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The Hopkins China Forum and



The ESSCA School of Management

cordially invite you to:

Comparing Manufacturing Strategies in the United States, China, Germany, and Japan

Zhao Wei

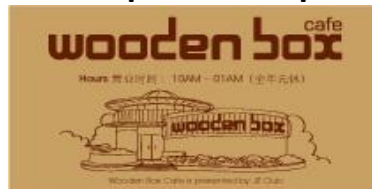
Senior Fellow, Pearl River Delta Institute, Sun Yat-Sen University
Associate Professor, ESSCA School of Management

Max Rech

Assistant Professor, ESSCA School of Management

Thursday, December 20th, 2018

19:00pm – 20:15 pm



9 Qinghai Lu (just to the South of Nanjing West Road)

青海路 9 号, 近南京西路, 地铁二号线南京西路站

Admission: 50 RMB

18:45 – Doors Open

19:00 – Lecture

19:45 – Q&A

20:15 – Mixer and Live Jazz

RSVP to Frank Tsai of Hopkins China Forum at editor@shanghai-review.org.



As a trade war between the U.S. and China is looming, the G20 seems ineffective, and the WTO is in desperate need of reform. The times of the U.S. acting as benign hegemon in international economic order and China emphasizing win-win situations seems long gone. Instead, various nations intend to pursue a 'better deal' for themselves – not least by adapting manufacturing strategies. Manufacturing strategies of large companies are normally a function of geographical location, production units, technology and range of products. A good strategy adjusts industrial means and commercial strategy to become more competitive. A manufacturing strategy can also be the result of a policy implemented by a nation, however. In that sense, it seeks to ensure competitiveness and industrial production that meets the internal and external needs of a nation's population. Ongoing US-China tension can thus be interpreted as a clash of manufacturing strategies. Comparing the structure, implementation and impact of the manufacturing strategies of the U.S., China, Germany, and Japan facilitates a better understanding of national priorities while highlighting divergent responses to the challenges of international economic cooperation.

[Zhao Wei](#) is Associate Professor at the ESSCA School of Management, Visiting Researcher at the Institute for Pearl River Delta Reform and Development at Sun Yat-Sen University, and an Associate Researcher at the Centre d'économie de l'Université Paris Nord (CEPN). Before academia, he was Marketing Director of a Hong Kong real estate company and Director of Public Affairs with Carrefour in South China. Since 2011, he has conducted empirical research on China's industrial modernization and innovation policy with the think tank established jointly by the Guangdong Provincial Government and Sun Yat-Sen University. He holds a Master's Degree in Sociology from Sun Yat-Sen University and a PhD in Economics from Paris 3 University.

[Maximilian Rech](#) is Program Director and Assistant Professor of International Affairs at the ESSCA School of Management in Shanghai. He is also Academic Director of the MSc in Global Management and the MSc in Digital Marketing and Business. Specializing in Eurasian trade and investment as well as macro-economic cooperation along the Belt Road Initiative, Maximilian is affiliated with the ESSCA EU-Asia Institute at Renmin University. He previously worked for the Brussels-based Friends of Europe where he implemented the EU-financed Understanding China Program, and for the Carnegie Endowment for International Peace. He has published with Palgrave Macmillan, Cambridge Scholars Publishing, and Springer Nature among others.

[Hopkins China Forum](#) events are organized under the auspices of The Johns Hopkins University and its alumni associations worldwide. For more information, please contact Frank Tsai of the Hopkins Club of Shanghai at editor@shanghai-review.org.