



Themenkreis 7 • Theme 7 • Thème 7
Handel und Dienstleistungen • Distributive trade and services •
Commerce et services
Reihe B • Series B • Série B

Konjunkturstatistiken • Short-term statistics • Statistiques conjoncturelles

Handel und Dienstleistungen Distributive trade and services Commerce et services

Supplement 5 - 1997

# INTERNATIONAL OWNERSHIP IN SERVICES

First findings of the study on Foreign Affiliates Trade Statistics (FATS) on market services enterprises in Europe.

Introduction

**Pilot study FATS** 

Motor and retail trade

Number of enterprises Employment

Financial indicators

**Business services** 

Number of enterprises

**Employment** 

Financial indicators



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# Introduction

As we walk through the shopping areas of big cities, we notice that new shop signs have appeared in the last years. Today indeed many chains operate internationally and some have outlets in most major cities of Europe. This is the most visible aspect of the increasing internationalisation of competition, and more generally of the process of globalisation of the economies.

The effect of this globalisation process is reflected in structures of ownership. The European economy is to a large extent a services economy. In 1994 almost half of total number of persons employed in the EU worked in market services. Most services cannot be traded like goods. Instead, international competition takes place through what the General Agreement on Trade and Services (GATS) calls "commercial presence" – in other words enterprises are competing in other countries through "foreign affiliates".

As an example, an estimated 6 per cent of total value added generated in retailing in eight Member States was created by enterprises whose ownership was outside the country in which the activity took place.

The statistics in this document should answer some of the following questions:

- How important is competition through foreign affiliates in retailing and business services?
- Do "national" and "non-national" perform differently in terms of productivity?
- Do enterprises owned by "non-EU investors" create more value added?
- And how are the wage costs per employee?

Retailing and business services will be discussed using the following indicators:

- enterprise demography;
- employment and personnel cost;
- financial indicators such as turnover and value added.

# **Pilot study FATS**

Eurostat has initiated a pilot study to test FATS data collection on services sectors. This publication reports on some of the first findings of the study. It focuses on international ownership in motor and retail trade (Nace Rev.1 50 and 52) and other business services (Nace Rev.1 74).

Nine Member States participated in the FATS pilot study<sup>1</sup>. The project aimed at collecting for the services sectors (distributive trade, Horeca, transport and business services) a breakdown of a set of variables<sup>2</sup> by country where ownership or control over enterprises was located. When text or tables refer to "foreign" enterprises it must be interpreted in the above way. Likewise for "intra-EU" and "extra-EU" enterprises.

Multiple sources of information were combined to create statistical results<sup>3</sup>. Most Member States combined three main sources of information: the statistical business register, structural business statistics and Foreign Direct Investment (FDI) information. FDI data identified "foreign" owners<sup>1</sup>. In a number of Member States this source was replaced and/or complemented by other sources. Most data has either reference year 1994 or 1995. Some Spanish estimates have been based on 1992 data.

The results of this study have to be analysed with care due to the pilot nature of the project. Coverage of non-national enterprises may be incomplete; results contain estimations, refer to different reference years and may deviate in terms of sectoral coverage. For instance, the Netherlands and Spain

First shot information refers to the first person (an individual or legal person) outside the Member State. in an affiliate ownership chain that has an ownership of more than 50 per cent of the ordinary shares or the equivalent in the case of an non-incorporated enterprise. For the UBO the search goes on until the last person in an ownership chain, which is not controlled by another "person".

<sup>&</sup>lt;sup>1</sup> The following EU Member States participated in the project: Denmark, Finland, France, Ireland, Italy, the Netherlands, Spain, Sweden, the United Kingdom. In addition, the German Bundesbank also co-operated to the project by providing FDI statistics.

Variables as listed in Annex 1 Section 4 of the Council regulation 58/97 of 20 December 1996 concerning structural business statistics are: number of enterprises. number of local units, turnover, production value, value added, personnel cost, total purchases of goods and services purchased for resale in the same condition as received, gross investment, number of persons employed, number of employees. From Annex 1, Section 10: turnover from Intra-Community deliveries of goods and services, turnover from Extra-Community exports of goods and services, Intra-Community imports of goods and services, Extra-Community imports of goods and services.

