Foreign owned enterprises

Account for almost 20% of the turnover generated in market services in Denmark, Sweden, Finland and the United Kingdom

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Statistics in focus

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Contents

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1. Introduction

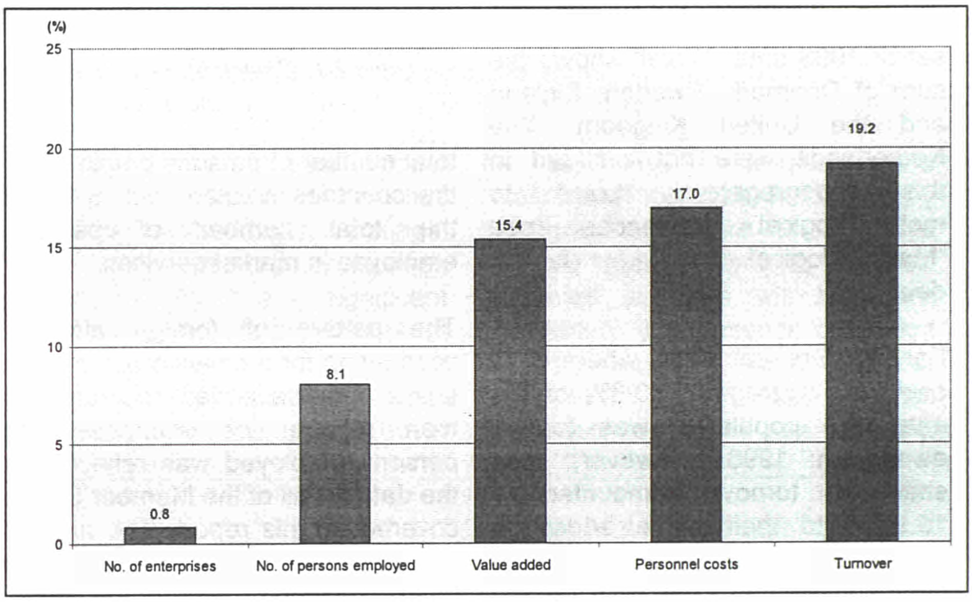

Figure 1.1: Impact of foreign owned enterprises within the market services' economy, results for DK, FIN, S and the UK aggregated, 1996 (%)

Main findings - based on pilot study results in market services for Denmark, Finland, Sweden and the United Kingdom:

- Whilst foreign affiliates generated over 19% of total market services' turnover in 1996… they accounted for less than 1% of the total number of enterprises.
- Distributive trades was the activity where foreign owned enterprises had the highest impact in terms of their presence and economic weight.
- 8% of all persons employed in market services worked for a foreign affiliate.
- Wholesale trade had the highest share of its workforce accounted for by foreign affiliates… this was particularly true for the wholesale of solid, liquid and gaseous fuels, where 57% of all persons employed were working for a foreign enterprise.
- Some 55% of the total number of persons employed by a foreign affiliate were working for an enterprise from outside the EU… two-thirds of which were working for an American enterprise.
- Japanese enterprises accounted for 13% of the turnover generated by foreign owned enterprises… whilst having a 2% share of the number of persons employed.

The market service sector accounts for an ever-increasing share of economic activity and trade within Europe. This is a global phenomenon that looks set to continue. Indeed, rather than focus on issues solely relating to the trade of goods, economic literature has moved on to consider the importance of foreign trade, foreign ownership and more complicated cross-border business relationships (networks and other links without participating interests). One way of measuring these effects is through foreign affiliates trade statistics.

This report addresses issues such as how much foreign ownership there is in market services, which activities are attracting foreign enterprises and from which countries do the owners of foreign affiliates originate? The data can be used to study the performance of foreign affiliates. It allows a comparison to be made between foreign owned and nationally owned enterprises. The report presents results for Denmark, Finland, Sweden, the United Kingdom and the Netherlands.

2. How much foreign activity is there in the market services?

Table 2.1 presents an overview of the impact of foreign owned enterprises within the market services' sector of the economy. Data are presented for the five Member States that delivered a full set of 1996 data. "Total" shows the sum of Denmark, Sweden, Finland and the United Kingdom. The Netherlands were not included in this aggregate due to methodological differences (see "Methodological notes" for further details).

