

428S9

## INFORMATION TO PREPARE BEFORE THE INTERVIEW

- (a) DUN & BRADSTREET REFERENCE : (= DUNS\_NO, IN D&B FILE)
- (b) NUTS REGION : (CODED ACCORDING TO THE TOWN, FOUND IN D&B FILE)
- (c) SIC or NACE CODE : (FOUND IN D&B FILE)
- (d) NUMBER OF EMPLOYEES : (FOUND IN D&B FILE)

## A. DESCRIPTIVE ELEMENTS.

1. What is the main business activity of your company? Is it mainly : ... ?  
**(READ OUT ; ONLY ONE ANSWER) (CHECK THE EXCLUSIONS, i.e. :**  
 - Agriculture, Mining, Extractive Industry, --> STOP INTERVIEW  
 - Hotels/restaurants/cafes, --> STOP INTERVIEW  
 - Personal services, --> STOP INTERVIEW  
 - DK/NA --> STOP INTERVIEW)
- |  |   |
|--|---|
| - Construction, Civil Engineering .....        | 1 |
| - Manufacturing .....                          | 2 |
| - Distribution (wholesale or retail) .....     | 3 |
| - Transport .....                              | 4 |
| - Financial services .....                     | 5 |
| - Services for businesses .....                | 6 |
| - Services in general (CHECK EXCLUSIONS !)     | 7 |
| - (Other : SPECIFY ..... ) (CHECK EXCLUSIONS!) | 8 |
2. What is exactly your position in the company : ... ?  
**(SPECIFY THEN RECODE BELOW : ..... )**  
**(CHECK : NON-MANAGERIAL FUNCTIONS, or DK/NA ----> STOP INTERVIEW)**
- |   |   |
|---|---|
| - General Management : Chairman, Chief Executive Officer, Managing Director,<br>Director of the Board ..... | 1 |
| - Manager with highest level of responsibility for operations in the<br>European Union countries .....      | 2 |
| - Other senior member of managing staff responsible for European Union affairs .....                        | 3 |
| - Import/Export manager .....   | 4 |
| - Other senior manager, not classifiable .....  | 5 |
3. How many people does your company regularly employ in Ireland?  
 - : ..... (number of people)  
**(CHECK : LESS THAN 20 PEOPLE, or DK/NA : --> STOP INTERVIEW)**
4. Does your company directly sell, purchase or produce goods or services outside of Ireland and in particular : ...  
**(READ OUT ; SEVERAL POSSIBLE ANSWERS)**
- |  |   |
|--|---|
| - in (directly adjacent) neighbouring European Union countries :<br><b>(AT LEAST ONE OF THESE CODES TO CONTINUE !)</b> ..... | 1 |
| - in other European Union countries :<br><b>(AT LEAST ONE OF THESE CODES TO CONTINUE !)</b> .....                            | 2 |
| - in Western Europe but outside the European Union .....   | 3 |
| - in Eastern Europe or Russia .....  | 4 |
| - in other continents .....  | 5 |
| - (no, activities limited to Ireland) : --> STOP INTERVIEW) .....  | 6 |
| - (DK/NA : --> STOP INTERVIEW) .....   | 7 |

**( IF AT LEAST CODE 1 OR 2 AT Q.4 --> CONTINUE)**  
**( IF NOT AT LEAST CODE 1 OR 2 --> STOP)**

5. In which year did your company begin operating : ...

**(READ OUT IF REQUESTED)**

-	1997-1999 .....	1
-	1993-1996 .....	2
-	1988-1992 .....	3
-	1983-1987 .....	4
-	1978-1982 .....	5
-	1973-1977 .....	6
-	1968-1972 .....	7
-	before 1968 .....	8
-	<b>(DK/NA : --&gt; STOP INTERVIEW)</b> .....	9

6. Does your company operate : ...

**(READ OUT - ONLY ONE ANSWER)**

-	independently of any link with other companies or holding,.....	1
-	as an independent member of a group of companies,.....	2
-	as an autonomous subsidiary of a parent company, or .....	3
-	as a department of another company ? .....	4
-	<b>(other cases --&gt; SPECIFY : ...)</b> .....	5
-	<b>(DK/NA : --&gt; STOP INTERVIEW)</b> .....	6

