

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

Financial Services Industry Report 金融服务行业报告

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

Financial Services Sector Executive Summary

- In 2022, only 34% of the financial services sector members reported a profit increase, and less than one-in-five (24%) of the sector members estimated their 2022 revenue would be up.
- 86% of the sector members said that the quality of China's investment environment is not improving, and over half of them (53%) said China is not their first or top three near-term investment destination.
- 81% of the sector members show pessimistic views about US-China relations, and another 58% are concerned about China's regulatory environment in the two-year business outlook.
- The sector members say globalization of Chinese companies and increased outbound investment as one of their top three business opportunities in China, with 50% citing it.

本报告从2023年度BCS报告全文中摘取了金融服务行业的数据，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。

*本报告中的所有数据由于四舍五入至最接近的整数分图表或图像的数据总和可能不等于总额（100%）

**商务环境调查中的部分回答选项和类别会因反映当前市场情况而有所改变

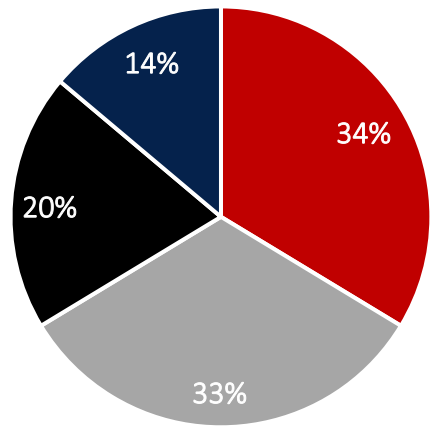
- 摘要
- 营收状况
- 在华投资计划
- 今后两年中国业务展望
- 在华运营前三大挑战和机遇

金融服务行业概述

- 2022年，仅有34%的金融服务行业会员企业报告盈利；同时，只有不到四分之一（24%）的行业会员企业预计其2022年度营收将会增长。
- 86%的该行业会员企业认为中国的投资环境没有改善，其中有超过一半的会员（53%）指出中国不再是其公司近期首要或前三大投资目的地。
- 81%的金融服务行业会员企业对中美关系感到悲观。今后两年在华运营前景方面，有58%的行业会员企业对中国的监管环境持悲观的态度。
- 有50%行业会员企业认为“中国公司的全球化和境外投资增长”是其在华运营的前三大机遇之一。

