

## 2006 Asia Businessperson Survey

- The status of the leading business city in Asia shifting from Hong Kong to Shanghai.
- Shanghai growing in attractiveness of the city backed by its business environment.
- Tokyo required to improve its international competitiveness.

Over the period October–November 2006, Mori Building Co., Ltd. (Head office: Minato-ku, Tokyo; President and CEO: Minoru Mori) conducted an Asia businessperson survey intended to ascertain the evaluations and impressions of major cities of Asia-Pacific region.

Subjects of this survey were businesspersons working in top notched high-rise office complexes in five key cities of Asia (Shanghai, Hong Kong, Taipei, Singapore, and Tokyo). They were asked to evaluate from three points of view 1) the status as leading business centers 2) their overall attractiveness 3) the workstyles and lifestyles.

### ■ Overview of this 2006 Asia Businessperson Survey

Subject cities      The following five key cities of Asia: Shanghai, Hong Kong, Taipei, Singapore, and Tokyo

Survey subjects      524 businesspersons working in high-rise office complexes in the above five cities.

Total	Shanghai	Hong Kong	Taipei	Singapore	Tokyo
524	100	100	105	100	119

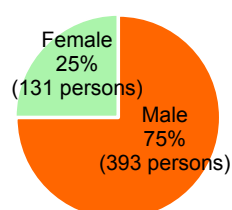
Survey method      Personal interviews or Web-based questionnaires  
 Note: The survey was subcontracted to Research International Japan Inc., a marketing research firm with offices in cities around the world.

Method of totaling results      Results were adjusted to equalize the ratios of male and female respondents in each city.

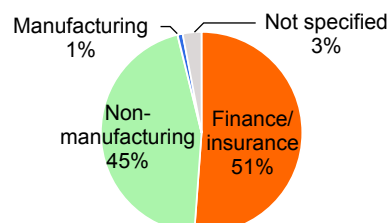
Survey conducted      October 19–November 9, 2006

Respondent attributes

<Breakdown by gender>



<Breakdown by industry>



# 1. Leading business cities in Asia

- The current leading business center :Hong Kong (32%)
- Shanghai (55%) predicted to be the leading business center 5 to 10 years from now

[The status of leading business city in Asia : shifting from Hong Kong to Shanghai] (see Illustration 1)

While when asked to name the current leading business center in the Asia-Pacific region, the greatest percentage (32%) chose Hong Kong, followed by Shanghai (22%), Tokyo (21%), and Singapore (20%)—all of almost equal scores.

While when asked to predict the leading business center 5–10 years in the future, an overwhelming percentage (55%) chose Shanghai.

[High expectations in all cities for Shanghai 5–10 years in the future] (see Illustration 2)

The results by city show that, respondent businesspersons in all the subject cities named their own cities as current central business centers with the exception of Taipei. Tokyo(59%) respondent shows the strongest result.

However, in each city the highest percentage named Shanghai as the leading business center 5–10 years in the future. These results indicate the extremely high expectations for the future of Shanghai.

