



JACOBS
UNIVERSITY

Workshop

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 14, 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

BWB

Stiftung Bremer Wertpapierbörse





Relations between China and Europe are becoming stronger especially after the emergent trend 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?", "How can new values and innovative ideas be developed 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 STAFF 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)

Prof. Fabian J. Froese (University of Goettingen, Germany)

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 National Association of OBOR): Idea, Innovation, Investments

Prof. Svetla.T. & Marin.A. Marinov (Aalborg University): Key Issues in the process of Value Creation and Value Capture

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