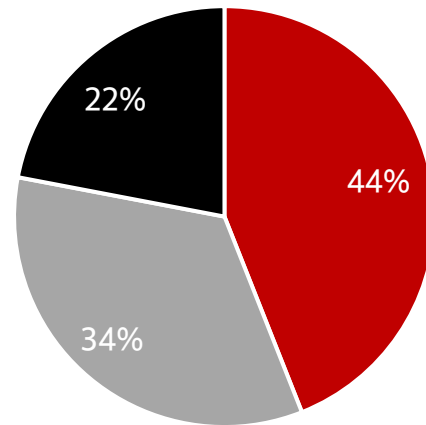
Financial Performance

Financial Services Sector



■ Profitable ■ Break even ■ Loss ■ N/A

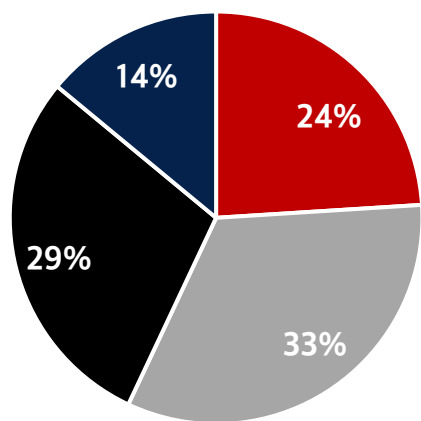
All respondents



■ Profitable ■ Break even ■ Loss

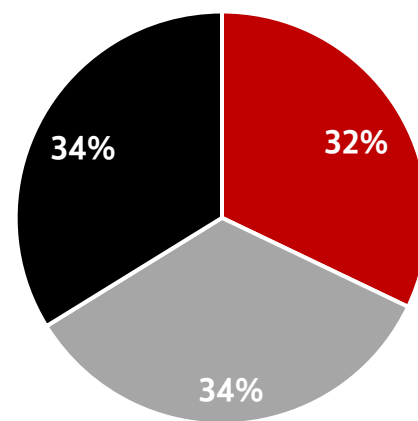
Estimated Revenue

Financial Services Sector



■ Up ■ Comparable(± < 2%) ■ Down ■ N/A

All respondents



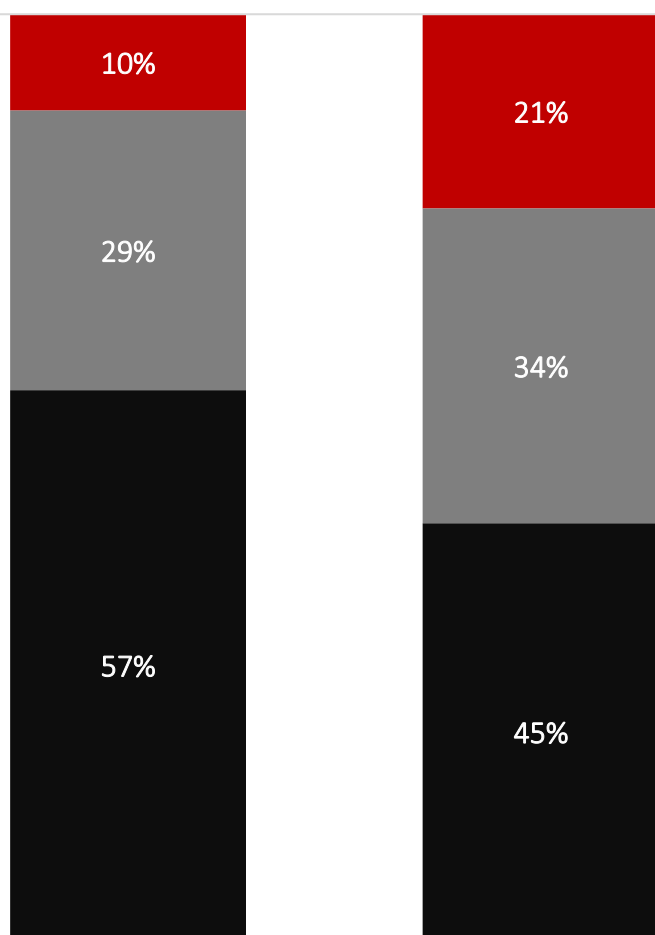