Market services (1)	DK	FIN	S	UK	Total	NL
Number of enterprises	0.4	0.8	1.0	0.9	0.8	0.6
Turnover	16.5	14.6	17.7	20.5	19.2	18.2
Value added at factor cost	17.9	10.7	12.9	16.3	15.4	13.1
Personnel costs	14.9	11.6	14.3	19.3	17.0	12.6
Number of persons employed	8.7	8.0	11.7	7.7	8.1	7.8

(1) Excluding financial intermediation, Section J of NACE Rev. 1. In addition there are additional activities excluded within other areas of the market services economy, according to the Member State studied - see Methodological notes.

Table 2.1: Contribution of foreign owned enterprises to the market services' economy (as a % of the market services' total)

For the four countries where data could be aggregated, 0.8% of the enterprise population was foreign owned in 1996. However, their share of turnover amounted to 19.2% and their value added to 15.4%. Foreign owned enterprises contributed somewhat less to the total number of persons employed in the countries studied, with 8.1% of the total number of persons employed in market services.

The pattern of foreign affiliates accounting for a considerably higher share of value added and turnover than number of enterprises or persons employed was reflected in the data for all of the Member States covered by this report. The highest proportion of persons employed by foreign owned enterprises was found in Sweden (11.7%), where the highest proportion of foreign owned enterprises in the total number of enterprises was also found (1.0%).

In the United Kingdom, foreign owned enterprises had the highest share of total personnel costs, as well as the highest share of turnover. The highest contribution to total value added was made by foreign owned enterprises in Denmark (17.9%).

3. Which activities are attracting foreign enterprises?

Looking at the figures in slightly more detail (NACE Rev. 1 Section headings), it is possible to identify particular areas of the market services' economy that attract foreign affiliates.

Distributive trades:
In distributive trades (see table 3.1) there was a higher share of enterprises that were foreign owned than for market services as a whole. Value added of the foreign owned enterprises was also above the market services' average (15.4%), 17.9% of all value added in distributive trades was generated by foreign owned enterprises. This pattern was not completely uniform across all five of the countries studied. In the Nordic countries foreign owned enterprises generally had a higher than average impact on the distributive trades sector (especially for value added). In the Netherlands the share of foreign owned enterprises in the distributive trades' total was much higher than for the whole of market services[1].

Horeca:
The hotels and restaurants sector (Horeca) was less attractive to foreign enterprises in the countries studied (see table 3.1). The aggregated figures show that 5.5% of the total number of persons employed in this sector were employed by a foreign owned enterprise, and just 0.1% of all enterprises in this activity were foreign owned.

Transport, storage and communication:
In the transport, storage and communications' sector (see table 3.1), the proportion of foreign owned enterprises (0.7%) and the number of persons employed by foreign owned enterprises (7.4%) were close to the averages recorded for the whole of market services.

[1] *Again, please note the methodological differences.*

Real estate, renting and business activities:

Finally, in the activity of real estate, renting and business activities (see table 3.1), relatively more persons were employed by foreign owned enterprises than in the market services' sector as a whole.

More detailed data on the activities which attract foreign owned enterprises:

In this section the basis of comparison is the number of persons employed (which is also used later on for ranking the importance of foreign affiliate partner countries). The data was summed up over the four countries (DK, FIN, S and the UK) as long as there were figures available for each country. This aggregation over countries gives a better picture of international trends, as it corrects for national anomalies. However, one disadvantage is that confidentiality issues render a number of activities not available. It should be noted that some important activities could therefore be missing in the rankings presented.

Distributive trades (1)	DK	FIN	S	UK	Total	NL
Number of enterprises	0.6	1.4	1.6	1.1	1.2	0.7
Turnover	17.9	16.5	20.9	20.1	19.7	20.9
Value added at factor cost	21.8	17.0	19.3	16.6	17.9	18.9
Personnel costs	16.8	17.9	17.4	15.5	16.3	17.9
Number of persons employed	9.5	11.1	11.6	6.8	7.6	9.7

Hotels and restaurants (1)	DK	FIN	S	UK	Total	NL
Number of enterprises	0.1	0.1	0.4	0.1	0.1	0.1
Turnover	9.6	1.6	10.4	:	:	8.0
Value added at factor cost	9.0	1.8	12.3	:	:	10.2
Personnel costs	13.7	2.1	13.3	:	:	12.4
Number of persons employed	6.4	1.6	11.6	4.3	5.5	5.3

