

2023 China Business Climate Survey Report
2023年度中国商务环境调查报告

Agriculture Industry Report

农业报告

This report distills industry-specific data from the full 2023 BCS Report reflects specific industry's business climate. We hope this report is helpful for our members to measure their operations and compare business outlooks and strategies with their industry and the broader foreign business community.

We want to thank all our members who took the time to participate in the survey. Your input is greatly valued and the key to our joint success.

**All data in this report was rounded to the nearest whole number. Therefore, some charts or graphs may not equal 100 percent.
**Some response options and categories in the BCS have changed over time to address current market realities.*

- Executive Summary
- Financial Performance
- Investment Plan
- Two-Year Business Outlook
- Top three business challenges and opportunities

Agriculture Sector Executive Summary

- 2022 saw a more positive financial performance for the agriculture sector members than the overall respondents.
- None of the sector members reported a profit loss, though 27% of them estimated their revenue would decrease in 2022.
- 60% of the sector members reported that the quality of the Chinese investment environment is improving, 39 pp higher than overall respondents. However, only one-fifth of the sector members see China as the first or top three investment destinations, 25 pp lower than the overall respondents
- The agriculture sector members hold a more negative view of the two-year business outlook in China; this was especially true in US-China relations (82% pessimistic views), cost competitiveness (64% pessimistic views), and competitive pressures (45% pessimistic views).
- RMB Volatility stood up as one of the top three business challenges for the sector members, with 46% expressing concerns. Over half of the sector members (55%) reported expanding their business to cover more of the domestic market as one of the top three business opportunities.

本报告从2023年度BCS报告全文中摘取了农业行业的数据，以反映具体的行业商务环境情况。我们希望本报告能成为会员公司在其具体行业乃至更广泛的外资企业中，衡量业务、比较商业前景与策略的实用工具。

中国美国商会向所有参与此次调查问卷的会员机构致以诚挚的谢意。您的贡献是我们共同成功的关键。

**此报告中的所有数据四舍五入到最接近的整数，因此一些图表数值可能不等于100%。*

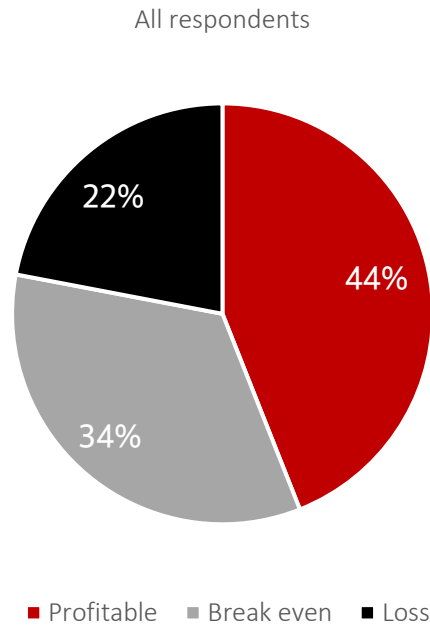
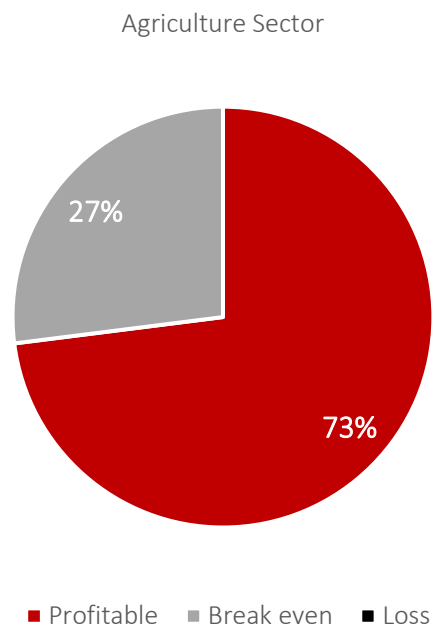
*** BCS中的一些回答选项和类别会有所变动，以顺应当下不断变化的市场现状。*