■ Up ■ Comparable(± < 2%) ■ Down

Investment Plan

China Investment environment quality

Financial Services

All

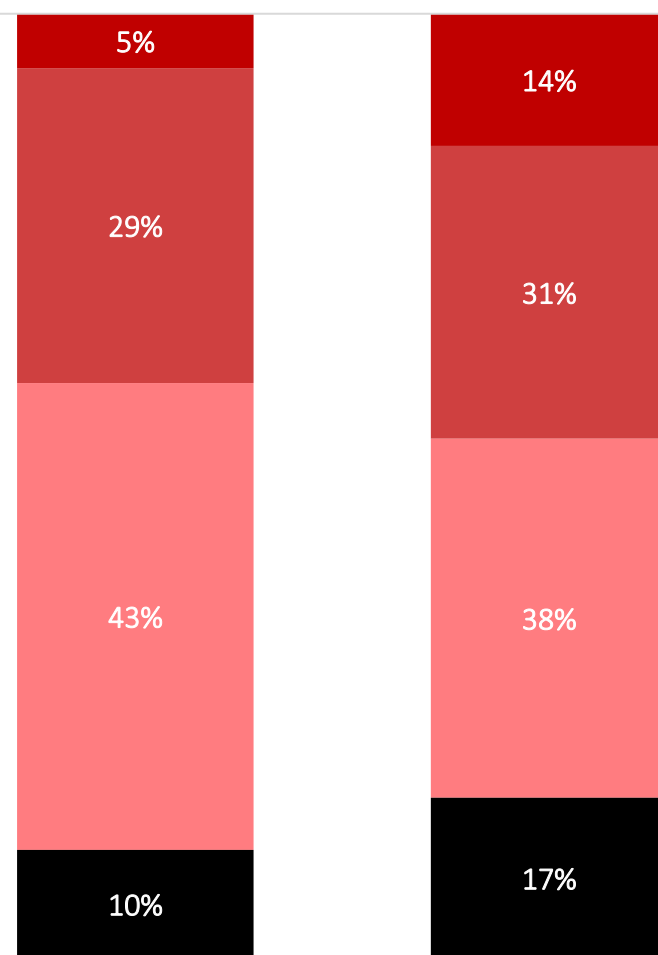


■ Improving ■ Staying the same ■ Deteriorating

China ranks of near-term global investment destination

Financial Services

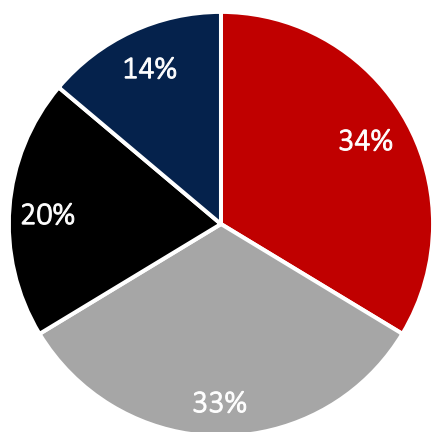
All



■ First priority ■ Top three priority
■ One among many destinations ■ Not a high priority