Transport, storage and communication (1)	DK	FIN	S	UK	Total	NL
Number of enterprises	0.3	0.4	0.6	0.9	0.7	1.2
Turnover	4.8	8.1	13.5	22.2	18.1	9.8
Value added at factor cost	3.7	3.7	8.3	12.6	9.4	8.1
Personnel costs	7.3	4.0	9.5	21.9	11.6	9.3
Number of persons employed	7.3	3.5	11.2	7.4	7.4	7.4

Real estate, renting and business activities (1)	DK	FIN	S	UK	Total	NL
Number of enterprises	0.2	0.5	0.7	0.8	0.7	0.5
Turnover	12.4	13.3	11.8	20.7	18.3	10.3
Value added at factor cost	11.8	9.7	9.1	17.3	14.6	8.1
Personnel costs	11.0	11.6	13.6	22.7	19.7	8.6
Number of persons employed	7.1	8.6	12.2	9.4	9.6	6.7

(1) Some activities are not available for certain variables, according to the Member State studied - see Methodological notes.

Table 3.1: Contribution of foreign owned enterprises, 1996 (as a % of the Section's total)

It is also important to bear in mind the economic weight of the activities presented within these rankings. Whilst foreign owned enterprises accounted for a significant proportion of the total number of persons employed in a particular activity, in absolute terms the total number of persons employed could be very small. In wholesale and retail trade, the data is often very disaggregated. Care is therefore required when interpreting the data, as small activities will be more sensitive to the presence of foreign owned enterprises. One final caveat to note is that the rankings presented contain all market

