


# **THE ATTITUDES TOWARDS FOREIGN INVESTORS AND EMPLOYERS**

for Czech-Invest  
December 2000



Gabal, Analysis & Consulting

# PROJECT GOALS



identify and empirically prove people's attitudes towards the German industrial investors in the Czech Republic and towards the possibility of investment into a new car factory at the place of their residence



identify general and specific attitudes concerning a potential relation to a German employer and German managers

# SURVEY

## REALIZATION

→ standardized telephone interviews

→ December 2000

## SAMPLING

→ 451 respondents for the whole CR  
108 for Cheb dist.  
103 for Kolín dist.  
100 for Ostrava dist.

→ respondents from 18 to 75 years old

→ random sampling  
based on telephone numbers  
included in the Yellow Pages

→ supplemented with quota selection  
with regard to demographic composition

# ATTITUDES TOWARDS FOREIGN INVESTORS



favourable opinion  
about foreign companies' investing  
and placing their production  
into the Czech Republic prevails



positive attitude:  
urban population  
young people (up to 29)  
higher qualification  
higher managers  
company owners

# DO YOU CONSIDER AS BENEFICIAL THE FOREIGN COMPANIES' INVESTING IN CR?

definitely yes    somewhat yes    somewhat no    definitely no



# ATTITUDES TOWARDS FOREIGN CARMAKERS

## NEW FACTORY IN THE DISTRICT

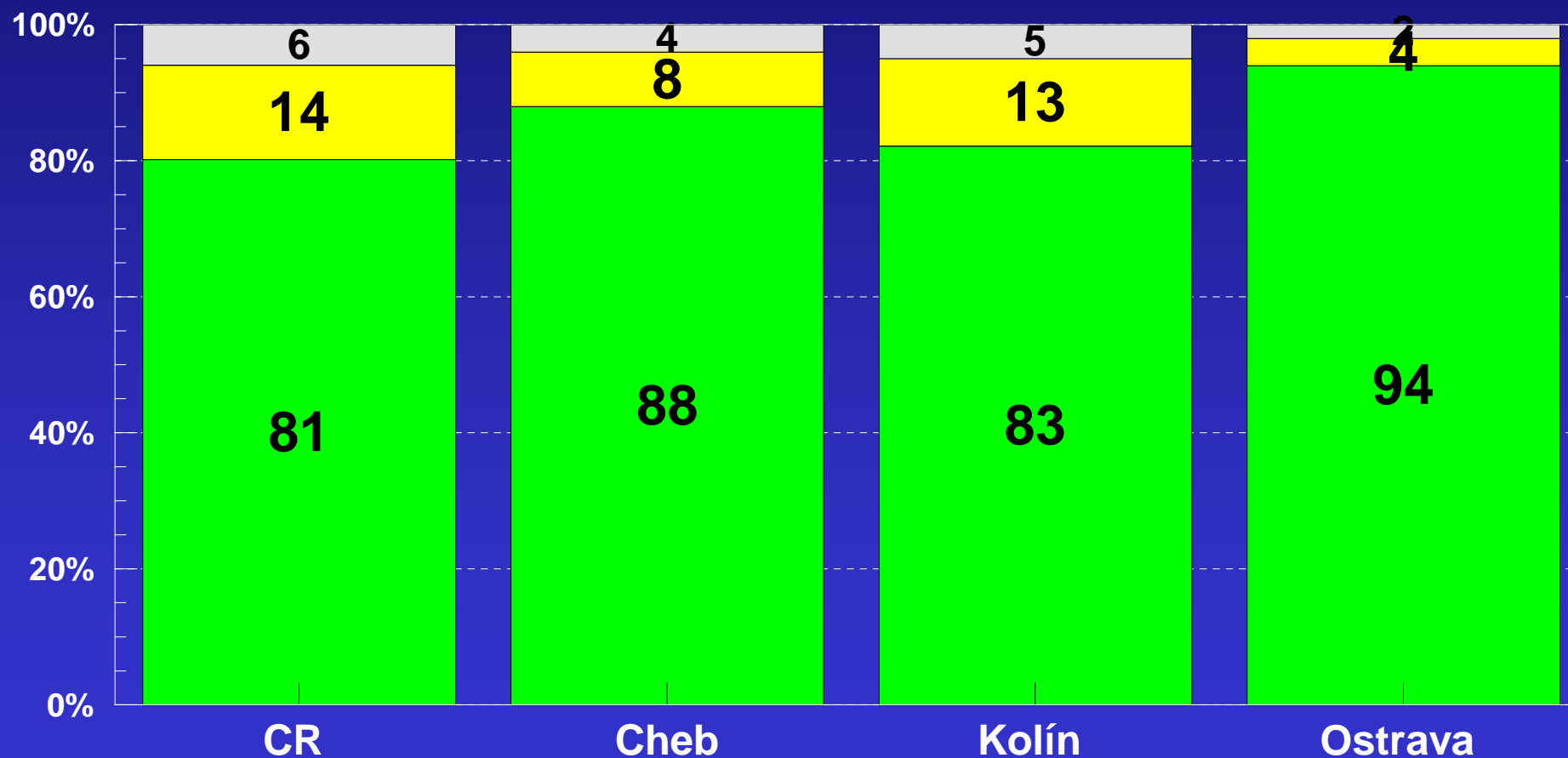
→ positive acceptance by the majority (81%)