Illustration 1: Central business cities in Asia

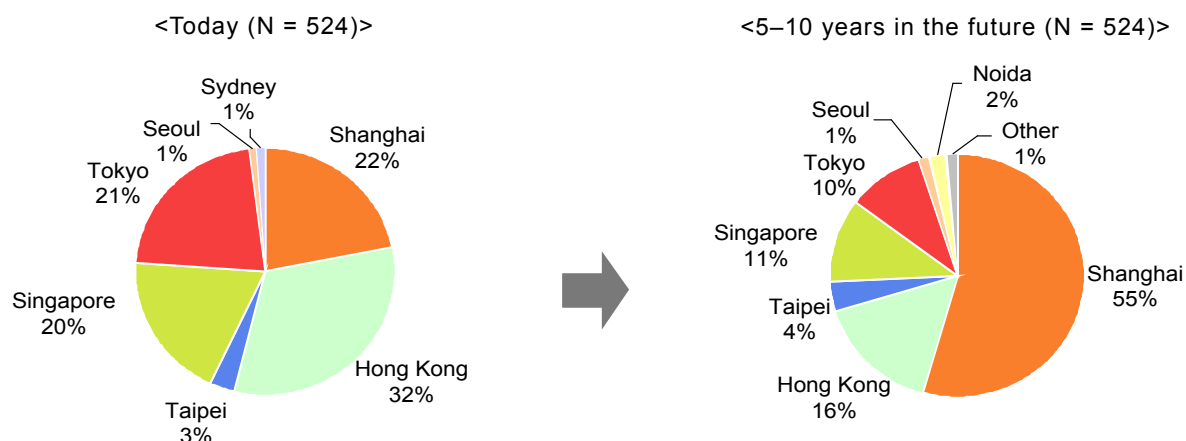
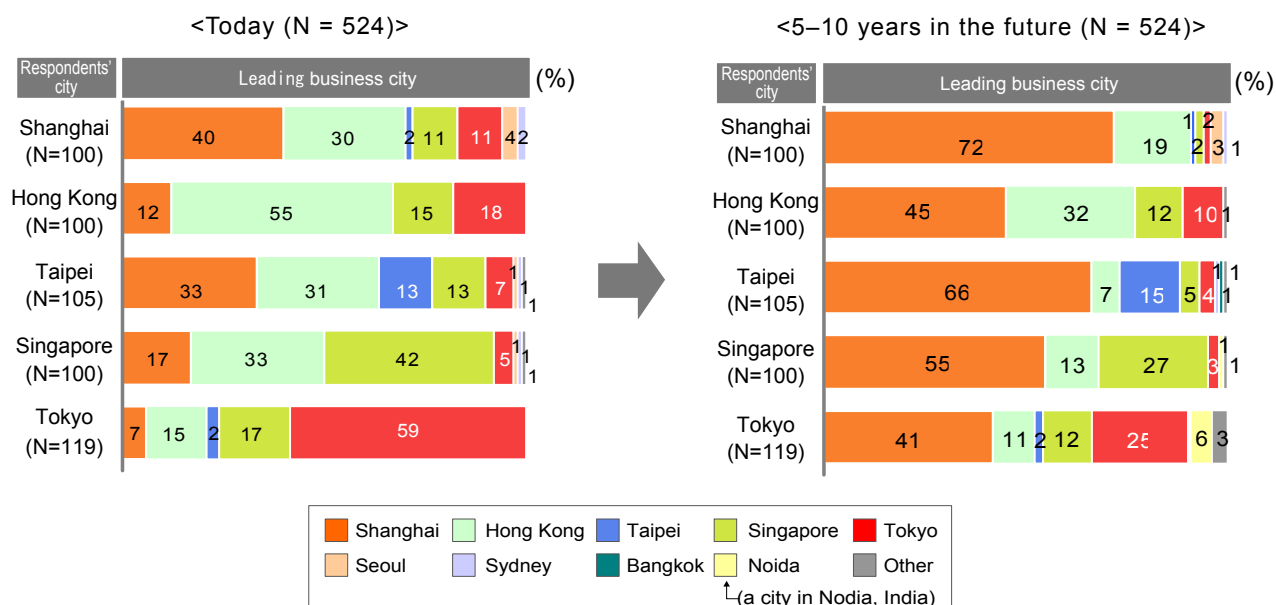


Illustration 2: Central business cities in Asia (breakdown by respondents' cities)



## 2. Overall attractive cities in Asia

- Four cities fairly evenly matched in terms of current attractiveness
- Shanghai (46%) predicted to be the most attractive city 5–10 years from now

[Shanghai is growing in attractiveness of the city ] (see Illustration 3)

The survey results concerning the current most overall attractive city in the Asia-Pacific region shows that Singapore received the highest percentage (24%). Shanghai (22%), Tokyo (22%), and Hong Kong (20%) all received almost equal percentages.

However, the percentage naming Shanghai (46%) stood out when asked to predict the most attractive city 5–10 years from now. These results show Shanghai with a considerable lead over the other cities, as well as the evaluation of status as a leading business city.

[Respondents in Singapore and Tokyo evaluated their own cities highly] (see Illustration 4)

The results by city shows that, respondent businesspersons in each city evaluated their own city highly in terms of current attractiveness with the exception of Taipei.

