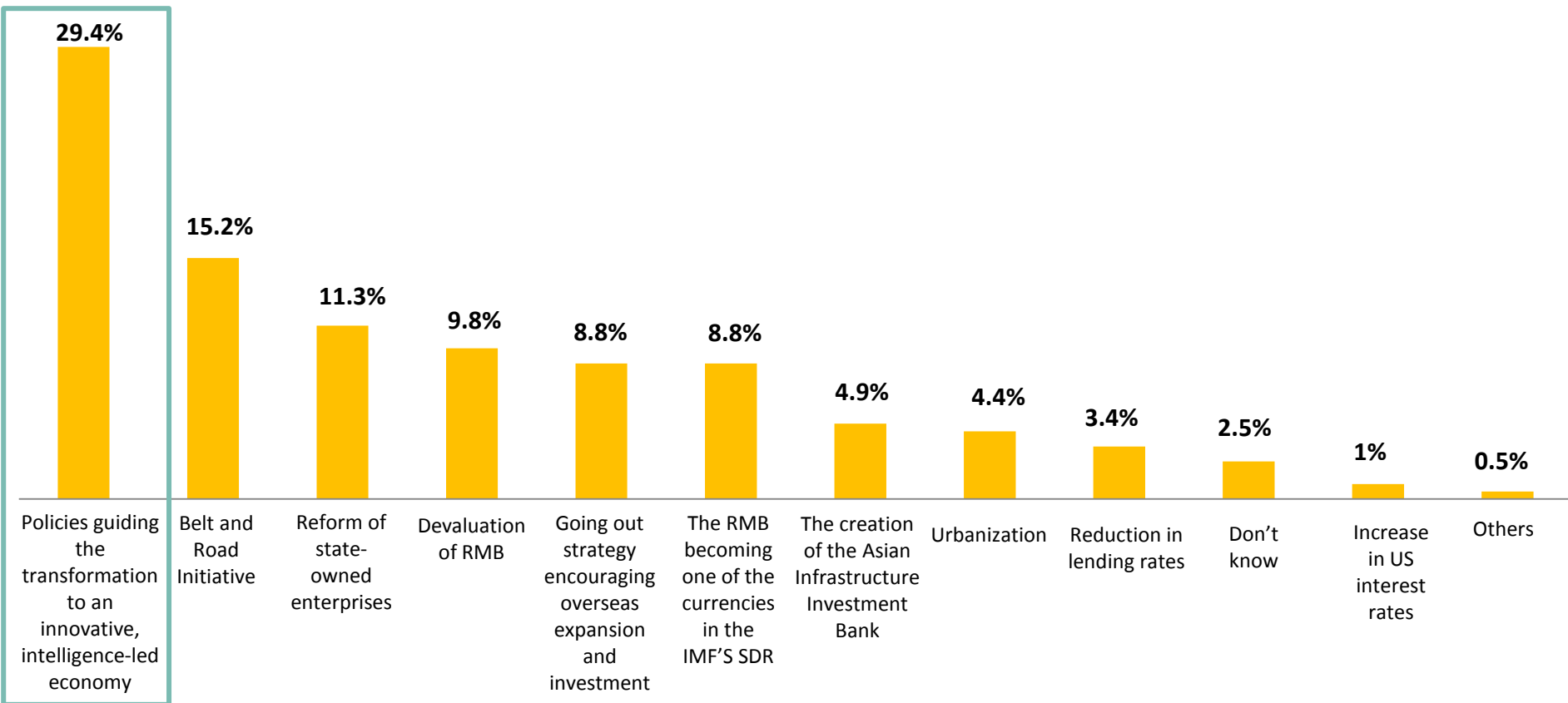
# FACTORS DRIVING THE ECONOMIC GROWTH

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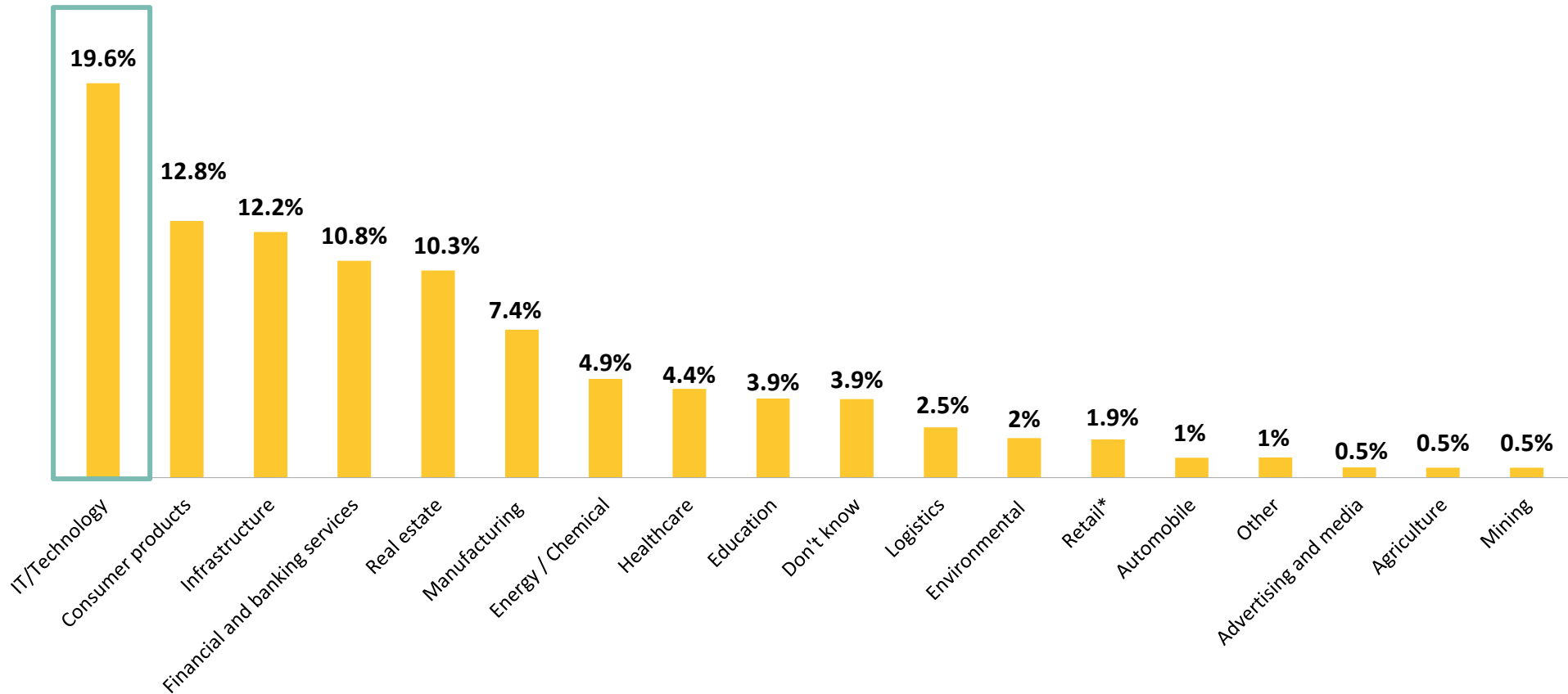
# POSITIVE IMPACTS ON CHINA'S ECONOMY 2016



