



Perspectives of German Business  
in Japan  
**A new government in sight**

Tokyo | September 2021



## Six key findings

### Of the surveyed companies ...

**56%**

confirmed a **positive business development** during the past 12 months

**62%**

state that **various state of emergencies hindered their business development**

**64%**

regard the **management of the entry ban/regulations as highly unsatisfactory**

**56%**

expect – regarding future domestic policies - that the government will **accelerate the speed of digitalization of government authorities**

**43%**

expect – regarding future foreign policies – that the **government will strengthen relations with like-minded partners**

**58%**

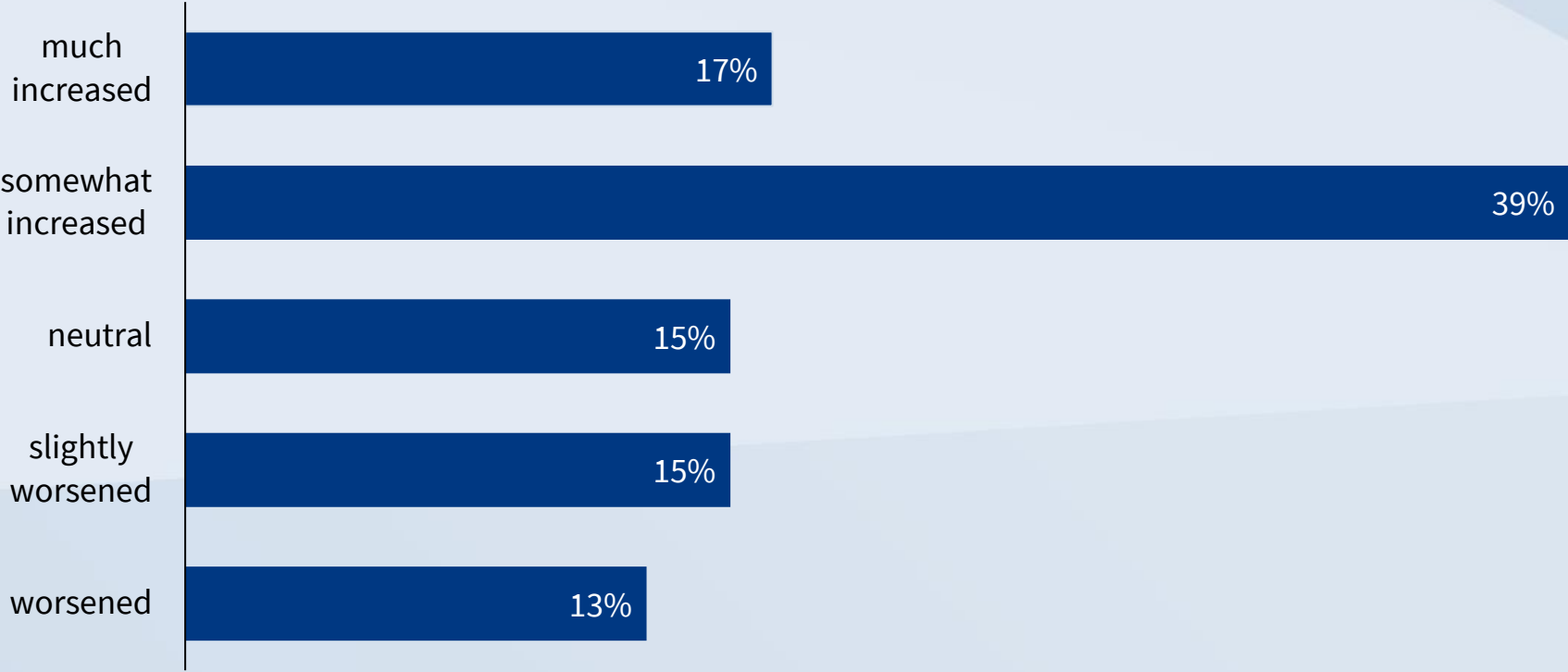
think that an **economic stimulus** to overcome the consequences of the pandemic **is necessary**



Survey period: September 21-22, 2021  
Response rate: 21%  
No. of surveyed German companies in Japan: 403

