

WS31 – Business Executives

Session 1

The Chinese vision

- China is confronted with 3 main problems : shortage of talent & high turnover rate, management of land & sustainable development
- China needs to strengthen the civil society and enhance the role of NGOs. China's government is more open to NGOs but have a long way to go.
- There exists a duality between the high tech companies (run by sophisticated well educated workers) and the 'sweatshops' (run by short-term orientated entrepreneurs)
- China needs to better organize smaller, fragmented companies
- CSR can be implemented through investing in education
- Code of conducts (even if forced) is the first step and better than nothing
- CEOs should play a more important role between the government and civil society related policies
- There needs to be an increased awareness of CSR among entrepreneurs and implementation
- The group needs to discuss further the issue of harmony, freedom and happiness

The European questions addressed to Chinese

- What do you mean by a harmonious society?
- What is CSR in China?
- Is Confucius relevant – is there a possible link between Confucius' values and the western concept of CSR?
- Is harmony compatible with democracy?

Session 2

The European vision

- Europe is diverse with many forms of capitalism
- Key issues for Europe – labour laws and flexibility of employment
- 2 main problems – unemployment and immigration
- China is the target of anxiety in some European countries – loss of jobs, non-respect of intellectual property, violation of labour laws
- Europe is living in the ‘shadow of it’s future’ – China is looking at a bright future
- China is changing faster than Europe
- Europe is at a crossroads, has experienced great leaps but is experiencing enlargement which make Europeans wary about their future
- 2 trade patterns, conditions must be equal before free trade is put in place, and the market will level-off the conditions. Europe has yet to choose between the two.
- China & Europe are similar as they are both more international in reality than in their minds
- Our views on China often dictated by local/national conditions.
- Both Europe & China are facing the same global issues but are at different stages of development
- There are many similarities between Europe and China eg long history. Both are fragmented, decentralized (local situation very important)

The Chinese questions addressed to Europeans

- Can Europeans try to have a more up-to-date impression of China?
- Europeans have conflicting demands – cheap products but costly regulations. High standards but low costs – double talk.
- Can Turkey become a part of the EU?
- What is the role of the governments in promoting CSR?
- Why is Europe imposing new regulations on imported goods so suddenly?

Session 3

The convergences between the European and Chinese society

- Systems of capital sourcing and allocation
- Legal changes to support private ownership
- Education – New universities being built – MBA's offered
- Technology – foreign direct investment
- Social capital – labour relations law – more rights to employees
- Protection of Intellectual property
- Anti-corruption
- Management of complexity and different layers of decision making
- Corporate social responsibility
- Environment and quality of life

The divergences between the European and Chinese society

- Meaning of capitalism
- Egalitarianism - including legitimate opposition
- The role of the personal relationships
- The role of institutions
- The handling of authority
- Human rights
- Capacity to live with paradox, to accept ambiguity

Session 4

Acting together on common challenge

- Read more books about China – for example G Redding
- Create databanks in Europe & China to facilitate change
- Give sabbaticals to executives to go to Chinese firms
- Student scholarships to spend time in Europe and vice versa
- Internet based magazines to give access to research on China
- Exchange of European managers for short missions in China and vice versa
- Extend the twinning of cities between China and Europe
- Exchange trips for young people
- Teaching the Chinese language in secondary schools in Europe (as a first language)
- Exchange of management practices in Human Resources
- Develop more successful business case studies and publish them
- Support ECCLAR – Euro-China Centre for leadership and responsibility



- Update and enhance knowledge about China amongst European journalists and vice versa
- Willingness to take risks to transfer and/or develop technology in China
- Build on the China-Europa Forum through the Forum website (in the form of a blog/forum) and make it a yearly event.