**Which of the following factors do you think will most positively impact on China's economy in 2016?**

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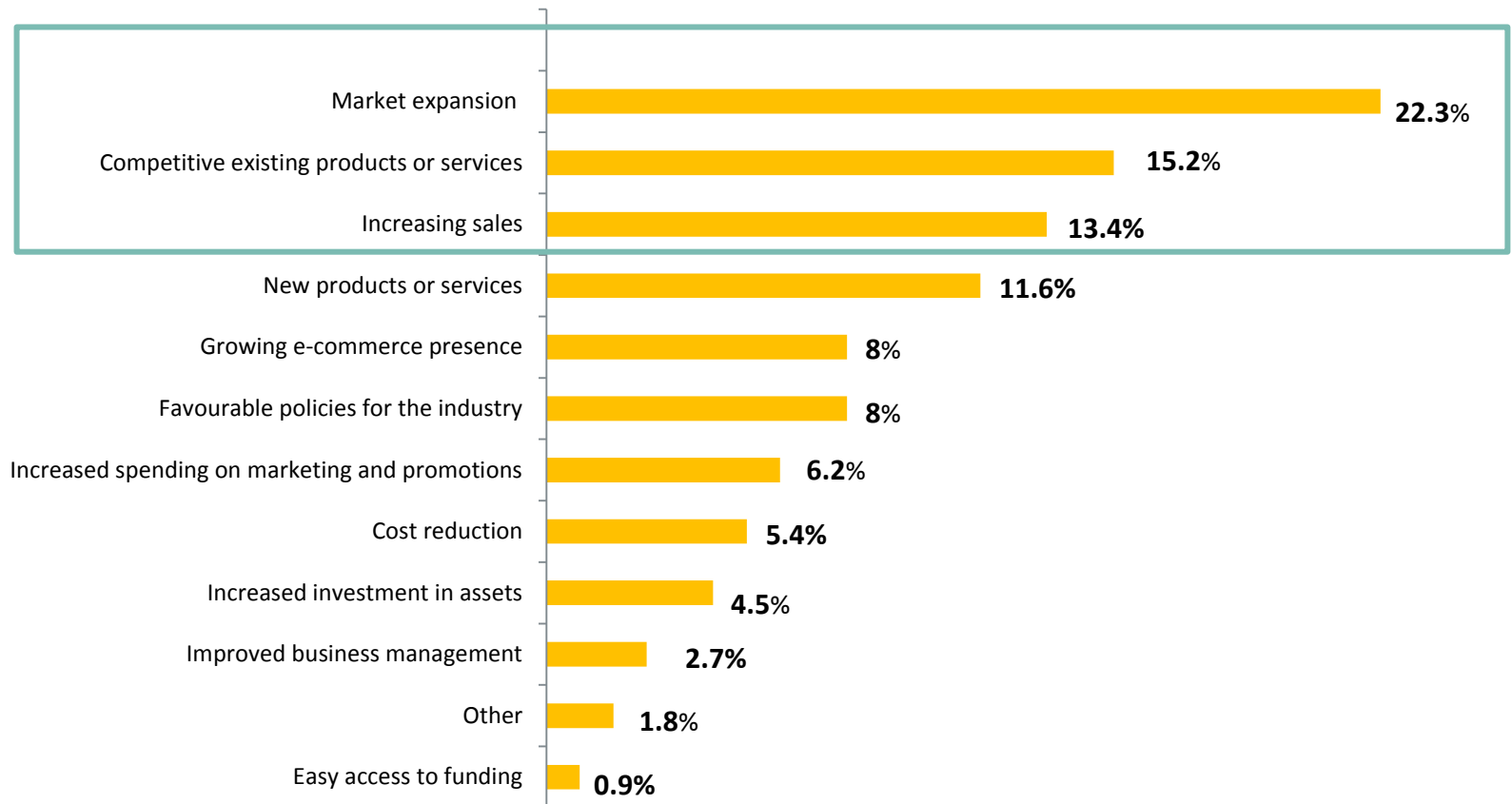
# INDUSTRIES CONTRIBUTE MOST TO CHINA'S