

2010 International Conference in Xi'an China

The rise and growth of transnational corporations (TNCs) are acting as an effective tool for configuring resources among different areas and regions in the world. TNCs are also working as close ties to economies between developed and developing countries. As a motivational mechanism, TNCs have been stimulating the rapid growth of new economy system in a global context. Looking back the Chinese experience in the past thirty years, China has been quickly integrated into the international labour system and world market. In the meantime, the Chinese enterprises are engaging in the practice of “bringing in” and “going out” strategies. During this process, “TNCs” become a key word in economics with China’s development.

The proposed conference is aiming to create a rational theoretic framework through the high quality of academic discussion and brain storming. This framework will help the microeconomic force and TNCs to be clear in various issues, such as market development, visionary goals, direction for foreign trade and investments toward China’s inland region. It will also help the Chinese enterprises keeping better adjustment to its strategic plan of “going out” to the world competition platform.

As a large developing country in transition, China needs to attract foreign direct investment (FDI) for growth by taking on the challenges from TNCs’ competitive advantages. These include branding, market positioning, as well as advanced technology and management. On the other side, the Chinese enterprises are continually growing bigger and stronger, getting into the stage of competitive position with multinational corporations. China’s huge trade volumes, to some extent, compensate its deficiency in the branding position in the world market place. The ongoing status of micro-economy and TNCs in China are shaping up a dynamic competitive momentum. With the constantly change in the world’s economy, it is inevitable to bring certain challenges to the fast growing enterprises.

The 2010 TNCs and China international conference is naturally fit the flow of this momentum change. The success of the conference will set the milestone of theoretical study focusing on TNCs. It will also bookmark the start of the co-operation between Northwest University in Xi’an, China and the overseas institutions from this project on helping TNCs and Chinese enterprises for future growth in harmony with a sustainable environment. For more information, please look at www.tnc-online.org, www.tnconference.com.