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## ABOUT THE CONFERENCE

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 history in the past thirty years, China has been quickly integrated into the international labor 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" has become a key word in China' s economic growth.

China, as a large developing country in transition, 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 skills. 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 today, it is inevitable to bring a certain degree of challenges to the fast growing Chinese enterprises.

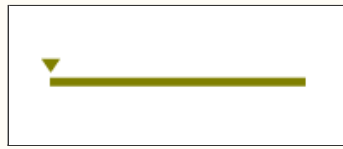
Therefore, this proposed conference is aiming to create a rational theoretic framework through high quality of academic discussion and brain storming. This framework will help the microeconomic force and TNCs to be clear in various issues, such as market analysis, visionary goals, direction for foreign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

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 and focus on TNCs. It will also bookmark the start of the co-operation between Northwestern University in Xi' an, China and the overseas institutions on this project to help TNCs and Chinese enterprises for their future growth in harmony within a sustainable environment. The Forum Organizing Committee includes a number of high-quality advisory and team members at home and abroad. Based on the great joint effort from both Northwestern University and its overseas sponsors and partners, the Forum will become an excellent model for cooperation and collaboration with its mission completed with the best practice in the area of international studies and exchanges.

(Originally Written in Chinese by Joe on April 23, translated by Hugh on April 24, and reviewed by Tim on April 24, Fan on April 27, 2009) Updated: June 7, 2009

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## ABOUT



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## LINKS

- European Working Group on TNCs and Development
- Strategic Investment Analysis, Industry Canada
- Transnational Corporations Review (TNCR)
- United Nations Transnational Corporations Journal
- Vale Columbia Center on Sustainable International Investment, Columbia University
- Web Hosting Rally

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