ECONOMIC GROWTH



\* Retail: food & beverage; entertainment & leisure

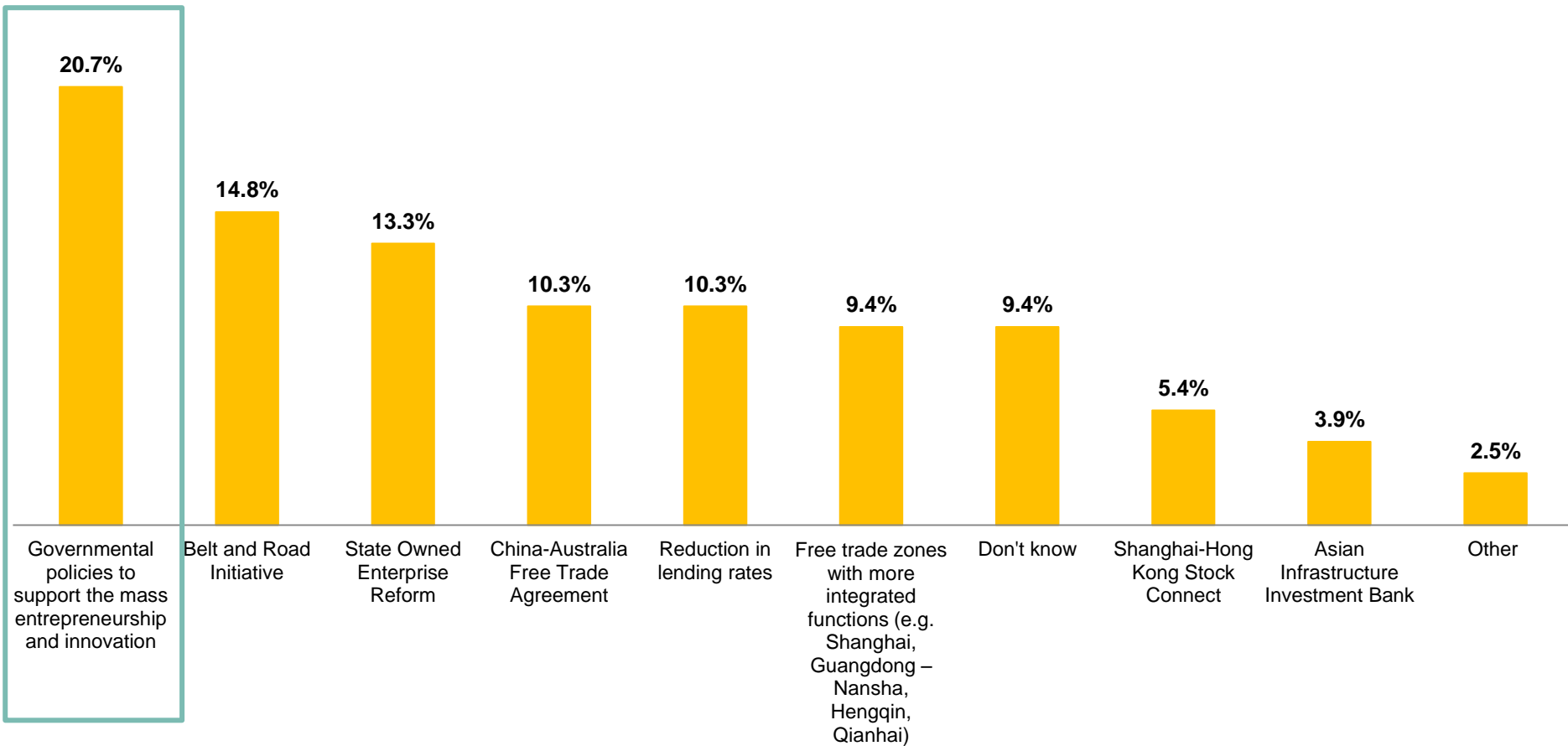
**Which of the following industries do you believe will make the most contribution to China's 2016 economic growth?**