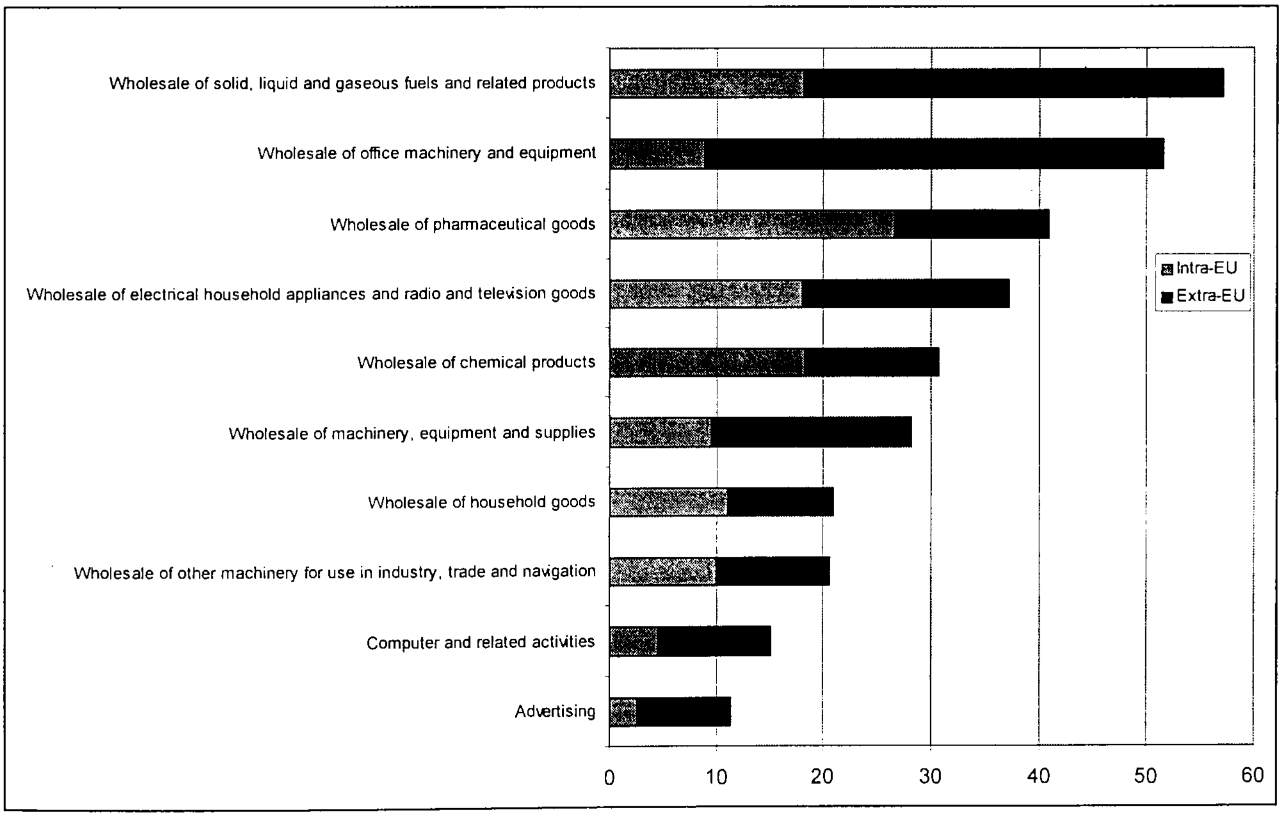

Figure 3.1: Top ten activities in DK, FIN, S and the UK, 1996 (% of total number of persons employed by foreign owned enterprises)

services' activities (outside of the highly aggregated Section headings used above). This means it is possible to find service activities which are a subset of another within the rankings (i.e. Classes that are inclusive within Groups, e.g. NACE Rev. 1 51.64, which forms part of NACE Rev. 1 51.6).

In figure 3.1 the top ten activities common to Denmark, Finland, Sweden and the United Kingdom are presented, in terms of the share of their total number of persons employed by foreign owned enterprises. The most attractive activities to foreign enterprises were found within wholesale trade. Foreign owned enterprises employed the highest proportion of total number of persons employed in the *wholesale of solid, liquid and gaseous fuels and related products (NACE Rev. 1 51.51)*. Approximately 57% of all persons employed in this activity worked for a foreign owned enterprise, two thirds of them for an enterprise from outside the EU. In the *wholesale of office machinery and equipment (NACE Rev. 1 51.64)*, 52% of all persons employed worked for a foreign owned enterprise, of which as many as 80% were working for extra-EU foreign affiliates. The *wholesale of pharmaceutical goods (NACE Rev. 1 51.46)* was the third most important activity in terms of the share of total employment accounted for by foreign owned enterprises. In this activity almost 41% of the total number of persons employed were working for a foreign owned enterprise, split 60-40 in terms of the origin of the enterprise between intra-EU and extra-EU enterprises. The first activities outside wholesale trade were *computer and related activities (NACE Rev. 1 72)* with 15.1% of all persons employed working for a foreign owned enterprise and *advertising (NACE Rev. 1 74.4)* with 11.3%.

NACE	Denmark	Foreign owned (%) Intra-EU	Extra-EU	Total
51.51	Wholesale of solid, liquid and gaseous fuels and related products	19.3	46.2	65.5
51.64	Wholesale of office machinery and equipment	16.9	28.6	45.4
51.43	Wholesale of electrical household appliances and radio and television goods	31.7	9.0	40.7
51.55	Wholesale of chemical products	25.9	10.8	36.7
51.6	Wholesale of machinery, equipment and supplies	16.1	13.1	29.3
51.46	Wholesale of pharmaceutical goods	18.3	9.6	27.9
51.65	Wholesale of other machinery for use in industry, trade and navigation	19.0	6.8	25.8
51.5	**Wholesale of non-agricultural intermediate products, waste and scrap**	10.6	10.3	20.9
51	**Wholesale trade and commission trade, except of motor and motorcycles**	10.9	8.4	19.3
51.62	**Wholesale of construction machinery**	16.8	0.0	16.8

NACE	Finland	Foreign owned (%) Intra-EU	Extra-EU	Total
51.51	Wholesale of solid, liquid and gaseous fuels and related products	22.0	38.3	60.3
51.64	Wholesale of office machinery and equipment	11.5	39.7	51.2
51.14	**Agents involved in the sale of machinery, industrial equipment ships and aircraft**	4.3	35.9	40.2
51.6	Wholesale of machinery, equipment and supplies	22.5	16.4	38.9
51.55	Wholesale of chemical products	22.8	16.1	38.9
51.65	Wholesale of other machinery for use in industry, trade and navigation	30.9	5.5	36.4
51.43	Wholesale of electrical household appliances and radio and television goods	24.6	9.0	33.5
51.46	Wholesale of pharmaceutical goods	22.0	10.7	32.7
51.54	**Wholesale of hardware, plumbing and heating equipment and supplies**	25.1	2.9	28.0
51.38	**Wholesale of other food including fish, crustaceans and molluscs**	4.6	20.6	25.2