<sup>&</sup>lt;sup>3</sup> Member States chose solutions compatible with the existing national data collection system.

For FATS data collection two basic concepts are of importance

<sup>• &</sup>quot;first shot" information:

<sup>•</sup> Ultimate Beneficial Ownership (UBO):



collected "first shot" information while all other countries provided UBO information<sup>5</sup>. In addition, Ireland implemented a specific survey, and results refer to enterprises with more than 30 employees. For results cover only enterprises employees and more.

Eurostat will publish further results with a more complete sector coverage and statistical annex at the beginning of 1998.

# Motor and retail trade

Distributive trades constitute the largest single industry in the market services. Based on national accounts, they represent more than 13% of both GDP and employment in the EU. The distributive trades sector comprises about 5 million enterprises that give work to more than 20 million Europeans. close to a third of the total of enterprises active in the European Union. Most are small family-owned businesses: 27% of wholesale companies employ fewer than 10 people, 57% fewer than 507.

In this section, we shall concentrate on the activities of motor and retail trade (i.e. NACE Rev.1 50 and 52), representing a total of more than 15 million persons working in about 3.8 million enterprises. Half of those employ fewer than 10 people.

# **Number of enterprises**

Information from the FATS pilot survey on the number of foreign enterprises is available for 8 Member States. It should be noted that the figures for Italy also include data for hotels and restaurants (NACE 55) which has not been split out.

Not surprisingly, the enterprises for all countries are overwhelmingly nationally owned. Only 0.1% are foreign-owned (see Table 1). The share is higher in Finland and the UK (0.2%) and in Sweden (0.3%). Ireland and Italy have a much larger proportion because the data for those countries only covers larger enterprises.

Total

		eurostat
Foreign	% foreign	of which % extra EU
56	0.1%	29%
161	:	33%
45	0.0%	36%
610	0.1%	33%
17	8 2%	24%

1994 DK 56 690  $D^1$ 1995 E1 1992 295 660 F 1994 417 201 IRL<sup>2</sup> 1995 208 8.2% 24% 1994 1 000 87 8.7% 30%  $NL^1$ 1995 113 173 1995 FIN 34 243 60 0.2% 27% 1995 39 591 S 121 0.3% 39% 1994 273 296 UK 499 0.2% 58%

Source: Eurostat

Further analysis of the non-nationally owned enterprises of the sector finds that about a third of them emanate from extra-EU countries. As a notable exception, only two fifths of the foreign enterprises established in the UK are from intra-EU origin.

Foreign-owned enterprises are in all countries much larger than the national average. The typical national enterprise operating in the distributive trade sector employs 5.7 persons and generates a turnover of 710 000 ECU, whilst the foreign one employs 250 persons and generates a turnover of 67 400 000 ECU<sup>®</sup>.

# **Employment**

The share of persons employed by non-nationally owned companies is proportionally much larger than the share of enterprises. This is a further evidence of the bigger size of those companies. They employ on average 5.5% of the total workforce of the sector, though this share varies greatly from one country to another (see Table 2) ranging from 2.6% in Spain to 6% in the UK, and even 13.6% in the Netherlands.

Table 1 **Number of enterprises** in the motor and retail trade broken down by country

<sup>1</sup> First shot.

<sup>2</sup> Only larger enterprises.

<sup>3</sup> Including 55 (Horeca).

In the future, the Netherlands will create UBO results.

Nace 50: Sale, maintenance and repair of motor vehicles and motorcycles, and retail sale of automotive fuel and Nace 52: Retail and repair of personal and household goods.

Source: Enterprises in Europe, 1992.

Estimates based on results from DK, E, F, NL, FIN and UK.