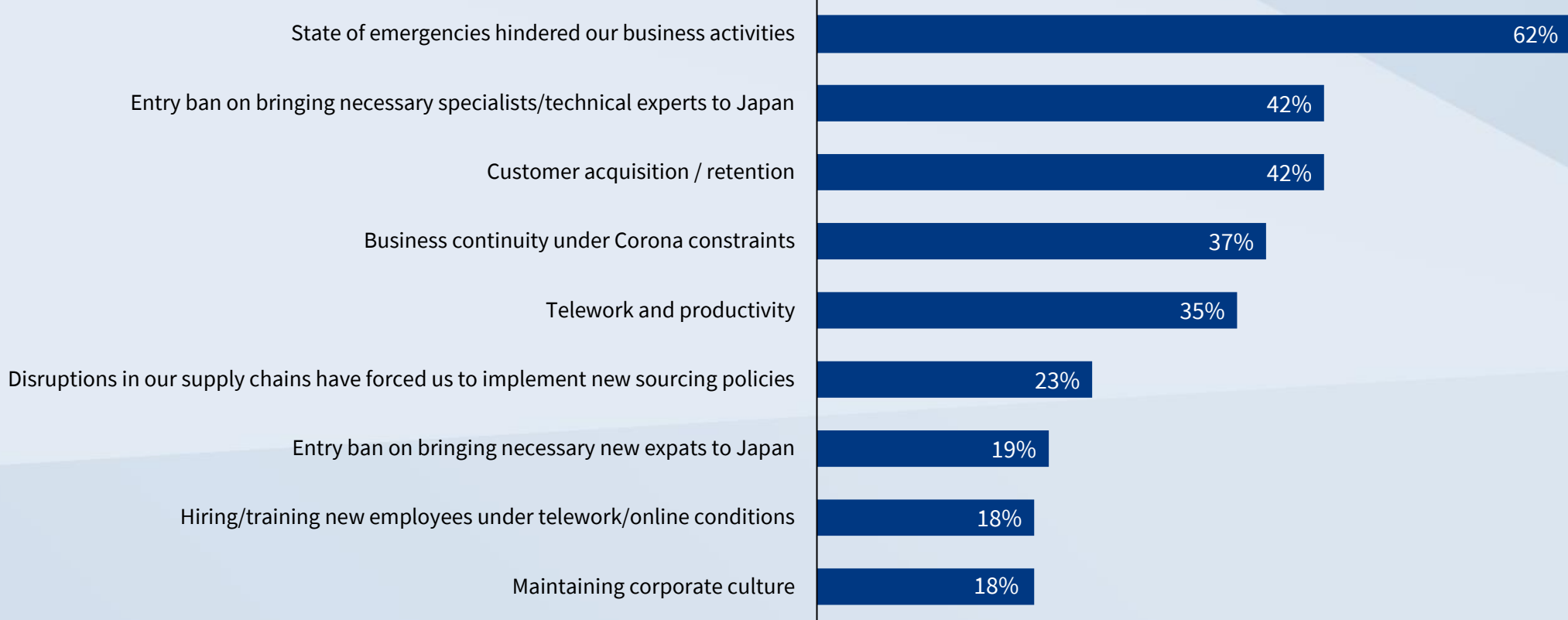
# Overall positive business development

In terms of sales, how has your business in Japan developed in the past 12 months?



