

CKGSB BCI

February 2020

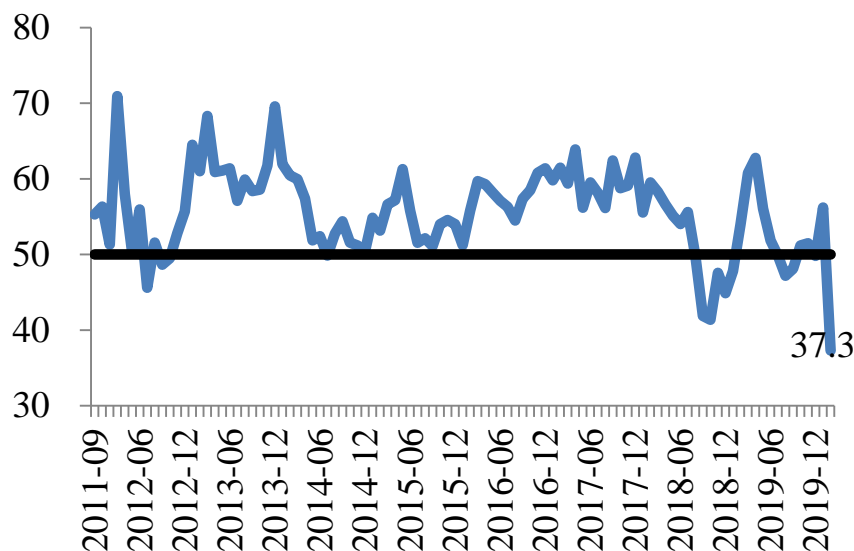
20 February 2020

CKGSB Case Center and Center for Economic Research

The CKGSB Business Conditions Index (BCI) has fallen to an all-time low this month, as has its associated indices. We expected a pessimistic BCI reading in February, but were not prepared to see these shocking results.

In February, the CKGSB BCI registered 37.3, a heavy drop from 56.2 in January (Figure 1).

Figure 1 Business Conditions Index (BCI)



Source: CKGSB Case Center and Center for Economic Research

The CKGSB BCI comprises four sub-indices: corporate sales, corporate profits, corporate financing environment and inventory levels. Three measure future prospects and one, the corporate financing index, measures the current climate. In February, these sub-indices performed as follows:

Figure 2 Corporate Sales Index



Source: CKGSB Case Center and Center for Economic Research

Figure 3 Corporate Profit Index



Source: CKGSB Case Center and Center for Economic Research

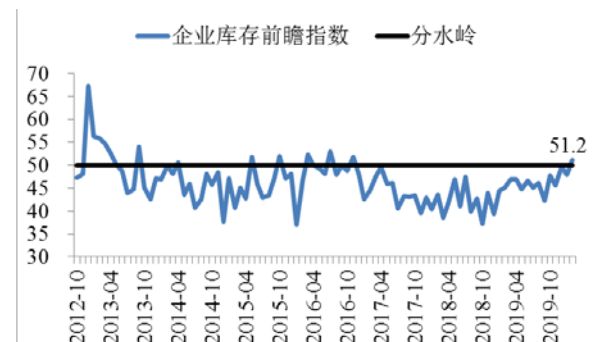
This month, three fell and one rose. The corporate sales index crashed from 72.1 to 32.8 (Figure 2), and the corporate profit index plummeted from 60.0 to 24.3 (Figure 3). Both indices have tended to perform relatively well, and have maintained stability, but this month the sudden drop shows that our sample companies are in crisis.

Figure 4 Corporate Financing Index



Source: CKGSB Case Center and Center for Economic Research

Figure 5 Inventory Index

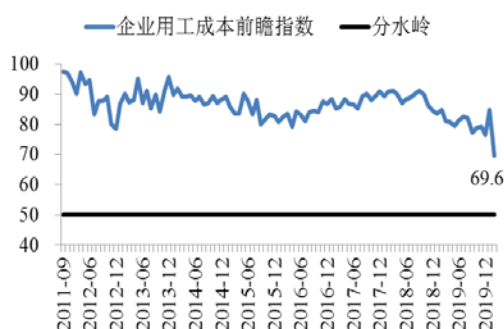


Source: CKGSB Case Center and Center for Economic Research

This month's corporate financing index fell back from 43.3 to 39.7 (See Figure 4). With companies unable to operate, their financing requirements are also put on hold. Financing conditions have been stable for a while now, but at a low level of confidence - under 40.

In contrast to the other indices, the inventory index crossed the confidence margin of 50.0, rising from 49.6 to 51.2 (Figure 5).

Aside from the main BCI, we also forecast costs, prices, investment and recruitment demand over the next six months. We begin with costs:

Figure 6 Labor Costs Index


Source: CKGSB Case Center and Center for Economic Research

Figure 7 Overall Costs Index


Source: CKGSB Case Center and Center for Economic Research

This month's labor cost forecast fell significantly, from 84.7 to 69.6, and the overall cost forecast fell from 80.6 to 73.7. To date, no matter how the economy has performed, these two indices have remained high throughout. Their fall this month shows the knock on effect of a sharp decline in business performance (See Figures 6 and 7 for specifics).

