

Beijing Tries to Push beyond

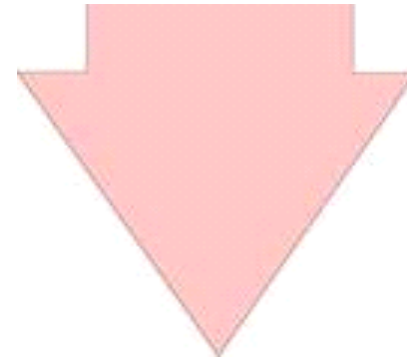


Much of Apple's iPhone

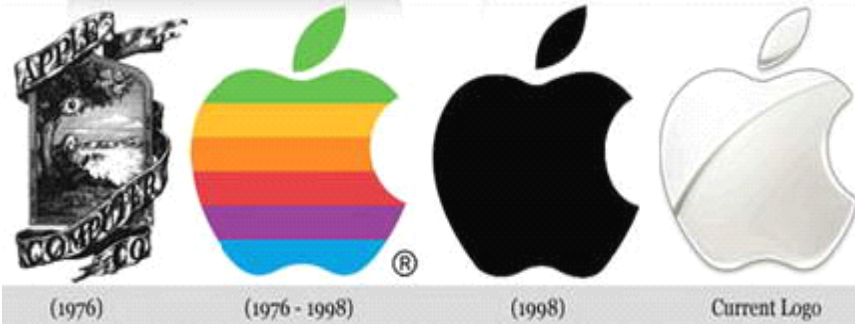


- Is made in China

A high-ended
iPone cost \$750



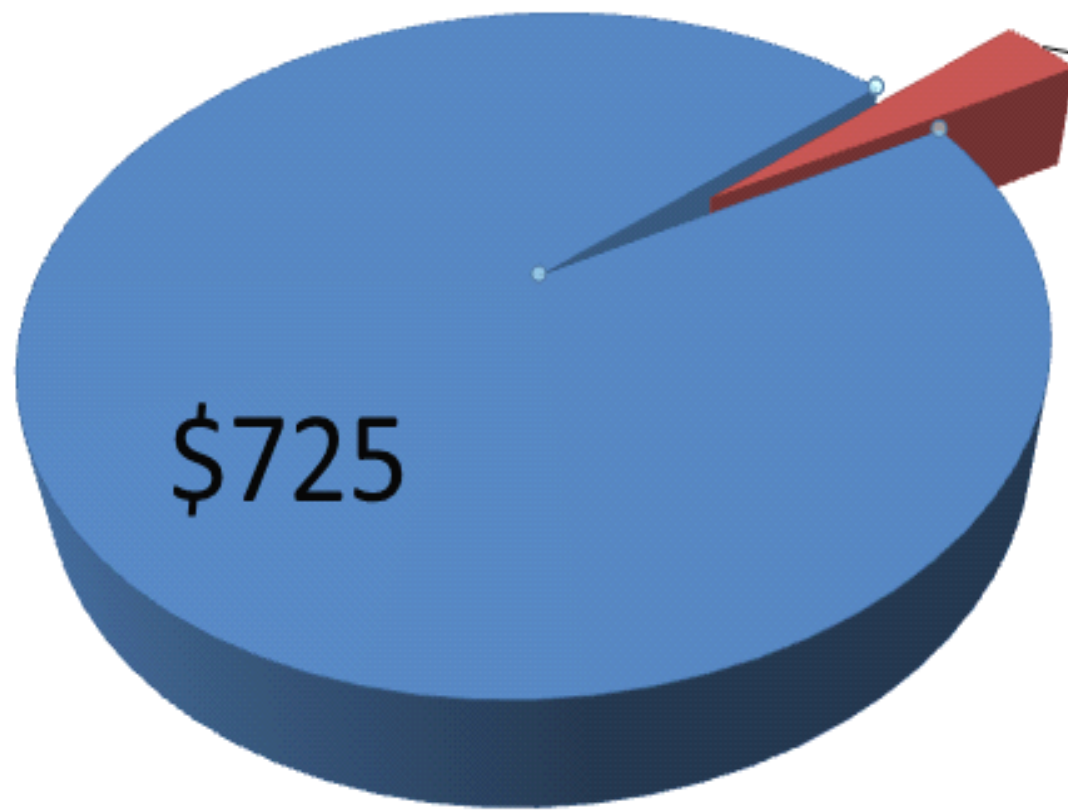
- China is lucky to hold on \$25



谁吃了我的苹果?