Table 2 Number of persons employed in the motor and retail trade broken down by country

					eurostat
		Total	Foreign	% foreign	of which % extra EU enterprises
DK	1994	243 199	8 762	3.6%	22%
$D^1$	1995	:	44 000	:	52%
$E^1$	1992	1 001 007	26 501	2.6%	4%
F	1994	1 970 757	82 101	4.2%	29%
$IRL^2$	1995	36 007	9 609	26.7%	5%
$l^{23}$	1994	246 762	57 414	23.3%	26%
NL <sup>14</sup>	1995	457 958	62 441	13.6%	37%
FIN <sup>5</sup>	1995	121 916	:	:	:
S	1995	229 927	7 850	3.4%	28%
UK	1994	2 771 982	162 818	5.9%	71%

<sup>1</sup> First shot

Source: Eurostat

Extra-EU companies give work to about 28% of the persons employed by foreign enterprises, except in the UK where this share reaches 71%. These results are in line with those concerning the number of enterprises.

Looking at the personnel costs, these follow the same pattern as employment. Foreign companies absorb 7.6% of the total of the sector. On average, 27% of this share are supported by extra-EU companies except in the UK where it is 64.4%. In all countries but the Netherlands, the relative share of foreign enterprises in personnel costs is higher than their relative share in employment. This is a first evidence that the cost of personnel is relatively higher in foreign-owned enterprises than in the national ones.

Table 3

#### Personnel costs

in the motor and retail trade broken down by country (millions of ECU)

eurostat
of which
% extra EU
enterprises
24%

		Total	Foreign	% foreign	of which % extra EU enterprises
DK	1994	3 579	179 407	5.0%	24%
D	1995	:	:	:	:
E <sup>1</sup>	1992	10 392	469 485	4.5%	6%
F	1994	34 781	2 008 000	5.8%	23%
IRL	1995	:	:	:	:
l <sup>23</sup>	1994	5 007	1 246 049	24.9%	25%
$NL^1$	1995	6 387	856 701	13.4%	48%
FIN⁴	1995	2 689	:	:	:
S	1995	4 918	193 641	3.9%	31%
UK	1994	26 444	2 404 637	9.1%	64%

<sup>1</sup> First shot.

Source: Eurostat

This statement is confirmed by an analysis of the personnel cost per person employed ratio. At around 18 000 ECU a year, the personnel cost per capita supported by foreign enterprises operating in the sector is more than one third higher than for national enterprises. It is interesting to note that, on average, it is higher for intra-EU foreign companies (19 000 ECU) than for extra-EU ones (16 000 ECU). This is mainly due to the bias of UK data which is much lower than the average. For instance, personnel costs supported by extra-EU companies established in the UK are, at 13 500 ECU per capita, much lower than the average of the covered countries (15 700 ECU). If we do not take this country into account, the average establishes at about the same level for both intra and extra-EU companies (19 500 ECU).

<sup>2</sup> Only larger enterprises.

<sup>3</sup> Including 55 (Horeca).

<sup>4</sup> Number of employees.

<sup>5</sup> Finnish data confidential.

<sup>2</sup> Only larger enterprises.

<sup>3</sup> Including 55 (Horeca).

<sup>4</sup> Finnish data confidential

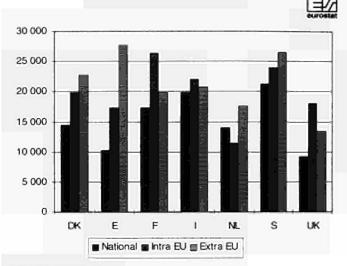
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Figure 1

### Personnel costs

in the motor and retail trade broken down by country (ECU per person employed\*)



\* NL: ECU per employee.

Source: Eurostat

Amongst the countries covered by the pilot survey, the lowest figures for personnel costs per capita are found in the UK and Spain, at around 10 000 ECU for national companies. The highest are supported by extra-EU companies established in Spain and Sweden.

# Financial indicators

In the countries covered by the survey, foreign companies account for 11.8% of the turnover generated by the motor and retail trade sector. Intra-EU companies account for three fifths of this share.