Turning to prices, the consumer price forecast plummeted from 53.6 to 37.6 (Figure 8). Just as we appear to have escaped spiraling inflation, instead we've stepped into a period of deflation. The producer price index also fell this month, but not as disastrously as consumer prices, registering 42.5 in February after 53.6 at the start of 2020 (Figure 9).

Figure 8 Consumer Price Index

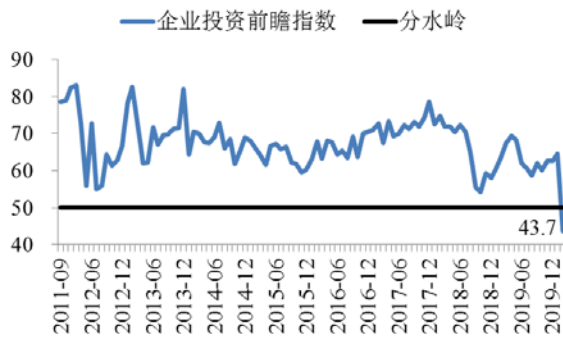

Source: CKGSB Case Center and Center for Economic Research

Figure 9 Producer Price Index


Source: CKGSB Case Center and Center for Economic Research

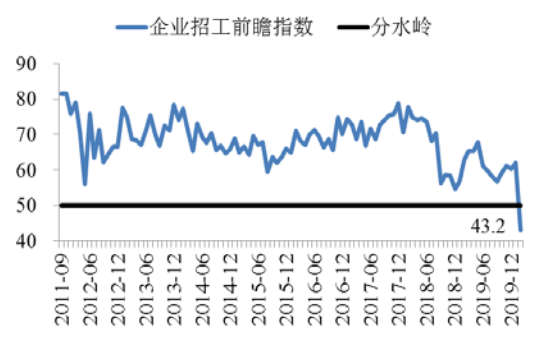
We now turn to investment and recruitment. These two indices have been consistently at the more confident end of the scale since the BCI began. In the past few months however, both have weakened, especially recruitment. This month, they have performed similarly to all the other indices, suffering massive drops in confidence. The investment index fell from 64.4 to 43.7 (Figure 10), while the recruitment index fell from 60.3 to 43.2 (Figure 11).

Figure 10 Investment Index



Source: CKGSB Case Center and Center for Economic Research

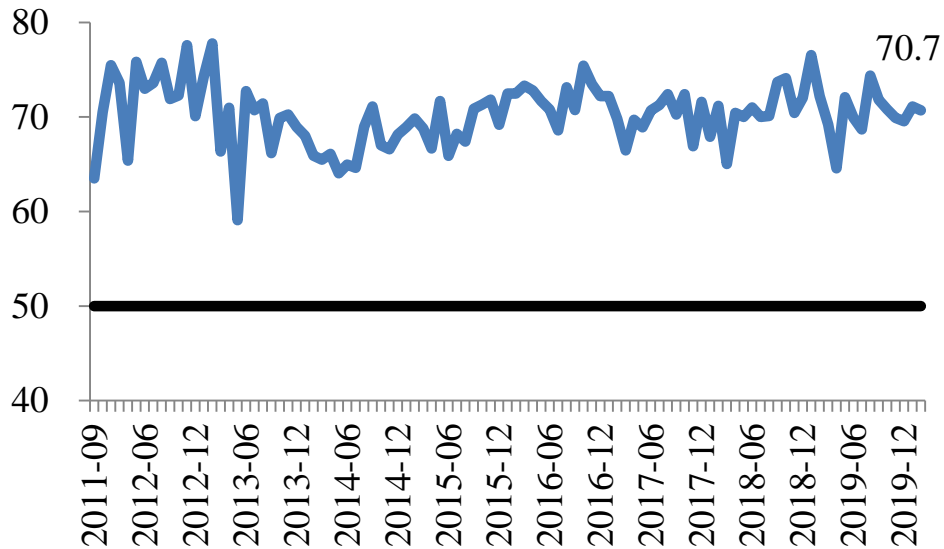
Figure 11 Recruitment Index



Source: CKGSB Case Center and Center for Economic Research

Finally, we include an index recording our sample's relative strength in the marketplace. Figure 12 shows surveyed companies' level of competitiveness over time. As our sample mostly comprises of CKGSB alumni firms, we can be assured that their competitiveness is higher than average (50 points) for their respective industries. This means that Chinese industry as a whole will be experiencing tougher conditions than our sample.

Figure 12 Industry Competitiveness

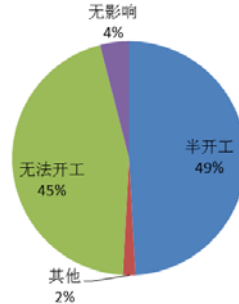


Source: CKGSB Case Center and Center for Economic Research

Since December 2019, China has been at the center of an outbreak of a novel coronavirus causing severe pneumonia, named Covid19 by the WHO. The disruption caused by this disease has now grown to a global scale. We supplemented this month's BCI survey with four questions on the impact of the epidemic to businesses.

