

# **2000 對韓投資環境 設問調查分析**

1999. 12.

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# I.

## 1.

□ 가가

(KISC)

.

## 2.

□ , ,  
가 ,

.

- , , ,  
, , .

- , , , ,  
, , , ,  
, , .

- 가 ,  
.

- ,  
KISC , .

□ 98 12 .  
가

3.

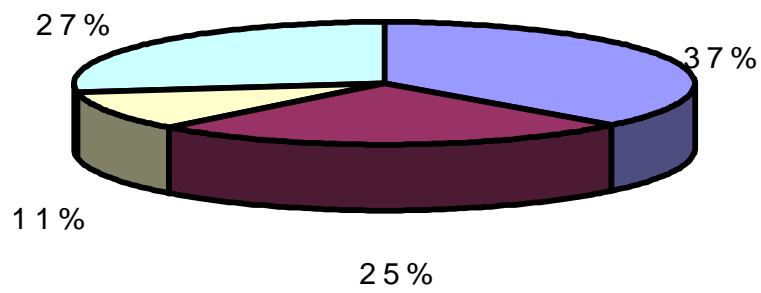
□ 1999 11 20 12 21  
(KOTRA) 36 가  
246 .

□ FAX  
.

4.

1)

□ 246 91, 62,  
26, 67 .



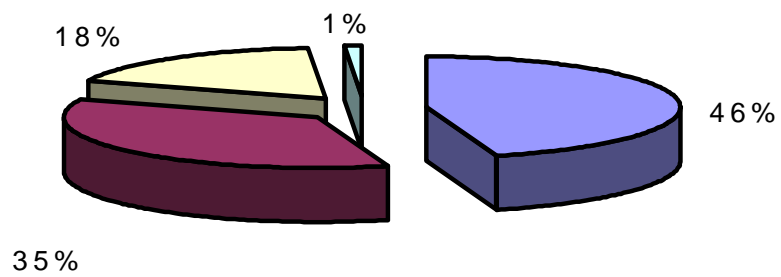
## 2) 가

□ 가 51, 38, 26, 16  
246 18 .

	가
(10 )	( 7 ), ( 9 ), ( 16 ) ( 4 ), ( 8 ), ( 10 ) ( 11 ), ( 5 ), ( 9 ) ( 12 )
(2 )	( 51 ), ( 11 )
(5 )	( 5 ), 가 ( 8 ), ( 38 ) ( 11 ), ( 5 )
(1 )	( 26 )
Total	246

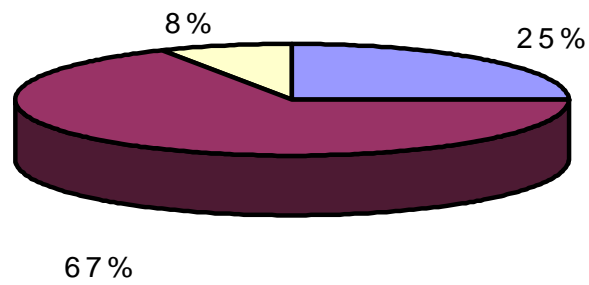
## 3)

□ 112, 87, 44, 3  
.

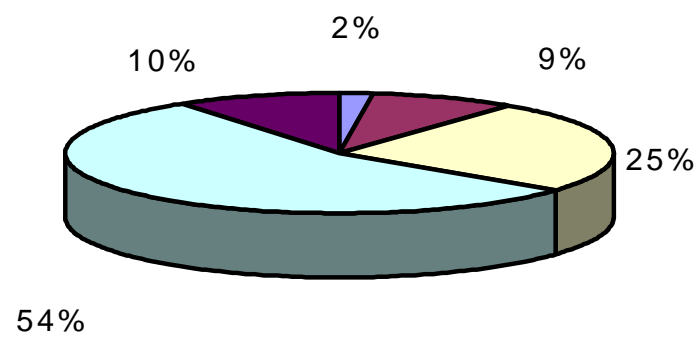


## II.

□ 가 가 (67.1%),  
가 (25%),  
(7.9%) .



□ , , , ,  
10%,  
54% 가 .





,

,

,

,

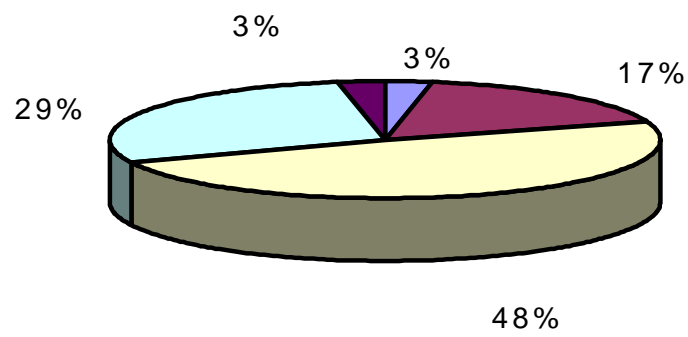
2.88

3.11

가 가 . ‘ , , ,

32%

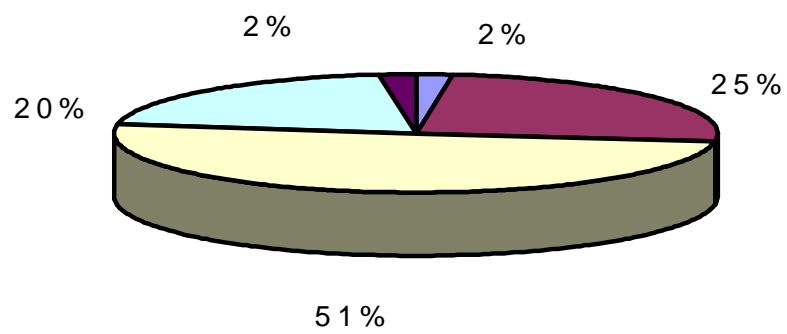
.



,

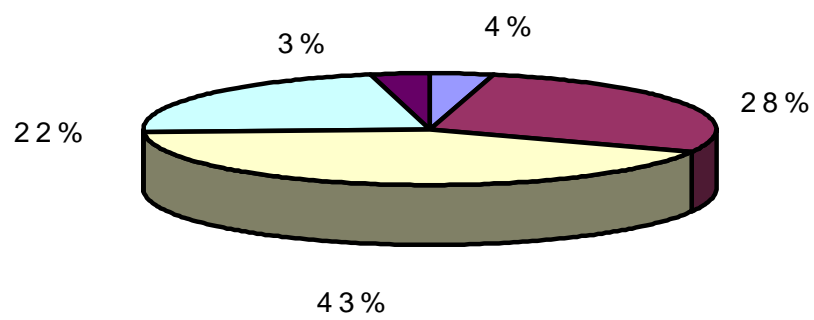
(51%) ‘ ,

가 22% .