The countries with the highest proportion of turnover attributed to non-nationally owned enterprises are the Netherlands (17.6%) and the UK (11%). In both cases, extra-EU enterprises account for more than half of the foreign turnover. In contrast, Sweden witnesses the smallest share of foreign enterprises in the sector at only 4%.

Table 4

### Turnover

in the motor and retail trade broken down by country (millions of ECU)

				eurostat
	Total	Foreign	% foreign	of which % extra EU enterprises
1994	33 756	2 717	8.0%	33%
1995	:	21 027	:	40%
1992	95 213	6 281	6.6%	3%
1994	304 721	21 625	7.1%	22%
1995	5 721	1 778	31.1%	12%
1994	41 504	15 977	38.5%	27%
1995	52 202	9 171	17.6%	55%
1995	27 348		:	
1995	43 450	1 739	4.0%	16%
1994	332 000	36 403	11.0%	55%
	1995 1992 1994 1995 1994 1995 1995	1994 33 756 1995 : 1992 95 213 1994 304 721 1995 5 721 1994 41 504 1995 52 202 1995 27 348 1995 43 450	1994 33 756 2 717 1995 : 21 027 1992 95 213 6 281 1994 304 721 21 625 1995 5 721 1 778 1994 41 504 15 977 1995 52 202 9 171 1995 27 348 1995 43 450 1 739	1994 33 756 2 717 8.0% 1995 : 21 027 : 1992 95 213 6 281 6.6% 1994 304 721 21 625 7.1% 1995 5 721 1 778 31.1% 1994 41 504 15 977 38.5% 1995 52 202 9 171 17.6% 1995 27 348 :

1 First shot.

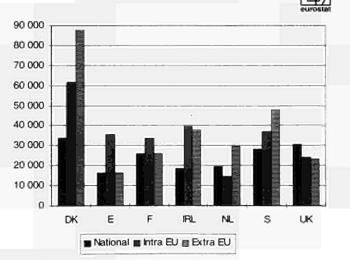
- 2 Only larger enterprises.
- 3 Including 55 (Horeca).
- 4 Finnish data confidential

Source: Eurostat

Figure 2

# Labour productivity

in the motor and retail trade broken down by country (ECU per person employed\*)



\* NL: ECU per employee

Source: Eurostat

With the exception of Ireland and Italy.



37/

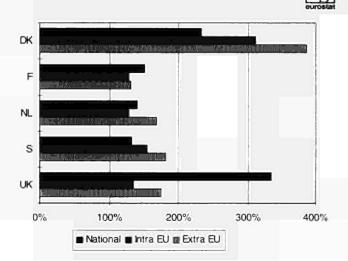
The labour productivity of national enterprises is lower than foreign ones in all covered member states except the UK. The average value added per capita reaches 30 800 ECU in foreign enterprises, compared to 23 500 ECU nationally. If adjusted by the personnel costs (see figure 3), the labour productivity in national enterprises is higher than in the foreign ones in France and the UK.

# Figure 3

# Wage adjusted labour productivity

in the motor and retail trade broken down by country

(Value added as a percentage of personnel costs)



# Business services

This business services sector covers a number of miscellaneous activities, such as management and administrative services (e.g. legal or accountancy services), personnel-related services, marketing services (e.g. advertising or public relations) or operational services (e.g. cleaning or security). It has experienced faster growth over the past two decades than any other market service.

The European Union numbers more than 2 million business services enterprises, giving work to more than 10 million persons. This sector has been particularly buoyant during the 1980s. In many

Wage adjusted labour productivity = value added/personnel costs (source: Glossary of Business Statistics, Eurostat, 1997). Member States, this sector is the largest in terms of number of persons employed. In the others, it is very often second to distributive trade. Business services are a typical field of activity for SMEs. In the European Union, enterprises with less than 50 persons employed make up almost two-thirds of the total work force of the sector.

