



Institute for
Manufacturing

Enter the Dragon

The future of China in the WTO

14th MET Research Conference
Friday 19 July 2002



*A conference to present the findings
of a two-week investigation into
manufacturing in Eastern China*



UNIVERSITY OF
CAMBRIDGE

- *Does your company currently operate in China?*
- *Do you want to expand into Chinese markets?*
- *Are you interested in how Chinese accession to the World Trade Organisation could affect your firm?*

China enters the WTO

On December 11, 2001, China became the 143rd full member of the World Trade Organisation in a move that will have momentous significance for world trade. Changes are already occurring in many areas of Chinese business legislation and few companies can afford to ignore the implications of what is happening.

New market regulations and customs tariffs will have a profound influence on the profitability of different market sectors in China. Companies which have been excluded from certain markets could find fresh opportunities for expansion, while those which have enjoyed protection may now find their position threatened by the changes that are taking place.

The study tour

In order to investigate these issues, a group of 44 Manufacturing Engineering graduates and staff from the University of Cambridge will undertake a two-week visit to China in July 2002. The trip will form the conclusion to a major study into the implications of WTO membership for the Chinese economy and marketplace.

Focusing specifically on how these changes will affect multinational and UK companies, the group will explore the following topics:

- customs duties and tariffs
- market regulation
- operations management
- infrastructure
- supply chain management
- marketing
- intellectual property rights
- human resources

Benefits

This investigation will offer unique insights into the current state of the Chinese marketplace derived from visits to more than 20 manufacturing companies, government and trade institutions and higher education establishments. The findings will be contained in a comprehensive report including detailed analysis of best practices and distillation of knowledge from successful multinational and Chinese corporations. The results will be an invaluable guide to the opportunities and pitfalls of China in the 21st Century.

This research project will investigate the key implications of China's accession to the WTO and the effect on foreign enterprises investing in the country as well as highlighting the most successful strategies for both Chinese and foreign partners

Conference A detailed presentation of the findings of the investigation and study tour will be given at a conference on Friday 19 July 2002 at the Kaetsu Centre, New Hall, Cambridge. All delegates will receive a free copy of the report summarising the findings of both the tour and research work.

Agenda

09.30	Introduction and overview
10.15	<i>Review of themes</i> <ul style="list-style-type: none">• <i>customs duties and tariffs</i>• <i>market regulation</i>• <i>operations management</i>• <i>infrastructure</i>
11.15	Coffee
11.30	<i>Review of themes</i> <ul style="list-style-type: none">• <i>supply chain management</i>• <i>marketing</i>• <i>intellectual property rights</i>• <i>human resources</i>
12.30	Lunch
13.30	<i>Discussion of themes in small groups</i>
15.45	Tea
16.00	<i>Open forum and feedback</i>
17.00	Close

Research team The study tour and conference are being organised by students in the final year of a four-year Masters degree in Manufacturing Engineering (MET) at the University of Cambridge. The students select and develop their chosen theme throughout the year. Their investigation is based on course work, individual research and industrial projects in over 50 UK companies, culminating in the overseas tour.

The MET course is a unique programme, based on a broad view of manufacturing that encompasses markets, product and process design and operations. The course combines a thorough theoretical grounding with the chance to put ideas into practice in industry.



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How to book

The conference costs £140 for the day including lunch and a copy of the report. The report is available separately for those unable to attend, price £50. To book a place at the conference, please complete the enclosed booking form and return it to:

Mary Wilby
Manufacturing Engineering Tripos Office
Institute for Manufacturing
Mill Lane
Cambridge
CB2 1RX

Tel: 01223 338078
Fax: 01223 338076

Further information

Further information can be found on the MET course, Institute for Manufacturing and the study tour itself at www.ifm.eng.cam.ac.uk

Further information on New Hall and the Kaetsu Centre, the venue for the conference, can be found at www.newhall.cam.ac.uk/conference

Sponsors

We would like to thank the following sponsors whose support has enabled the study tour and conference to take place:

Department of Trade and Industry
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