NACE	Sweden	Foreign owned (%) Intra-EU	Extra-EU	Total
51.51	Wholesale of solid, liquid and gaseous fuels and related products	15.6	61.0	76.7
51.46	Wholesale of pharmaceutical goods	36.2	29.7	65.8
51.43	Wholesale of electrical household appliances and radio and television goods	26.1	19.3	45.4
51.45	**Wholesale of perfume and cosmetics**	44.6	0.0	44.6
51.55	Wholesale of chemical products	31.0	12.8	43.8
63.3	**Activities of travel agencies and tour operators; tourist assistance activities n.e.c.**	15.8	23.3	39.1
51.64	Wholesale of office machinery and equipment	9.2	28.5	37.7
51.4	Wholesale of household goods	18.9	13.5	32.5
51.6	Wholesale of machinery, equipment and supplies	10.6	17.3	27.9
72	Computer and related activities	13.9	11.5	25.4

NACE	The United Kingdom	Foreign owned (%) Intra-EU	Extra-EU	Total
51.64	Wholesale of office machinery and equipment	5.0	55.5	60.5
51.51	Wholesale of solid, liquid and gaseous fuels and related products	18.0	30.1	48.1
51.62	**Wholesale of construction machinery**	15.1	25.1	40.2
66.01	**Life insurance**	14.8	25.1	40.0
51.46	Wholesale of pharmaceutical goods	26.6	12.7	39.3
51.43	Wholesale of electrical household appliances and radio and television goods	14.6	20.6	35.2
74.6	**Investigation and security activities**	19.3	10.4	29.7
61	**Water transport**	22.8	5.4	28.1
51.45	**Wholesale of perfume and cosmetics**	17.9	9.9	27.8
51.55	Wholesale of chemical products	14.8	12.4	27.2

NACE	The Netherlands	Foreign owned (%) Intra-EU	Extra-EU	Total
51.55	Wholesale of chemical products	29.7	3.7	33.4
51.51	Wholesale of solid, liquid and gaseous fuels and related products	17.5	12.9	30.4
51.64	Wholesale of office machinery and equipment	6.8	21.6	28.5
51.56	**Wholesale of other intermediate products**	15.7	7.1	22.8
51.43	Wholesale of electrical household appliances and radio and television goods	5.0	16.8	21.8
51.52	**Wholesale of metals and metals ores**	18.0	3.3	21.3
51.46	Wholesale of pharmaceutical goods	7.2	11.9	19.1
51.5	**Wholesale of non-agricultural intermediate products, waste and scrap**	14.6	3.8	18.4
51.6	Wholesale of machinery, equipment and supplies	7.1	11.1	18.3
72	Computer and related activities	10.4	5.0	15.4

In bold the activities that did not appear in the "global" top 10.

Table 3.2: Top 10 activities in five Member States, 1996 (% of the total number of persons employed by a foreign owned enterprise)

Looking by country (table 3.2) allows a number of additional activities to be included, as there is less missing or confidential data at the level of individual countries. The top five employers for the aggregated data (all in wholesale trade) appeared in each of the individual country rankings. As many as eight of the top ten activities in Sweden also appeared in the total ranking (presented in figure 3.1). In the United Kingdom just five of the top ten activities were in common with those reported for the aggregated total. This was of particular interest as three non-wholesale trade activities entered the ranking: life insurance, investigation and security activities and water transport. Although the Netherlands were not included in the aggregated data, the same activities appeared to be attractive to foreign owned enterprises, albeit with lower proportions of the total number of persons employed.

4. Who are the foreign owners of EU enterprises?

As this report presents data from Nordic countries, the Netherlands and the United Kingdom, there may be some bias in the data presented in this section. This bias may be attributed to geographical proximity, cultural and socio-economic factors that explain (at least to some degree) the location for setting-up a foreign owned enterprise.

Figure 4.1 shows a breakdown of the total number of persons employed in market services into those working for nationally owned and foreign owned enterprises. The right-hand pie shows the breakdown of those working for a foreign owned enterprise into those employed by an EU enterprise and those employed by an enterprise from outside the EU. As many as 55% of those employed by a foreign owned enterprise were employed by an enterprise from outside the EU.