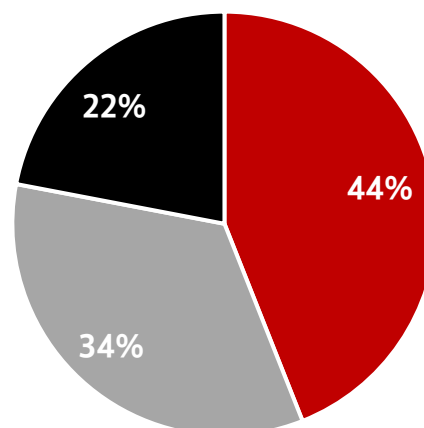
财务状况

金融服务业



■ 盈利 ■ 持平 ■ 亏损 ■ N/A

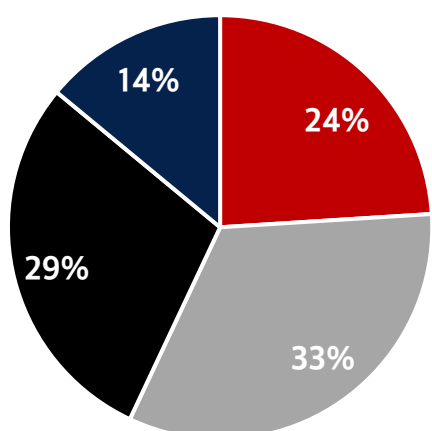
所有受访者



■ 盈利 ■ 持平 ■ 亏损

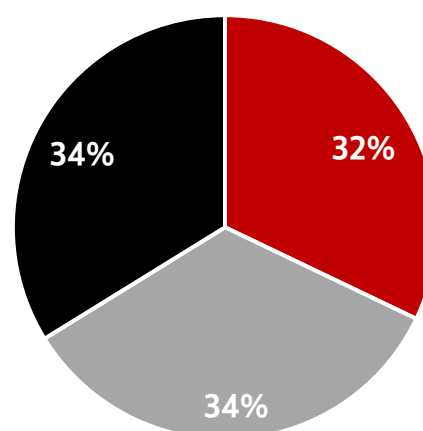
预期营收

金融服务业



■ 上升 ■ 持平(± < 2%) ■ 下降 ■ N/A

所有受访者



■ 上升 ■ 持平(± < 2%) ■ 下降

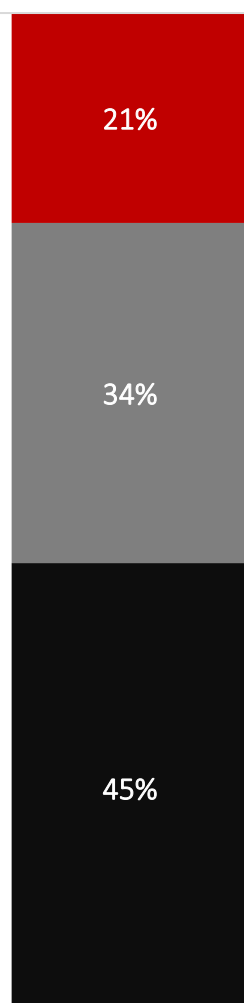
