

Nothing to Fear, A Lot to Gain

There is a certain level of fear when one company is taken over by the other. If the company doing the buying comes from an entirely different country, one that's far away and not infrequently regarded as a place of many mysteries, the possibility for misunderstanding skyrockets. In May, CEIBS hosted four events across Europe with the goal of helping players from both sides of the vibrant Sino-European relationship understand each other, each other's markets, and also to explore the opportunities for win-win collaboration.

Lessons from
Europe ▲

These events, according to CEIBS President Professor Li Mingjun, fit in well with CEIBS' overall strategic goal of supporting alumni companies going global, as well as the school's own internationalisation efforts. "In today's world one has to look at a country's economy within a global context, so I believe our forums can be helpful to our European friends who wish to know China better," he said. "China and Europe share similar economic challenges, but there are opportunities for both, too. We are hoping we can help business leaders from both countries get to know China better."

The past year has been rocky for the increasingly integrated world economy. China's growth slowed but its companies continued their breakneck speed of overseas acquisitions such as Suning's €270 million purchase of 70% of Italian football club Inter Milan, Midea's €1.4 billion bid for 30% of German robot maker Kuka, to name a few. As China's leading international business school, CEIBS is uniquely positioned to help both sides – the acquirer and the company being acquired – pull off deals like these. The school has already racked up a wealth of experience helping alumni companies go global and also has a successful acquisition under its belt with the October 2015 purchase of the Lorange Institute of Business in Zurich.

"I predicted years ago that Chinese companies are going to go global in this decade. The time for China is now," said CEIBS European President Professor Pedro Nueno. "As a business school that is at the service of companies around the world, we should address the issue, and it's the right moment to address it in a very thorough way."

The events in Munich, Zurich, London & Paris brought together an impressive list of influential participants who discussed location-specific topics as well as the wider issue of how both sides (of a specific deal or in terms of Sino-European collaboration) can win by working together.

"As a school founded by the EU and the Chinese government 22 years ago, it's our mission to make both sides understand the opportunities and the potential of economic exchanges between the two continents," said CEIBS Dean Ding Yuan. "Our events in Europe are about creating dialogue between European and Chinese companies."

The events were packed with real life examples of Chinese companies that had successfully done overseas acquisitions, European firms who were doing business in China as well as valuable insights from industry experts and CEIBS faculty about how to spot and leverage the opportunities available.

Read on for more in
Munich
Tangible benefits to Sino-German
Ties
Industry 4.0 & the China Market

Zurich
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China
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Xiaonian

London
Open for Business
~ People's Bank of China Woos
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Internationalisation of ICBC
Chinese Banks Ready for RMB
Internationalisation?

Paris
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The series of events, which ran from May 18 to 25, would not have been possible without the strong support of a long list of partners who are thanked on page 47).

Scan to watch event video or watch on YouTube at <https://youtu.be/lxtkplAlnI4>

