



# A Wealth of Knowledge

**A**re there lessons the EU, now grappling with an immigration crisis of previously unseen proportions, can learn from migration in China, the world's most populous nation? How can we identify potential synergies between China and the EU in leveraging sustainable development? What are the present day implications of the 2008 banking crisis? These are some of the issues being discussed today in and outside of China; they are also among the wide range of

topics explored by CEIBS faculty and students during the four-year-long EU-China Business Management Training Project. Between 2008 and 2012, faculty research that largely focused on China specific issues was complemented by students' honing in on various aspects of the EU-China relationship by looking at topics ranging from healthcare to social security. The combined body of research fell into broad categories that covered everything from global governance and responsible leadership to EU-China

ties. The result: a wealth of knowledge that is still relevant.

Today CEIBS continues to play an important role in providing practical knowledge on issues of global significance, including the vitally important Sino-European relationship that has changed so much over the last 40 years. Says CEIBS Associate Dean (Research) Xu Bin, "China and the European Union are two large economies that complement each other in many areas. In the past

four decades, international trade has played a central role in promoting a mutually beneficial economic relationship between both sides. Recently this relationship has expanded to areas such as international investment and environment protection.” He adds, “China has a lot to learn from the EU in both manufacturing and services, while an upgrading Chinese economy provides great business opportunities for EU companies. Admittedly there will be conflicts in the Sino-EU economic relationship, as there have been in the past; but the mutual benefits greatly outweigh the frictions, so the Sino-EU economic relationship promises a bright future in the next four decades and beyond.”

Below are some excerpts of the wealth of knowledge generated by CEIBS over the years.

Video: 40 Years of China EU Ties



Video: The New Silk Road Explained



Throughout the BMT project there were 16 working paper series and published papers produced by faculty from CEIBS and BMT partner schools, who also supervised the more than 60 research papers written by students in addition to playing a major role in more than 30 media interviews or columns that promoted public awareness of Sino-European issues.

“This paper compares the evolution and current status of business models of Bank of China and Deutsche Bank, both before and after the recent financial crisis. It shows that the mix between commercial and investment banking activities in both banks moved from opposite polarities towards a more similar business model. This process reflects the efforts of Bank of China to become an internationally-recognized investment bank, while Deutsche Bank rebalances its business model in the direction of commercial banking activities. Driving forces of these initiatives are the changing markets and regulatory environments in which the banks operate.”

*Source: Evolving Banking Business Models – The Case of Bank of China and Deutsche Bank. Authors: Prof Dr Horst Loechel, CEIBS, Frankfurt School of Finance & Management; Matteo Sottocornola, Deloitte Consulting. Working paper, July 2011*

“The immigration of labor from the least developed EU member states to the more developed, or west European countries has had differing effects and social impacts in the countries involved, both the country of origins and the countries that are taking in mass immigration. Of special interest will be the attitudes of the immigrants in the host countries and the attitude of the natives of the host countries.... In this paper, learning from the EU’s integration and labor laws we can see how the social aspects of this immigration has an impact of the overall economic performance of the EU in the future, and hence learn practical and applicable dimensions to China’s migrant labor force. We can also understand the Chinese migration patterns and see whether such patterns are applicable to Europe or other international settings.”

*Source: Immigration within the EU and migration in China: Similarities and differences. Author: Sentayehu Belay (CEIBS MBA2008)*

“Against the background of the reform wave of banking regulation and supervision [around] the world, we review the development path of banking regulation and supervision in China to understand how and in which direction the regulatory and supervisory framework in China evolved and how regulation and supervision guarded China’s banking sector in the financial crisis. We further conduct comparative studies on regulatory issues in China, France, Germany, the UK and the USA to draw implications for the development in China.”

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*Source: International Banking Regulation and Supervision after the Crisis – Implications for China. Authors: Prof Dr Horst Loechel, CEIBS, Frankfurt School of Finance & Management; Prof Dr Natalie Packham and Helena Xiang Li, Frankfurt School of Finance & Management. Working paper, December 2010*

“This research report explores business opportunities involving the European Union and China in the realm of information technology enabled collaboration. Specifically, this paper examines relevant trends and statistics related to collaboration technology opportunities and describes two particular opportunities, namely consumer video conferencing and cross-border presence services.”

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*Source: Collaboration-Related Business Opportunities in China and the European Union. Author: Paul Harvin IESE Business School, MBA Class of 2010, CEIBS MBA Exchange 2009. Submitted: Monday, January 25, 2010*



“Both established under communist rule, Chinese and Hungarian healthcare systems share very similar foundations. Therefore, the past 25 years’ experience of Hungarian healthcare system reform is an extremely valuable reference for china. We can analyze the reform process, methods and achievements to find ways to solve Chinese healthcare system problems.”

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*Source: What can China learn from Hungarian healthcare reform? Author: Stephanie XU. CEIBS MBA 2009*

“The purpose of this research is to find industries in Europe in which Chinese firms can invest for mutual benefits through knowledge sharing as well as economic gain. Two key industries in Europe, textile and clothing (T&C) industry and automobile industry, emerged as great opportunities for Chinese firms based on potential demand of the industry, feasibility of knowledge transfer and alliance, and past successful M&A cases.”

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*Source: Facilitation of Chinese outbound investments to European Countries – How can China and European countries capitalize on the fast economic growth of China through Chinese outbound investments to Europe? Author: Vivien Chang MBA 2009*