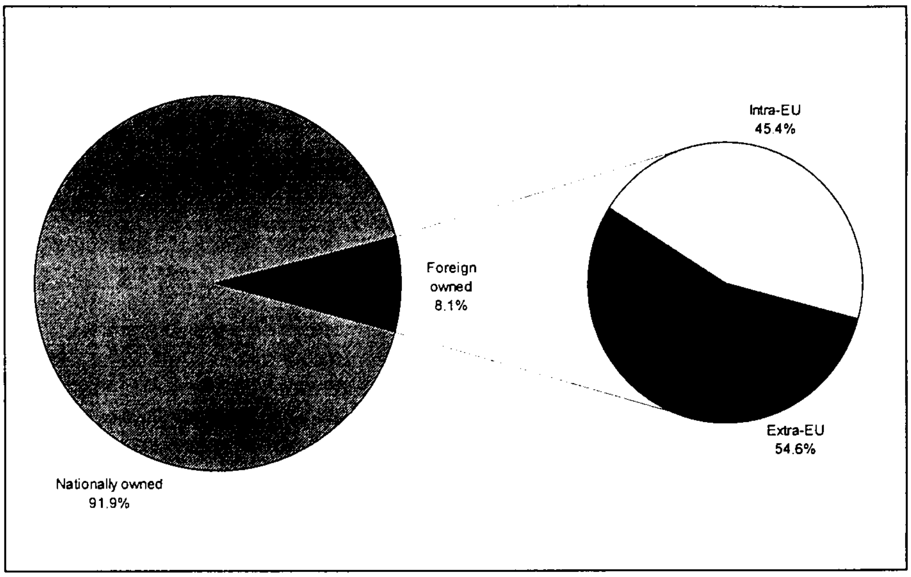

Figure 4.1: Breakdown of employment in foreign owned enterprises, 1996 (%)

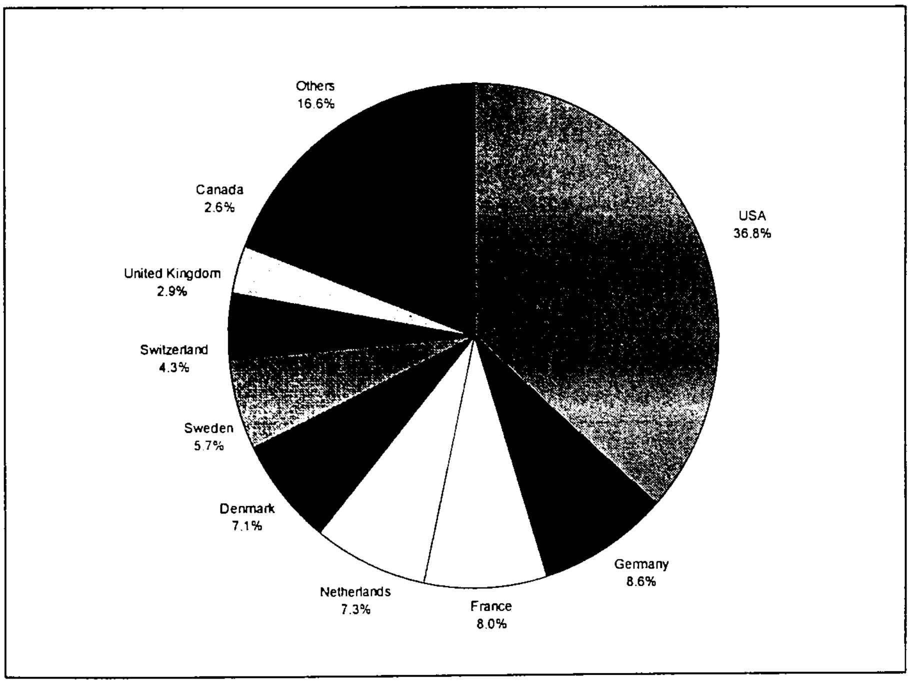

Figure 4.2: Share of foreign owned enterprises in total number of persons employed, 1996 (%)

Figure 4.2 shows that the USA was by far the largest foreign employer, employing 36.8% of all persons employed by a foreign owned enterprise in 1996. The USA was followed by a number of EU Member States: Germany (8.6%), France (8.0%), the Netherlands (7.3%), Denmark (7.1%) and Sweden (5.7%). Switzerland (4.3%) was the second largest non-EU country in the ranking. The United Kingdom followed with 2.9%, which may appear a relatively low share. However, it is important to note that the figures presented are the result of aggregating data for Denmark, Finland, Sweden and the United Kingdom. As such, these four countries are less likely to be a partner country than the other countries (as their own enterprises are classified as national and not foreign owned when studying their domestic economy).