Iphone, \$750

China, \$25

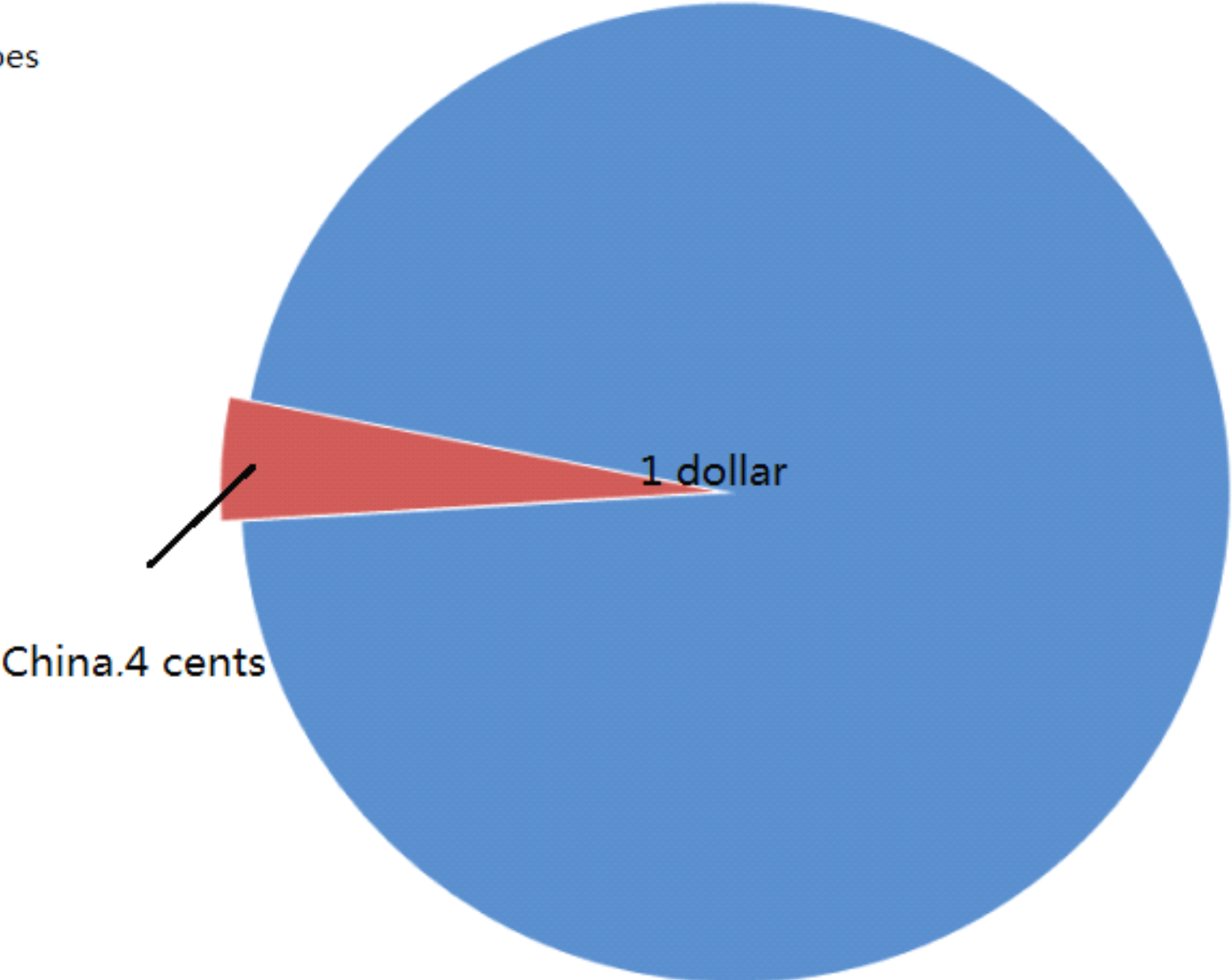


\$725

4 pennies on the dollar



Nike Shoes



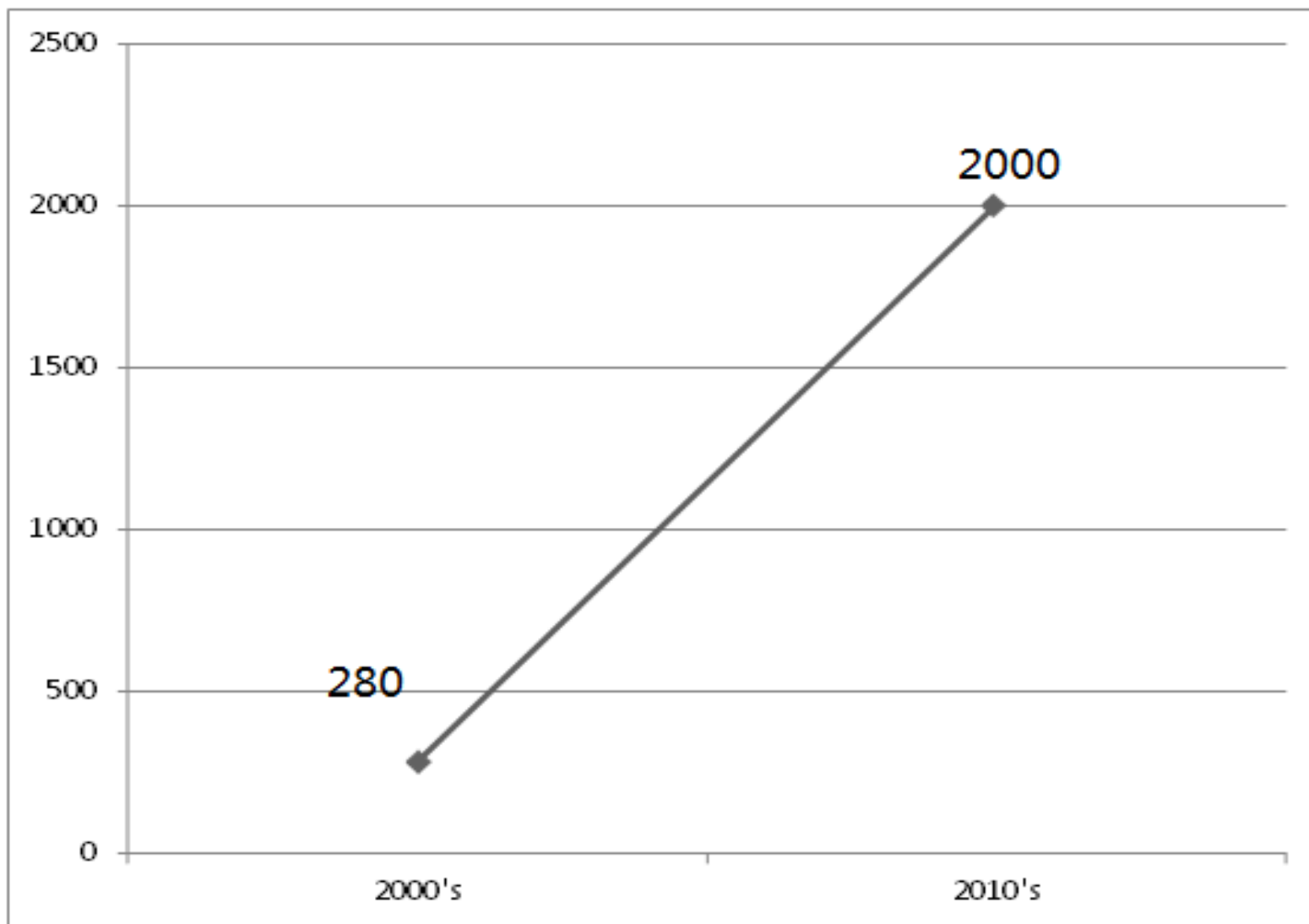
- Our clothes are Italian, French, German, so the profits are all leaving China



Lack of global brand
threatens **country's**
dream of becoming a
superpower

Remaining insular

- In 2000, China had \$28 billion in overseas investment. In 2010, it could break \$200 billion.



- But it still pales in comparison to smaller economies, such as Singapore's Russia's and Brazil's.
- It is 10% of Japan's investment
- It only reaches the level of the UK in 19 century

Effort to create brands

- Internationally
- Through tax breaks and subsidies, China has embraced a “going out strategy” ,backing firms seeking to buy foreign businesses

- Domestically
- China has launched the “indigenous innovation” program to encourage companies to manufacture high-tech goods.