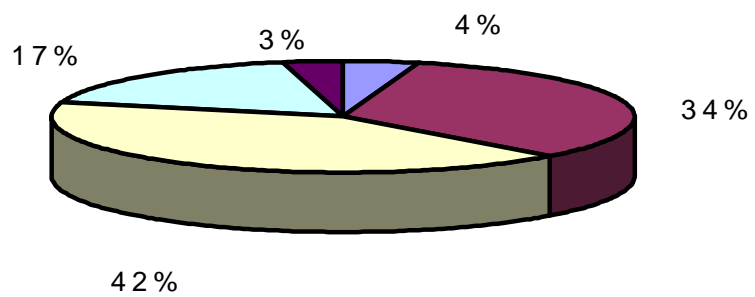




가 25%  
가 32% .



가 20%  
가 38%  
2.82 .

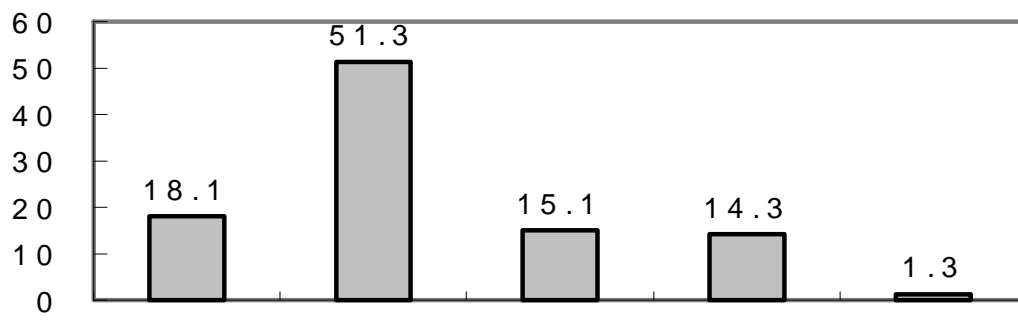






가

( 69.4%).



,

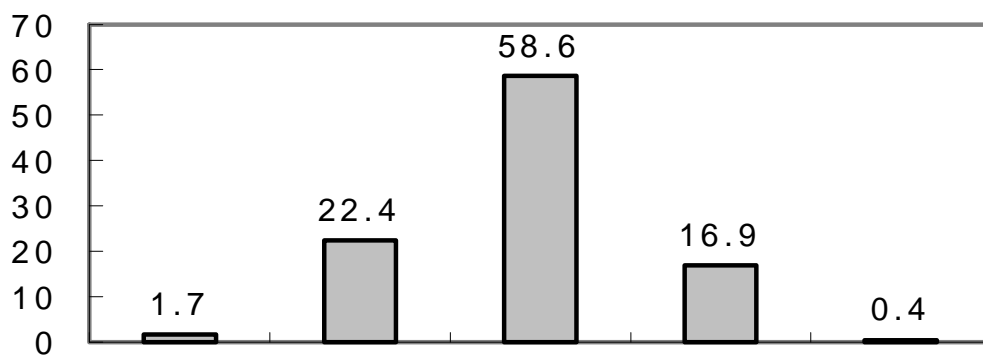
2.93

가 24.1%

가

17.3%

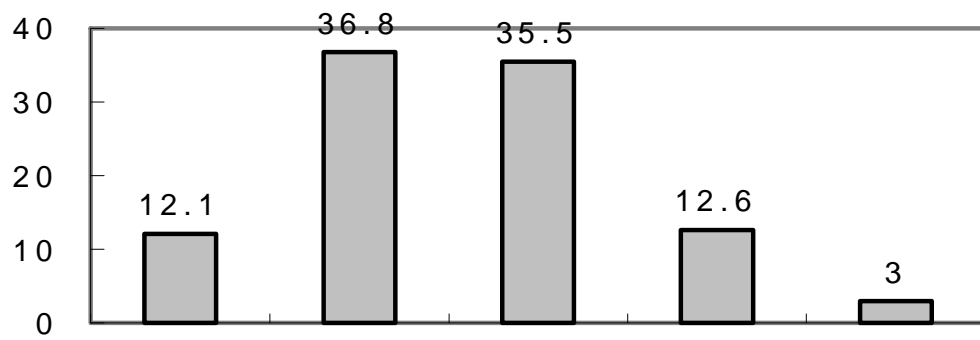
.



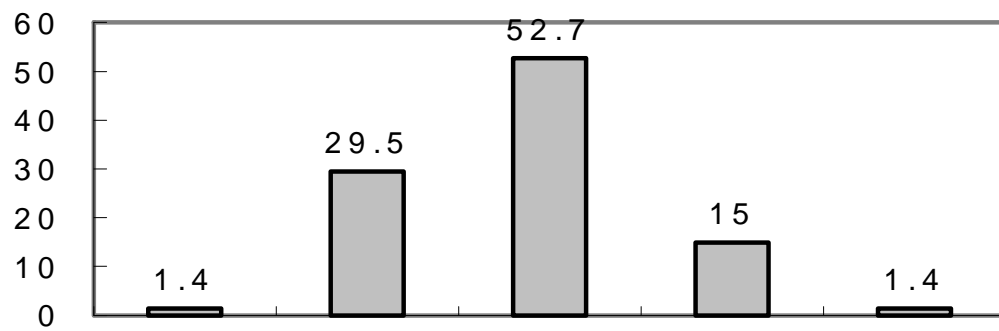


‘

가 48.9%



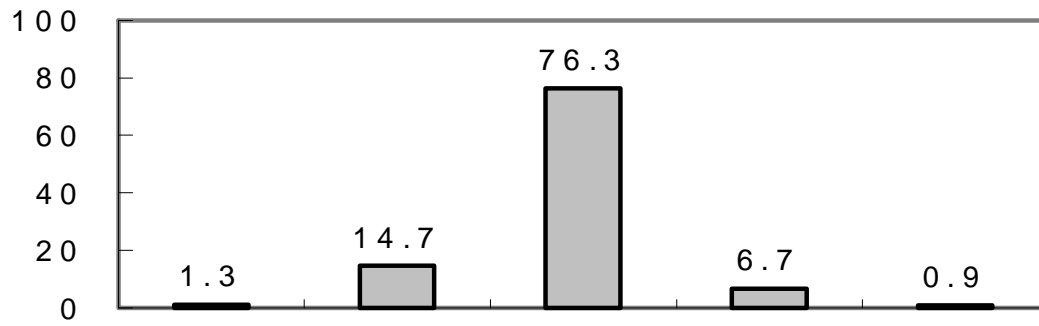
52.7%가





(76.3%)가

.



