CHINA CROSSROADS

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Between Global HQ and China Market Reality: The China Manager's Dilemma

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Former CEO of a German Manufacturer in China

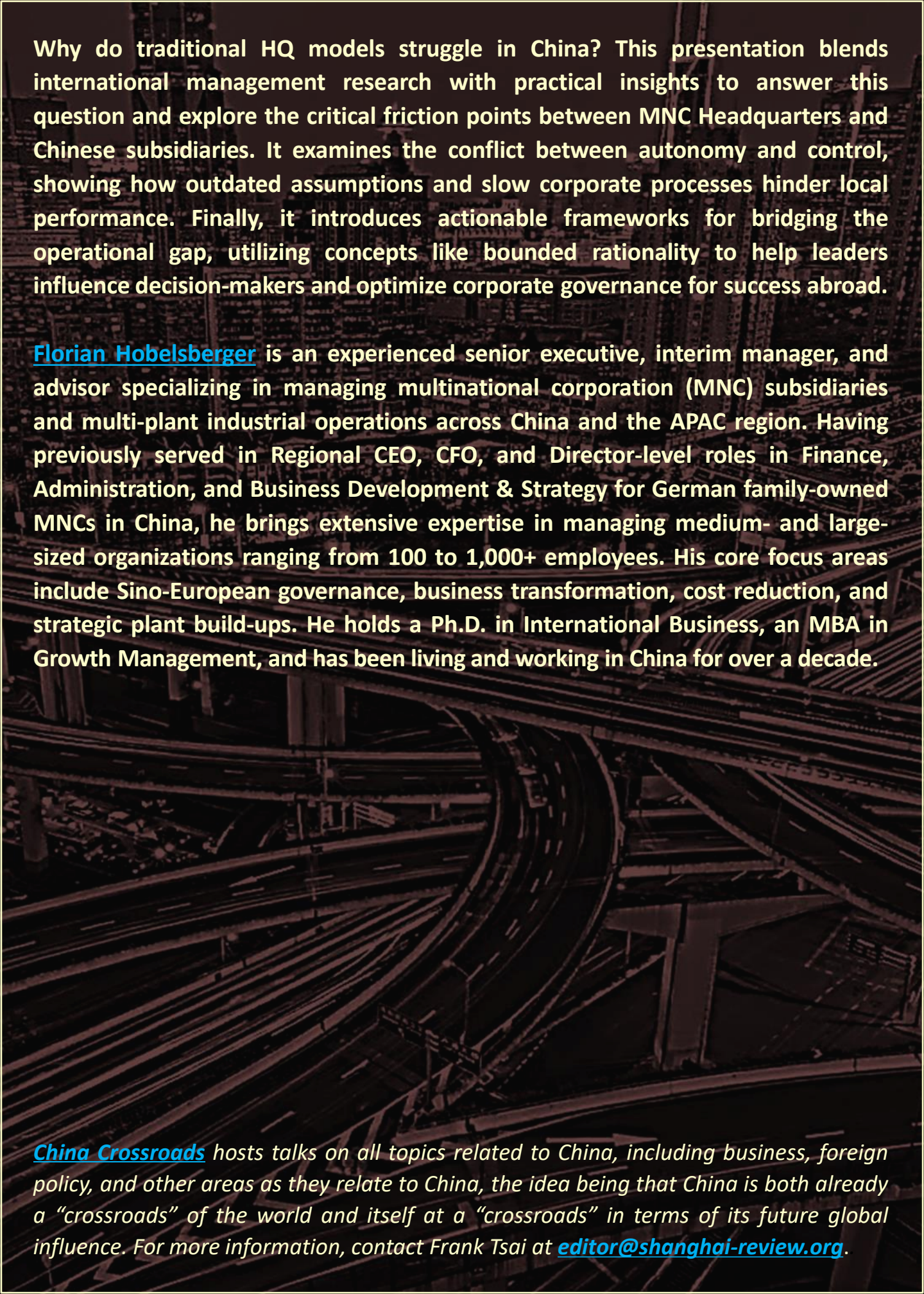
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Why do traditional HQ models struggle in China? This presentation blends international management research with practical insights to answer this question and explore the critical friction points between MNC Headquarters and Chinese subsidiaries. It examines the conflict between autonomy and control, showing how outdated assumptions and slow corporate processes hinder local performance. Finally, it introduces actionable frameworks for bridging the operational gap, utilizing concepts like bounded rationality to help leaders influence decision-makers and optimize corporate governance for success abroad.

Florian Hobelsberger is an experienced senior executive, interim manager, and advisor specializing in managing multinational corporation (MNC) subsidiaries and multi-plant industrial operations across China and the APAC region. Having previously served in Regional CEO, CFO, and Director-level roles in Finance, Administration, and Business Development & Strategy for German family-owned MNCs in China, he brings extensive expertise in managing medium- and large-sized organizations ranging from 100 to 1,000+ employees. His core focus areas include Sino-European governance, business transformation, cost reduction, and strategic plant build-ups. He holds a Ph.D. in International Business, an MBA in Growth Management, and has been living and working in China for over a decade.



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.