7. In the last two years, what has happened to the total turnover of your company, did it : ...

**(READ OUT - ONLY ONE ANSWER)**

-	increase substantially .....	1
-	increase .....	2
-	remain unchanged .....	3
-	decrease, or .....	4
-	decrease substantially ? .....	5
-	<b>(DK/NA)</b> .....	6

8. And what has happened to : ...

**(READ OUT EACH ITEM)**

**(ONE ANSWER FOR EACH ITEM)**

-	increased substantially .....	1
-	increased .....	2
-	remained unchanged .....	3
-	decreased, or .....	4
-	decreased substantially ? .....	5
-	<b>(DK/NA)</b> .....	6

- (a) your market share in Ireland?
- (b) your export sales within the European Union ?
- (c) your employment volume ?
- (d) your capital investment ?
- (e) your range of new Products/Services ?

9. At the moment, which are the European Union countries, other than Ireland:

- a) to which your company exports goods or services ?
- b) from which your company directly sources goods or services ?
- c) where your company manufactures goods or provides services ?

(READ OUT IF REQUESTED ; SEVERAL POSSIBLE ANSWERS)

	a)	b)	c)
1) Belgium .....	1	1	1
2) Denmark .....	1	1	1
3) Germany .....	1	1	1
4) Greece .....	1	1	1
5) Spain .....	1	1	1
6) Finland .....	1	1	1
7) France .....	1	1	1
8) (Ireland) .....	N.A.	N.A.	N.A.
9) Italy .....	1	1	1
10) Luxembourg .....	1	1	1
11) Netherlands .....	1	1	1
12) Austria .....	1	1	1
13) Portugal .....	1	1	1
14) Sweden .....	1	1	1
15) United Kingdom .....	1	1	1
16) (none) .....	1	1	1

(IF "NONE" AT 9.(a) AND (b) AND (c) : ASK QUESTION 4 AGAIN AND STOP INTERVIEW)

**B. YOUR EVALUATION OF THE " EUROPEAN UNION'S SINGLE MARKET "**

I would like to ask you a few questions about the functioning of the "European Union's Single Market" and about the obstacles that may still inhibit your company's trade or business in other countries of the European Union.

1. In the last two years, would you say that the obstacles formerly restricting your company's business within the European Union :

**(READ OUT - ONLY ONE ANSWER)**

- have disappeared altogether..... 1
- have been significantly reduced ..... 2
- tend to decrease ..... 3
- have remained unchanged, or ..... 4 (--> GO TO Q.3)
- on the contrary : tend to increase or multiply ? ..... 5 (--> GO TO Q.3)
- (Company never encountered any obstacle) ..... 6 (--> GO TO Q.6)
- (DK/NA) ..... 7 (--> GO TO Q.4)

**(IF CODE 1, 2 or 3 IN QUESTION 1 : ASK QUESTION 2 THEN SKIP TO QUESTION 4)**

2. So you say that the obstacles to trade or business of your company in the European Union : ..... (have disappeared altogether - have been significantly reduced - tended to decrease) during the last two years.

In your view, can this improvement be attributed primarily, secondarily, or not at all, to the following : ...

**(READ OUT EACH ITEM WITH ROTATION)****(MULTIPLE ANSWERS "PRIMARYLY" CAN BE ACCEPTED)**

- primarily ..... 1
  - secondarily ..... 2
  - not at all ..... 3
  - (DK/NA) ..... 4
- (a) better enforcement of rules throughout the Single Market ?
- (b) liberalisation of previously closed national markets ?
- (c) increased harmonisation of national legislation due to the Single Market ?
- (d) introduction of the Euro ?
- (e) more open attitude from public authorities towards imported goods or services ?
- (f) reduced administrative burdens for trading cross-border ?
- (g) improved access to information on Single Market rules ?
- (h) better knowledge on your part about the operation of the other European Union countries markets ?
- (i) improved communications and transport conditions ?
- (j) (other --> SPECIFY : .....)