# Number of enterprises

An overwhelming majority of enterprises active in the business services sector is nationally owned. Foreign enterprises account for less than 1% in all countries who provided data on this sector, except Italy where only larger enterprises participated to the survey. The highest share is found in Sweden with 0.9%, the lowest in Denmark with 0.2%,

Table 5

Number of enterprises
in "Other business services"
broken down by country

						eurostat
		Total		Foreign	% foreign	of which % extra EU
DK	1994	48	006	93	0.2%	37%
$D^1$	1995		:	360	:	51%
1 <sup>2</sup>	1994	1	844	42	5.0%	52%
NL	1995		:		:	:
FIN	1995	25	383	89	0.4%	36%
S3	1995	38	812	337	0.9%	43%
UK⁴	1994	197	596	880	0.4%	72%

1 First shot.

2 Only larger enterprises.

4 Excluding 74.3 (Technical testing and analysis).

Source: Eurostat

Similarly to distributive trades, the United Kingdom hosts a much higher proportion of extra-EU companies than any other participating member State. While an average of 40% of foreign enterprises originate from extra-EU countries in Denmark, Finland and Sweden and 52% in Italy, this share reaches 72% in the UK

Here again, there is large evidence indicating that foreign enterprises are on average much bigger than nationally owned ones. Typically, national enterprises of the sector employ an average of 9 persons and generate a turnover of 390 000 ECU while foreign ones employ 269 persons for a turnover of 14.9 million ECU. It is interesting to note that there is no significant difference between extra- and intra-EU companies concerning these figures.

Nace Rev. 1 74: Other business services, including legal activities, accountancy services, market research and consultancy activities, architectural and engineering activities, advertising and miscellaneous business services.

<sup>3</sup> Excluding 74.5 (Labour recruitment and provision of personnel)



# Employment

Foreign-owned enterprises give work to about a tenth of the people employed in the business services sector. In two thirds of the cases these are companies originating from extra-EU countries. There is however a great difference from country to country. In Denmark, the share of employment by foreign enterprises is only 3% while it reaches 10% in the Netherlands and Sweden, and even 13.4% in the UK.

Table 6
Number of persons employed

in "Other business services" broken down by country

		Total	Foreign enterprises	% foreign	of which % extra EU enterprises
DK	1994	162 634	4 823	3.0%	38%
D1	1995	:	19 000		58%
l <sup>2</sup>	1994	146 493	8 419	5.7%	56%
NL <sup>13</sup>	1995	330 404	33 332	10.1%	56%
FIN	1995	77 036	3 855	5.0%	25%
S <sup>4</sup>	1995	172 683	16 229	9.4%	29%
UK <sup>5</sup>	1994	2 493 896	334 271	13.4%	72%

- 1 First shot.
- 2 Only larger enterprises.
- 3 Number of employees.
- 4 Excluding 74.5 (Labour recruitment and provision of personnel).
- 5 Excluding 74.3 (Technical testing and analysis).

Source: Eurostat

Personnel costs follow the same pattern as employment: foreign enterprises support 13% of the total of the sector, 62% of which for extra-EU enterprises. In all participating member States, foreign enterprises support a larger share of personnel costs than of employment, indicating that personnel cost per capita may be higher in foreign-owned companies than in nationally owned ones.

Table 7

# Personnel costs

in "Other business services" broken down by country (millions of ECU)

$-\iota$
<b>AUTOSIA</b>

					eurostat
		Total	Foreign enterprises	% foreign	of which % extra EU enterprises
DK	1994	3 408	172	5.0%	33%
D1	1995	:	1	:	:
12	1994	3 167	321	10.1%	53%
NL1	1995	7 177	939	13.1%	74%
FIN	1995	2 093	130	6.2%	28%
S <sup>3</sup>	1995	7 961	896	11.3%	28%
UK⁴	1994	23 682	3 676	15.5%	69%

1 First shot

 $\exists I$ 

- 2 Only larger enterprises.
- 3 Excluding 74.5 (Labour recruitment and provision of personnel).
- 4 Excluding 74.3 (Technical testing and analysis).