→ car industry mostly welcome in  
Ostrava district (94%)  
Cheb district (88%)

→ foreced by prospect of new jobs

# EVALUATION OF NEW FOREIGNCAREMAKERS' FACTORY IN THE DISTRICT

■ positive contribution ■ objections ■ indifferent



# ATTITUDES TOWARDS FOREIGN CARMAKERS

## NEW FACTORY IN THE DISTRICT

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# IMPORTANCE OF INVESTOR'S COUNTRY OF ORIGIN

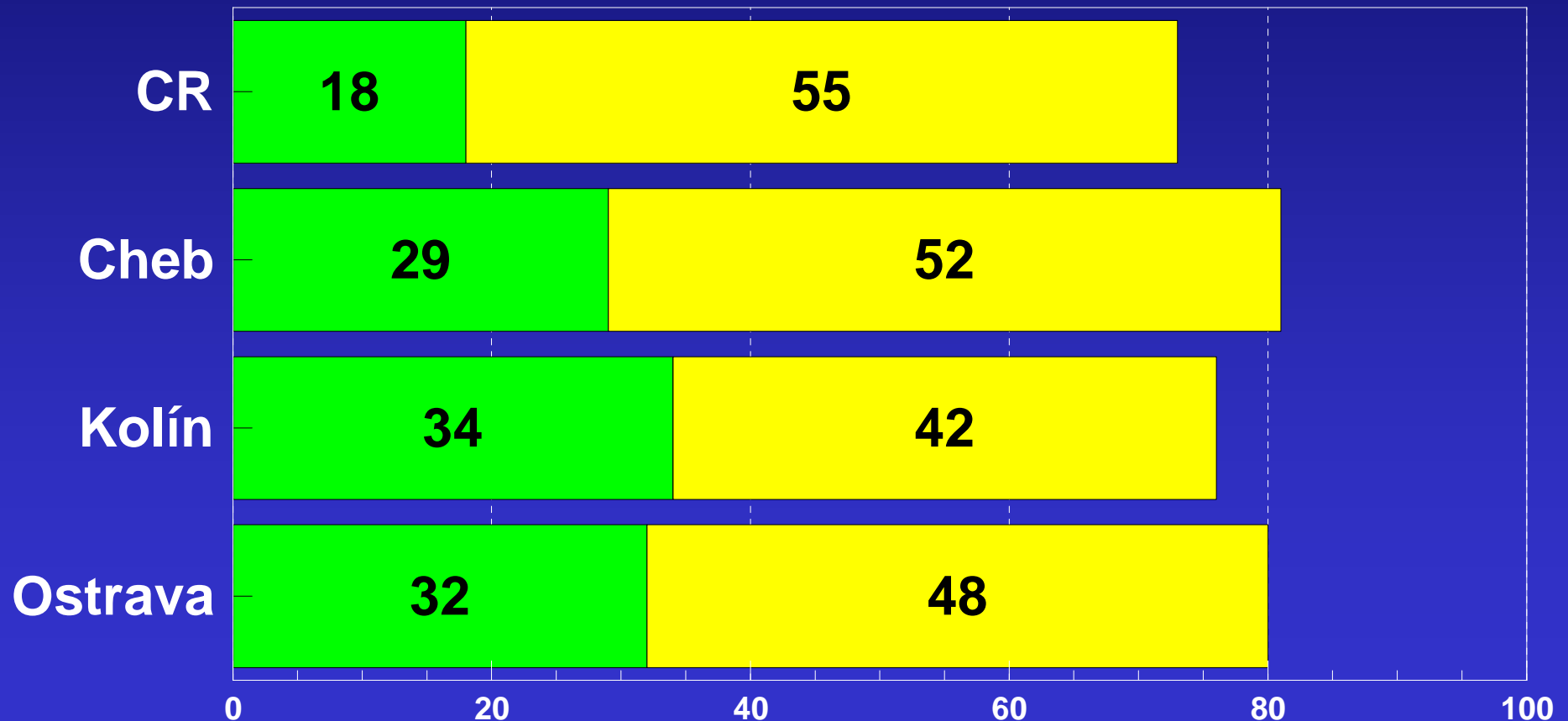
- Czech society is sensitive to investor's country of origin and makes difference among the investors
- investor's country of origin is an indication of his reputability

