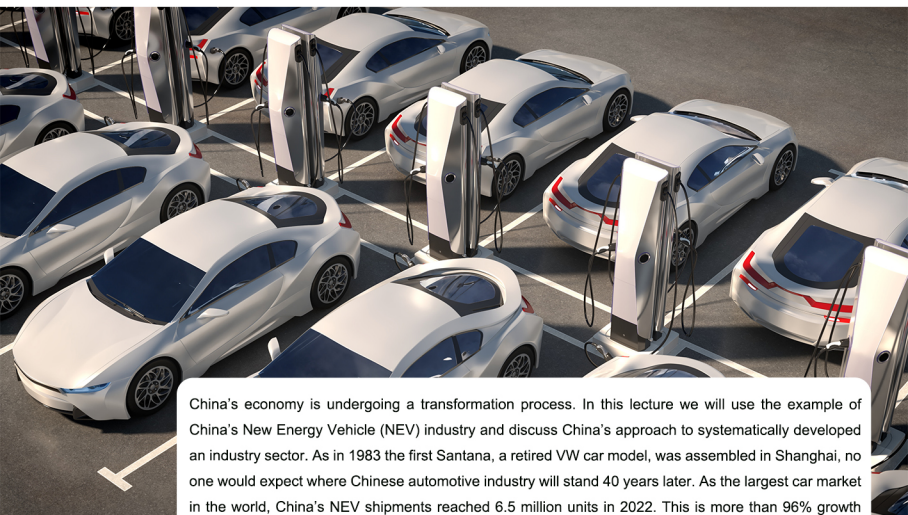


# CHINA IN TRANSITION – THE EXAMPLE OF THE CHINESE AUTOMOTIVE



China's economy is undergoing a transformation process. In this lecture we will use the example of China's New Energy Vehicle (NEV) industry and discuss China's approach to systematically developed an industry sector. As in 1983 the first Santana, a retired VW car model, was assembled in Shanghai, no one would expect where Chinese automotive industry will stand 40 years later. As the largest car market in the world, China's NEV shipments reached 6.5 million units in 2022. This is more than 96% growth compared to 2021. NEVs have reached an astonishing penetration of 31% in 2022 from 6% in 2020. In 2022 China has surpassed Germany to become the world's second-largest car exporter with 3.1 mln exported vehicles. Every fifth exported car was a new-energy vehicle. 77% of the global total cell manufacturing capacity is in China and Chinese companies command 56% of the global EV battery market share. It will address the topic from three different perspectives: 1) How the government policies have systematically promoted and supported the development of the EV sector? 2) How Chinese new comers / innovators have become leading players in the sector? 3) Which role Chinese consumer have played in the process?

**Wednesday,  
May 17th, 2023**

**Chinese time:**

**16:00 – 17:30**

**German time:**

**10:00 – 11:30**

**Online via Zoom**



**Prof. Dr. Zheng HAN**

Professor Dr. Zheng HAN is Chair Professor of Innovation and Entrepreneurship at the Sino-German School for Postgraduate Studies (CDHK) and School of Economics and Management (SEM), Tongji University. He is visiting professor of University of St. Gallen and advisory board member of Institute for Mobility of University of St. Gallen. Prof. Han studied in Germany and holds an Industrial Engineering Master's Degree in Mechanical Engineering of TU Braunschweig. He completed his Ph.D. at the University of St. Gallen, Switzerland, and was scholar of the Swiss National Science Foundation, visiting scholar of the China Europe International Business School (CEIBS) and the Wharton-SMU Research Centre in Singapore. His articles appear in renowned international journals such as International Journal of Technology Management, Journal of Knowledge Management, R&D Management, International Journal of Entrepreneurship and Innovation Management and International Entrepreneurship and Management Journal. Professor Han teaches EMBA and top executive programs for leading international business schools and universities such as ESMT, ESSEC Business School, ETH Zürich, Mannheim Business School, and University of St. Gallen. Prof. Han has worked as a consultant for over 15 years. He served as Chief Representative and Chief Investment Advisor of the Haniel Group, a Fortune Global 500 company, in China for 7 years. He has been working on strategy, innovation, B2B marketing advisory projects and gives frequently executive workshops and keynote speeches for both MNCs and "Hidden Champions".



**Registration by**  
**May 15th, 2023**



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