



NCIB 5<sup>th</sup> Annual conference

**China, the EU and the US in Africa: Cooperation? Competition? Coopetition? What's in it for African economic and business development?**

Organized by NEOMA Confucius Institute for Business in collaboration with NEOMA Euro-Asia Institute-EASI, Nankai University Business School and China Chamber of Commerce to the EU

Media partner: China Daily

**Parris, 21 November 2019**

**CONTEXT**

In September 2018, at the opening ceremony of the Forum on China-Africa Cooperation (FOCAC), the Chinese president Xi Jinping announced that China will provide another US\$60 billion within next 3 years to finance Africa. In recent years, China has intensified its engagement in Africa and by the end of 2018, its trade with Africa reached US\$204 billion and ranked as the second largest trade partner of Africa after the EU (US\$280 billion in 2017) and far ahead of the US (US\$62 billion in 2018). Although the EU and the US still lead China in foreign direct investment in Africa (i.e. US\$280 and US\$50 billion as compared to US\$43 billion in stock in 2017), China's FDI in Africa has doubled during the period of 2013-2017, while both the US and the EU recorded a rapid decline during the same period. Within the Belt and Road Initiatives (BRI), China has intensified its investment in African infrastructure and industrial capabilities. According to a field study of McKinsey in 2007, Chinese private companies and entrepreneurs have established more than 10 000 manufacturing plants in Africa to reshape the continent to "the next factory of the world".

Facing China's growing engagement in Africa, both the EU and the US have recently updated their African strategy. In September 2018, Juncker unveiled the EU's Africa plan and promised to provide US\$46 billion in grants over the seven years from 2021 to deepen economic relations and boost investment and job creation in Africa (BBC, 12/09/2018). In June 2019, Trump administration announced its 'Prosper Africa' strategy with an initial program of US\$50 million to offer technical supports to US companies in Africa (The Washington Post, 19/06/2019). Although the perception and perspective of the EU and the US towards Africa are quite different, their renewed strategy are both implicitly or explicitly intended to counter the rise of China in Africa.

While Africa is emerging as the next powerhouse for economic growth, the interest of both new and traditional "donors" in the continent has blossomed to enhance their political and economic influence. Africa has also become a new frontier for both emerging and western multinational companies to reshape their global market and supply chain. Yet, African countries are still facing big challenges to take-off and catch-up in this globalization process, especially regarding to their poor communication and transportation infrastructure, weak industrial capabilities, lack of skilled labor, deprived education and health-care system, etc.

Against the above background, and especially with growing Chinese engagement in Africa within its Belt and Road Initiative, this conference, organized by the Confucius Institute for Business at NEOMA Business School, in collaboration with China Chamber of Commerce to the EU, NEOMA Euro-Asia

Centre and Nankai University, will bring a number of European, African and Chinese policy makers, scholars and business executives together to debate on the following questions:

- What are the convergence and divergence of the EU, the US and China's interests and strategy towards emerging Africa? and what's in it for Africa?
- What are their impacts on the emergence of Africa as the next powerhouse for global growth, especially in enhancing the industrial capability of African countries and to bring them into development catching-up process?
- What are the specific features of Chinese, European and US investment in Africa? And how are they linked to African companies in their global value chain?
- How are Chinese, European and US companies reshaping Africa and bringing the continent into the next "world factory"?
- Are there possibilities for Chinese, European and US companies to leverage on their specific advantages and cooperate in Africa?
- What are the challenges for African, European, Chinese and US governments and businesses to enhance cooperation, rather than confrontation in Africa?

## PROGRAM

Venue: NEOMA Business School - Paris Campus (9 Rue d'Athènes, 75009 Paris)

Date: Thursday, 21 November 2019

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|-------------|---|
| 13:00-13:30 | <b>Registration</b>   |
| 13:30-13:35 | <b>Welcome speech</b> by Celine Davesne, Associate dean, NEOMA Business School – Confucius Institute for Business   |
| 13:35-13:55 | <b>Keynote speech:</b><br>Prof. Dr. Rhys Jenkins, University of East Anglia (Author of "How China is Reshaping the Global Economy: Development Impacts in Africa and Latin America")  |
| 14:00-15:30 | <b>Policy Panel</b> , chaired by Mr. <b>Chen Weihua</b> – Deputy Chief of China Daily EU Bureau <ul style="list-style-type: none"><li>• Dr. <b>David Monyae</b>, director of the Centre for Africa-China Studies at the University of Johannesburg</li><li>• Prof. Dr. <b>Rhys Jenkins</b>, University of East Anglia</li><li>• Mrs <b>Grace Zhan</b>, Institute of Political Science and Sociology, Center for Global Studies, University of Bonn, Germany</li><li>• Prof. Dr. <b>Haiyan Zhang</b>, Director of NEOMA Confucius Institute for Business, NEOMA Euro-Asia Institute-EASI</li></ul> |
| 15:30-16:00 | <b>Coffee break</b>   |
| 16:00-17:30 | <b>Business Panel</b> , chaired by Prof. Dr. <b>Sharam ALIJANI</b> , NEOMA Business School <ul style="list-style-type: none"><li>• Mrs. <b>Sophie Bu</b>, Partner of Shannon.AI</li><li>• Mrs. <b>Linda Han</b>, chief representative of HUAWEI France</li></ul>  |