However, in each of the five cities respondents evaluated Shanghai highly in terms of attractiveness 5–10 years in the future. In Hong Kong and Taipei in particular, majorities predicted Shanghai would be the most attractive city 5–10 years in the future. At the same time, they rated their own cities highest although respondents in Singapore and Tokyo also evaluated Shanghai highly.

Illustration 3: Overall attractive cities in Asia

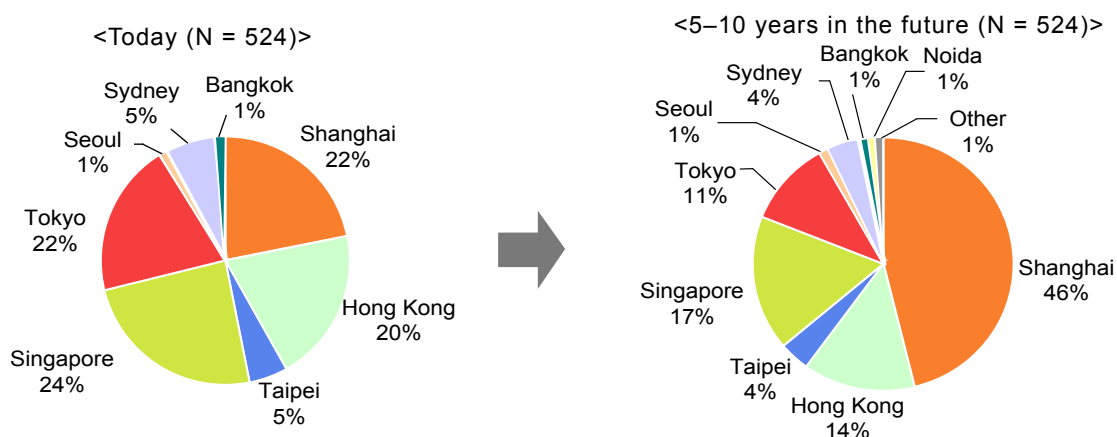
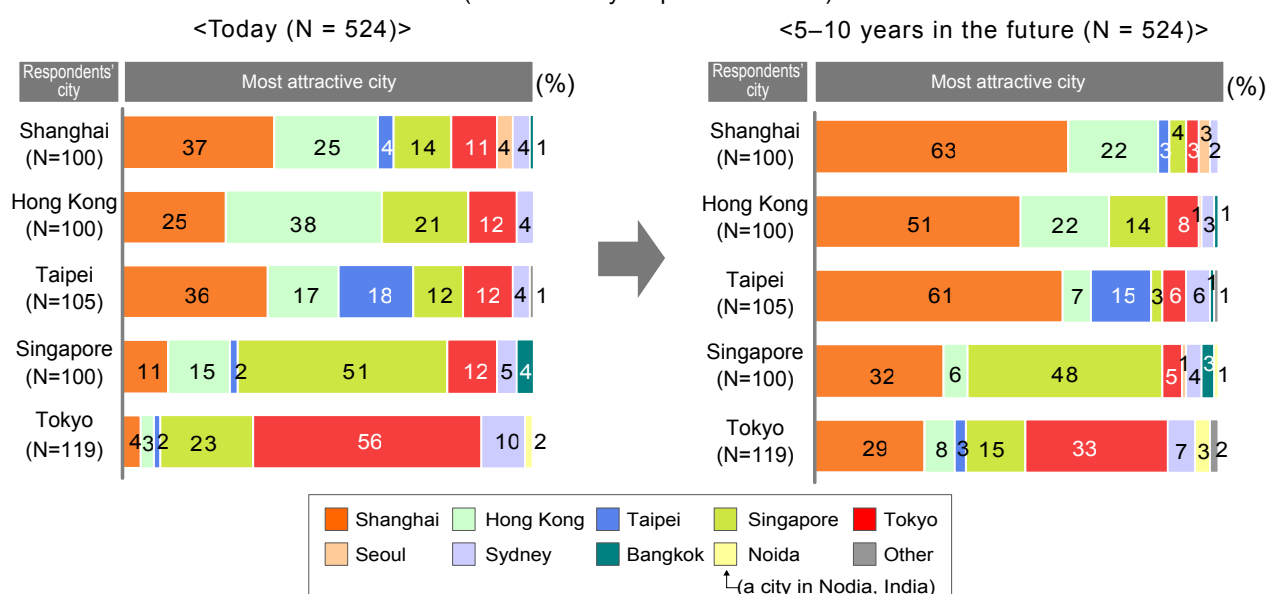


