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万向成功并购与扭亏美 A123的策略措施和启示

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中文摘要:通过到万向集团等单位实地调研,采访多名参与收购的律师、企业家、战略顾问和相关政府部门人员,获得第一手资料,分析了万向收购美国 A123公司的外部环境、存在的困难和万向采取的收购策略。认为中国市场和加强内部管理内外两方面因素使 A123迅速起死回生。应用技术必须与市场相结合才能实现双赢;中国企业并购美国高技术公司,懂美国规则的人才是关键;并购企业获得核心技术和价值是并购成功的标尺。

中文关键词:美国; A123公司; 并购; 策略; 措施

Strategic Measures of Wanxiang in Acquisition and Making up the Losses of the A123

Abstract:The author investigates the event that Wanxiang America Corporation successfully acquired A123 by interviewing related layers, consultants, entrepreneurs and officers. The article analyzes the external conditions and difficulties in the acquisition and strategies taken by Wanxiang to solve these problems. The article also analyzes

how Wanxiang made up the losses of A123 in less than 18 months after the acquisition. Factors that saved A123 include the huge Chinese market and the internal reorganization and so on. The conclusion can be got that applied technologies must rely on market to achieve win-win; the professional talents who are knowledgeable of American acquisition rules are key for a successful merger made by Chinese companies; the scale for measuring a good merger is to obtain the core technologies of acquired corporations.

keywords:USA ; A123 Systems ; merger and acquisition ; strategy ; measures

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