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# German-Sino Business Networks Using Organized Networks to Develop Business with China



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# German-Sino Business Networks

Using Organized Networks to Develop  
Business with China

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ISSN 2191-5482

SpringerBriefs in Business

ISBN 978-3-319-17857-8

DOI 10.1007/978-3-319-17858-5

ISSN 2191-5490 (electronic)

ISBN 978-3-319-17858-5 (eBook)

Library of Congress Control Number: 2015937944

Springer Cham Heidelberg New York Dordrecht London

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# Foreword

How to enter the Chinese market? Where to locate a branch office? And how to hire local staff? German companies interested in developing business with China face countless challenges and have to deal with a broad spectrum of issues.

When our organization, the Mannheim Business School, aimed to launch a new executive education program with focus on China, we were happy to find a strong local partner. Together with Tongji University in Shanghai, we kicked-off a joint double-degree MBA program for executives both from Europe and Asia in 2011. Since then we successfully developed the program and had to take many decisions. In this development process, it was always helpful to exchange views with fellow professionals who already made comparable experiences or faced similar challenges. Intuitively, many professionals look out for informal networks. For example, a number of manufacturing companies chose the city of Taicang for their production sites. The “Sino-German Business Corporation City” has already attracted more than 180 companies from Germany. As a result, there is a lively exchange among the German expats living in the city, which is also just 50 km away from the pulsing center of the world city Shanghai.

In addition to informal networks, there are quite a number of formally organized networks available. Their activities and services range from the organization of events and the publication of magazines to market research and consulting services. This book, which is largely based on research conducted within our Mannheim and Tongji Executive MBA, gives an introduction to this important topic. More importantly, it provides for the first time a comprehensive overview of German-Sino business networks. As a result, interested readers can more easily identify which networks might be useful for them.

As is widely known and I can confirm from my own experience, Guanxi is a central concept of the Chinese society and, thus, crucial for doing business there. The term describes networks of influence and in general usage refers in particular

to the benefits one can gain due to personal connections. So let us take up this general idea and have a closer look at and a deeper understanding of German-Sino business networks.

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# Acknowledgments

The author is grateful to all persons who supported the research and publication of this book including Daniel Albrecht, Alexander Alles, Benjamin Aunkofer, Dr. Laurenz Awater, Helene Behrens, Silke Besser, Martin Bürger, Emrah Camli, Matthias Claussen, Beate Dethlefs, Sabine Dietlmeier, Gloria Geduhn, Michael Gehlert, Stefan Geiger, Volker Girrulat, Dr. Heinz-Dieter Goedeke, Dr. Jasmin Gong, Rosemarie Häntzschel, Sarah Hanagarth, Anne-Katrin Haß, Dr. Alexandra Heidle-Chhatwani, Manuel Helf, Nicole Holzapfel, Hu Gao-Hua, Minh Trung Michael Huynh, Julia Koch, Kenneth Krallmann, Judith Kripp, Generalkonsul Bodo Krüger, Katrin Lange, Birgit Leuppert, Yadhu Vamsi Madipalli, Prof. Dr. Alexander Mädche, Dr. Prashanth Mahagaonkar, Daniel Marek, Matthias Meyer-Böhringer, Dirk Mussenbrock, Eileen Passlack, Prof. Dr. Waldemar Pförtsch, Roman Retzbach, Pia Rothe, Hanna Sand, Prof. Dr. Christian Schmidkonz, Jens Schleuniger, Stefanie Sivkovich, Ulrike Sohl, Christian Sommer, Friedolin Strack, Dr. Ulrich Teich, Verena Vöckel, Arend Vollers, Martin Wolf, Sophia Wolf, Emma Yang, Prof. Dr. Yao Ming, Vickie Zhu, and many more.



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# Abbreviations and Translations

Abbreviation	Original Name	English or Chinese Name
AEN	Asian European Network	Asian European Network
AHK Greater China	Deutsche Auslandshandelskammer in China	German Chamber of Commerce in China
APA	Asien-Pazifik-Ausschuss der Deutschen Wirtschaft	Asia-Pacific Committee of German Business
APFB	Asien-Pazifik-Forum Berlin	Asia-Pacific Forum Berlin
APK	Asien-Pazifik-Konferenz der deutschen Wirtschaft	Asia-Pacific-Conference of German Business
ASBC	Asian Social Business Community	Asian Social Business Community
BDI	Bundesverband der Deutschen Industrie	Federation of German Industries
BGA	Bundesverband des Grosshandels, Aussenhandel, Dienstleistungen	Federation of German Wholesale and Foreign Trade
BSC	Business Startup in China	Business Startup in China
CBC	China Business Club	China Business Club
CBCX	Chinese Business Club	Chinese Business Club
CBL	China Business Lunch	China Business Lunch
CCC	China Competence Center	China Competence Center
CCPIT	China Council for the Promotion of International Trade	China Council for the Promotion of International Trade
CCX	Chinese Club	Chinese Club
CDC	Chinesisch-Deutsche Business Plattform	
CDV	Chinesisch-Deutscher Verein	
CEA	Chinese Enterprises Association	Chinese Enterprises Association

(continued)