# THE FACTORS CONTRIBUTE TO COMPANY REVENUE



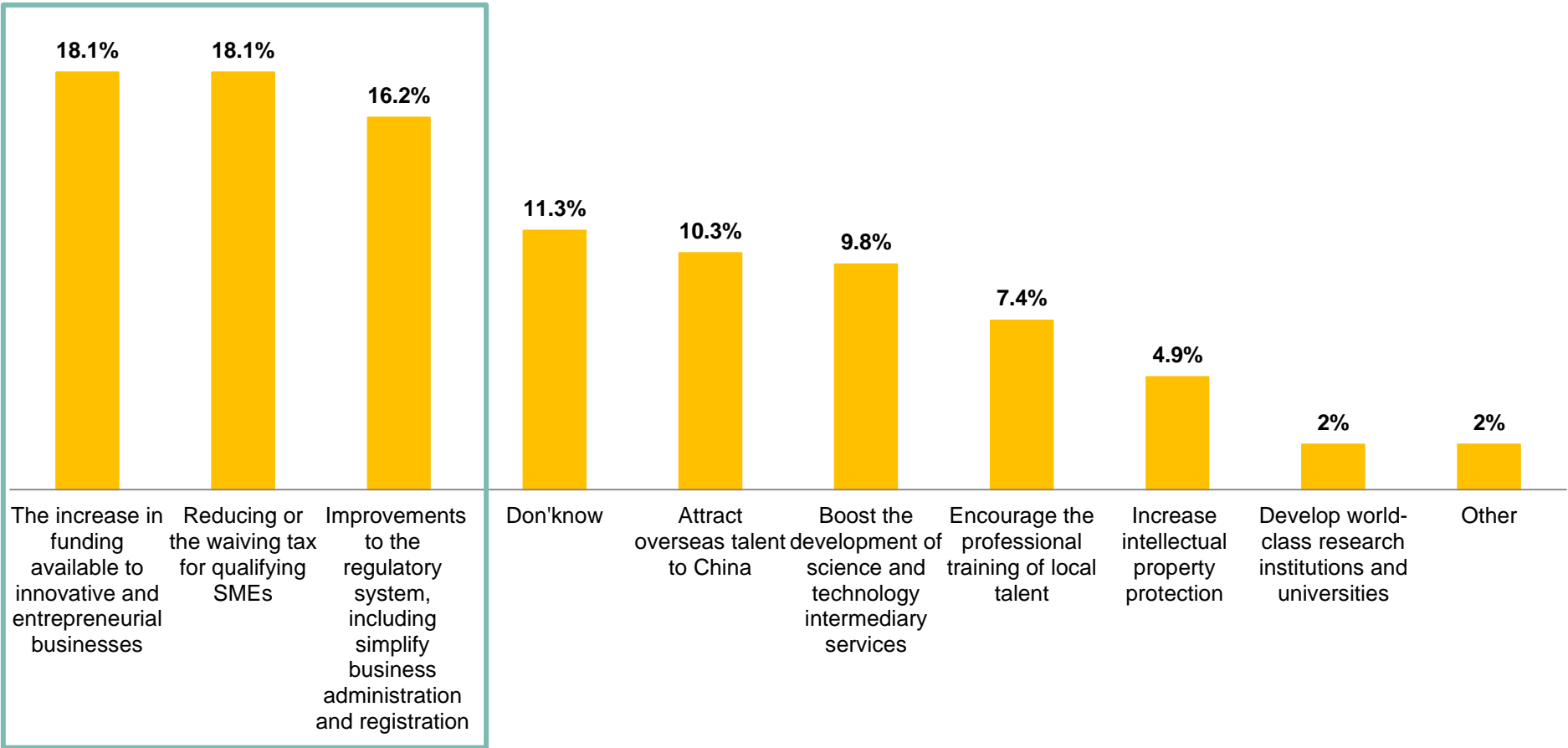
**Which of the following factors do you believe will make the largest contribution to revenue growth?**