- 摘要
- 营收状况
- 在华投资计划
- 今后两年中国业务展望
- 在华运营前三大挑战和机遇

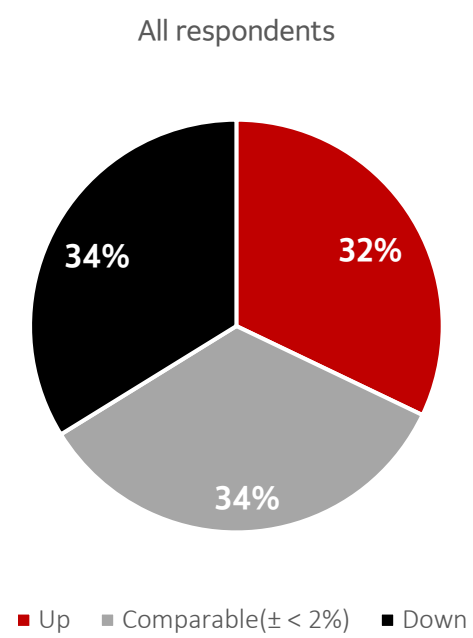
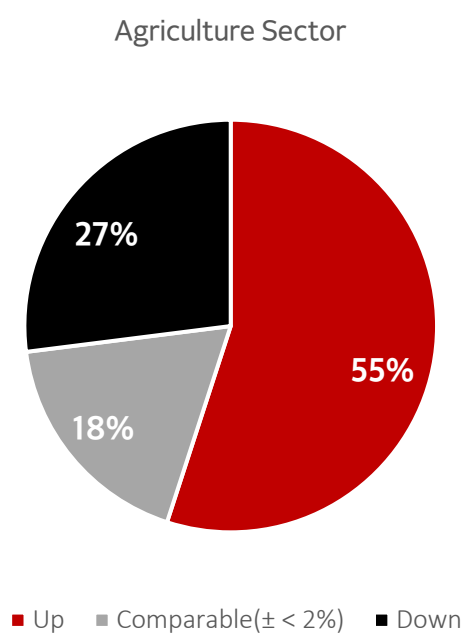
农业行业摘要

- 对于农业行业会员来说，2022年的财务状况相比所有受访会员表现更为乐观。
- 在最新的商务环境调查报告中，没有农业行业会员企业报告利润亏损，尽管27%的企业预测2022年度的营收会出现下滑。
- 60%的该行业会员企业表示中国整体投资环境有所改善，较整体受访者结果高出39个百分点。然而，仅有五分之一的农业行业会员企业表示中国是他们公司短期内首要或前三大投资目的地，较整体受访会员企业结果低25个百分点。
- 农业行业会员企业对今后两年在华业务展望持较为悲观的态度，尤其体现在中美关系（82%持悲观态度）、成本竞争力（64%持悲观态度）以及竞争压力（45%持悲观态度）三方面。
- “人民币汇率波动”是农业行业会员企业前三大在华运营挑战之一。
- 超半数（55%）的该行业会员企业表示“扩大业务范围以覆盖更多中国国内市场（例如进入新城市、地区）”是其在华运营的前三大机遇之一。