Figure 4.3 shows the important foreign owners in terms of turnover generated. Using this indicator, the United States was still the largest foreign owner, with 34.8% of turnover generated by foreign owned enterprises. Japan, which was not even in the top ten most important employers, occupied second place with 13.5% of all foreign owned turnover, ahead of Germany (11.9%). The high turnover generated by Japanese owned enterprises was spread across the market services economy. The ratio of average turnover per person employed of all foreign owned enterprises in market services was equal to 169.8 thousand ECU (for the four countries studied). However, Japanese owned enterprises reported 551.4 thousand ECU of turnover per person employed. In as many as 11 different activities they had turnover per person employed ratios above 1 million ECU. Furthermore, of the 52 activities for which Japanese turnover per person employed data was available, just eight had ratios below the average for the whole of market services.

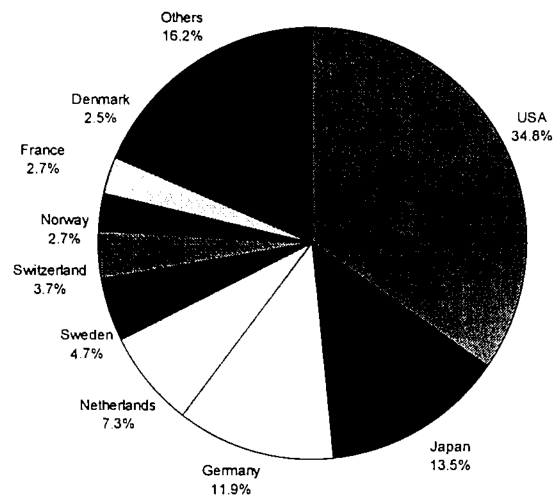

Figure 4.3: Share of foreign owned enterprises in total turnover, 1996 (%)

5. Characteristics of foreign owned enterprises

The results of this short study suggest that foreign owned enterprises are generally larger than nationally owned enterprises. The average number of persons employed per foreign owned enterprise was equal to 111.3, whilst for nationally owned enterprises the corresponding figure was just 9.9 persons. It is therefore hazardous to compare the performance of foreign and nationally owned enterprises without keeping these size differences in mind.

This difference in size of foreign and nationally owned enterprises is reinforced when looking at the ratio of turnover per enterprise. Foreign owned enterprises generated an average of 18.9 million ECU of turnover each, whilst nationally owned enterprises generated 637.3 thousand ECU of turnover on average. The difference between foreign and nationally owned enterprises was also marked for indicators such as average personnel costs per employee. Foreign owned enterprises (29.3 thousand ECU per employee) had average personnel costs some 17.4 thousand ECU per employee above those of nationally owned enterprises. A simple measure of productivity is the ratio of value added per person employed. Foreign owned enterprises generated an average of 46.8 thousand ECU of value added per person employed compared to 21.3 thousand ECU for nationally owned enterprises within the whole of market services. The data for foreign owned enterprises showed that labour productivity was generally higher for extra-EU enterprises when compared to foreign owned enterprises from other Member States. This observation held across all economic ratios studied, with extra-EU foreign owned enterprises generally larger than their EU-owned counterparts.

Market services (1)	Total	Nationally owned	Foreign owned	of which, intra-EU	of which, extra-EU
Personnel costs per employee (thousand ECU)	13.4	11.8	29.3	26.8	35.9
Value added per person employed (thousand ECU)	23.5	21.3	46.8	39.2	52.1
Turnover per person employed (thousand ECU)	73.7	64.7	169.8	124.0	195.3
Turnover per enterprise (thousand ECU)	787.7	637.3	18,901.9	14,800.7	20,961.8
Share of employees in the number of persons employed (%)	93.3	92.6	100.0	100.0	100.0
Number of persons employed per enterprise (units)	10.7	9.9	111.3	119.3	107.3

(1) Excluding financial intermediation, Section J of NACE Rev. 1. In addition there are additional activities excluded within other areas of the market services economy, according to the Member State studied - see Methodological notes.