# ECONOMIC POLICIES BENEFIT COMPANY'S BUSEINESS



**In your opinion which of the following economic policy do you think will most benefit your company's business?**

# THE SUPPORT ON MASS ENTREPRENEURSHIP AND INNOVATION



**Under the government’s support to boost mass entrepreneurship and innovation, which policy do you believe will benefit your company the most?**



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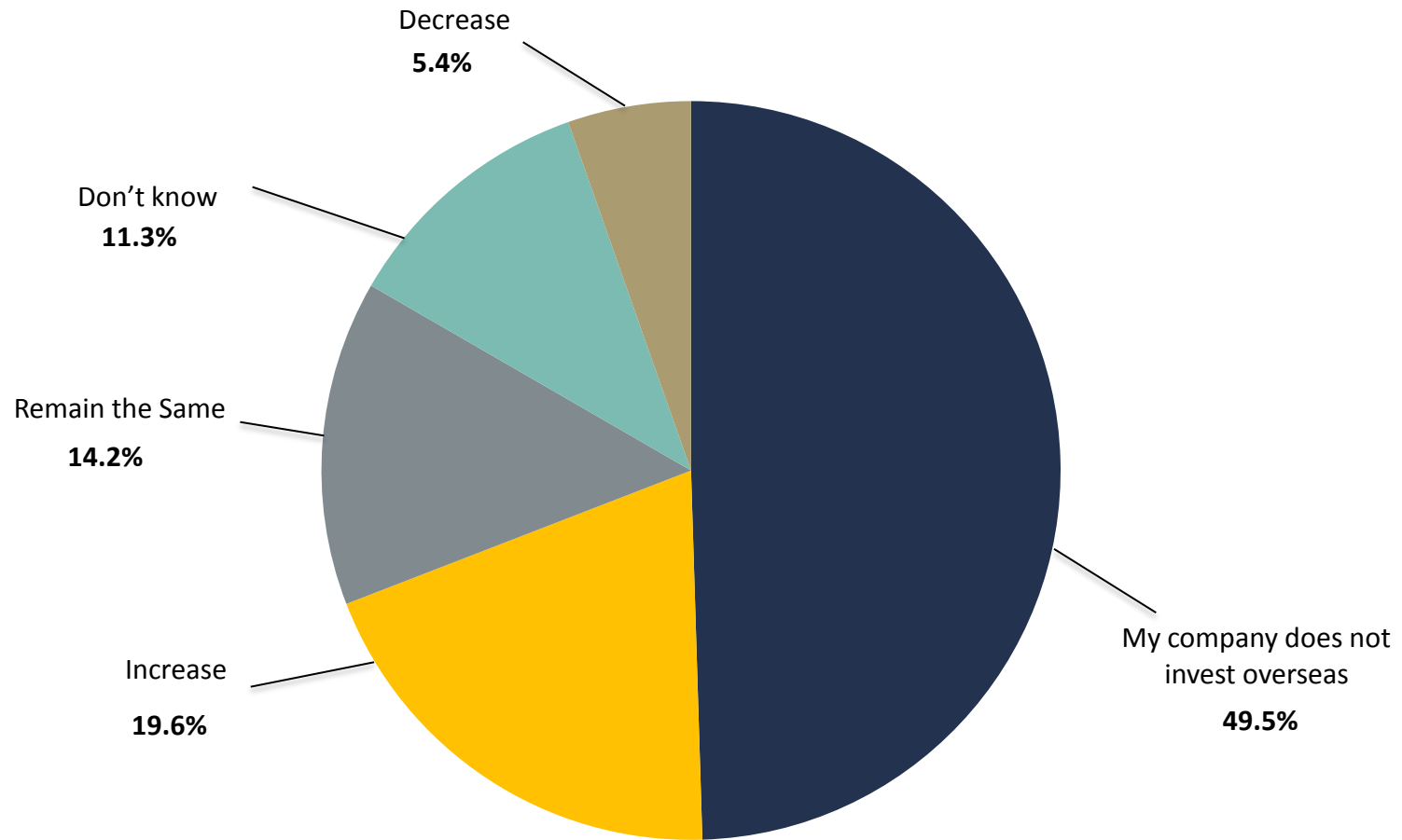
# GOING ABROAD