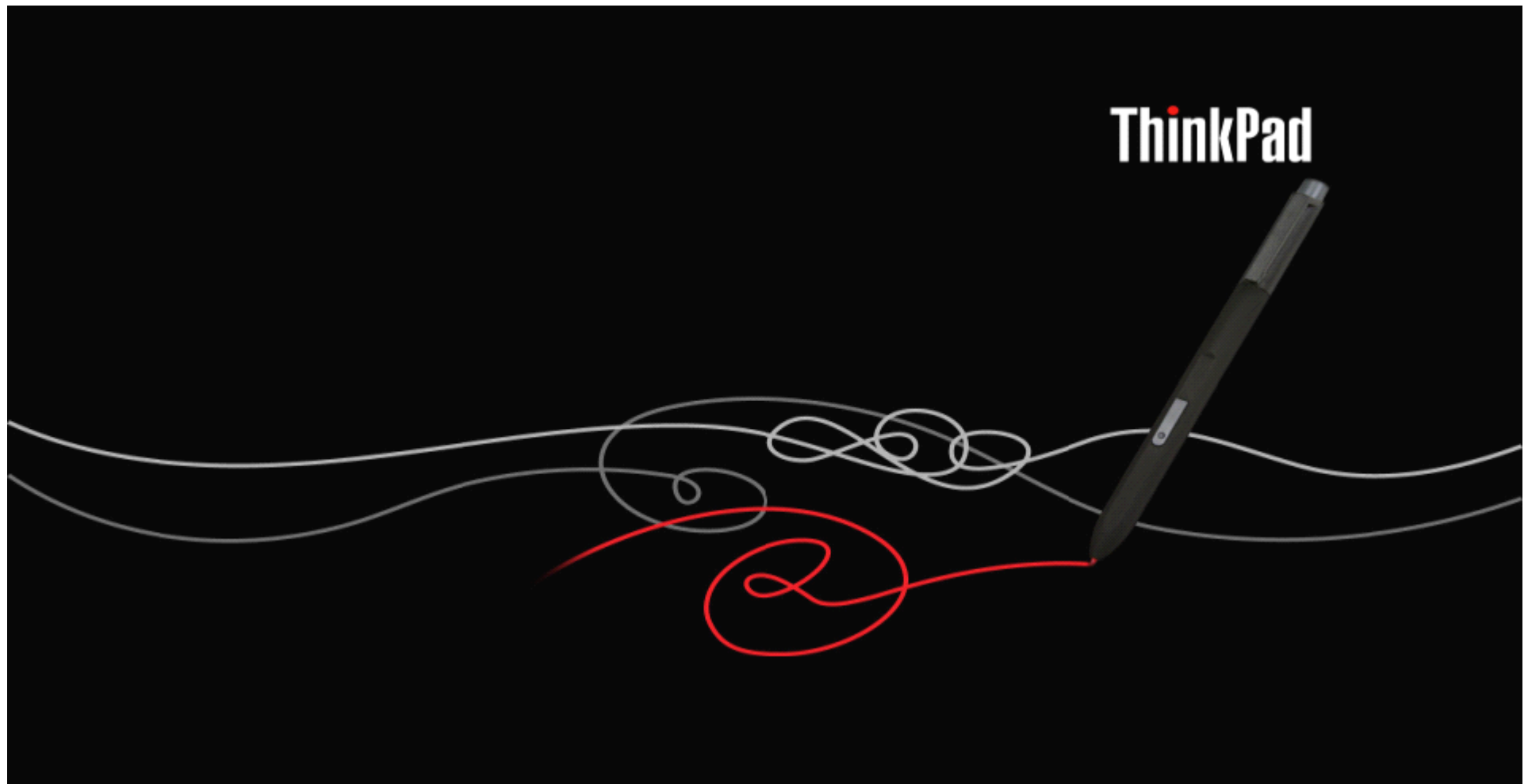
Lenovo's Lesson

lenovo

New World. New Thinking.