3. (IF CODE 4 or 5 IN QUESTION 1 : ASK QUESTION 3 THEN CONTINUE WITH QUESTION 4)  
So you would say that the obstacles to trade or business of your company in the European Union : ...  
(remained unchanged - tended to increase or multiply) during the last two years.

In your view, can this situation be explained, primarily, secondarily, or not at all, by the following developments : ...

(READ OUT EACH ITEM WITH ROTATION)

(MULTIPLE ANSWERS " PRIMARILY " CAN BE ACCEPTED)

- primarily ..... 1
- secondarily ..... 2
- not at all ..... 3
- (DK/NA) ..... 4

- (a) inadequate rules at the European level for your area of activity ?
- (b) European rules being applied differently in each European Union country ?
- (c) European rules being too complex or unclear to be applied properly ?
- (d) discriminations by officials on grounds of nationality ?
- (e) lack of familiarity on the part of officials with the European rules that are applicable ?
- (f) European rules being misinterpreted in the national administrations ?
- (g) difficulty to access the right information on which European rules are applicable ?
- (h) inadequacy of the market surveillance mechanisms within the European Union ?
- (i) your lack of information on the way the other European Union markets operate currently ?
- (j) (Other --> SPECIFY : .....)

4. (TO ALL BUT THOSE WITH CODE 6 IN QUESTION 1 : ASK QUESTIONS 4 AND 5)  
In your experience, does your company currently face the following obstacles, at least in certain cases or in relation to certain European Union countries :

(READ OUT ITEMS WITH ROTATION (ITEMS : a-->n) ; ONE ANSWER FOR EACH)

- Yes ..... 1
- No ..... 2
- (DK/NA) ..... 3

- (a) the outright refusal (by public authorities) to grant permission to sell products or services in their country which are already legally marketed in other European Union countries ?
- (b) additional costs to render your products or services compatible with different national specifications ?
- (c) unusual testing, certification or approval procedures ?
- (d) difficulties related to the VAT system and VAT procedures ?
- (e) costly financing arrangements for cross-border transactions ?
- (f) restrictions placed on market access, due to the existence of exclusive distribution networks ?
- (g) market access requires rights or licences which are already in the hands of your local competitors ?
- (h) state aids favouring your competitors ?
- (i) discriminatory tax treatment of your operations ?
- (j) discriminatory practices of awarding authorities when you try to access public procurement markets ?
- (k) lack of legal security of cross-border contracts/transactions ?
- (l) insufficient action against piracy and counterfeiting ?
- (m) requirement to establish (a branch) in a Member State before services can be provided there ?
- (n) double payments on social security for your personnel temporarily posted abroad ?
- (o) other legislative or regulatory obstacles ?  
(--> SPECIFY which obstacle(s) : .....)

5(a) In your experience, which of these two opinions corresponds most closely to today's reality :

**(READ OUT ; ONLY ONE ANSWER)**

- A. In one or two European Union countries, these obstacles are significantly more frequent or more difficult to overcome than on average ? ..... 1
- B. These obstacles are roughly the same everywhere, but they seem more difficult in those countries where it is most important to do business ? ..... 2 (→GO TO Q.6)
- (DK/NA) ..... 3 (→GO TO Q.6)

**(IF CHOICE A : ASK QUESTION 5(b))**

5(b) Which are these countries where these regulatory obstacles are more frequent or more difficult to overcome than usual ?

**(DO NOT READ OUT ! ; SEVERAL POSSIBLE ANSWERS)**

- 1) Belgium ..... 1
- 2) Denmark ..... 1
- 3) Germany ..... 1
- 4) Greece ..... 1
- 5) Spain ..... 1
- 6) Finland ..... 1
- 7) France ..... 1
- 8) (Ireland) ..... N.A.
- 9) Italy ..... 1
- 10) Luxembourg ..... 1
- 11) Netherlands ..... 1
- 12) Austria ..... 1
- 13) Portugal ..... 1
- 14) Sweden ..... 1
- 15) United Kingdom ..... 1
- 16) (none) ..... 1

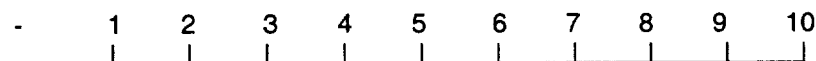
6. Now let me come to a broader question concerning the European Union Single Market, its framework of rules and practices, and the operating conditions for companies like yours.