2.93

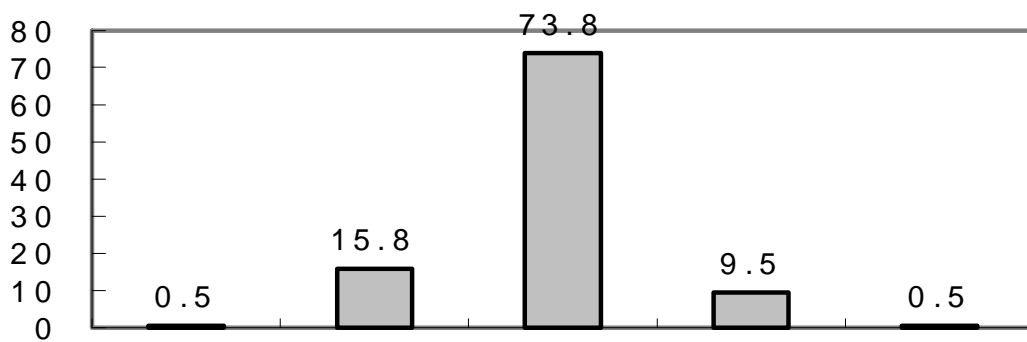
가

.

가

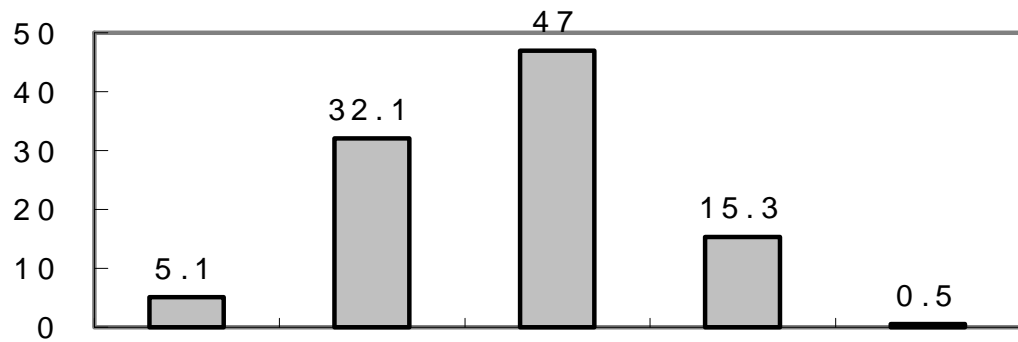
가 가

(73.8%).





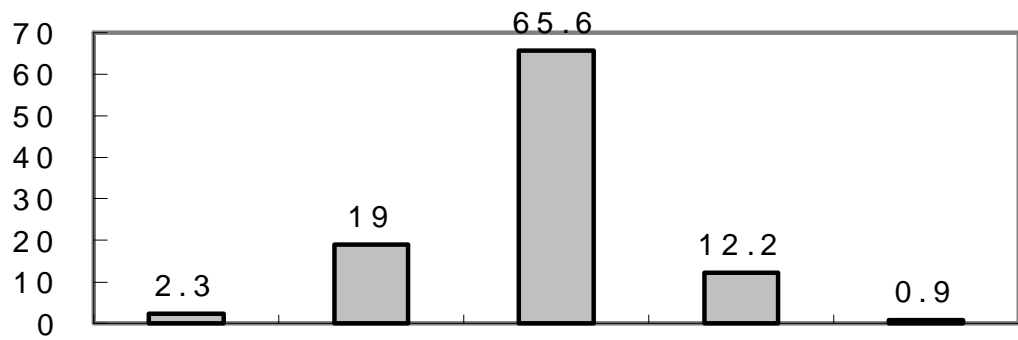
(15.8%) . 가 (37.2%)가



, ,



가 가 65.6% , 가 .