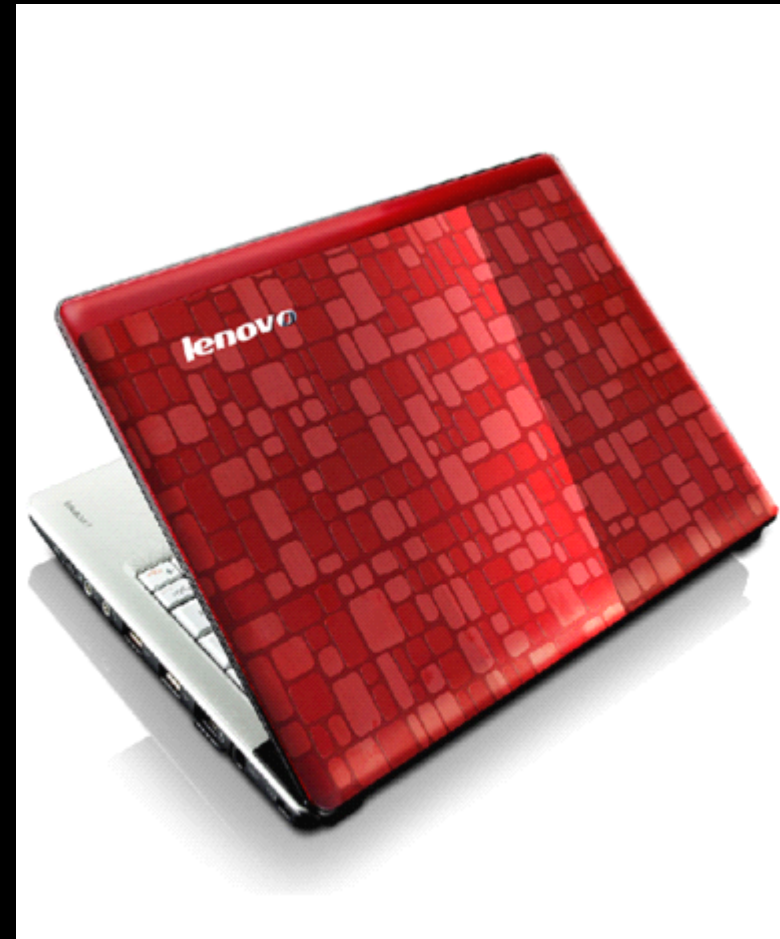
A Short Filmed Advertisement of ThinkPad

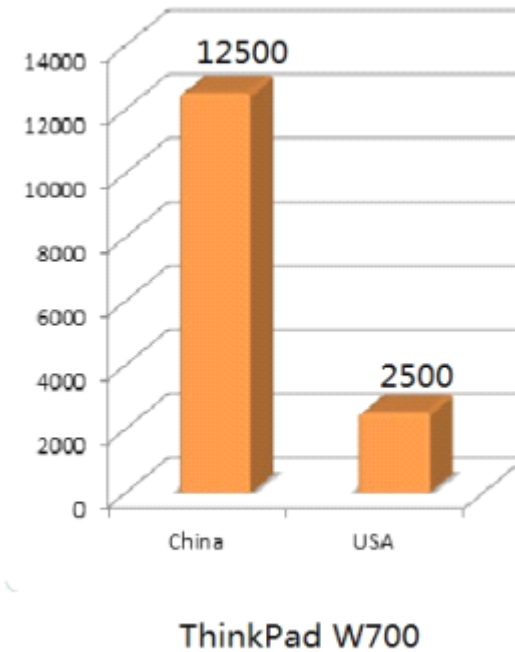
- http://v.youku.com/v_show/id_XNjQ4ODg4ODA.html



The Buffering Technique Innovation after the IBM Purchase

- <http://v.ku6.com/show/q3PAnEAsJc6PfLcj.html>





Lenovo might not have much of a brand overseas, but its association with a foreign firm has helped it in China .

The Striding Lenovo towards Internationalization



The Forum of “From Made in China to Made by China”



从中国制造到中国创造论坛举行

the 2010 Davos Forum (World Economic Forum -- WEF)



- The WEF is an isolated international committee, and it is also called "Davos Forum"
- ---Made in China to Made by China

中华人民共和国国务院
总理温家宝在2010年夏季
达沃斯论坛
2010年9月13日

China Brand Heads for the World



The tricots with the logo of Hisense appeared in the World Cup of South Africa

Geely + Volvo = ?



吉利与福特签署沃尔沃轿车公司最终股权收购协议
2010年3月28日

中国浙江吉利控股集团 与 美国福特汽车公司

在瑞典 签署最终股权收购协议

董事长李书福 首席财务官 LEWIS BOOTH

获得沃尔沃轿车公司 100%的股权及相关资产
收购价 约18亿美元
创下中国收购海外整车资产的最高金额纪录

据吉利集团此前的规划 成功收购后, 将在北京或天津 成立年产能约30万辆的新工厂

陈琛 编制 新华社发

Made by China

The road is tortuous, but the future is bright



Made in China [China360.com](http://www.china360.com)



China Brands Head to the World

09
Company