Financial Performance

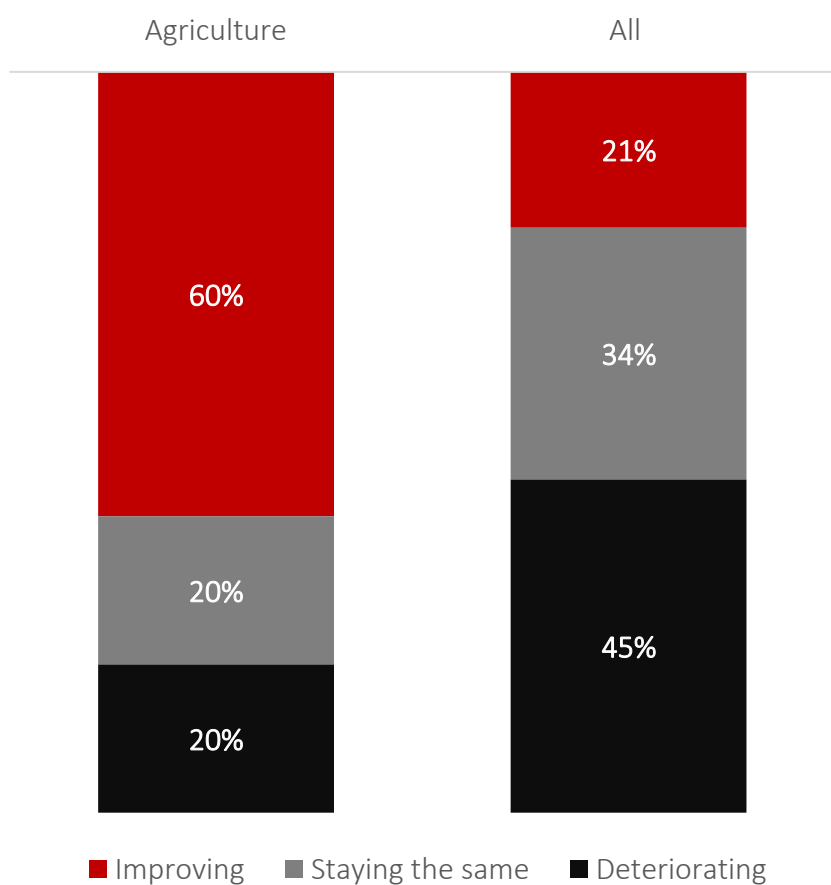


Estimated Revenue

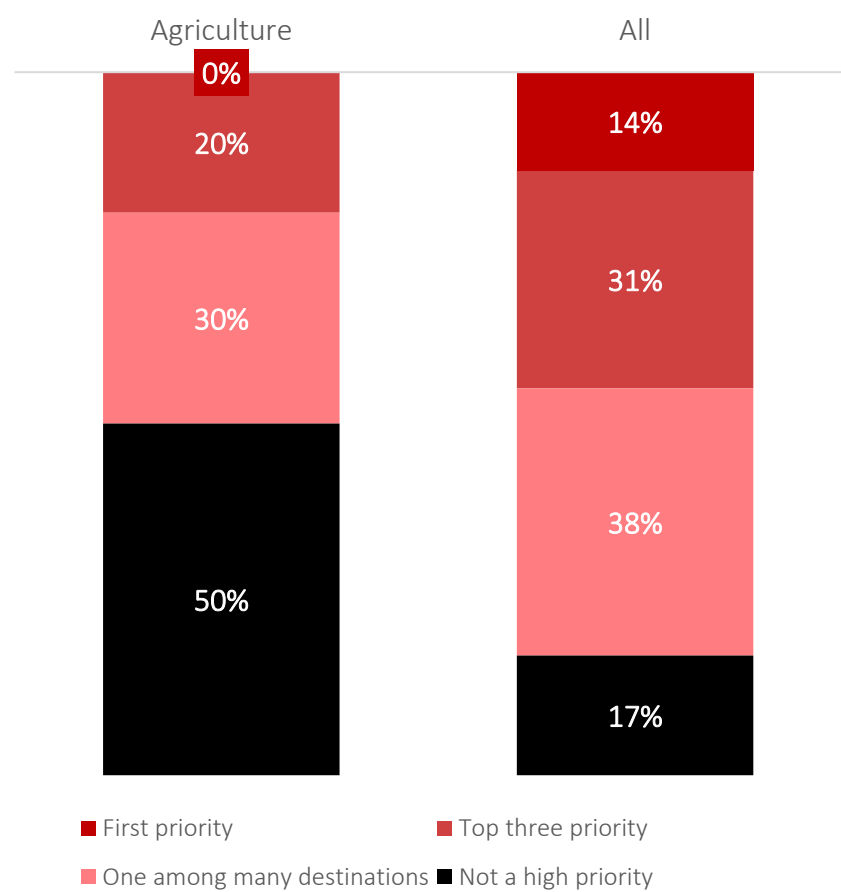


Investment Plan

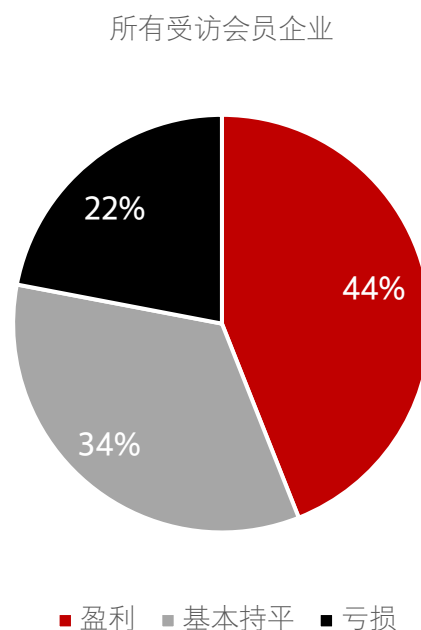
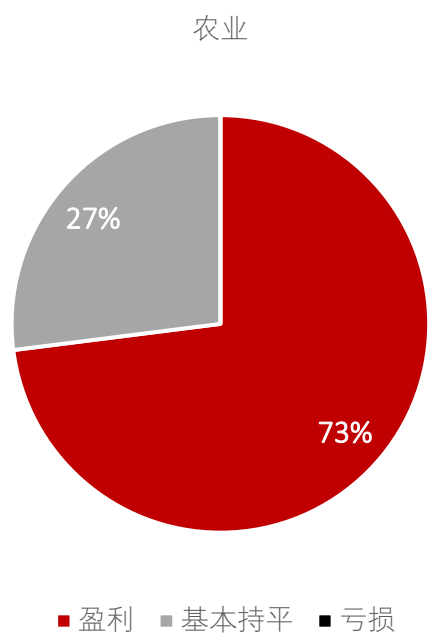
China Investment environment quality