Table 5.1: Characteristics of market services' enterprises in DK, FIN, S and UK, 1996

➢ ESSENTIAL INFORMATION – METHODOLOGICAL NOTES

In late 1998, Eurostat launched a pilot study to collect data for reference year 1996 from a limited number of Member States to look closer at foreign affiliate market services' statistics. The following countries played an active role in the project: Denmark, Spain, Ireland, Italy, the Netherlands, Finland, Sweden and the United Kingdom. The coverage of the Spanish data was too limited to be included in this report (although it will form part of the accompanying database), whilst the Italian data were still in the process of being revised. Ireland did not provide data for 1996, but will soon deliver data for reference year 1998.

The data presented was collected during the second half of 1999, treatment and verification was completed in early 2000. The final tables and graphics relate to an extraction made on 28/01/2000. Eurostat intends to publish the data collected broken down by country within their reference environment (New Cronos/theme 4/SBS).

The data was collected according to the concept of the ultimate beneficial owner (UBO). The Netherlands were not able to provide data following this concept, and supplied so-called "first shot" data instead. First shot data means that ownership is allocated to the first country in the chain of ownership, whilst UBO data relates to the country identified as having the ultimate control. With first shot data one can expect to find more tax havens as partner countries. For this reason, the Netherlands were excluded from the aggregated totals presented in this report.

Data were requested for Sections G (distributive trades), H (hotels and restaurants), I (transport, storage and communication) and K (real estate, renting and business activities) of the NACE Rev. 1 activity classification (at different levels of breakdown), as well as for three selected activities within Section J. The United Kingdom was the only country able to supply data for these three activities.

Comparable data for the following variables were collected: number of enterprises; turnover; production value; value added at factor cost; total purchases of goods and services; personnel costs; gross investment in tangible goods; number of persons employed; number of employees.

The results presented are based on non-confidential data. Data availability may be summarised as follows:

Denmark - excluding land transport *(except NACE Rev. 1 60.24)*; travel agencies and tour operators; post; and research and development for all variables. Excluding freight transport by air; transport via pipelines; renting of machinery and equipment; and other business activities *(except NACE Rev. 1 74.2 and 74.3)* for all variables except the number of enterprises. Excluding telecommunications for the number of enterprises.

The Netherlands - excluding wholesale on a fee or contract basis; retail trade, except of motor vehicles, motorcycles (for nationally-owned enterprises); repair of personal and household goods; transport via railways; freight transport by road; transport via pipelines; air transport; post and telecommunications; real estate activities; and research and development for all variables. Excluding labour recruitment and provision of personnel; investigation and security activities; and industrial cleaning for all variables except the number of persons employed.

Finland - excluding retail sale of alcoholic and other beverages; other retail sale of food, beverages and tobacco in specialised stores; retail sale of clothing; retail sale of furniture, lighting equipment and household articles; retail sale of electrical household appliances and radio and television; retail sale of books, newspapers and stationery; retail sale via mail order houses; repair of boots, shoes and other articles of leather; restaurants, bars, canteens and catering for all variables except the number of persons employed.

Sweden - excluding transport via pipelines; post and courier activities for all variables except the number of persons employed. Excluding land transport; and water transport for all variables except the number of enterprises.

The United Kingdom - excluding national post activities, telecommunications; real estate activities for all variables. Excluding the sale of motor vehicle parts and accessories; sale, maintenance and repair of motorcycles and related; retail sale of automotive fuel; wholesale of fruit and vegetables; wholesale of dairy produce; wholesale of metals and metal ores; wholesale of wood, construction materials and sanitary equipment; retail sale in non-specialised stores with food, beverages or tobacco predominating; other non-store retail sale; hotels and restaurants for personnel costs and turnover. Excluding the wholesale of clothing and footwear; retail sale via mail order houses; supporting and auxiliary transport activities; computer and related activities; legal activities; accounting, book-keeping and auditing; tax consultancy; business and management consultancy; and the management of holding companies for personnel costs. Excluding wholesale of wood, construction materials and sanitary equipment; other wholesale; retail sale of tobacco products; repair of personal and household goods; restaurants, bars and catering for the number of persons employed. Value added at basic prices (and not factor cost).

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