Illustration 4: Overall attractive cities in Asia (breakdown by respondents' cities)



- Shanghai growing in attractiveness of the city backed by its investment environment and business market size
- Singapore and Tokyo evaluated highly for public safety

This survey asked respondents about their reasons for predicting why a certain city would be the most attractive 5–10 years in the future. The reasons given by businesspersons evaluating each of the cities are grouped into the following categories: business environment, living environment, and other reasons.

The results of business environment show a substantial gap between cities for investment environment and business market size. While Shanghai was evaluated highly in terms of both of these factors, the investment environment in Tokyo was evaluated relatively poorly.

The results of the living environment show that Singapore and Tokyo are evaluated extremely highly for public safety.

The results of this survey show that as competition between cities in Asia intensifies, Shanghai's position will improve substantially in the future in terms both of business factors and attractiveness of the city. While Tokyo which was evaluated poorly by respondent businesspersons in comparison to Shanghai, faces an even greater need to improve its international competitiveness through development of an attractive environment of the city.

Illustration 5: Reasons for predicting a city to be most attractive 5 - 10 years in the future (multiple responses accepted)

		Most attractive city 5–10 years in the future				
Reason for evaluation		Shanghai (N=246)	Hong Kong (N=67)	Taipei (N=22)	Singapore (N=87)	Tokyo (N=61)
Business environment	Investment environment	62%	66%	41%	66%	32%
	Business market size	64%	46%	52%	30%	55%
	Convenience of public transportation	32%	43%	61%	49%	45%
	Information/communications infrastructure level	39%	44%	32%	47%	53%
	Transportation network level (ports, airports, expressways, etc.)	33%	33%	36%	45%	28%
Living environment	Convenience of commuting to and from work, school, etc.	24%	37%	36%	28%	24%
	Cost of living	34%	31%	18%	28%	15%
	Public safety	22%	28%	18%	67%	59%
	Disaster/risk management	10%	13%	18%	21%	13%
	Number of parks and green areas	20%	25%	18%	27%	19%
	Richness of leisure environment	29%	32%	23%	26%	25%
	Multilingual environment (signs, public-facility staff, etc.)	25%	40%	29%	37%	22%
	Education environment	22%	39%	27%	32%	18%
Other	Focus of the latest information and fashions	36%	39%	53%	19%	41%
	City's name recognition	39%	29%	34%	8%	31%
	Other	1%	3%	10%	3%	4%

Note: Each score above represents the percentage of all respondents selecting a city who also cited a reason therefor.

## [Appendix] The image of businesspersons in each city

### [Focused on career more than private life]

The tendency to focus on one's career was strongest in Shanghai, followed by Singapore, Hong Kong, and Taipei. This sense of values seems to reflect Shanghai's growth as a business center. In Tokyo, results showed a tendency to value career and private life equally.

### [Sensitivity to the latest products and information]

The results show that sensitivity to fashions and trends, such as the latest products and information, was as high in Taipei and Shanghai as well as in Tokyo.

### [Having dinner with colleagues] [Having many opportunities for business entertainment]

Shanghai scored much higher than Tokyo on these items, an indication that businesspersons in Shanghai are oriented toward a communication-focused workstyle.

### [Preferring to work in a lively, energetic office building rather than a quiet environment]

Although the results show that businesspersons in all of the subject cities preferred a lively, energetic office environment, this tendency was particularly strong in Shanghai—a result linked to the vitality of the city itself.

The results show a focus on communication in Shanghai in particular, with an orientation toward active workstyles and lifestyles.

Illustration 6: Lifestyles and workstyles of businesspersons in five cities of Asia