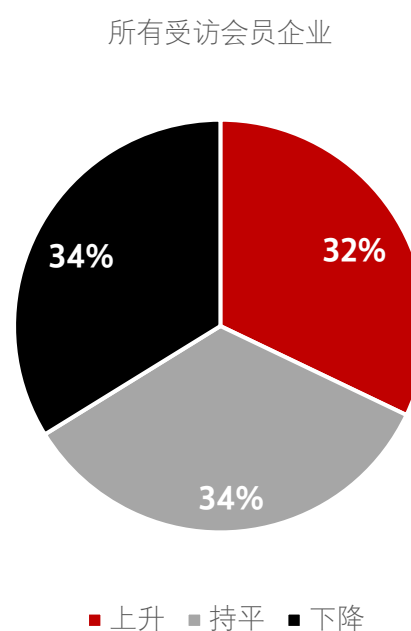
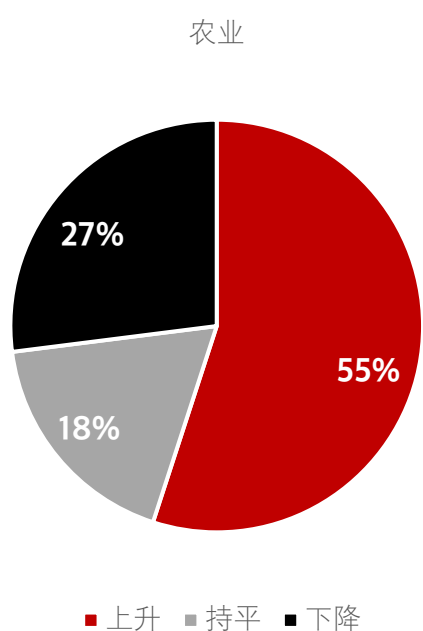
China ranks of near-term global investment destination