On a scale from 1 to 10, where :

"1" - the minimum rating, would mean "off-putting and under-performing", and  
 "10" - the maximum rating, would mean "open and well-functioning", and

( ratings between 2 and 9 obviously stand between these extremes).

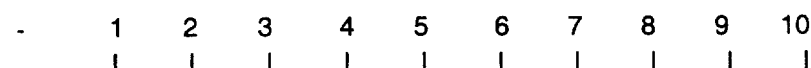
6(a) How would you rate the current functioning of the EUROPEAN UNION SINGLE MARKET?



- (DK/NA)

6(b) In the knowledge that TODAY you would give a rating of ... [SEE 6(a)] out of 10 for how the European Union's Single Market functions, what would have been your rating TWO YEARS AGO (again on a scale of one to ten)?

**(REPEAT THE MEANING OF THE RATINGS, IF REQUESTED)**



- (DK/NA)

- 6(c) And in your opinion, on the same evaluation scale ranging from 1 to 10, how would you rate the current functioning of OUR DOMESTIC MARKET, with its own framework of rules and practices , and the operating conditions for companies like yours ?

**(REPEAT THE MEANING OF THE RATINGS, IF REQUESTED)**

-      1      2      3      4      5      6      7      8      9      10

        |      |      |      |      |      |      |      |      |      |

-      (DK/NA)

**C. THE DEMAND FOR LABOUR.**

1. In the last 2 years, has your company recruited, tried to recruit, or planned to recruit staff in another European Union country ?

**(READ OUT IF REQUESTED ; ONLY ONE ANSWER)**

- yes : has recruited ..... 1 (-->GO TO Q.D1)
- yes : tried to recruit but did not find suitable candidates .....2 (-->GO TO Q.D1)
- yes : considered recruiting, but did not actually engage in the process .....3
- no : has recruited only in Ireland not in another European Union country .....4
- no : no recruitment at all over the last 2 years ..... 5 (-->GO TO Q.D1)
- (DK/NA, not responsible for human resources) ..... 6 (-->GO TO Q.D1)

**(IF CODES 3 OR 4 IN QUESTION 1 : ASK QUESTION 2)**

2. Why did your company not recruit outside Ireland : ...

**(READ OUT IF REQUESTED ; SEVERAL POSSIBLE ANSWERS)**

- 1) local labour is readily available ..... 1
- 2) it is too expensive to advertise/recruit abroad ..... 1
- 3) it is not worth the time and effort ..... 1
- 4) there are language barriers ..... 1
- 5) qualifications are different ..... 1
- 6) our wage package would not be attractive for foreigners ..... 1
- 7) there are too many administrative burdens ..... 1
- 8) there are tax barriers ..... 1
- 9) social security schemes favour the recruitment of local labour ..... 1
- 10) we face resistance from local workforce ..... 1
- 11) wouldn't know where to start ..... 1
- 12) (others --> SPECIFY : ...) ..... 1
- 13) (DK/NA) ..... 1

**D. THE DEMAND FOR BUSINESS SERVICES.**

**(TO ALL)**

Companies are increasingly using services provided by other businesses (business services) to perform some functions that are no longer undertaken, or that cannot be undertaken in-house.

1. I shall read out a few of these business services to you. For each of them, could you please tell me whether your company used it over the last 2 years and, if you contracted out this work, whether your suppliers were based in Ireland in another European Union country, or outside the European Union :

- used the service, but work done in-house..... 1
- purchased from local supplier(s) ..... 2
- purchased from supplier(s) based in another European Union country ..... 3
- purchased from supplier(s) based outside the European Union ..... 4
- not used the service over the last 2 years ..... 5
- (DK/NA) ..... 6

**(READ OUT EACH ITEM ; SEVERAL POSSIBLE ANSWERS)**

(ICT-services)

- (a) Hardware consultancy
- (b) Software consultancy

(Human resources services)