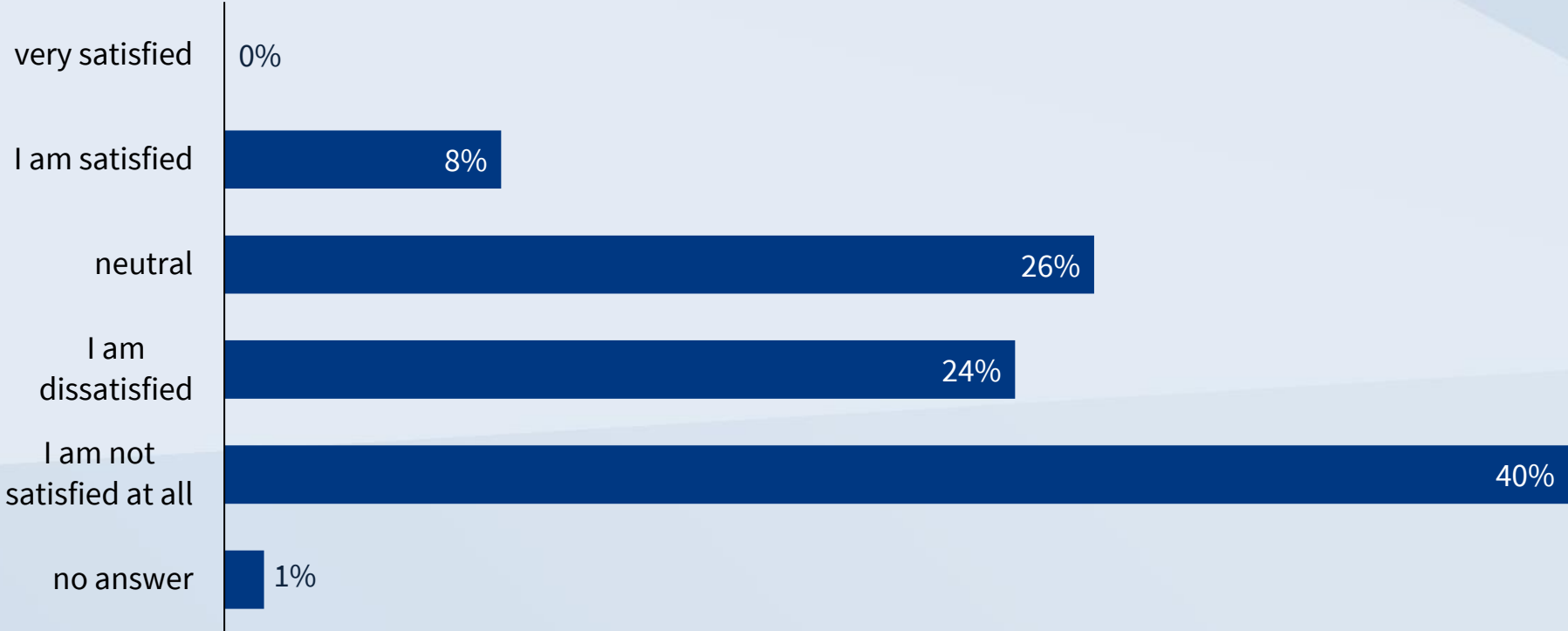
# Biggest COVID-19 induced challenges

What are the key challenges that you have faced during the past 12 months?



# Dissatisfaction and frustration regarding handling of entry ban

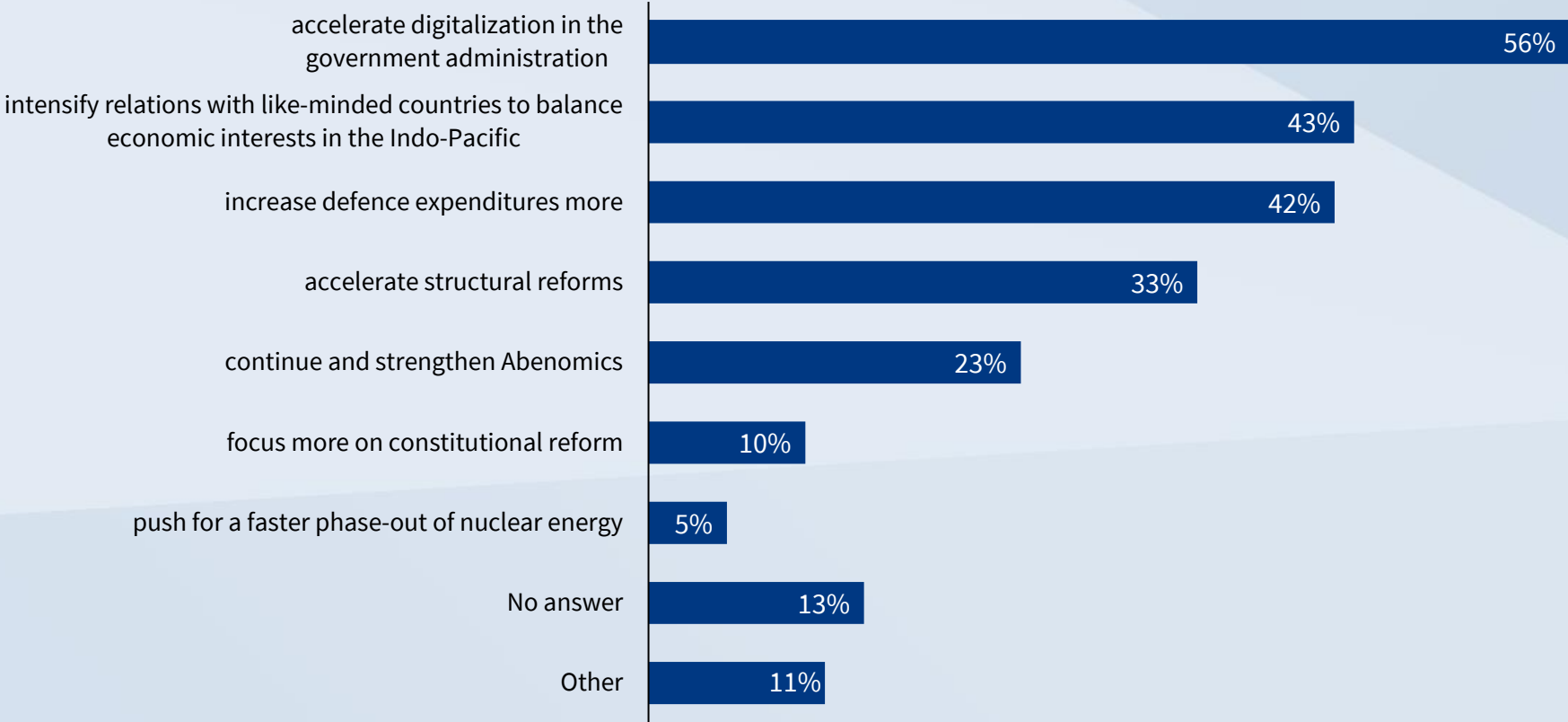
How satisfied are you with the Japanese government's handling of the entry ban?