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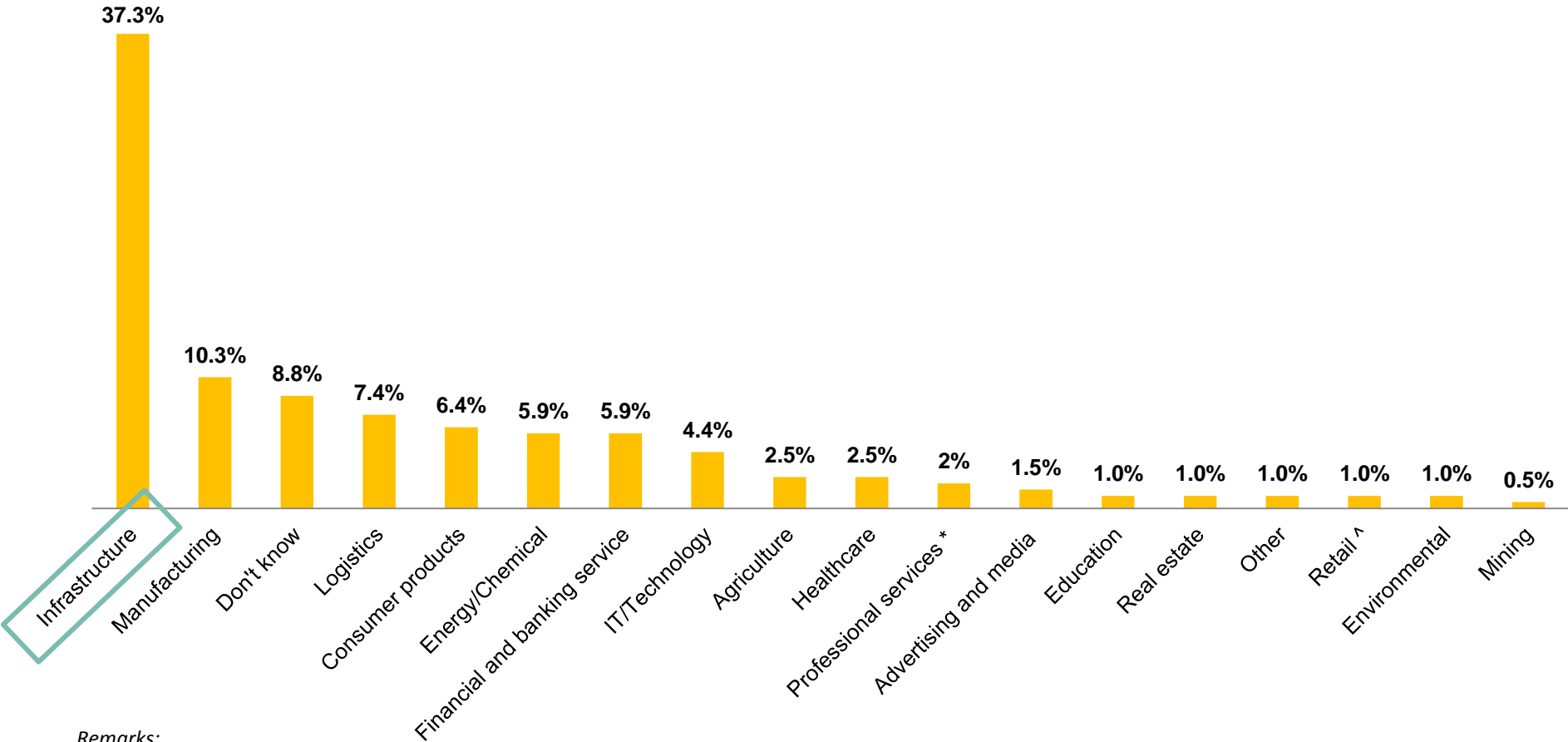