- (c) Labour recruitment
- (d) Training and educational services

(Administration services)

- (e) Legal services
- (f) Accounting, bookkeeping and auditing
- (g) Business management and consultancy

(Production related services)

- (h) Engineering activities
- (i) Architect
- (j) Technical testing and activities

(Transport and distribution)

- (k) Transport services
- (l) Leasing and renting
- (m) Packaging services

(Marketing and sales)

- (n) Market research
- (o) Advertising

**(IF AT LEAST ONE CODE 3 THROUGH THE QUESTION 1 : ASK QUESTION 2)**

2(a) In your efforts to source services from other European Union countries , has your company faced obstacles that either increased the costs of the transactions or restricted your company's abilities to conduct cross-border transactions ?

- Yes ..... 1
- No ..... 2 (GO TO SECTION E)
- (DK/NA) ..... 3 (GO TO SECTION E)



**(IF YES IN QUESTION 2.(a) : ASK QUESTION 2.(b))**

2(b) If yes, what sort of obstacles did you face : ...

**(READ OUT IF REQUESTED ; SEVERAL POSSIBLE ANSWERS)**

- 1) lack of legal security for cross-border contracts ..... 1
- 2) administrative obstacles in your country ..... 1
- 3) administrative obstacles in the service provider's country ..... 1
- 4) problems of licences or lack of recognition of professional qualifications ..... 1
- 5) fiscal (VAT) problems ..... 1
- 6) inappropriate redress mechanisms to deal with breaches of contracts ..... 1
- 7) (others --> SPECIFY : ...) ..... 1
- 8) (DK/NA) ..... 1

**(IF NOT ANY CODE 3 THROUGH THE QUESTION 1 : ASK QUESTION 3)**

3(a) Has your company considered purchasing services in another European Union country ?

- Yes ..... 1
- No ..... 2 (GO TO SECTION E)
- (DK/NA) ..... 3 (GO TO SECTION E)

**(IF YES IN QUESTION 3.(a) : ASK QUESTION 3.(b))**

3(b) If yes, what sort of obstacles did you face that led you to give up this idea : ...

**(READ OUT IF REQUESTED ; SEVERAL POSSIBLE ANSWERS)**

- 1) lack of legal security of cross-border contracts ..... 1
- 2) administrative obstacles in your country ..... 1
- 3) administrative obstacles in the service provider's country ..... 1
- 4) problems of licenses or lack of recognition of professional qualifications ..... 1
- 5) fiscal (VAT) problems ..... 1
- 6) inappropriate redress mechanisms to deal with breaches of contracts ..... 1
- 7) (others --> SPECIFY : ...) ..... 1
- 8) (DK/NA) ..... 1

**E. THE INFORMATION SOCIETY SERVICES.**

**( TO ALL )**

Now I would like to ask you a few questions related to what is called the Information Society Services, those services made available on-line, through the Internet for example.

1. Does your firm have an Internet website ?

- yes ..... 1
- no ..... 2 (--> GO TO Q.E4)
- (DK/NA)..... 3 (--> GO TO Q.E4)

**(IF ANSWER YES : ASK QUESTION 2 AND 3)**

2. What is your Internet website used for : ...

**(READ OUT IF REQUESTED ; SEVERAL POSSIBLE ANSWERS)**

- 1) advertising the company or its goods/services to the general public ..... 1
- 2) advertising the company or its goods/services to other companies/professionals ..... 1
- 3) sales to the general public ..... 1
- 4) sales to other companies ..... 1
- 5) consumer services (e.g. feedback from customers) ..... 1
- 6) advertising vacant positions within your company ..... 1
- 7) (others --> SPECIFY : ...) ..... 1
- 8) (DK/NA) ..... 1

3. With your Internet presence, which market(s) are you targeting : ...

**(READ OUT IF REQUESTED ; SEVERAL POSSIBLE ANSWERS)**

- 1) Regional ..... 1
- 2) National ..... 1
- 3) European Union ..... 1
- 4) Rest of Europe ..... 1
- 5) USA/Canada ..... 1
- 6) Rest of the World ..... 1
- 7) (DK/NA) ..... 1