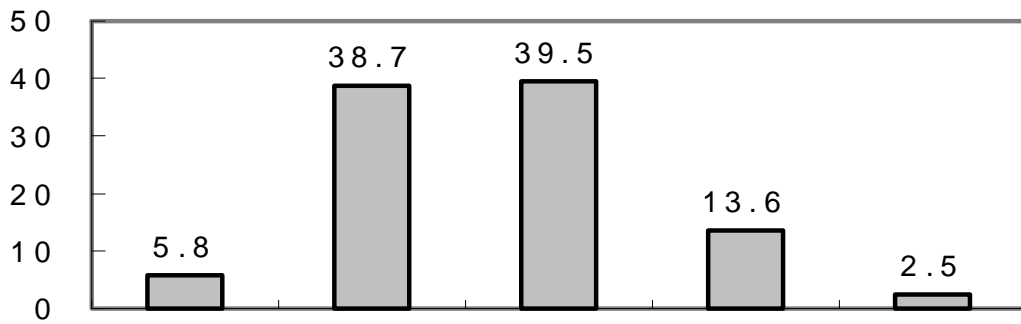


44.5%가

가

가

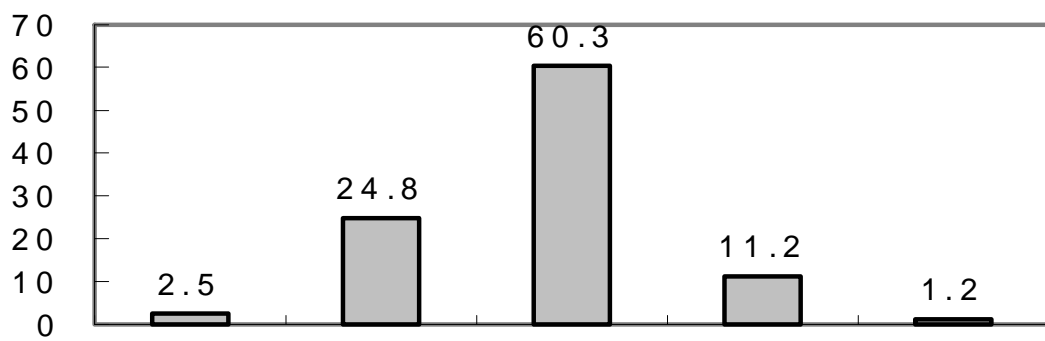
39.5%



2.84

27.3%, ‘

12.4%

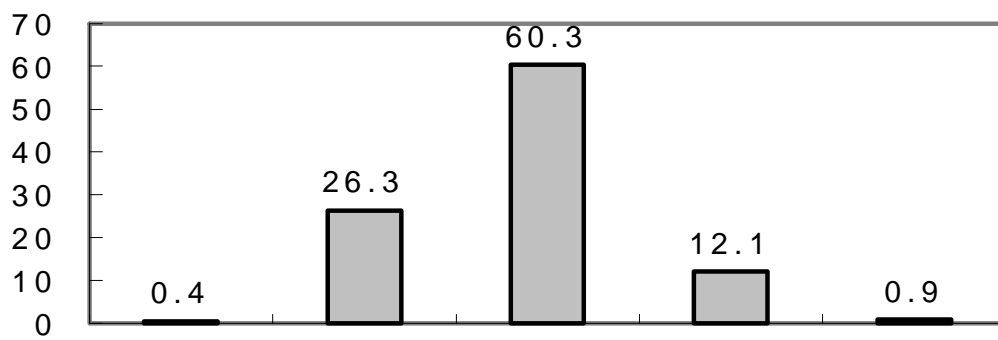




(

2.87 ),

.



31.3%

가

‘

’

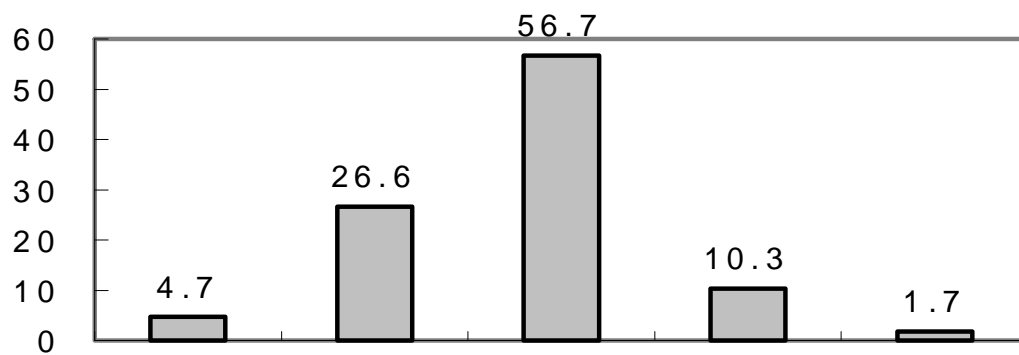
(4.7%), ‘

.’

(26.6%)

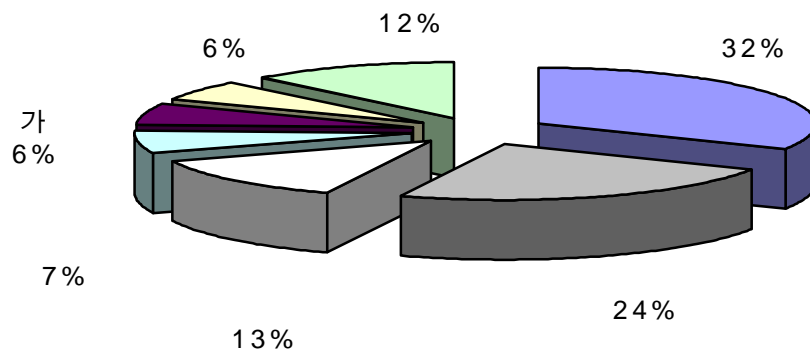
12.0%

.



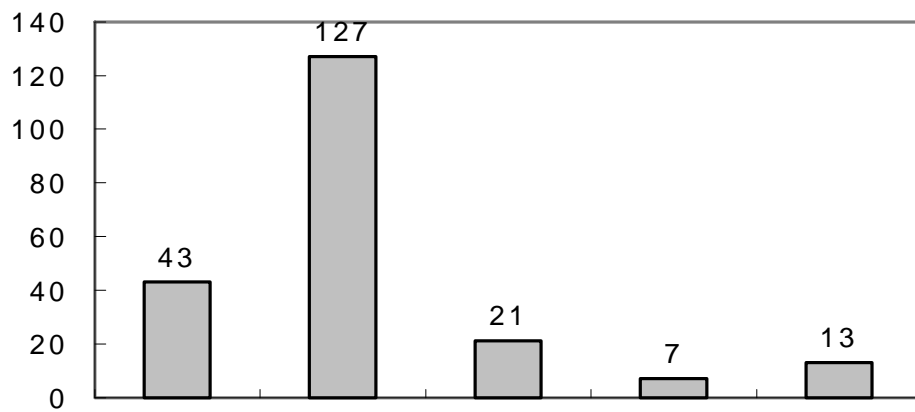
가

□ ( 가 ) 32.6%가 가  
가 . 23.6%, 13.2%, 6.6%  
가 .



가가

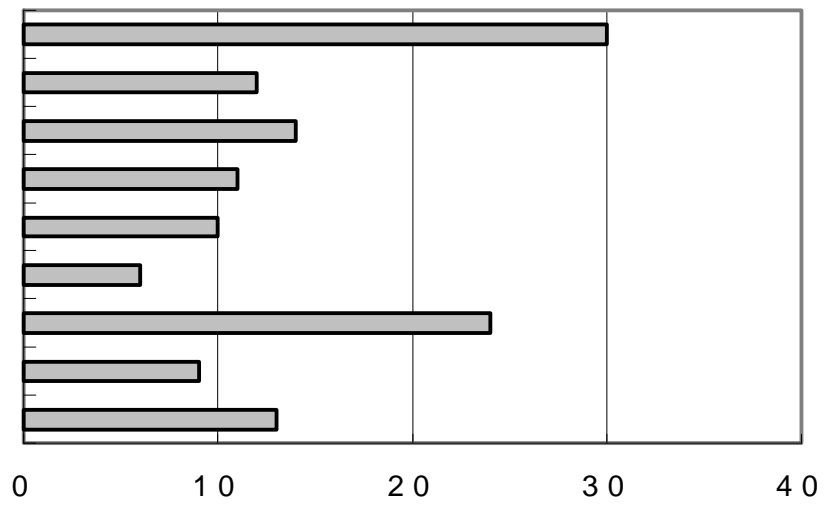
□ 가 가 가  
, (60.2%) ,  
(20.4%) .





