ΞΕΝΕΣ ΕΤΑΙΡΕΙΕΣ ΣΤΗΝ ΚΙΝΑ

Πρόσφατα και μέσα στον Ιούνιο, το περιοδικό Fortune διοργάνωσε ένα οικονομικό φόρουμ, με θέμα την οικονομική ενσωμάτωση της Κίνας στην παγκόσμια οικονομία. Το φόρουμ διεξήχθη στο Chengdu της νοτιοδυτικής Κίνας στην περιοχή του Cichuan .

Τα στοιχεία και οι δείκτες που αναφέρθηκαν αποδεικνύουν ότι όχι μόνο η νοτιοανατολική αλλά και νοτιοδυτική Κίνα γνωρίζουν μεγάλες μεταβολές και στις οικονομικές και στις κοινωνικές δομές. Διαπιστώθηκε πως με τη στρατηγική «πηγαίνουμε δυτικά» που εφαρμόζει η Κίνα και η ενδοχώρα δεν θα αργήσει να απολαύσει τα οφέλη της ανάπτυξης.

Ωστόσο αυτά που πρέπει να γίνουν είναι ακόμα πολλά. Η Κίνα θα πρέπει να αρχίσει να σχεδιάζει μια στροφή από την ποσοτική παραγωγή στην ποιοτική και από τις εξαγωγές στην ενίσχυση της εγχώριας ζήτησης. Βασικές μεταρρυθμίσεις τις οποίες χρειάζεται και η «δική μας» Γερμανία.

Παρακάτω αναδημοσιεύουμε δύο ανταποκρίσεις από τον κινεζικό τύπο. (China economic net).

China's economic transition will make it the most important and promising market in the future, said Rolf Habben-Jansen, CEO of world's leading third party logistics provider -- Damco, on Thursday.

Jansen made the remark in an interview with Xinhua at the sideline of the ongoing 2013 Fortune Global Forum held in Chengdu, capital of southwest China's Sichuan Province.

"China needs and is doing so to make economy from quantity driven to much more quality oriented, seen in products being exported and manufactured and from export oriented to explore more in domestic consumption," said Jansen.

"Economic transition will make China one of the most important and promising market in 15 to 20 years," he said.

Rolf Habben-Jansen said his company pays great attention to the growth of China's domestic consumption, as it will bring a great opportunity for Damco.

He praised China in improving investment environment, citing operating in China today is a lot easier than it was 15 to 20 years ago.

He said Damco is optimistic about the investment prospect of China's inland areas, notably the west.

"China's go-west strategy is quite clear to us, and we are also working on that. That's why we choose Chengdu to open our Customers Center," he said.

He said Damco has seen that economic activities have been going up a lot in places like Chengdu and Chongqing in west China, which propels Damco to act swiftly to offer services to the potential customers.

Damco is one of the world's leading third party logistics providers specializing in customized freight forwarding and supply chain solutions. Rolf Habben-Jansen said the company has a long term strategy in China, notably to explore the inland opportunities.

"China has always been our most important market," he said.

Pankaj Ghemawat, a professor of global strategy at the IESE Business School, believes that the Chinese southwestern city of
Chengdu
will play a very important role in
China
's integration in the global economy.

Chengdu, the capital city of China's Sichuan Province, "will carry out a very important role in not only assuring that China is increasingly integrated in the global economy, but also in ensuring that the levels of integration within China will remain high and that those people who live in the interior of the country will not be left behind," said the professor before attending a forum there.

Chengdu will host during June 6-8 the Global Fortune Forum, which is an event organized by the American magazine "Fortune." Professor Ghemawat will make keynote speeches on the forum.

He told Xinhua that he will use the forum to explain the short-term responses given by big companies to the economic crisis, while identifying the strategies which are working and those which, "appear not to be working."

The Professor told Xinhua that Asian companies are behaving in a different manner to those in other parts of the word in their response to the current economic situation, given that "in recent years they have reduced their investment in their foreign subsidiaries, while increasing investment in their national subsidiaries.

The Asian companies in the Global Fortune 500 (the ranking of 500 American companies,

drawn up by the magazine based on their net income) invested as much money in their respective countries as outside of them, which showed there are "different responses in different regions."

Professor Ghemawat will also talk about the long-term development concerning evolving markets, which he believes will result in an economically multi-polar world.

He believes Western counties should reconsider, "up to what point they want to work with emerging markets o continue concentrating on their traditional markets."

"While for countries such as China, the question is up to what point the country wishes to change" in terms of concentrating emerging markets or continuing with the traditional bases, said the professor, which he believes assures a series of "competitive abilities" and therefore allow the new markets to compete with western markets.

Chengdu has been chosen to host the Global Forune Forum because it represents a symbol of the country's interior development. With a population of over14 million, Chengdu's gross interior product grew by 13 percent in 2012 to a total of 813.89 billion yuan (132 billion U.S. dollars) with around 233 of the 500 multinational corporations included in Fortune Magazine's ranking having a presence there.

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