

HANNOVER MESSE
Global Business & Markets

EU–China Economic Cooperation (EUCEC) Seminar 2019

April 4th | Start: 14:00 h | Hall 27 – Business Forum 2



The term “New Normal” is used to describe the transformation of the Chinese economy from a rather quantity-focused to a more quality-orientated strategy, which will consequently lead to a soft landing in terms of GDP growth rates.

As labour costs in China rise to an all-time high an increasing emphasis is put on household consumption and the service sector, moving away from an export-led growth model. The implementation of new structural reforms aims at reducing income inequality between Chinese households, encouraging consumption and therefore strengthening labor market flexibility. This strategy should ensure the successful transition for China to a consumption-based growth model and thus to reach the economic goals stated in the current five-year plan.

For the German economy, the transformation process of Chinese economy includes risks as well as new opportunities. With China being Germany’s fourth largest destination for exports worldwide, its market changes lead to immediate effects for the German GDP. According to the German central bank, an economic slowdown in China implies a serious risk for growing losses for German companies. Nevertheless, China’s increasing focus on high-technology and environmental solutions will likely benefit exports of specialized German companies in the future.

Program

14:00 Moderation

Thomas Scheler

General Manager

D C W GmbH – A subsidiary of German-Chinese Business Association (DCW)

14:10 Going to China: From Confusion to Fascination

Jin Gu

China Desk, Hoffmann Liebs

Xintong Li

China Desk, Hoffmann Liebs

15:15 Get Together at DCW International Joint Booth (Hall 27; F24)

Participation is free of charge for visitors of HANNOVER MESSE. Registration is required.

Please register via e-mail: registration@dcw-gmbh.de

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