# Future direction of Japan regarding domestic and foreign policies

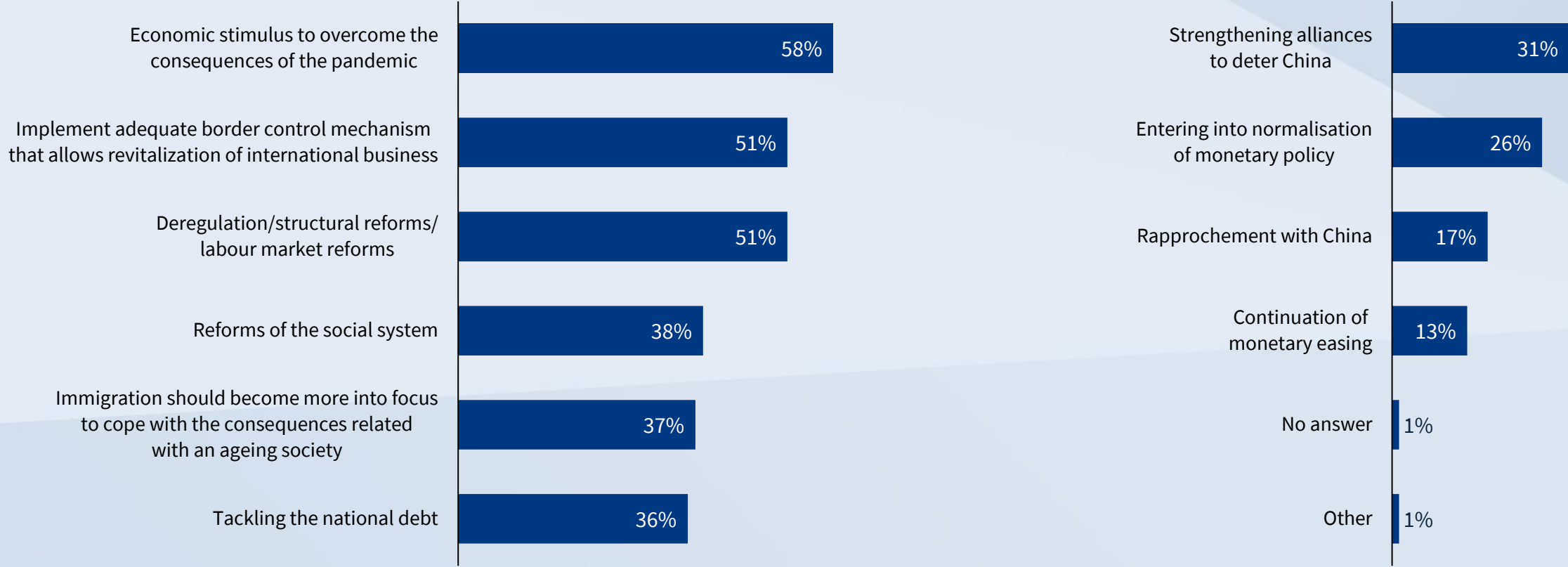
How do you think about the future direction of Japan regarding domestic and foreign policies under a new prime minister?

The new government will ...



# Future direction of Japan regarding domestic and foreign policies

What do you think are the biggest tasks of Japan's new government?



## German presence in Japan

**12.480** German companies export to Japan



**450** German companies with own subsidiary in Japan

German direct investment (stock):

**13,9 Bill. €**



German-Japanese trade: **38,6 Bill. €**



Germany is the **No. 1** European exporter to Japan

**10 German** companies among the **Top 100** foreign investors in Japan



German business in Japan creates **265.000 jobs**



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