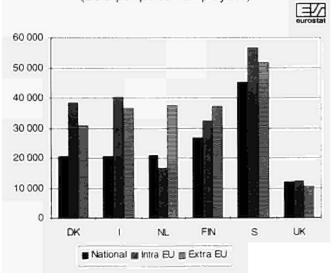
Source: Eurostat

Indeed, excluding the UK, personnel costs per person employed average 25 900 ECU in national enterprises; that is 30% less than the 37 000 ECU supported by foreign companies. In the UK, the cost of personnel for national companies is, at 11 900 ECU, slightly higher than for foreign ones (11 000 ECU). Generally speaking, intra-EU companies have to support higher costs than extra-EU ones, with the sole exception of the Netherlands.

Figure 4

Personnel costs in "Other business services"

broken down by country (ECU per person employed\*)



\* NL: ECU per employee.

Source: Eurostat



Amongst the countries covered, the lowest personnel costs per capita in the business services sector are found in the UK, at around 10 500 ECU for extra-EU companies. The highest, at 56 700 ECU, are supported by intra-EU companies established in Sweden.

# Financial indicators

Foreign business services companies account for an average of 14% of the total turnover of the sector. 62% thereof can be attributed to extra-EU companies.

Table 8

Turnover
in "Other business services"
broken down by country
(millions of ECU)

						eurostat	
		Total		Total Foreign % for enterprises		% foreign	of which % extra EU enterprises
DK	1994	8	972	683	7.6%	35%	
D <sup>1</sup>	1995			3 416	3	45%	
1 <sup>2</sup>	1994	7	033	930	13.2%	57%	
NL <sup>1</sup>	1995	30	021	2 417	8.1%	73%	
FIN	1995	6	721	370	5.5%	35%	
S <sup>3</sup>	1995	25	782	4 659	18.1%	29%	
UK <sup>4</sup>	1994	88	982	13 851	15.6%	72%	

<sup>1</sup> First shot

Source: Eurostat

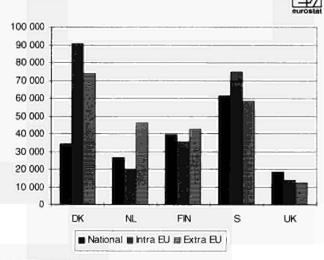
Sweden is the country with the highest proportion of turnover attributable to foreign-owned enterprises, at 18.1%. This is more than double the share observed in Denmark (7.6%) and the Netherlands (8.1%). The lowest share is found in Finland with 5.5%.

Turning to labour productivity of national and foreign enterprises, the comparison of the situation in each one of the member States leads to very different conclusions. In the UK, national enterprises' productivity (18 600 ECU per capita) is higher than that of foreign enterprises (12 700 ECU), both intra-and extra-EU; in Denmark it is the contrary. In the Netherlands and Finland extra-EU enterprises reach a higher productivity than both national ones and intra-EU ones; in Sweden it is the contrary.

# Figure 5

# Labour productivity

in "Other business services" broken down by country (ECU per person employed\*)



" NL: ECU per employee.

1377

Source: Eurostat

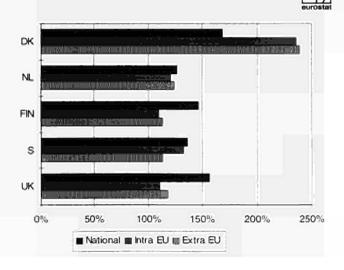
However, the labour productivity adjusted by personnel costs shows that national enterprises perform better in this field than foreign ones in all participating member States, except Denmark.

# Figure 6

## Wage adjusted labour productivity

in "Other business services" broken down by country

(Value added as a percentage of personnel costs)



<sup>2</sup> Only larger enterprises.

<sup>3</sup> Excluding 74.5 (Labour recruitment and provision of personnel).

<sup>4</sup> Excluding 74.3 (Technical testing and analysis).

Labour productivity: value added/person employed (source: Glossary of Business Statistics, Eurostat, 1997)



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