# OVERSEAS INVESTMENT



**In the past 12 months, your company's overseas investment...?**

# THE BELT AND ROAD INITIATIVE



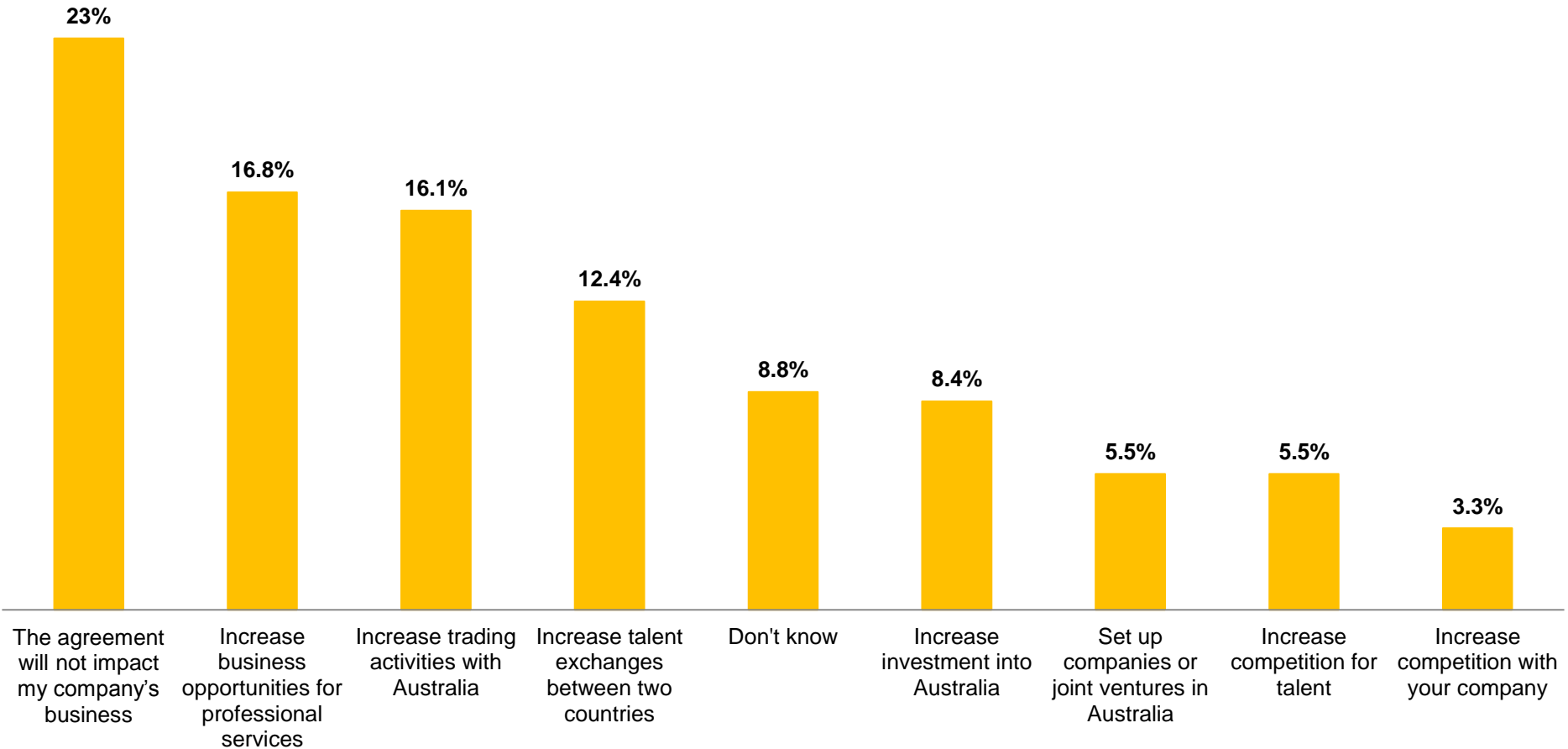
Remarks:

\* Professional services: e.g. accounting and taxation consulting firms

^ Retail: e.g. food & beverage; entertainment & leisure

**Which of the following industries in China do you think will benefit the most from the Belt and Road Initiative?**

# THE CHINA-AUSTRALIA FREE TRADE AGREEMENT

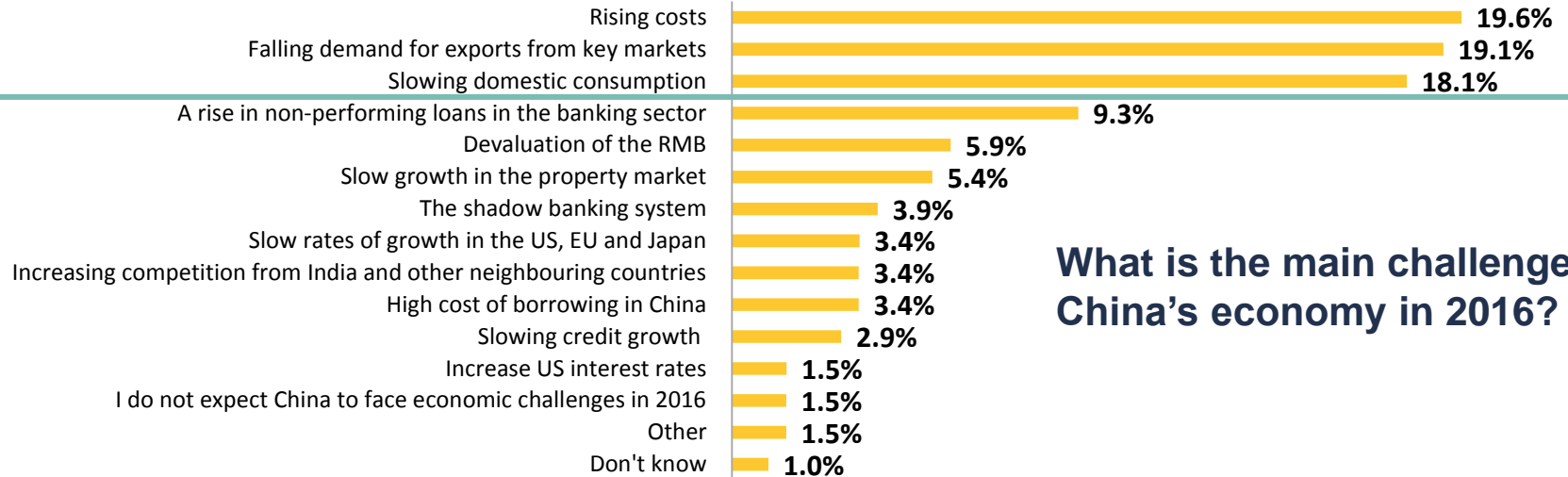


**What impacts do you believe from the China-Australia Free Trade Agreement may bring to your company's business in future? (Multiple options)**

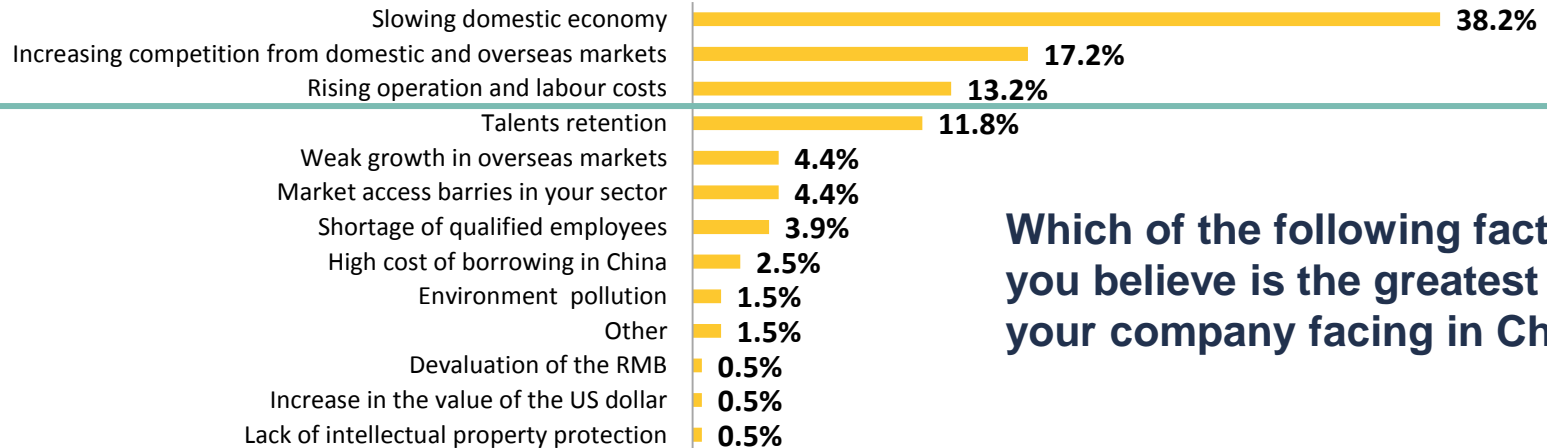
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# CHALLENGES AND RISKS

# CHALLENGES OF CHINA'S ECONOMY AND BUSINESS



**What is the main challenge for China's economy in 2016?**



**Which of the following factors do you believe is the greatest risk your company facing in China?**

# Q&A SESSION

## **Mr Kevin Ng**

North China Committee President of CPA Australia

## **Mr Kenny Lam**

East and Central China Committee President of CPA Australia

## **Mr Peter Kung**

South China Committee President of CPA Australia