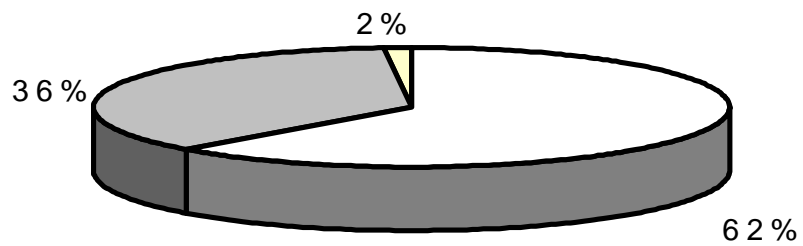
가

(24 ), (14 ), (13 ), (12 ) (11 ),  
(10 ) .



1~2

‘ (62.4%)’ ‘ (36%)’

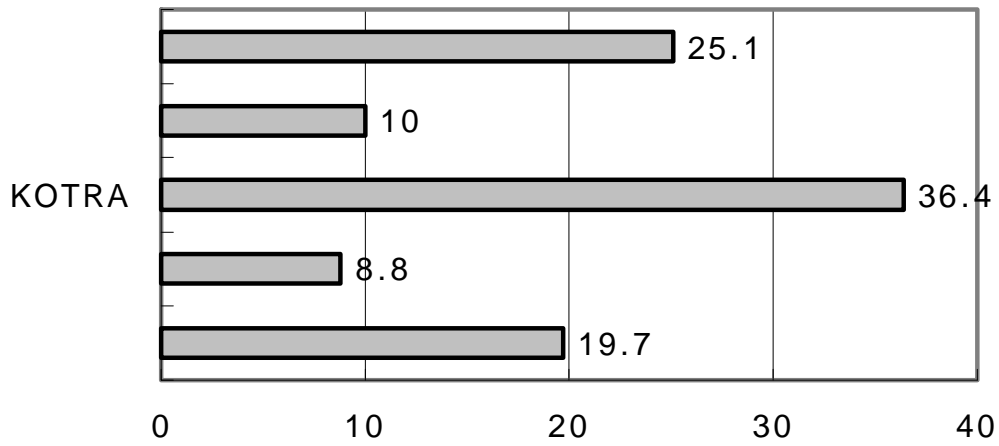






KOTRA(or

KISC) 36.4%, 19.7% .

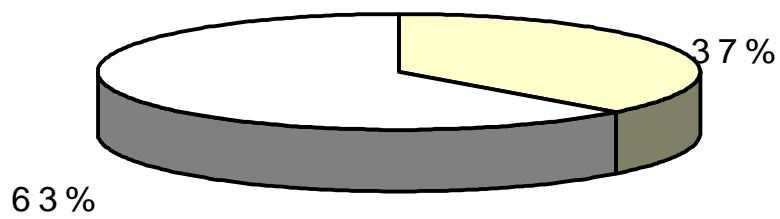


KISC

□ KISC

가

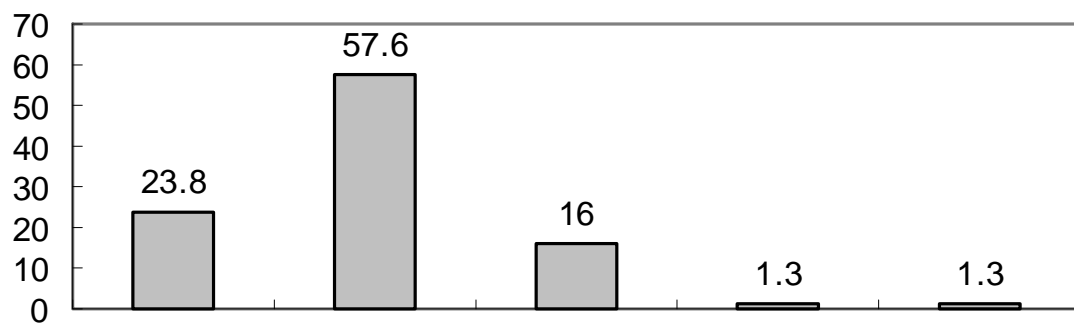
37%가





가

가 ‘ 23.8% ‘  
, 57.6% 81.4%



III.

1.

□ 가 가  
(67.1%), (25%), 가  
(7.9%) .

- 33.6% , 60.7% 22.2%,  
72.2% .

- 16.7% 가  
11.9%

.

1.	25	33.6	22.2	16.7
2.	67.1	60.7	72.2	71.4
3.	7.9	5.6	5.6	11.9

## 2.

### 1)

□ , , , , 3.61 .

가 .

- ‘ (11.6%) ‘ (46.4%) 58.0%

‘ (50.0%), ‘ (5.6%)

55.6%

- ‘ , ‘ , 63.6%

가 .

1 :	2.0	4.5	0	0
2 :	8.6	8.9	11.1	9.1
3 :	24.9	28.6	33.3	27.3
4 :	54.7	46.4	50.0	54.5
5 :	9.8	11.6	5.6	9.1
	3.62	3.5	3.72	3.65
	0.85	0.97	0.73	0.78

( : %, , )

2) ,

□ , , ,  
3.11  
가 ( 98  
, , 2.88 ).

- 3.23  
가 .

- 3.02  
3.23 ,  
가 .

- ‘ , 29.5%  
가 .

1 :	2.9	5.4	0	0
2 :	17.1	18.8	27.8	13.6
3 :	48.6	49.1	44.4	56.8
4 :	28.6	22.3	27.8	29.5
5 :	2.9	4.5	0	0
	3.11	3.02	3.23	3.16
	0.82	0.90	0.79	0.65

( :%, , )

3)

□

,

(50.2%)

가

.

-

25.0%

22.2%

.

-

13.6%

,

가

가

.