Chart 1 To date, what impact has the epidemic had on your company getting back to work?

到目前为止，疫情对贵企业开工有何影响？

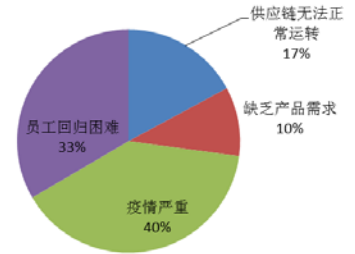


Source: CKGSB Case Center and Center for Economic Research

No impact = 4%; Semi-resumed work = 49%; No way to resume work = 45%

Chart 2 To date, what issues have your company had getting back to work?

到目前为止，贵企业开工的主要困难在哪里？

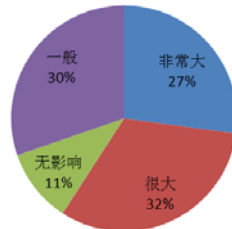


Source: CKGSB Case Center and Center for Economic Research

Lack demand for goods = 10%; Irregular supply chain logistics = 17% Trouble with staff unable to return to workplace = 33% Serious quarantine conditions = 40%

Chart 3 To date, what impact has the epidemic had on loan terms?

疫情对资金周转的影响？

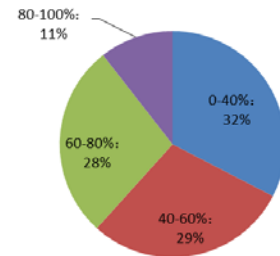


Source: CKGSB Case Center and Center for Economic Research

No impact = 11% Extremely big = 27% Same as usual = 30%; Huge = 32%

Chart 4 By the end of February, to what extent do you expect to have recovered production capacity?

估计在2月底，企业能恢复到过去的几成产能？



Source: CKGSB Case Center and Center for Economic Research

80-100% = 11% 40-60% = 29%; 0-40% = 32%

CKGSB BCI Introduction

In June 2011, the CKGSB Case Center and the Center for Economic Research initiated a project to gauge the business sentiment of executives about the macro-economic environment in China – calling it a business conditions index.

Under the direction of Professor Li Wei, the two research centers designed and tested the BCI

survey in July 2011. In September 2011, the first survey was carried out. 99 surveys have been completed in total and 94 monthly reports have been published between May 2012 and February 2020 (There were three months at the beginning for which no report was issued).

Explanation of the Index

The CKGSB Business Conditions Index (CKBCI) is a set of forward-looking diffusion indicators. The index takes 50 as its threshold, so a value above 50 means that the variable that the index measures is expected to increase, while a value below 50 means that the variable is expected to fall. The CKGSB BCI uses the same methodology as the PMI index.

The survey asks senior executives of companies whether their main products are for consumers or non-consumers, and then asks how they think product prices will change in the next six months. Based on survey responses, we have been able to report expectant changes in consumer and producer prices.

We ask companies for information pertaining to their relative competitive positions in their respective industries. Based on survey responses, we compute a competitiveness index for our sample. The higher the competitiveness index, the more competitive our sample firms are in their respective industries.

Method of Calculation

During each survey, respondents are asked to indicate whether certain aspects of their business (e.g., sales) are expected to increase, remain unchanged, or decrease over the forthcoming six months as compared to the same time period last year. The diffusion index is calculated by summing the percentage of “increase” responses and half of the “remain unchanged” responses.

Of all the indices measured for the CKGSB BCI, the overall business conditions index is an aggregate index, which has been calculated, since December 2012, by averaging its four constituent indices of sales, profit, financing environment and inventory. The aggregate BCI index before December 2012 used a different composition of constituent indices, and is therefore not directly comparable to the current BCI index.

About Cheung Kong Graduate School of Business

Education for a New Era of Global Business

Established in Beijing in November 2002 with generous support from the Li Ka Shing Foundation, CKGSB is China’s leading non-profit, independent educational institution. The school offers innovative English MBA, Chinese MBA, Executive MBA and Executive Education programs. In addition to its campus in the center of Beijing, it has teaching sites in Shanghai and Shenzhen and representative offices in Hong Kong, London and New York.

Thought Leaders on Business in China

CKGSB faculty, through their on-the-ground research and close relationships with leading

domestic executives, provide global thought leadership on both the theory and the practical reality of real-life business in China. They consistently generate important insights into areas that are poorly understood outside of China, such as the globalization strategies of Chinese companies and competition and collaboration among state-owned enterprises, private businesses and multinationals.

World-Class Faculty with a Global Perspective

CKGSB is the only business school in China with the reputation and resources to attract faculty from top business schools such as Wharton, Stanford, NYU and INSEAD. The majority of CKGSB faculty members were born and raised in China before leaving to study and teach abroad. Their bicultural backgrounds have endowed them with a valuable capacity to interpret global business in the context of both China and the West.

The Research Team

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