



Please fill in the questionnaire and return it to AEB employees or send it to AEBsurvey2016@aebrus.ru by April 25, 2016.

The questionnaire can be also completed online by following the link <https://web70.gfk.com/projects/RUS118392/addrandom.asp>

The survey is conducted with the support of the International Institute of Marketing and Social Research "GfK Rus" which will ensure confidentiality of all answers.

Please note that full results of the survey will be provided only to companies that participated in the survey. There will be a lottery conducted among the companies that participated in the survey.

AEB Survey 2016 Strategies and Prospects for European Companies in Russia

Basic data

Company name:	
Headquarters:	

Part I: General company information

1. Please indicate your company's market sector

1	Automotive	
2	Engineering & Construction	
3	Energy & Natural Resources	
4	Chemicals & Pharmaceuticals	
5	IT & Telecommunications	
6	FMCG & Retail	
7	Financial Services (banking, insurance, etc.)	
8	Professional Services (audit, legal, consulting, etc.)	
9	Media & Entertainment	
10	Transport & Logistics	
11	Other	

2. What is the size of your company in Russia?

		2014	2015
1	Total no. of employees		
2	No. of Russian employees		
3	Market share, %		

3. Please specify your company's turnover in Russia in 2015.

1	Less than 10 million EUR	
2	11-50 million EUR	
3	51-100 million EUR	
4	101-500 million EUR	
5	More than 500 million EUR	

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4. How did the company turnover in 2015 compare to 2014?

1	Increase	
2	No change	
3	Decrease	

Part II: Market entry

5. How important were the following reasons for your entry into the Russian market?

(please indicate all reasons)

		very important	important	not important
1	Market size			
2	Large potential of Russian market/ good forecasts			
3	Positive market dynamics			
4	Lucrative raw material costs			
5	Skilled personnel			
6	Low personnel costs			
7	Russian government support/ incentives			
8	Low competition/ highly fragmented market			
9	Other			

6. How important are the selected "very important" reasons in the current market?

(please answer for all reasons indicated as "very important" in question #5)

		still very important	relatively important	not important
1	Market size			
2	Large potential of Russian market/ good forecasts			
3	Positive market dynamics			
4	Lucrative raw material costs			
5	Skilled personnel			
6	Low personnel costs			
7	Russian government support/ incentives			
8	Low competition/ highly fragmented market			
9	Other			

Part III: Business culture

7. How would you evaluate the level of business interaction in Russia?

(please rank all applicable)

		positively	neutrally	negatively
1	Contractors			
2	Clients/customers			
3	Customs authorities			
4	Tax authorities			
5	Legislative bodies			
6	Other government officials			
7	Suppliers			

Part IV: Production/services

8. What does your company produce in Russia? *(please indicate all applicable)*

1	Raw materials	
2	Semi-finished products	
3	Finished products	
4	Non production/services	

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9. What are the most significant barriers to business (production operations/ service provision)? (please choose a maximum of 3 barriers)

1	Cuts in public utility services (electricity, water, etc.)	
2	Unavailability of developed land plots	
3	Regulatory restrictions	
4	Lack of qualified personnel	
5	Lack of state-of-the-art production facilities	
6	Insufficient quality of input materials	
7	Insufficient reliability of supply chain	
8	Other	

Part V: Financing

10. Have you ever resorted to court action to recover debts?

1	No, we have never suffered bad debts	
2	No, we did not think that the courts would resolve the problem	
3	Yes, we went to court and we were successful	
4	Yes, we went to court but were not successful	

11. On average, what is the percentage of delayed payments over the last 12 months?

1	Less than 20 %	
2	20 to 40 %	
3	40 to 60 %	
4	60 to 80 %	
5	More than 80 %	

12. What is the average number of days that delayed payments have been overdue in the last 12 months?

1	Less than 14 days	
2	Less than a month	
3	1 to 3 months	
4	More than 3 months	

13. How do you expect your investments to change in 2016 vs. 2015?

1	Increase	
2	No change	
3	Decrease	

14. What do you expect to be the most significant barriers to financing in 2016?

(please choose a maximum of 3 barriers)

1	High interest rates	
2	Restricted access to bank credits	
3	Limited number of financial instruments offered by Russian banks	
4	Regulatory restrictions by the Central Bank minimizing the flexibility of banks to re-structure existing loans	
5	Difficulty in raising capital on stock market	
6	Unwillingness of institutional investors to provide loans	
7	Unwillingness of shareholders to provide loans	
8	Insufficient cash flow/auto financing capacity	
9	None of above	
10	Other	

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Part VI: Business environment

15. How has the overall state of the economy developed over the first 3 months compared to your expectations at the start of the year?

1	Better	
2	As expected	
3	Worse	

16. How would you evaluate the economic outlook for Russia?

(please indicate for all categories)

		fast growth	slow growth	stagnation	slow decline	fast decline
1	Short term (1-2 years)					
2	Medium term (3-5 years)					
3	Long term (6-10 years)					

17. How do you think investment by foreign companies in Russia will develop over the next 2-3 years? *(please indicate for all applicable)*

		increase	no change	decrease
1	in your industry			
2	in Russia as whole			

18. What degree of improvement do you expect for each of the following operational challenges over the next two years? *(please indicate for all items)*

		significant	moderate	not at all
1	Customs regulations			
2	Taxes and duties			
3	Bureaucracy			
4	Labour force capabilities			
5	Infrastructure			
6	Corruption			
7	Rising labour costs			
8	Reliability of supply chain partners			
9	Legal constraints on activities			

Part VII: Company strategy and prospects

19. In 2016, how do business results in the first 3 months compare to targets?

1	Better results	
2	Forecast results	
3	Worse results	

20. What is your 3-year forecast for your company's business in Russia?

		growth	no change	decrease
1	Turnover			
2	Profit			

Part VIII: Current economic and political situation

21. How did Russia's WTO accession affect your business in Russia?

1	Positively	
2	Somewhat positively	
3	Did not affect	
4	Somewhat negatively	
5	Negatively	

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22. What impact do the following factors have on your company?

(please indicate for all items)

		Positively	No effect / impact	Negatively
1	Import substitution			
2	Ruble depreciation			
3	Oil price			
4	Sanctions towards Russia			
5	Russian counter sanctions towards the EU and the US			
6	Russian sanctions towards Turkey			
7	Russian economic policy			
8	Ukraine's economic association with the EU			

23. What impact do the following factors have on the Russian economy?

(please indicate for all items)

		Positively	No effect / impact	Negatively
1	Import substitution			
2	Ruble depreciation			
3	Oil price			
4	Sanctions towards Russia			
5	Russian counter sanctions towards EU and US			
6	Russian sanctions towards Turkey			
7	Russian economic policy			
8	Ukraine's economic association with the EU			

Part IX. Conclusion

24. If you are interested in meeting with our experts to discuss the "AEB Survey 2016" in detail, please indicate your contact details below.

25. If you wish to comment on this survey, the economy, politics or other topics please do so below.

Thank you for your participation!

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