**(TO ALL)**

4. Does your company use the websites and on-line services of other firms or institutions ?

- yes ..... 1
- no ..... 2 (GO TO SECTION F)
- (DK/NA)..... 3 (GO TO SECTION F)

**(IF ANSWER YES IN QUESTION 4 : ASK QUESTION 5)**

5. If so, does your company use these services : ...

**(READ OUT IF REQUESTED ; SEVERAL POSSIBLE ANSWERS)**

- 1) to find new suppliers ..... 1
- 2) to search for new contracts ..... 1
- 3) to undertake market research ..... 1
- 4) to find information on regulations or legal systems ..... 1
- 5) to buy goods/services delivered on-line by such services ..... 1
- 6) (others --> SPECIFY : ...) ..... 1
- 7) (DK/NA) ..... 1

**F. VIEWS ON MARKET SURVEILLANCE.**

Here is my last subject. As you know, some people express concern regarding the effectiveness of the market surveillance mechanisms in the European Union. I would like to ask you a few questions on this issue.

1. Has your company been affected by the recent food crisis on dioxins (in animal feed) ?
- yes .....: 1
  - no .....: 2 (→ GO TO Q.F3)
  - (DK/NA) .....: 3 (→ GO TO Q.F3)

**(IF YES IN QUESTION 1 : ASK QUESTION 2)**

2(a) How have you been affected by this food crisis on dioxin : ...

**(READ OUT IF REQUESTED ; SEVERAL POSSIBLE ANSWERS)**

- 1) directly as producer (of a suspected food product type) ..... 1
- 2) directly as distributor or seller (of a suspected food product type) ..... 1
- 3) directly as transporter or broker (of a suspected food product type) ..... 1
- 4) indirectly as supplier of companies put in difficulty by this crisis..... 1
- 5) indirectly, by the reactions of the market, consumers or clients ..... 1
- 6) indirectly, by the decisions of the public authorities ..... 1
- 7) (on other grounds → SPECIFY : ...) ..... 1
- 8) (DK/NA) ..... 1

2(b) What was the nature of the problems encountered : ...

**(READ OUT IF REQUESTED ; SEVERAL POSSIBLE ANSWERS)**

- 1) you could not transport your merchandise from one Member State to the other..... 1
- 2) your merchandise was withheld at the borders ..... 1
- 3) your clients cancelled their orders ..... 1
- 4) imported goods had to undergo additional certification procedures ..... 1
- 5) foreign clients followed customer choice for national products ..... 1
- 6) consumers' confidence collapsed ..... 1
- 7) (others → SPECIFY : ...) ..... 1
- 8) (DK/NA) ..... 1

**( TO ALL )**

3. I would like to know how you, as a manager, would evaluate the dioxin crisis management. I shall read a few propositions. For each of them, please tell me if you agree : Yes totally, Partly, Not really, or Not at all, with the proposition ?

- Yes, totally ..... 1
- Partly ..... 2
- Not really, or ..... 3
- Not at all ..... 4
- (DK/NA) ..... 5

In the dioxin crisis, would you agree to say that ... :

**(READ OUT EACH ITEM WITH ROTATION ; ONE ANSWER FOR EACH)**

- (a) European Institutions acted swiftly ?
- (b) European legislation was clear and to the point ?
- (c) co-operation between the European Institutions and the national authorities concerned functioned well ?
- (d) co-operation between the national authorities of different countries, e.g. the country of origin and the country of destination, worked well ?
- (e) information given to the industry by the national authorities was satisfactory ?

4. As a business manager, which of the following actions would be efficient, in your opinion, to improve the management of such crisis in the future : ...

**(READ OUT IF REQUESTED ; SEVERAL POSSIBLE ANSWERS)**

- a) centralise more aspects of market surveillance at European level ..... 1
- b) strengthen market surveillance at national level ..... 1
- c) promote industry initiatives to track origin of products ..... 1
- d) introduce compulsory tracing marks on specific categories of potentially dangerous products ..... 1
- e) (others → SPECIFY : ...) ..... 1
- f) (DK/NA) ..... 1