投资计划

中国投资环境质量

金融服务业



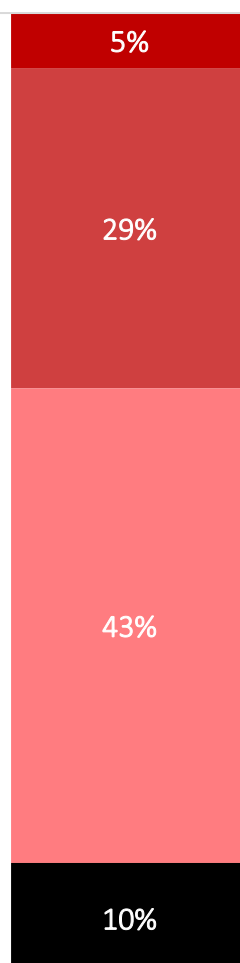
所有受访者



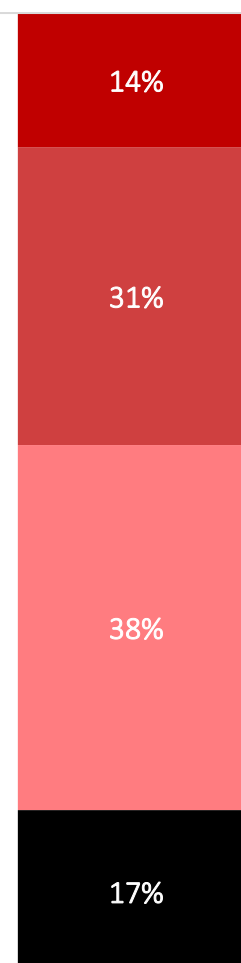
■ 有所改善 ■ 维持不变 ■ 有所恶化

中国在全球短期投资目的地中的排名

金融服务业

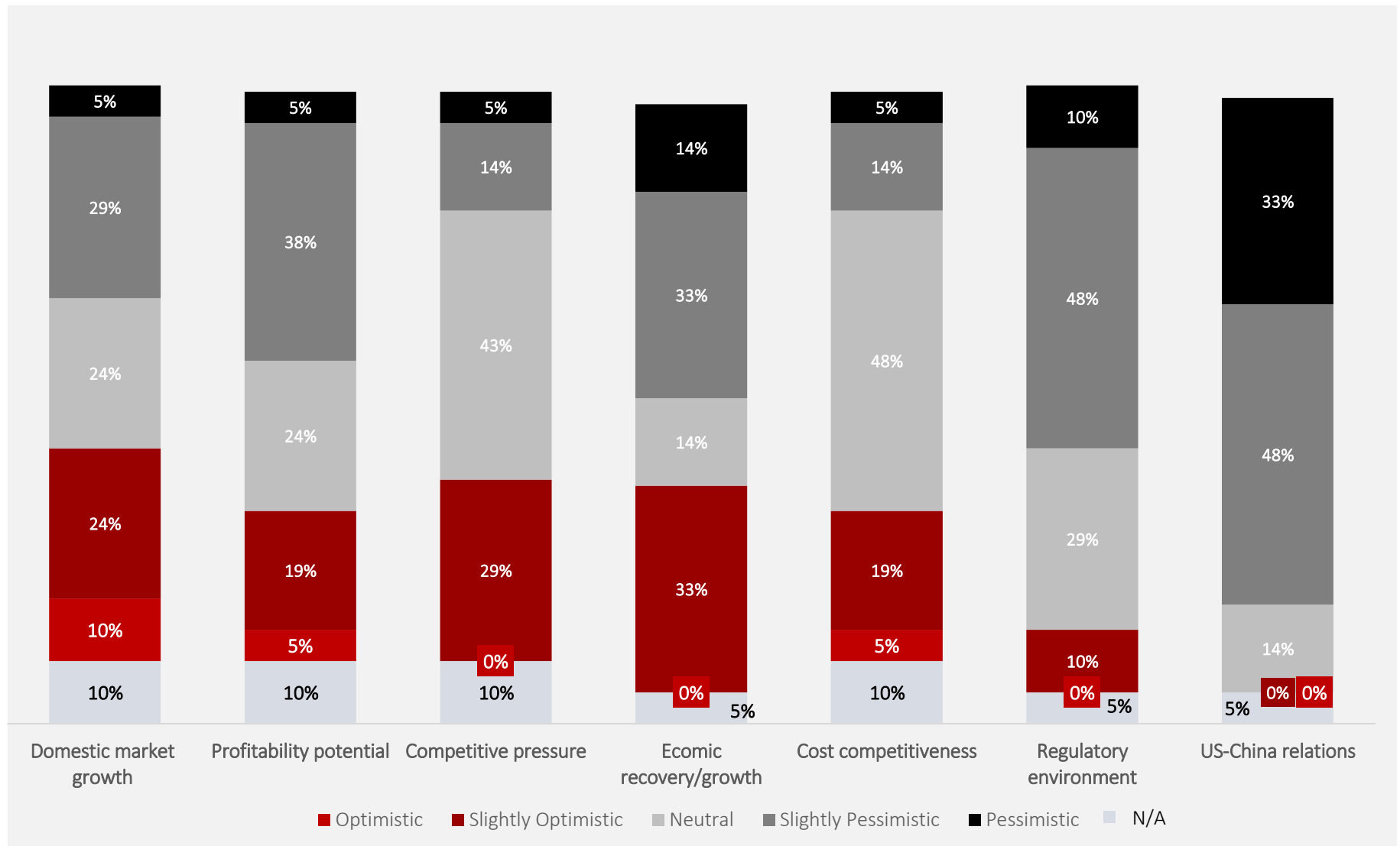


所有受访者

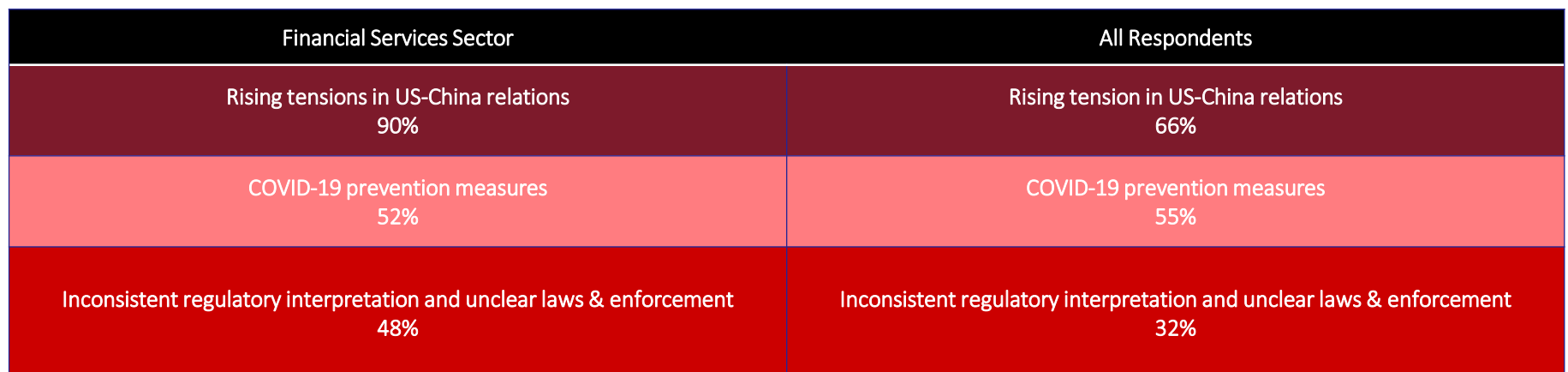


■ 首要投资目的地 ■ 前三大投资目的地