- Mrs. **Jiahui Xu**, Deputy Manager of administration, CGN China General Nuclear Power Corporation
- Mrs. **Yang Zhang**, managing partner of Cibola Partners

17:30-17:45 **Closing session**

17:45-19:30 **Networking Cocktail**

## **SPEAKERS' BIOS**



### **Sharam ALIJANI**

*Professor of Strategy and Entrepreneurship at NEOMA BS*

His teaching and research focuses on Strategic Management, Entrepreneurship, Ethics, Sustainability and Innovation. He is associate editor of the European Social Innovation Review and co-organizer of the European Academy of Management's Finance, Economy and Society course since 2013. Sharam has contributed to numerous newspapers and academic organizations, including the Journal of Business Ethics, European Management Review and Academy of Management. His research has been published in academic journals and trade publications, including Encyclopedia of Creativity, Invention, Innovation and Entrepreneurship (2016, Springer). Sharam has received a research grant and is coordinating the 7th European Union Framework Programme on Social Innovation ([www.simpact-project.eu](http://www.simpact-project.eu)). With more than 20 years of professional and corporate experience in various positions of responsibility and consulting, Sharam has been involved in the development of effective approaches in the field of teaching and research in modules and executive education programs in Europe and the United States.



### **Sophie Bu**

*Partner of Shannon.AI, covers Sales and BD in Shannon.AI.*

Sophie Bu was born in Changchun, Jilin, China. She received her bachelor degree from Harbin Institute of Technology in 2010 and received her MBA degree from Stanford Graduate School of Business in 2017. In 2018, she joined Shannon.AI as a business partner and is responsible for sales and business development of the company.

Sophie Bu has led the function of sales and business development in various industries. She joined ABInBev as a global management trainee in 2010 and later was responsible for KA channel sales in the Northeast region of China. In late 2011, she shifted her career path from the FMCG industry to the EPC industry. From 2012 to 2015 she was based in Kenya and Ethiopia to develop Belt and Road projects and closed deal of

around \$700 million and facilitated the loan agreement witnessed by Premier Li Keqiang. During the MBA study, she worked as a consultant at BCG, Dalberg, and Mobvoi.

From Africa to Silicon Valley and back to China, she is sure than any time before that cutting-edge technology is changing the world. At Shannon.AI, she is committed to combining cutting-edge technology with the industry knowledge to contribute to the realization of social development and innovative economy.



### **Weihua Chen**

*Deputy Chief of China Daily EU Bureau*

Based in Brussels (since Nov 2018) with responsibility of covering EU and its 27 member states. He was the chief Washington correspondent (2013-18) and chief New York correspondent (2009-13) and Deputy Editor of *China Daily USA* (2009-18). He is also a columnist for the newspaper.

He was a Knight Fellow at Stanford University from 2004 to 2005, a World Press Institute Fellow based at Macalester College in Minnesota in 1998, and a Freedom Forum Fellow at the University of Hawaii at Manoa in 1993-1994.

Chen Weihua joined *China Daily* in 1987 after graduating from Fudan University in Shanghai with degrees in Microbiology and International Journalism.

He has appeared on CCTV/CGTN, ABC, Al Jazeera, NPR, KQED, and talked to groups such as the Brookings board delegation, Indian Young Entrepreneurs Delegation, and at Columbia University and Hofstra University.



### **Linda Han**

*Vice President, Public Affairs of Huawei, Chief Representative, Huawei Paris Office*

Linda HAN joined Huawei France in July 2019 as Chief Representative of the Paris office, and vp of the public affairs department.

Prior to moving to Paris, Linda served as General Secretary in Huawei's HR department, where she was responsible for leading the company's human resources transformation efforts. Previously, she worked on Huawei's Committee of the Regions, where she helped coordinate Huawei's leadership initiatives in more than 170 countries and regions.

Linda has extensive international management experience. She was Managing Director of Huawei Botswana, Huawei Madagascar and Huawei Maurice, Deputy Managing Director of Huawei Côte d'Ivoire, and Managing Director of Huawei Burkina Faso. She joined Huawei in 2007 and rose through the ranks in

many areas, including marketing and sales, human resources management and public affairs. Linda is a graduate of Nankai University and received her MBA from Peking University.



