



JACOBS
UNIVERSITY



CHINA GOES EUROPE

VALUE CREATION AND VALUE CAPTURE

SEP. 20, 2017 | JACOBS UNIVERSITY BREMEN
IRC EAST WING, JACOBS CAMPUS

More information:

— www.chinaglobal.jacobs-university.de

Registration until September 8, 2017:

— chinaglobal@jacobs-university.de
(free admission)



Konfuzius-Institut Bremen
不来梅孔子学院



CHINA
GLOBAL
Center for the Study of
China & Globalization



Stiftung Bremer Wertpapierbörse





China-Europe relations, one of the most important bilateral relations in the world, are tightening especially after the emergent of trends towards protectionism in the US. China's development provides enormous opportunities and challenges for Europe. In this workshop, we will discuss questions such as "What are economic, political and societal implications of Chinese investment in Europe?", "How may European businesses capture the chances created by Chinese globalization?", "What and how can new values and innovative ideas be sparked during this process?". We have invited world-class China experts and practitioners. Come and join our debate!

9:30 am-12:00 am:

DISCUSSION FOR THE PROPOSAL OF "RISE: RESEARCH AND INNOVATION STUFF EXCHANGE,, (CLOSED FORUM - NOT PUBLIC)

Prof. Christoph Lattemann & Tobias ten Brink (Jacobs University Bremen, China Global Center)

Prof. Svetla.T. & Marin.A. Marinov (Aalborg University, Denmark)

Prof. Thomas Schøtt (University of Southern, Denmark)

Prof. Yipeng Liu (Newcastle University, UK)

Prof. Diego Quer (University of Alicante, Spain)

Prof. Yuping Du (Guangdong University of Foreign Studies, China)

Prof. Ilan Alon (University of Agder, Norway)

13:30 pm- 15:00 pm:

PUBLIC SECTION I: GLOBAL BUSINESS & MANAGEMENT

Prof. Diego Quer (University of Alicante): Establishment mode choice of emerging-market MNEs - The case of Chinese MNEs in Spain

Prof. Yipeng Liu (Newcastle University): Brand management in Chinese overseas M&A

Prof. Tilo Halaszovich (Jacobs University Bremen): Global reputation management – A multi-stakeholder approach

15:30 pm- 17:00 pm:

PUBLIC SECTION II: INNOVATION & VALUE

Hans v. Helldorff (President of BVDSI): Idea, Innovation, Investments

Prof. Svetla.T. & Marin.A. Marinov (Aalborg University): Incorporation of value creation and innovation based on OBOR

Prof. Yuping Du (Guangdong University of Foreign Studies): The potential value creation and capturing opportunities for Sino- German Business