1 :	2.0	2.7	0	2.3
2 :	25.3	26.8	27.8	27.3
3 :	50.2	45.5	50.0	56.8
4 :	20.4	22.3	22.2	13.6
5 :	2.0	2.7	0	0
	2.95	2.96	2.99	2.84
	0.82	0.84	0.77	0.69

( :%, , )

4)

□ - , 2.93 ‘ , .

- (26.6%) (30.3%)가 , (33.3%) .

- 2.88 , , .

1 :	3.7	6.4	11.1	0
2 :	27.8	23.9	22.2	36.4
3 :	42.7	43.1	33.3	38.6
4 :	22.4	22.9	27.8	25.0
5 :	3.3	3.7	5.6	0
	2.94	2.94	2.92	2.88
	0.89	0.94	0.84	0.79

( :%, , )

5)

□

, ,

가

( 2.82 ).

-

( 2.77 )

(2.85 )

.

-

2.9

,

가

.

1 :	4.1	4.5	0	2.3
2 :	33.5	36.4	38.9	30.2
3 :	41.7	40.9	8.9	41.9
4 :	17.4	13.6	16.7	25.6
5 :	3.3	4.5	5.6	0
	2.82	2.78	2.85	2.90
	0.88	0.90	0.90	0.82

( :%, , )



### 3.

#### 1)

□ 가 2.29 12  
가 .

- .  
( ‘ , ‘ , :  
(62.1%), (76.4%), (75.0%) )

- 2.09 ,  
가 .

1 :	18.1	14.4	23.5	25.0
2 :	51.3	47.7	52.9	50.0
3 :	15.1	18.0	0	18.2
4 :	14.3	18.9	23.5	4.5
5 :	1.3	0.9	0	2.3
	2.29	2.44	2.17	2.09
	0.97	0.99	0.93	0.92

( :%, , )

2)

□ , 2.93  
가 24.1%  
가 17.3%  
.  
- (19.4%)가  
(17.6%) ,  
3.02 , 2.76  
가 .  
- ‘ , 가 (68.2%) ,  
가 .

1 :	1.7	0.9	0	2.3
2 :	22.4	16.7	22.2	15.9
3 :	58.6	63.0	55.6	68.2
4 :	16.9	18.5	22.2	13.6
5 :	0.4	0.9	0	0
	2.91	3.02	2.76	2.93
	0.69	0.66	0.73	0.63

( :%, , )

3)



2.57 ‘ , .

- (2. ) (2.4 ) (2.40 )

.

-

- 43.8% 38.9%

. 30.3%가 .

-

- (59.1%) .

1 :	12.1	11.1	12.5	13.6
2 :	36.8	27.8	31.3	45.5
3 :	35.5	42.6	25.0	31.8
4 :	12.6	16.7	18.8	6.8
5 :	3.0	1.9	12.5	2.3
	2.57	2.70	2.47	2.40
	0.97	0.94	0.99	0.90

( :%, , )

4)

□ 52.7%가  
(52.7%가 ).

- 23.4%, 42.9%가  
가 .

- 2.93 2.94 가

가 .

1 :	1.4	2.0	0	0
2 :	29.5	21.4	42.9	31.0
3 :	52.7	58.2	57.1	50.0
4 :	15.0	17.3	0	14.3
5 :	1.4	1.0	0	4.8
	2.85	2.94	2.71	2.93
	0.73	0.72	0.69	0.82

( :%, , )

5)

□ (76.3%)가  
12

- 16%가 , 17.8%가  
(13.3%)

- 76.7% 80.0%가  
(71.3%)

1 :	1.3	1.0	0	0
2 :	14.7	16.8	13.3	16.3
3 :	76.3	71.3	80.0	76.7
4 :	6.7	8.9	6.7	7.0
5 :	0.9	2.0	0	0
	2.91	2.94	2.71	2.93
	0.73	0.72	0.69	0.82

( :%, , )

6)

□ 2.93 가

.

가 가 가 (73.8%).

- 73.8%가 , ‘

, ‘ ,

19.6% 12.6%

.

- 81.3%가

. 65.7%가

.

1 :	0.5	0	6.3	0
2 :	15.8	19.6	6.3	15.0
3 :	73.8	65.7	81.3	85.0
4 :	9.5	13.7	6.3	0
5 :	0.5	1.0	0	0
	2.93	2.96	2.94	2.85
	0.54	0.61	0.51	0.37

( :%, , )

7)

□

(37.2%)가

가

- (25.0%)

(23.0%)가

52.0%

- 64.3%

2.74

2.69

가

- 가

62.8%가

1 :	5.1	3.0	0	16.3
2 :	32.1	22.0	14.3	46.5
3 :	47.0	52.0	64.3	30.2
4 :	15.3	22.0	21.4	7.0
5 :	0.5	1.0	0	0
	2.74	2.96	2.69	2.29
	0.80	0.78	0.69	0.83

( : %, , )

8) , ,

□ 가 .  
가 가 65.6% ,  
가 .

- , ,  
21.5%, 26.7% .

- 19.5% ,  
가 70.7% .

< , , >

1 :	2.3	3.9	0	0
2 :	19.0	17.6	26.7	19.5
3 :	65.6	60.8	73.3	70.7
4 :	12.2	15.7	0	9.8
5 :	0.9	2.0	0	0
	2.90	2.94	2.83	2.93
	0.66	0.75	0.57	0.53

( :%, , )



9)

□ 44.5%가 가 가 39.5% . 가 , . - , ( 42.3%, 27.8%) . - 43.1% , 가 , 가 43.2% .

1 :	5.8	7.2	5.6	2.3
2 :	38.7	35.1	22.2	40.9
3 :	39.5	40.5	50.0	43.2
4 :	13.6	14.4	16.7	11.4
5 :	2.5	2.7	5.6	2.3
	2.68	2.70	2.64	2.72
	0.87	0.90	0.87	0.80

( :%, , )

10)

□ 2.84  
· ‘ , ‘ ,  
27.3%, ‘ , ‘  
,  
12.4%  
·  
- ‘ , ‘ ,  
27.2%, 22.2%, 25.0%  
가  
-  
- 2.84 2.88 , 2.86  
(2.77 )  
·

1 :	2.5	3.6	0	0
2 :	24.8	23.6	22.2	25.0
3 :	60.3	55.5	66.7	63.6
4 :	11.2	15.5	11.1	11.4
5 :	1.2	1.8	0	0
	2.84	2.88	2.77	2.86
	0.70	0.78	0.63	0.60

( :%, , )

11)

□ (

2.87 ),

.

