

<<世界500强企业CEO谈中国攻略>>

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前言

2007 could well go down as the year of paradigm shift for multinationals in China. In March , a single , uniform corporate income tax was set for domestic and foreign-invested enterprises , ending years of preferential tax treatment multinationals and other foreign-invested companies enjoyed. At the same time , the Property Law was enacted , giving equal protection in law to public and private property. These two moves sent out a clear yet powerful message to foreign investors : The country has shifted gears from courting foreign capital at any cost to promoting a favorable investment climate that will automatically draw international investors , who will now have to be content with a level playing field. The reasons for this policy shift are not far to seek. Multinationals today need China as much as China needs them , if not more. The country is already among the top 10 markets for most MNCS while many have drawn up a timetable to make sure that it is among their top 5. For , an MNCS billing in the world market today depends on its performance in China. With the country emerging as the driving force of the world economy , any company that fails to keep pace with the rapidly expanding market here is doomed to lose the race to those who do , and eventually run the risk of losing their exalted global status.

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内容概要

When the Chinese market opened itself to the outside world , they came , stars in their eyes , from different countries and cultures , hacked by the might of corporations , to seek their fortune in a land they knew little about. What follows is their story , of culture shock and frustration , of competition , challenge , and opportunity , as they built a winning symbiosis with an emerging world power.

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章节摘录

Giants Win In the downstream of the aluminium industry, the problem of over supply is a headache for small and medium-sized aluminium manufacturers, but not for giants. Within the Chinese aluminium flat-rolled products segment, there are many small and medium-sized manufacturers, who mainly target the domestic market. As global counterparts flood into the market, they will have to face severe competition. To ensure unified sourcing quality and standards, multinationals scattered in various industrial sectors bring their global suppliers to China. It is also the case with sectors using aluminium as materials, such as the aerospace and automobile sectors. "Our global position helps us understand the requirements of multinationals moving to China," says Larson, who believes this will give Alcoa an upper hand, competing effectively with rivals who do not have a global footprint. Asked whether there will be an inevitable trend for consolidation within the downstream sector of the aluminium industry, Larson responds in a diplomatic way : "The marketplace will dictate who succeeds in this type of environment and this dynamic is what spurs such things as consolidation and M & As."

编辑推荐

30 CEOs from the worlds biggest companies speak about their journey in China , and share their money-making secrets with the world. culture shock , frustration , competition , challenge , and opportunity

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