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China's Business Environment from the perspectives of Economics

Since the reform and opening, China has become one of the most attractive places for doing business in the world: main destination for world FDI, almost half of the FDI flowed to developing countries have gone to China, and China has become the destination for exports and the source of imports for many countries. In recent years, especially since the escalation of trade frictions between SINO-US, and the epidemic of COVID -19, the situation seems to have changed, and corresponding arguments have emerged.

The Overall attractive business environment of a country as a (potential) market or investment site for international or domestic business depends on balancing the benefits, costs and risks associated with doing business in that country. Based on several sets of typical facts of government activities and business responds, the lecturer would like to discuss with the listeners on determinants of the attractiveness of China's business environment for short and long term from the perspectives of Economics.

LANG Lihua, PhD in Economics, Professor and member of the Academic Committee in the School of Economics at Capital University of Economics and Business, Beijing, China. Teaching on International Economics, International Business, Economic Development etc. for both Chinese and International students and research on International Trade Theory and Policy and issues related to Economic Globalization. She has published dozens of academic papers in "Management World", "World Economy" and other journals, translated and published "The Cambridge Economic History of Europe (Vol.1)", chief editor of the series of publication "Open China", and has presided over and completed a few national and provincial projects, including the Beijing Social Science Planning Project and the sub-projects of the National Social Science Foundation. She has been awarded the Beijing Philosophy a Social Science Award, the Business Development Research Achievement Award of the Ministry of Commerce, and the Teaching Achievement Award of Higher Education, etc. She was the dean, Director of the Academic and Degree Committee of school of Economics at Capital University of Economics and Business from 2012 to 2018 and now serves as vice president of Beijing International Economy and Trade Association and Executive member of China International Trade Association.

DATE: Wednesday, 13.11.2024

TIME: 18:30-20:00

LOCATION: SIN 1, at the Department of East Asian Studies/Chinese Studies,
Altes AKH, Campus, Spitalgasse 2, Yard 2, Entrance 2.3

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