- 26.7% ‘ , ‘ , ‘ ,

13.1% .

- ‘ , ‘ ,

0.4%, 0.9%

.

- 2.99 , 2.88 2.87  
2.71

.

1 :	0.4	0	0	0
2 :	26.3	19.0	17.6	31.0
3 :	60.3	64.8	76.5	50.0
4 :	12.1	14.3	5.9	19.0
5 :	0.9	1.9	0	0
	2.87	2.99	2.71	2.88
	0.65	0.64	0.59	0.71

( :%, , )

12)

□ 2.78 , 2.87

.

□ 31.3% 가  
‘ (4.7%), ‘ .’ (26.6%)  
12.0% .

- , 26.4%, 29.4%, 32.5%가

.

- 2.86 2.78  
2.65

.

1 :	4.7	3.8	5.9	2.3
2 :	26.6	22.6	23.5	30.2
3 :	56.7	59.4	64.7	55.8
4 :	10.3	11.3	5.9	11.6
5 :	1.7	2.8	0	0
	2.78	2.86	2.65	2.78
	0.76	0.76	0.79	0.68

( :%, , )

4. 가

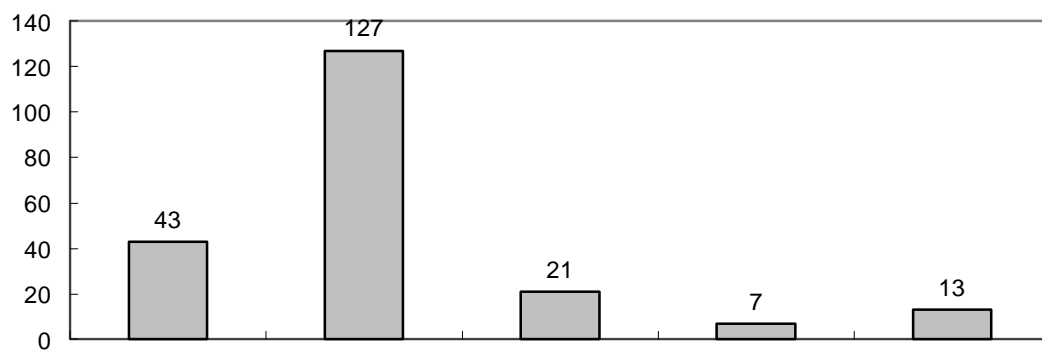
□ ( 가 ) 32.6%가 가  
가 . 23.6%, 13.2%, 6.6%  
가 .

가	%
	32.6
	23.6
	13.2
	6.6
가	6.2
	5.8
	2.7
	2.3
	1.6
	0.8
	0.8
	0.4
	0.4
	0.4
	2.7

## 5. 가가

□ 가 가 가  
 ‘ (60.2%)’, ‘ (20.4%)’  
 .

□ 가  
 가 .

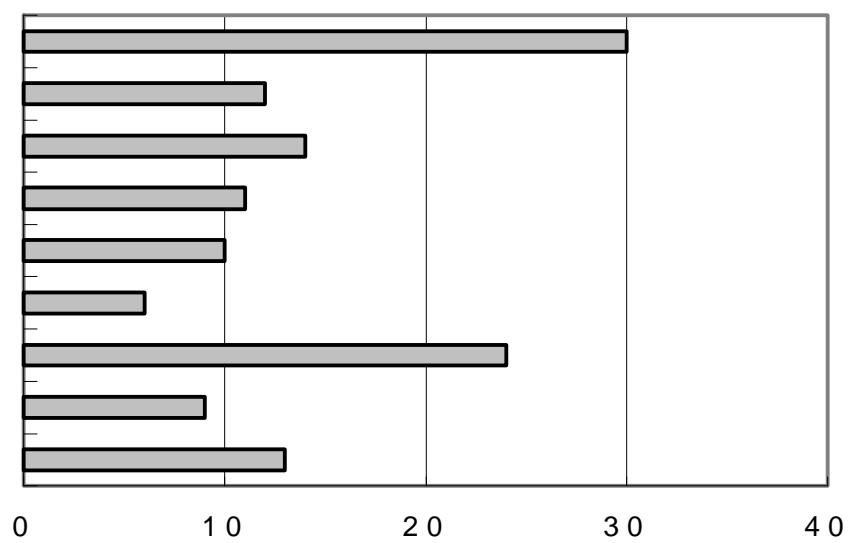


6.



가

(24 ), (14 ), (13 ), (12 ) (11 ),  
(10 ) .



7.

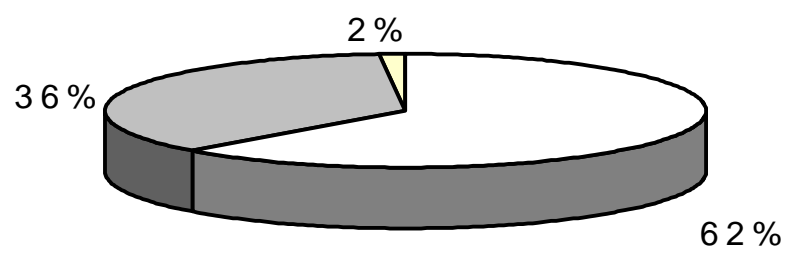


1~2

‘ (62.4%)’

‘ (36%)’

.





8.

☐ KOTRA(or  
KISC) 36.4%, 19.7% .

☐ 8.8%, 10%

☐ , ,  
.

## 9. KISC

□ KISC 가 37%가

□ KISC

□ 가 (8.8%)

## 10.



가

가 ‘ ’ 23.8% ‘  
’ 57.6% 81.4%  
.



‘ ’ (1.3%) ‘ ’ (1.3%)  
2.6%  
.

#### IV.

□

.

가

.

-

, ,

가가

,

,

,

,

.

-

가 .

가

가 .

□

가

.

-

가

가

가

.

-

가

.

,

가

.

,



,

.



.

□ 21

가

.

-



.



KISC

,

up-date,

,

,

.

•

## **The 1999 Survey on the Korean Business Climate for Investors**

Dear Sir/Madam:

Korea Trade-Investment Promotion Agency (KOTRA), a government-sponsored body serving the international business community in Korea, would like to thank you for taking the time to fill out the attached questionnaire.

This survey is designed to improve Korea's business facilitation and investment climate. Your responses will be very valuable for the Korean government and KOTRA to gain a better understanding of the various obstacles and difficulties facing investing in Korea.