财务状况

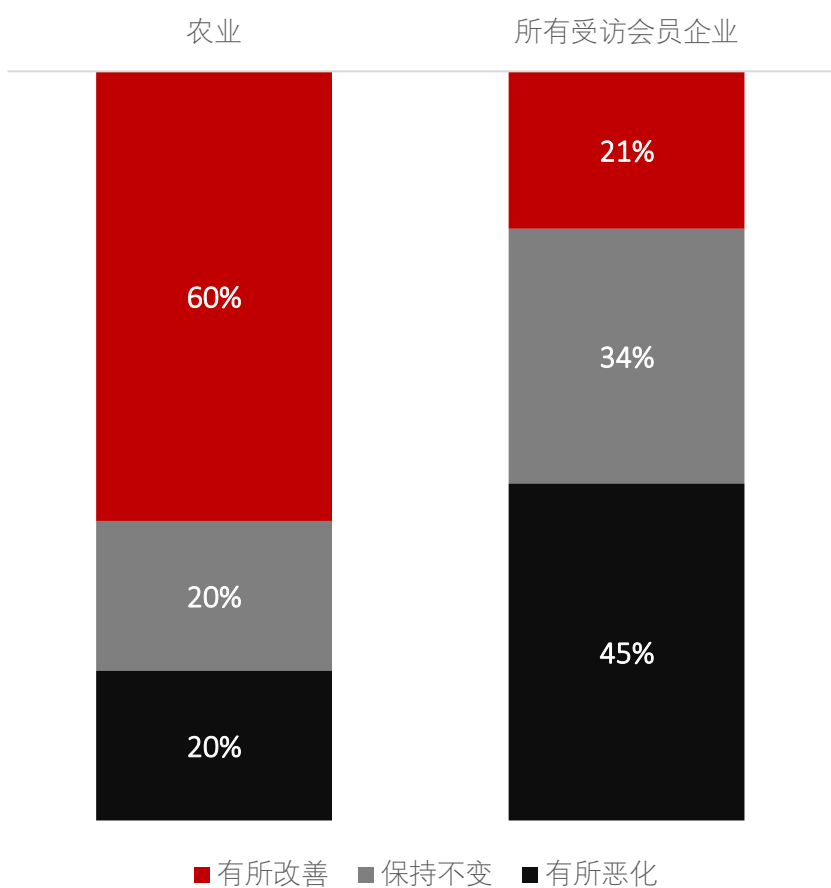


预计年度经营收入

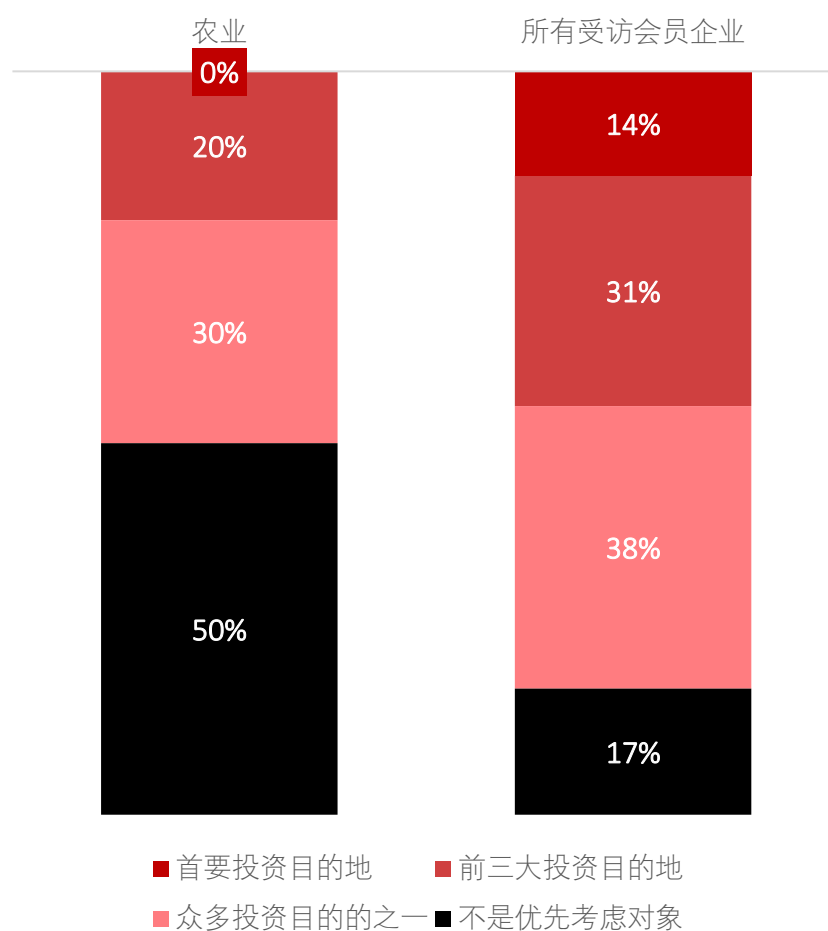


在华投资计划

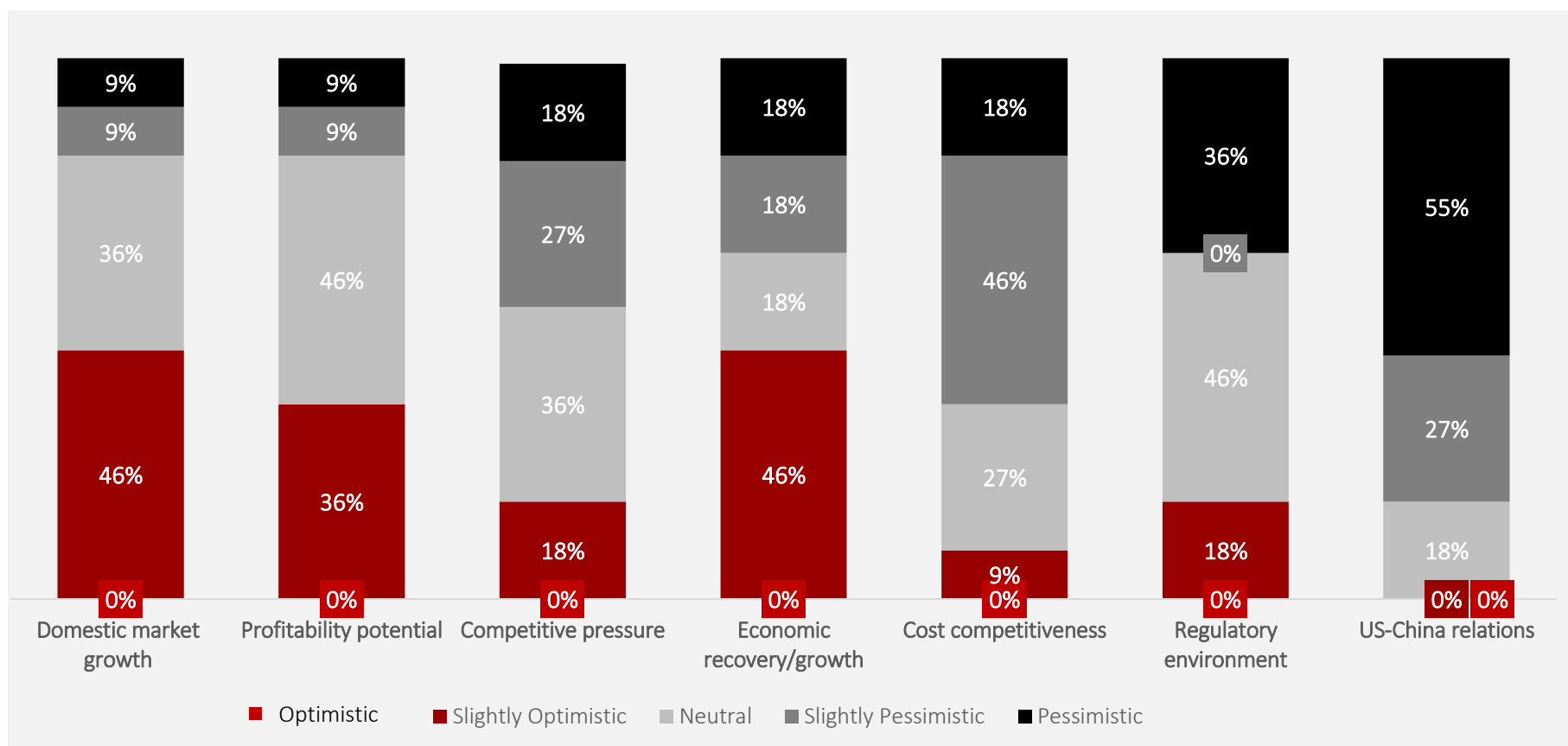
中国投资环境质量



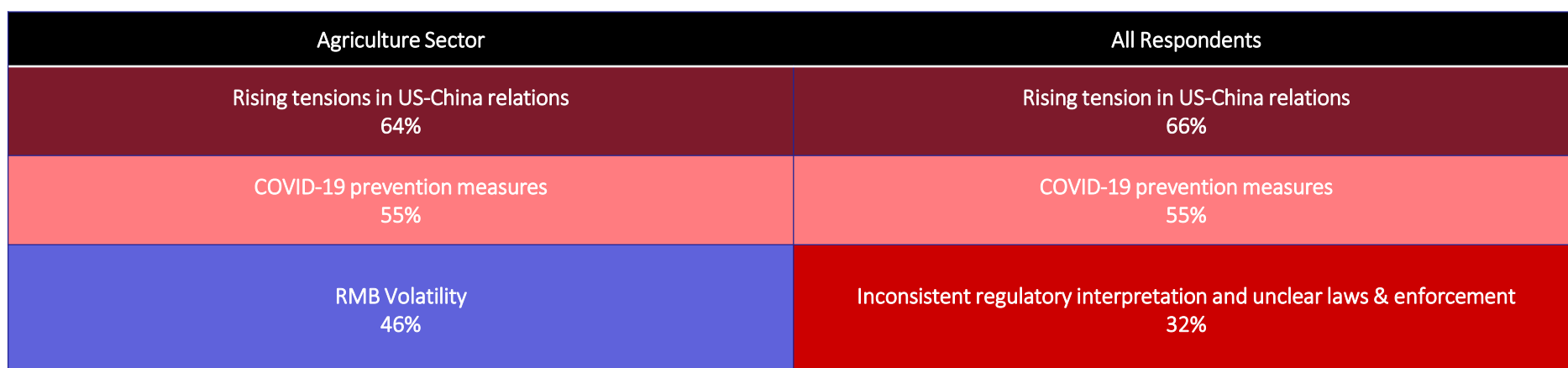
中国在公司近期全球投资目的地的排名



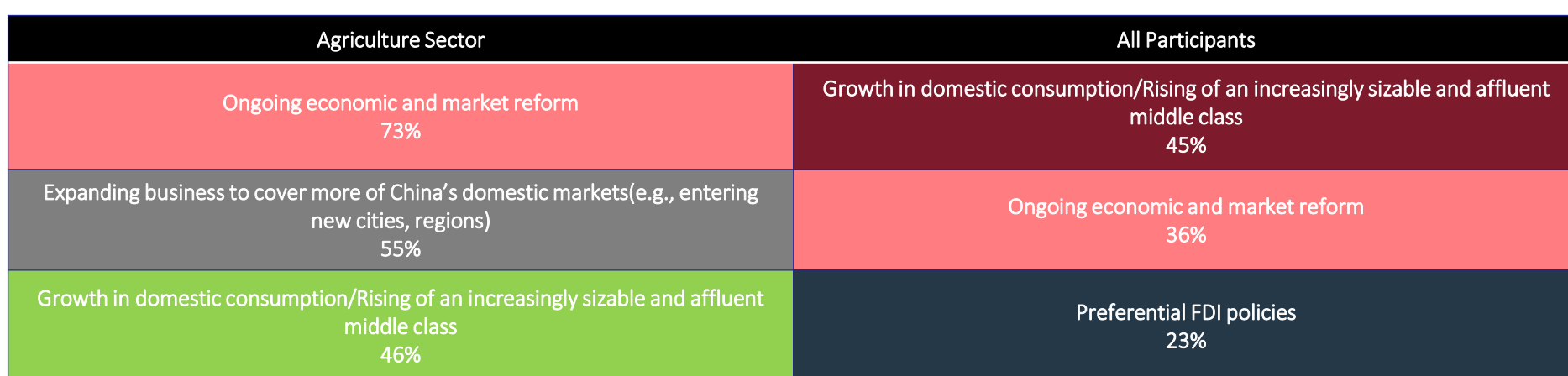
Two-Year Business Outlook in China



