

The Orient Express 2.0

Redesigning Chinese-European relations

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The autonomous management school
of the University of Antwerp



Mission

“To help our customers in creating sustainable value by cultivating talent to become Global Citizens, mastering the art of making decisions and leading people”



Euro-China Centre

- BESE
- Understanding China
- CEBS program

China & Europe are closer than we think...

A total number of 7,148 Chinese direct investment enterprises and 208 portfolio investment projects were identified in the Amadeus database ...

The 7,148 Chinese direct investment enterprises in Europe employed 123,780 persons in 2011...

The Orient Express 2.0 is now a fast train...

Who are Chinese firms interested in the new Orient Express?

- The **state owned enterprises** with direct investments in Europe are mostly large industrial and service groups belonging to SASAC's central and local administrations. They opt for the acquisition of key tangible and intangible resources and strategic assets, mainly through asset augmenting M&As.
- Chinese leading **privately owned companies** which have successfully developed into dominant players in the industries where the monopoly of the state owned enterprise was removed or waning, such as machine tools, consumer electronics, telecom equipment, automotive industry and renewable energy.
- **Chinese entrepreneurs:** The hidden champions desire to look and find opportunities of growth in foreign countries as a way to avoid the saturation of the Chinese market.

Report AMS

Let's zoom in further who is on the train...

Global Ambition players

Supply chain controllers

Competence Shoppers

Reference Seekers

Global Niche players

Trans shippers

Facilitators

Hub seekers



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In what railway station do they get off the train?

Chinese companies tend to agglomerate in a small number of cities and their surrounding areas, such as Bucharest, Belgrade, Prague, Budapest, Hamburg, Moscow, Düsseldorf, Frankfurt, Pancevo and Berlin. Chinese owned enterprises are more likely to agglomerate around capital cities in East Europe, while in Western Europe they are concentrated in regional hubs either with intensive industrial activities, or strong logistic capabilities or financial centers.

Why not get off the train in Antwerp?



 **STAD ANTWERPEN**



**Port of
Antwerp**



Service providers

 **antwerp
management school**

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Your kit to bring on the train

Do not just rely on *Guanxi* network for information, also consult local service providers

Get acquainted with local regulations, buying behavior, relationship

Long term perspective

Open, trustful partner relations based on explicit common goals

Global mindset



Opening minds to impact the world

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