# ATTITUDES TOWARD GERMAN INVESTORS

- high rate of confidence  
(73% total, 18% absolute confidence)
- explicit distrust is marginal (8%)
- specifically above-average confidence:  
preactive population  
higher managers  
company owners
- favourable rating of German managers' work prevails  
however, it is not uncritical („somewhat positive“ 63%)
- most positive rating of German managers  
among the people with knowledge of German and English as well

# CREDIBILITY OF GERMAN COMPANIES INVESTING IN CR

■ definitely credible ■ somewhat credible

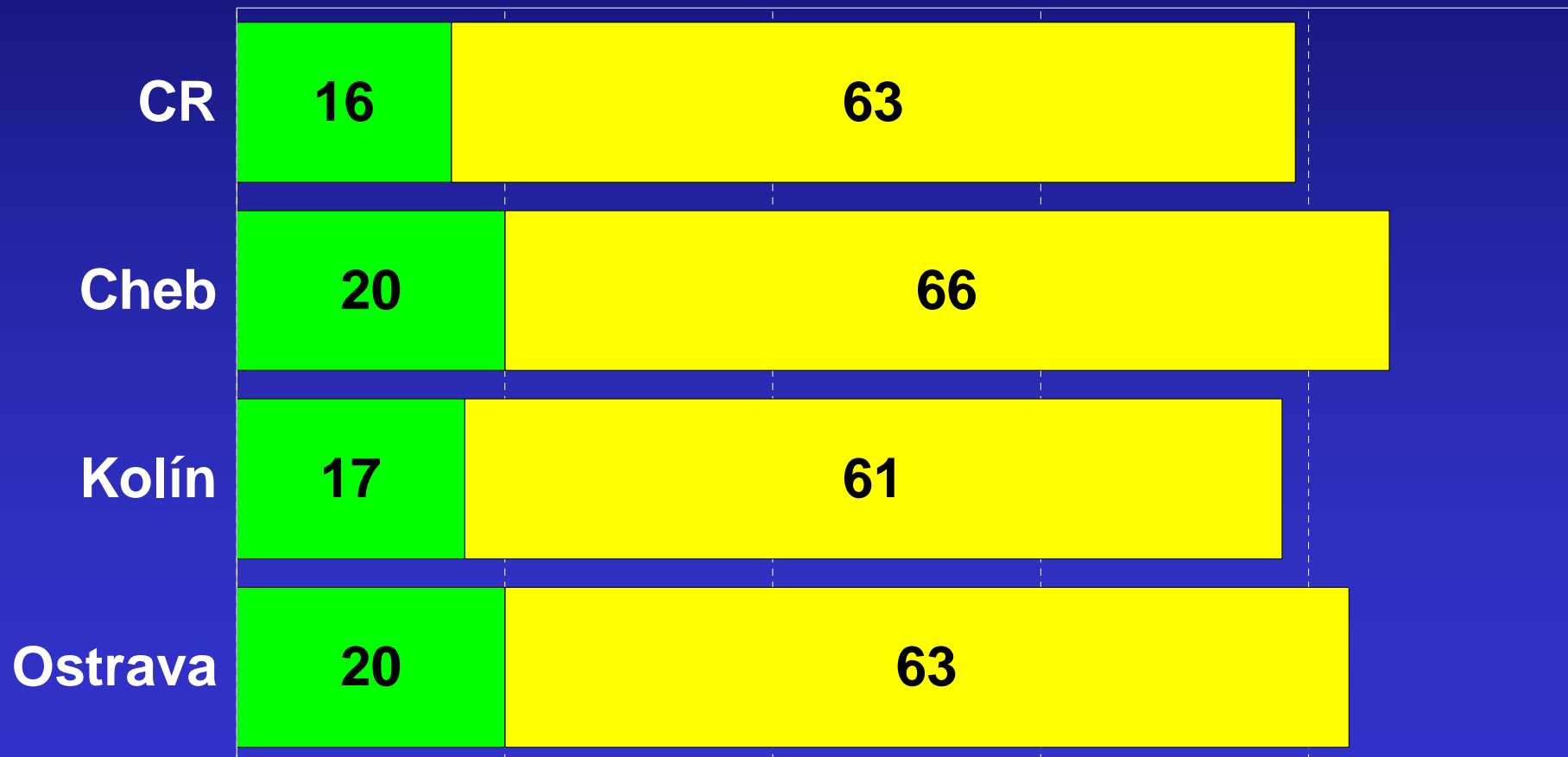


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# EVALUATION OF GERMAN MANAGERS' WORK IN CR

■ very good   ■ somewhat good



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# INTEREST TO BE EMPLOYED IN GERMAN COMPANY