Top three business challenges



Top three business opportunities

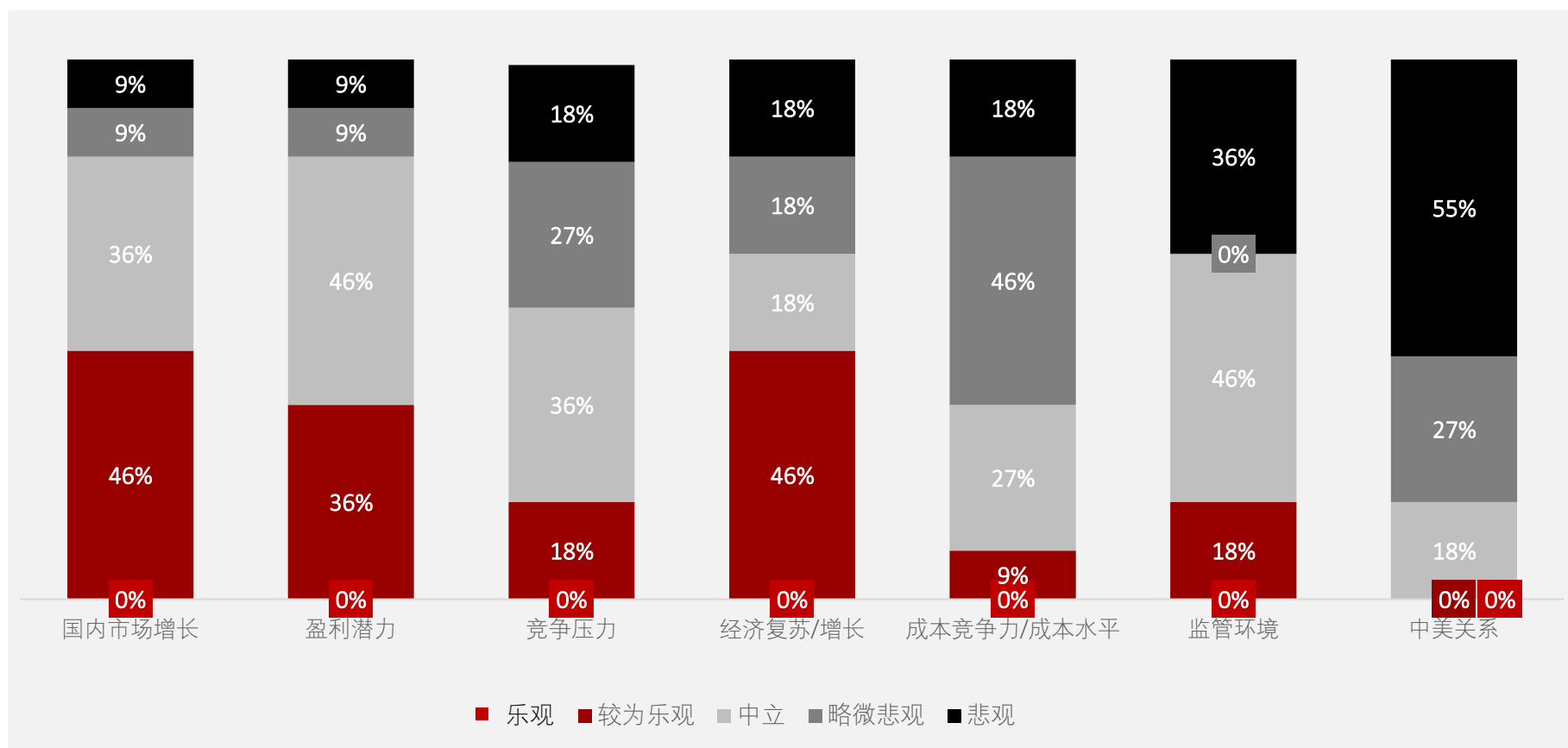


About AmCham China Business Climate Survey Report

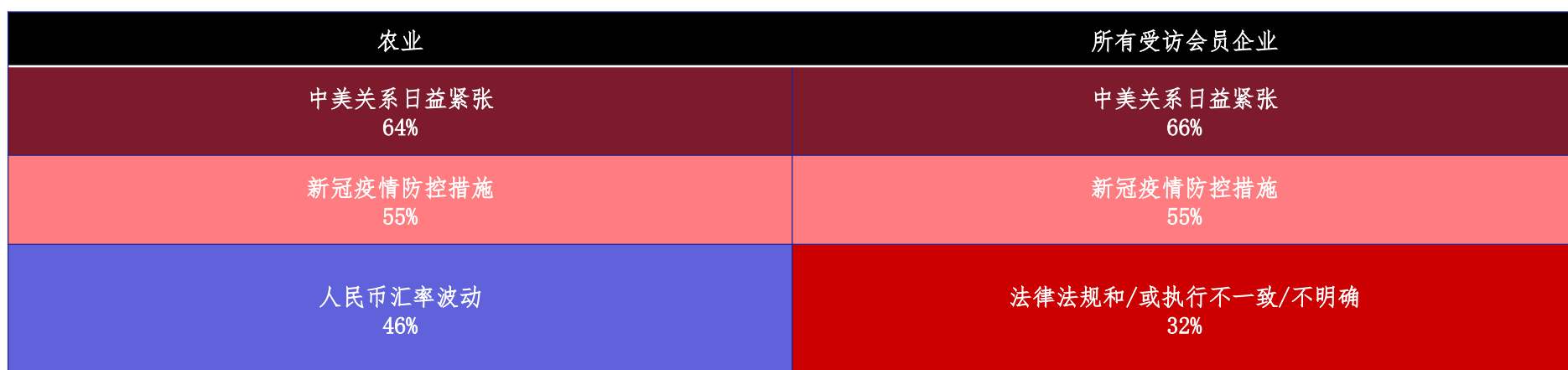
The China Business Climate Survey (BCS) is one of AmCham China's most important advocacy tools. It provides valuable insights to the