

# Business with Asia Seminar 2011

## Will China take over the world?

*Outward investment of Chinese firms in Western economies*





*In recent years the increasing aspects of globalization have become more and more visible. From Japanese firms' wave of purchases in America in the 1980s and Vodafone's takeover of Germany's Mannesmann in 2000 to the more recent antics of private-equity firms, acquisitions have often prompted bouts of national angst.*

*Such concerns are likely to intensify over the next few years, for China's state-owned firms are on a shopping spree. Chinese buyers have accounted for a tenth of cross-border deals by value this year, bidding for everything from American gas and Brazilian electricity grids to a Swedish car company, Volvo. The Chinese government is actively encouraging its enterprises to invest overseas with its 'go out policy / 走出去战略', which the Chinese enterprises are happy to do.*

## **Participation in the Seminar**

As the event is organized for MScBA and MBA programs at RSM Erasmus University, the Business with Asia Seminar aims to be of high-level discussions with interaction between audience, panel members, and keynote speakers. As a member of the audience you will have the opportunity to listen to experts in the field and to enjoy the discussions of between even more experts from various backgrounds. Expect to be up-to-date in a topic that is very relevant in today's economic discussion after the participation in this seminar. On top of this, the seminar is a good moment to network with influential thought leaders and business people who are heavily involved with the topic.

## **Questions and topics addressed at the seminar**

The seminar shall aim at addressing issues as:

- What are the consequences of Chinese investment for the European economy?
- How can European companies benefit from cooperating with Chinese companies?
- What are the reasons for Chinese companies to go abroad?
- How does the financial system in both China and Europe support the outward



## The Seminar

The Master Study Club of 'Chinese Economy and Business' is pleased to announce the 2<sup>nd</sup> Seminar on Business with Asia on the 9<sup>th</sup> of March 2011 at the M-Building (room M1-17) of the Erasmus University Rotterdam. High-level keynotes, panel discussions and interaction between the speakers and students will bring together expertise from academic, societal and business backgrounds to allow exchanges of most interesting views and a broad range of perspectives.

## More Information and Tickets

More information and tickets for this event are available on <http://www.rsmstar.nl/bwas>. Tickets will be sold for €4 for STAR members and €6 for non-STAR members.

For questions regarding this event, please contact: [msccheb.seminar@gmail.com](mailto:msccheb.seminar@gmail.com)

## The Program of the day

- 12.30 Welcome and registration
- 13.00 Opening and introduction by Mark Greeven – RSM program director Chinese Economy and Business
- 13.15 Edo de Ronde – The European China Centre: Challenges and opportunities
- 14.00 Harry Starren – Why do Chinese companies engage in outward investment?
- 14.45 *Panel discussion – Professor Barbara Krug, Journalist Floris Harm, Wicher Slagter*
- 15.15 \* Break \*
- 15.45 Louis de Bruin – Setting up a Special Administrative Region in the Netherlands: a good idea?
- 16.30 *Panel discussion*
- 17.00 Closure by Mark Greeven
- 17.15 \* Network drinks \*



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