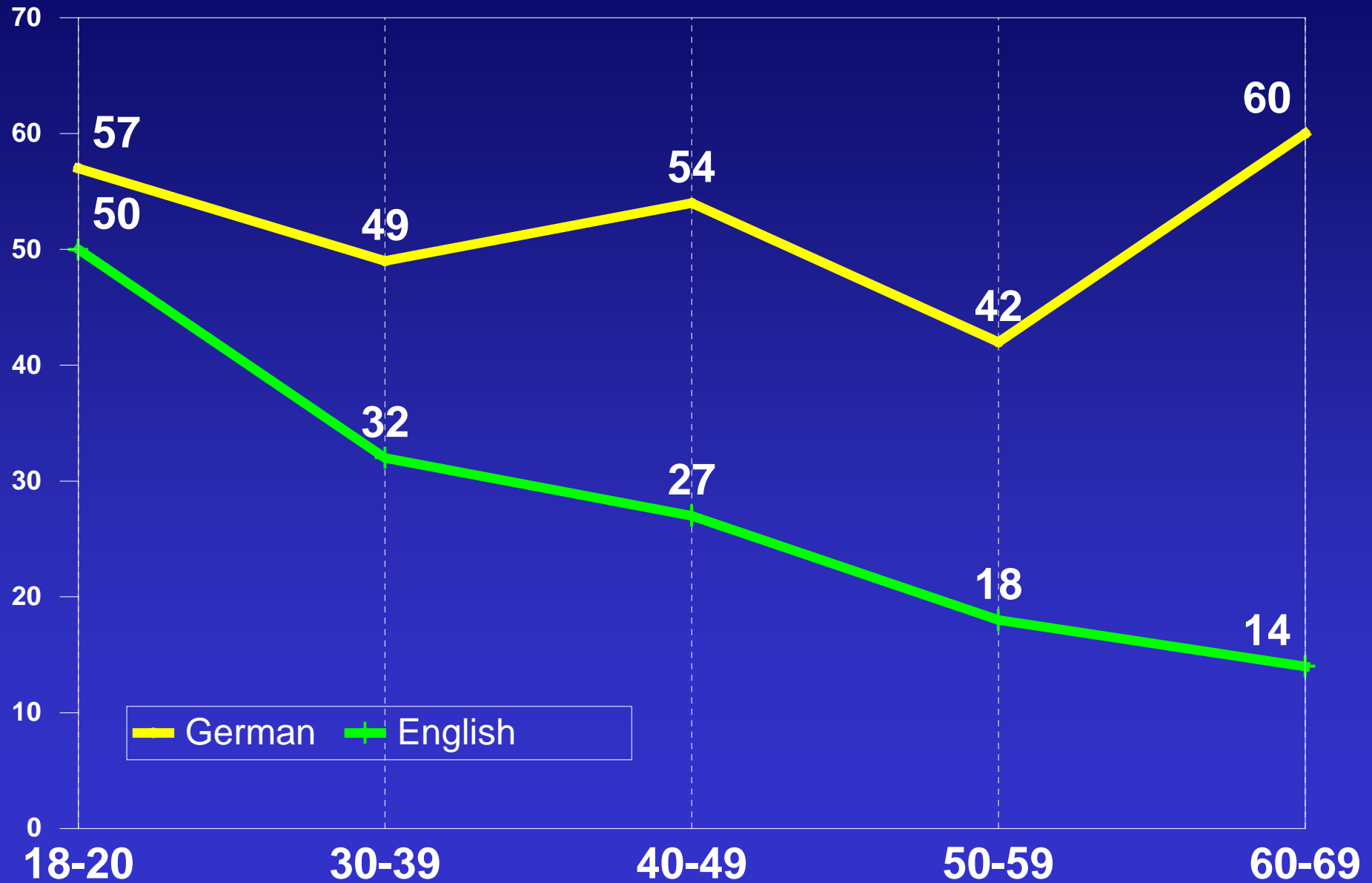
- German companies are mostly considered as reliable employers (73%)
- however, there is a ability to make differences between individual companies
- the interest to work for a German company is relatively high (59%), especially among **preactive people in larger settlements in Ostrava and Cheb districts**
- for 52% of people a German boss is acceptable (in Ostrava district even for 78%)
- German boss is definitely unacceptable for 25% of people

# LANGUAGE KNOWLEDGE

- important parameter of labour force
- positively determines the openness towards foreign investors
- reduces emotional doubts
- increases realistic judging of foreign investors
- at least the elementary ability to „make oneself understood“ is essential
- highest German knowledge in Cheb district (75%)  
highest English knowledge in Ostrava district
- ability to „make oneself understood“ in both German and English substantially increased in the past years, especially among younger people



# MAKING ONESELF IN GERMAN OR ENGLISH IN AGE COHORTS



# MAIN CONCLUSIONS

- Any fears of negative and xenophobic attitude towards **foreign investors** are not relevant in any of the monitored localities nor in the sample of the CR.
- Neither fears of negative and xenophobic attitude towards **German investors** are actual. However, the Czech population is very regardful of the origin and reliability of every foreign investor.
- German investor will be confronted by a great interest in work and possible selection from an offer of qualified employees, willing and able to cooperate with the German management.

# MAIN CONCLUSIONS

- Younger and rather male labour force is most interested in working for a foreign company
- Basic language command in both German and English is available  
The knowledge of German can be an important value of the CR's offer.
- The investor has to expect an active participation of local public and NGOs in the standard EIA procedure.  
The environmental counter-arguments are more likely to arise than any xenophobic or anti-Germans sentiments.

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