

China Going Global

China's Leading Companies Through The World's Eyes

Chinese business interests are growing all over the world. Do global populations currently see Chinese companies as leaders in their industries? Which companies are seen to be leading the way?

44%
of global public

Technology Sector

Emerging Markets

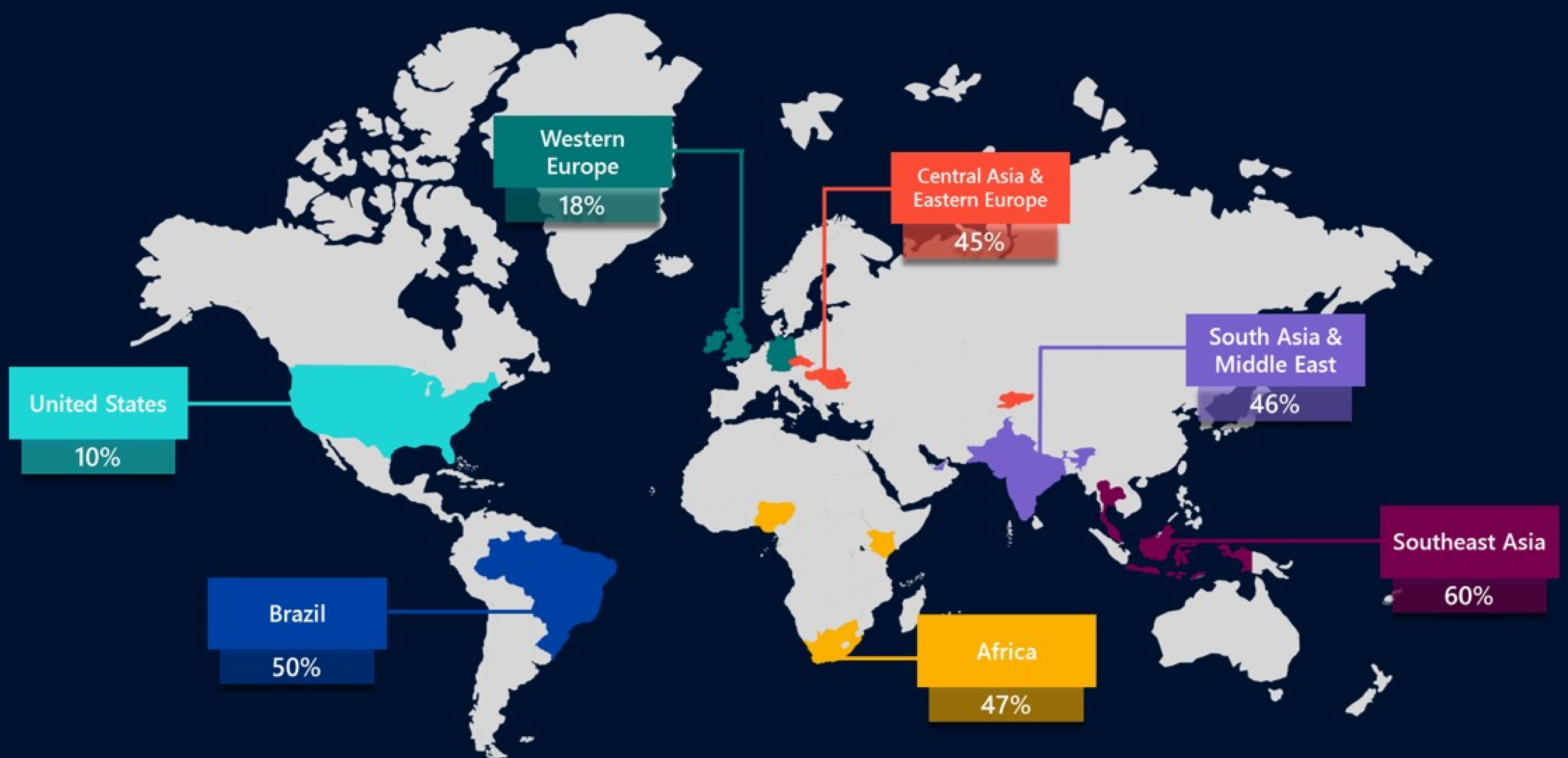
Almost half of the global public name a Chinese company as leading its industry

Companies in the technology sector, such as Alibaba, Huawei, and Xiaomi, are most frequently mentioned as industry leaders

Recognition of industry leadership is the highest in emerging markets, especially Southeast Asia

How Does Chinese Industry Leadership Compare Around The World?

% of the public that name a Chinese company as leading its industry



Top 10 Leading Chinese Companies By Region

Companies ranked based on % spontaneously mentioned as leading their industry

Chinese Business Leaders	Southeast Asia	Africa	South Asia & Middle East	Central Asia & Eastern Europe	Western Europe	United States	Brazil
HUAWEI	Alibaba Group	Alibaba Group	Alibaba Group	HUAWEI	HUAWEI	Alibaba Group	Alibaba Group
Alibaba Group	HUAWEI	HUAWEI	HUAWEI	小米 (xiaomi.com)	Alibaba Group	HUAWEI	小米 (xiaomi.com)
Tencent 腾讯	小米 (xiaomi.com)	SINOPEC	小米 (xiaomi.com)	Lenovo	SINOPEC	SINOPEC	Baidu 百度
Haier	Lenovo	CNPC	SINOPEC	Alibaba Group	Lenovo	CNPC	Tencent 腾讯
CNPC	Tencent 腾讯	中国工商银行 (ICBC)	CNPC	AliExpress	小米 (xiaomi.com)	中国移动 (China Mobile)	HUAWEI
GREE	OPPO	中国移动 (China Mobile)	OPPO	MEIZU	中国工商银行 (BANK OF CHINA)	Lenovo	ICBC (中国工商银行)
Lenovo	Baidu 百度	TECNO mobile	vivo	CNPC	CNPC	小米 (xiaomi.com)	SINOPEC
SINOPEC	中国工商银行 (BANK OF CHINA)	中国工商银行 (BANK OF CHINA)	STATE GRID CORPORATION OF CHINA	中国工商银行 (BANK OF CHINA)	AliExpress	中国工商银行 (BANK OF CHINA)	CNPC
Baidu 百度	SINOPEC	中国工商银行 (BANK OF CHINA)	中国移动 (China Mobile)	ZTE	中国移动 (China Mobile)	STATE GRID CORPORATION OF CHINA	中国工商银行 (BANK OF CHINA)
ZTE	淘宝网 (Taobao.com)	中国工商银行 (BANK OF CHINA)	Lenovo	SINOPEC	STATE GRID CORPORATION OF CHINA	Tencent 腾讯	CHERY
Technology	Energy	Utilities	Financial	Construction	Appliances	Automotive	

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The 2019 China Going Global study surveyed n=7,500 members of the general public across 18 countries where Chinese firms have significant investments and ambitions for growth. These countries included: United States (n=1,000), United Kingdom (n=1,000), Germany (n=1,000), Singapore (n=300), Thailand (n=300), Indonesia (n=300), Malaysia (n=300), India (n=300), Pakistan (n=300), United Arab Emirates (n=300), South Africa (n=300), Nigeria (n=300), Kenya (n=300), Kazakhstan (n=300), Ukraine (n=300), Hungary (n=300), Czech Republic (n=300), Brazil (n=300). The study also surveyed 300 senior leaders at Chinese companies that have either already expanded internationally or plan to do so soon. All survey research was conducted online between October 8 – November 21, 2018.