Chinese and US governments about member companies' concerns about China's regulatory and policy environment and the daily business challenges they face operating in China. Furthermore, the survey provides a valuable tool for our members to measure their operations and compare business outlooks and strategies with the broader community.

Visit [here](#) for more information on the report

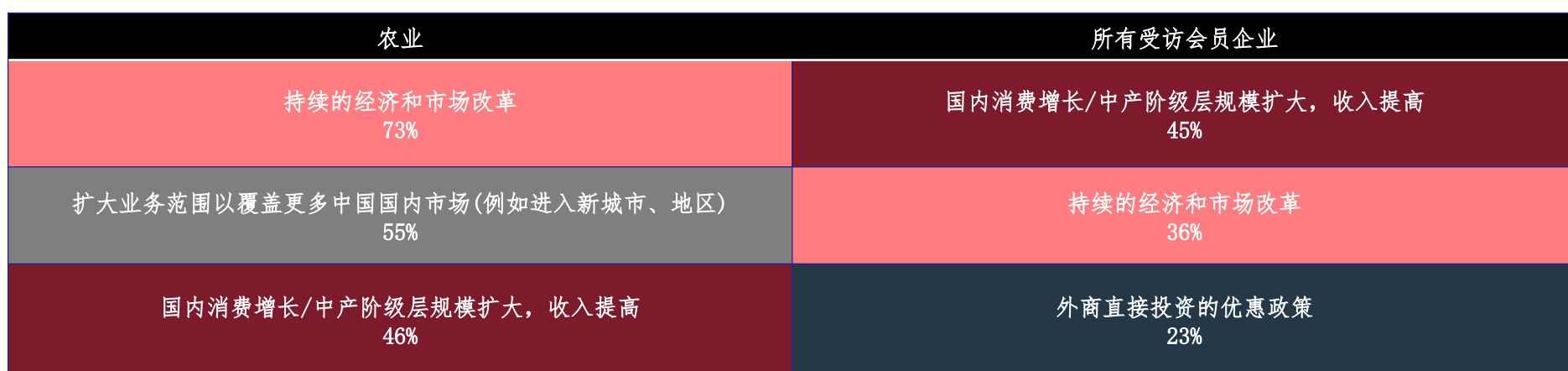
今后两年中国业务展望



前三大在华运营挑战



前三大在华运营机遇



关于中国商务环境调查报告

中国商务环境调查报告(BCS)是中国美国商会最重要的政策谏言工具之一。该报告结果反映了商会会员企业对中国监管和政策环境以及在华日常运营的真实情况,为中美两国政府提供了宝贵而深入的见解。此外,报告结果也为商会会员企业以及在华外资企业运营、投资决策等方面提供了衡量依据。

更多详情,请点击[这里](#)。