Any opinions or information provided in the survey will be kept strictly confidential and will be referred to only for the purpose of statistical analysis and policy recommendations to improve Korea's international business and investment climate. Thank you very much.

Korea Investment Service Center (KISC) [http:// www.kisc.org](http://www.kisc.org)

Korea Trade-Investment Promotion Agency (KOTRA) [http:// www.kotra.or.kr](http://www.kotra.or.kr)

Company Name: ( )

Type of firm: (a) Manufacturing (b) Non-manufacturing (c) Consulting firm  
(d) Other ( )

1. Which of the following is the most critical factor in your decision to invest in Korea?  
(a) Excellent productivity and efficiency  
(b) Attractive market potential  
(c) Valuable strategic assets such as a new production technology
2. Please evaluate Korea's attractiveness as an investment location on the following criteria.

Please respond to each question by circling a number on the 1-5 scale.

	poor			excellent	
2-1. Comparative advantage (market potential, natural resources, human resource, technology, infrastructure development, etc.)	1	2	3	4	5
2-2. Domestic economic and political conditions (economic growth potential, political stability financial stability, etc.)	1	2	3	4	5
2-3. Government policy and regulations (Entry-related regulations, intellectual property protection financial stability, etc.)	1	2	3	4	5
2-4. Administrative procedures and services (business-government relationships, government officials' attitudes, bureaucracy, etc.)	1	2	3	4	5
2-5. Business practices and management systems of Korean companies (corporate governance structure, corporate culture, accounting transparency, etc.)	1	2	3	4	5

3. How would you currently evaluate Korea's business environment compared to last year (following the Korean economy crisis)? Please respond to each question by circling a number on the 1-5 scale

1. Very much improved	2. Somewhat improved	3. About the same
4. Somewhat worsened	5. Very much worsened	

3-1. Domestic demand	1	2	3	4	5
3-2. Production cost (labor costs, etc.)	1	2	3	4	5
3-3. Investment incentives	1	2	3	4	5

3-4. Bank lending	1	2	3	4	5
3-5. Taxation	1	2	3	4	5
3-6. Customs and clearance	1	2	3	4	5
3-7. Purchase or rent of real estate	1	2	3	4	5
3-8. Sanitation, environment, security	1	2	3	4	5
3-9. Korean attitudes to foreigners	1	2	3	4	5
3-10. Cultural difficulties	1	2	3	4	5
3-11. Unreasonable practices on the part of Korean companies (accounting transparency, etc.)	1	2	3	4	5
3-12. Unreasonable practices on the part of authorities (discriminatory practices, etc.)	1	2	3	4	5

4. Which country would you consider in competition with Korea regarding your foreign investment decisions? ( )

5. Where do you think the competitive advantage for the country that you mentioned in number 4 lies?

- (a) Excellent productivity and efficiency
- (b) Attractive market potential
- (c) Valuable strategic assets such as a new production technology
- (d) Natural resources
- (e) Others ( )

6. What would be the most competitive field (industry) for investment in Korea?  
( )

7. Will your company (or client) be making an investment in Korea within the next 1-2 years?

- (a) Yes
- (b) No

8. What is your primary source of information on Korea?

- (a) Publications
- (b) Internet
- (c) KOTRA (or KISC)
- (d) Consulting company or research institution
- (e) Others ( )



9. Have you been in contact with cyber KISC ([www.kisc.org](http://www.kisc.org)), the website operated by KOTRA, which provides information on investing Korea?

(a) Yes

(b) No

10. The Korean government has recently announced various measures to improve the business climate in Korea for international investors such as the "Foreign Investment Promotion Act" and opening the domestic M&A market to foreigners, etc. How helpful do you think the measures to improve the investment environment taken by the Korean government since foreign currency crisis have been?

(a) Extremely helpful

(b) Somewhat helpful

(c) More or less helpful

(d) Somewhat unhelpful

(e) Not helpful at all

11. Do you have any suggestions or policy recommendations for the Korean government to improve Korea's business climate for foreign-invested businesses? If so, please elaborate.

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Thank you.

Nors re skosindustrier	
Nor Ocean Shipping A/S	
Crea AS	
Technor ASA	
First International Computer Inc.	
Chi Kuang ENT.Co.	
Grand hall Enterprise Co.	,
WABCO FAARZEUGBREMSSEN	
A. Hartrodt	
Duko Gmbh	KOTRA
International Consulting	
Worldwide Marketing corporation	
Fry Consultants	
Gress Foods	
Womble, Carlyle, Sandridge	
Winston & Strawn	.
Ernst & young	
Jaeger & Teras	
BANC America	, M&A
Clemensen Capital	

The Washington Group	
Tuckire & associates	,
ICI Intergration	
S.K.Michigan Inc	KOTRA
Letra	
Consumers Energy/CMS Energy	
Commercial Bank	
KCV International	
FAS & Investment	
G-Train	, 가
Euroient	
Fine Management & Accounting Corp.	
Nova Laboratory	
TJN & Associates	, ,
Hillwood Development Corp.	,

Encorn Corp.	
Exline Par Pacific/Home Essential	가
Keithleg Instruments Inc	
International Capital management	
Haynes & Boone	
Flour Dantel	
Scia group	
Schivdler Management AG	,
Baring Communications Equity Asia	, , up-date .
GIC Special Investment	
Asian Mezzanine Infrastructure Fund	--
Emerging Markets Partnership	
Hanson Plc	,
Hoddson Chemicals	
HSBC Bank	
Moore Mesurement	,
Cuneiform International	,
GKN Plc	가
Rhi AG	
Bead Sea Works Ltd	
Elco Industries Ltd	

Lim Israel navigation	
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FDP Savills	,
Chesterton Blumenauer Binswanger	가 가
Appmventures ltd	
Wavesat Telecom Inc	KOTRA
Bombardier Inc. Transportation	KOTRA
Acaiwindows Untario Inc	, , , , , ,

Coface	
Thonson. Csf	
Nokia communication	, /
Baumeister + Obstler	ISO, QS
Ekono Energy Ltd	
Opportunity Australia	가
Coca-Cola Amatil Ltd	
KOL Austwide Reality Pty Ltd	가
P.Cleland Enterprise Ltd	
Britax childcare	
Ramler Furniture Group	/
SIDE	.
Manuli Rubber	가
Azienda Chimaca Genovese srl	