■ 众多投资目的地的之一 ■ 不是优先考虑对象

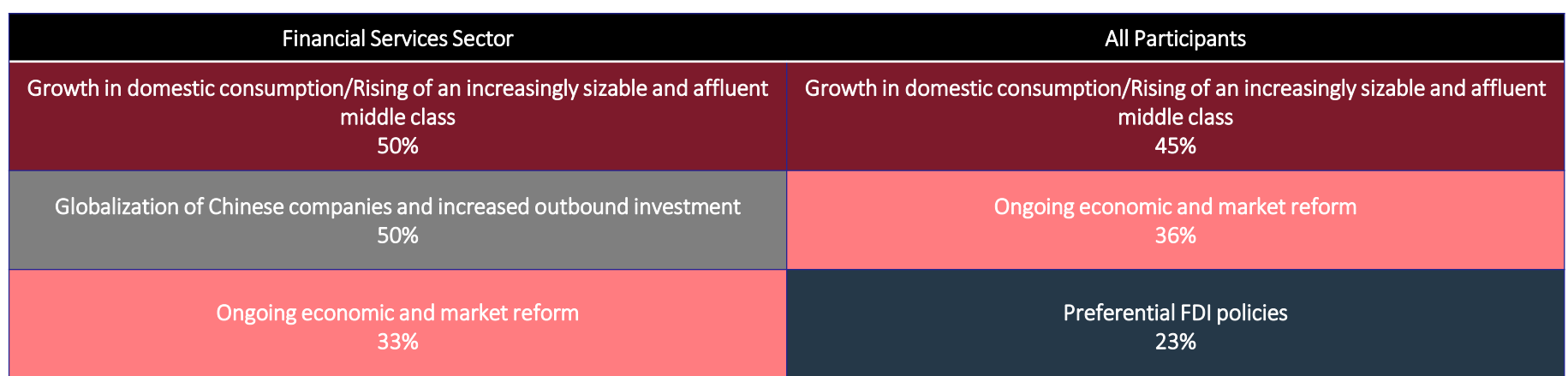
Two-Year Business Outlook in China



Top three business challenges



Top three business opportunities

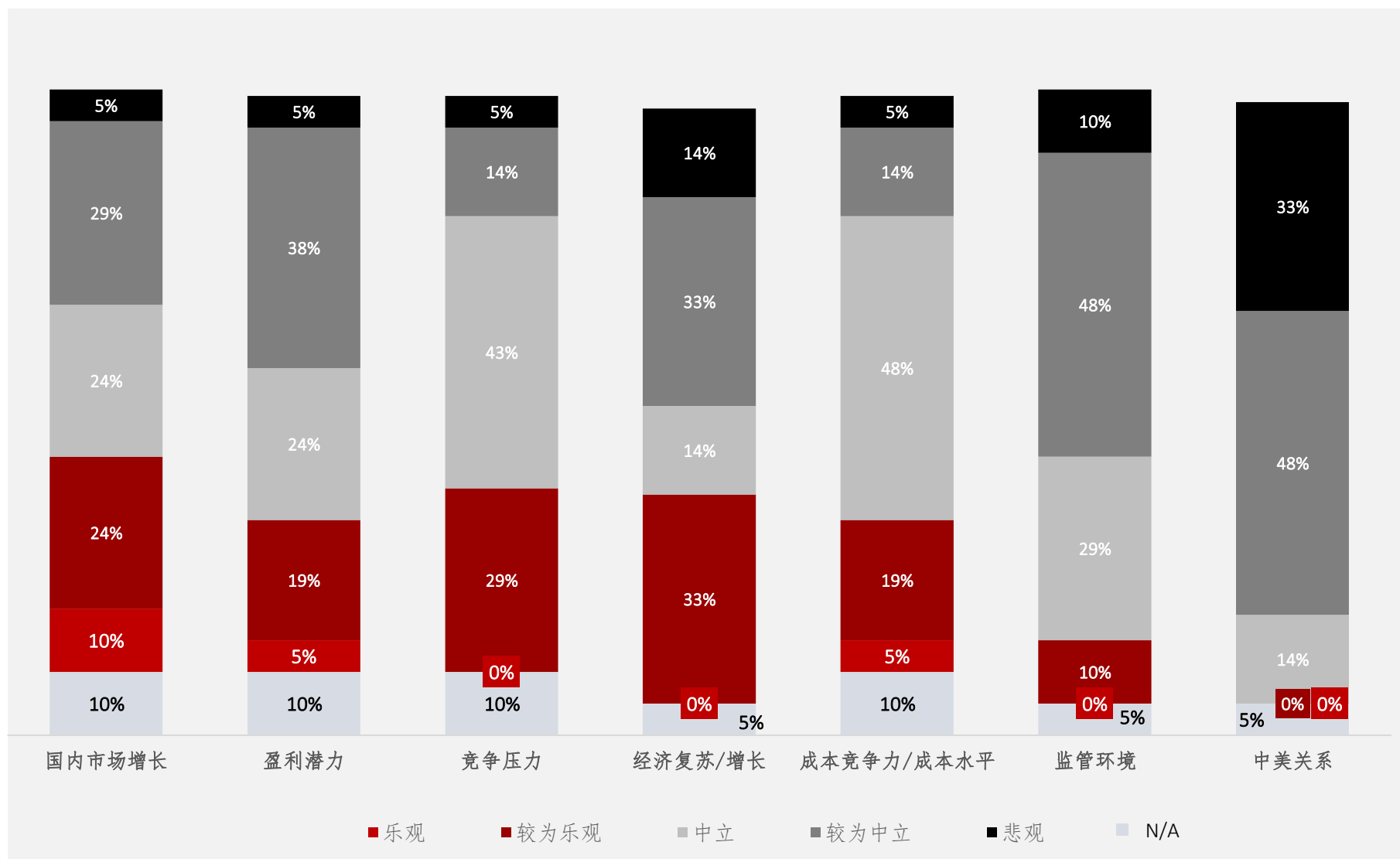


About AmCham China Business Climate Survey Report

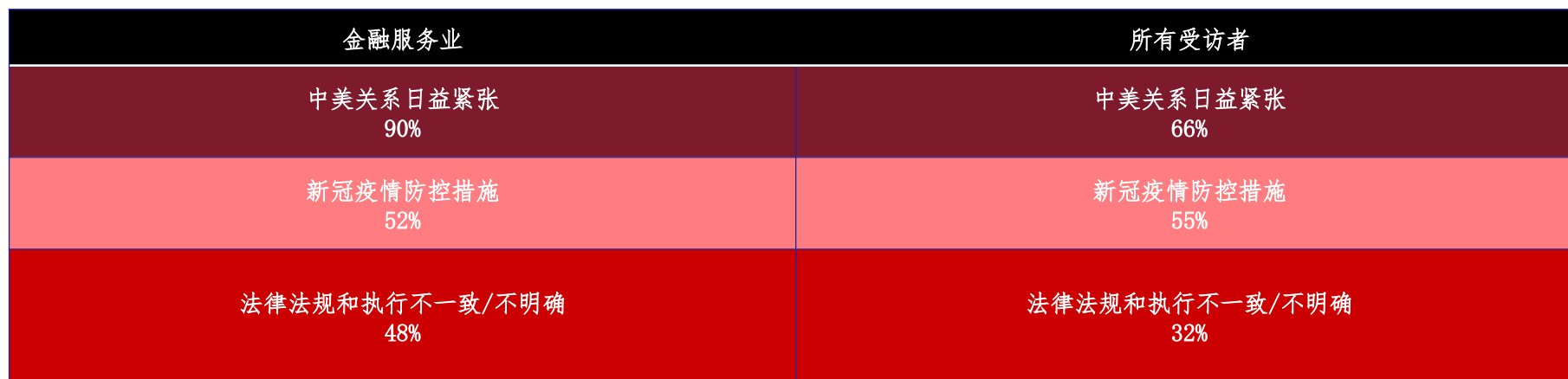
