

CHINA CROSSROADS

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Huawei's Globalization: The Inside Story from a 13-Year Overseas VP

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150rmb including drink ticket | FREE for members
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What explains the success and speed of the globalization of Huawei, China's most successful global company? How did it expand so quickly from one market to the next? How has Huawei fared in different global markets? And what pitfalls has it encountered? This talk will start with an overview of Chinese companies going global, situating Huawei's story, before going on to analyze the history of Huawei's global expansion, discussing (1) five major stages of development, (2) ten concepts behind Huawei's globalization, and (3) what we can learn from its success.

[Chen Panfeng](#) held senior overseas roles for Huawei over 13 years, most recently as Vice President for Sales for Huawei Chile, but also as Director of Administration and Key Account Manager for Huawei Europe. He has won numerous internal Huawei awards, including its highest honor for individuals, Huawei's "Personal Gold Medal." He has also published a book on his experience at Huawei (in Chinese), [Huawei Globalization \(华为全球化\)](#). With the publication of his book, he has been in demand as consultant and speaker on Huawei with such firms as CRRC, Chery Autos, and Trina Solar, etc., providing in-depth analysis of Huawei's globalization and successes. He is currently Founder of Chuhai Yuanmin Management Consulting, holds a masters degree from study in Germany, and speaks Chinese, English, Spanish, German, and basic French.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.