The China Business Climate Survey (BCS) is one of AmCham China's most important advocacy tools. It provides valuable insights to the Chinese and US governments about member companies' concerns concerning China's regulatory and policy environment and the daily business challenges they face operating in 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

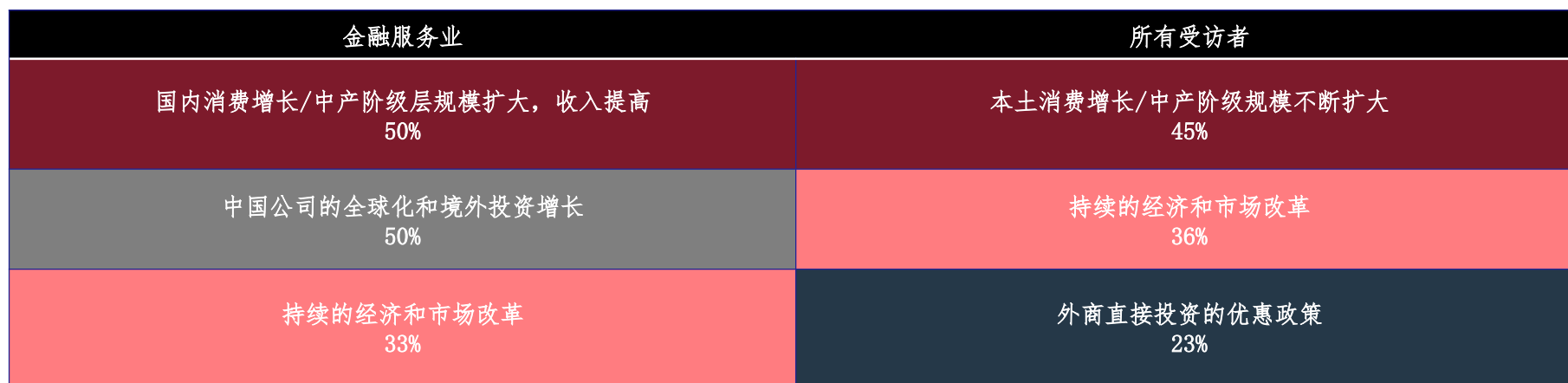
今后两年在华运营前景



前三大在华运营挑战



前三大在华运营机遇



关于中国营商环境调查报告

中国营商环境调查报告（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外资企业在华运营、投资决策等方面提供了衡量依据。

更多详情，请点击[这里](#)。