### **Rhys Jenkins**

*Professor of Development Economics at the School of International Development, University of East Anglia, Norwich.*

He is the author of *How China is Reshaping the Global Economy: Development Impacts in Africa and Latin America* (Oxford University Press, 2018). He has spent more than a decade researching China's impact on the Global South and published articles on China's involvement in Latin America and in Africa in journals including *World Development*, the *Journal of Development Studies*, *Third World Quarterly*, *Latin American Perspectives*, and the *Journal of Asian Economies*. He has written or edited ten books and published over fifty journal articles. He has also acted as a consultant for UNCTAD, UNIDO and the UK Department for International Development.



### **David Monyae**

*Director of the Centre for Africa-China Studies at the University of Johannesburg*

Co-Director of the Confucius Institute and the Centre for Africa-China Studies in the University of Johannesburg. An international relations and foreign policy expert, he holds a PhD in International Relations from the University of Witwatersrand. He previously served as Section Manager: International Relations Policy Analysis at the South African Parliament, providing strategic management, parliamentary foreign policy formulation, and monitoring and analysis services. Prior to that he served as Policy Analyst at the Development Bank Southern Africa (DBSA), where he undertook extensive research on Regional Economic Communities (RECS) in Africa, with a special focus on infrastructure investment opportunities for the DBSA. He also designed and launched the DBSA's Policy Briefs and Working Papers, and represented the Bank on major infrastructure projects in Africa. He also formed part of the South African academic delegations at meetings of the India, Brazil, and South Africa (IBSA) Dialogue Forum in 2010 and the Brazil, Russia, India, China and South Africa (BRICS) summits in Beijing in 2011, New Delhi in 2012, and Durban in 2013. For nine years prior to that he lectured on South African foreign policy and African international relations at the University of the Witwatersrand. He has published widely and is a respected political analyst, featuring in the national and international media.



### **Jiahui Xu**

*Deputy manager of administration, CGN China General Nuclear Power Corporation*

Jiahui XU joined CGN Europe Energy in Paris as board secretary in 2015 and gradually worked her way up to Deputy General Manager of Administration. She worked in Daya Bay Nuclear Power Site of China General Nuclear (CGN) in Shenzhen, China as board secretary and senior assistant to management before her internal transfer to CGN's European subsidiary.

Her pursuit of career capitalized her 10+ years of experience in the nuclear, renewable energy industries that cover China and most of the western European countries and functions that span through board functions, executive assistance, and administration management.

Jiahui XU received her M.A. from Guangdong University of Foreign Studies and her B.A. from Nanchang University



### **Mengshu Zhan**

*Doctoral candidate in the Center for Global Study at Bonn University in Germany*

Majoring in international relationship. Her research focuses on relationship between China and Africa. The topic of her dissertation is the Perception of South African Elite to China. Ms Zhan graduated received degree of Master of Arts with Merit in International Business and Diplomacy from University of East Anglia in the UK. Her master thesis is on Chinese and EU's African Assistance Strategies: A Comparative Study. From August to October in 2019 she joined the Centre of Africa-China Studies in Johannesburg University, South Africa as visiting researcher for 3 months.



### **Haiyan Zhang**

*Director of NEOMA Confucius Institute for Business*

Dr. Haiyan Zhang is professor at NEOMA Business School and director of the NEOMA Confucius Institute for Business. He holds a MA and a Ph.D. in public administration and Management from the University of Antwerp. His research interests include international business activities of Chinese and overseas Chinese owned enterprises, management issues of international joint ventures in transition economies, high-tech industrial agglomeration in China, Chinese outward FDI in Europe, EU-China FDI relations, etc. He has published in journals such as the Management International Review and has contributed to books on foreign direct investment in China and the internationalisation of Chinese multinational enterprises.

He has consulted for trade associations, government institutions and multinational companies on various topics, such as US direct investment in Belgium, strategic management of bilateral cooperation with Chinese local authorities, merger and acquisition in China, etc. He has often participated in high level debates about EU-China investment relationship at EU institutions and think tank organizations. He has been also interviewed by a large number of Chinese, Belgian and international newspapers and Radio and TV channels, such as People's China, Trends, New York Times, China Radio International, Euro News, European Parliament TV, etc.



**Yang ZHANG**

*Managing partner of Cibola Partners*

Ms Yang ZHANG has more than 10 years' experiences in business advisory for public institutions, private firms and investors in their cross-border business development and investment between China, Europe and Africa, mainly in Environment, Energy, climate change mitigation and adaptation projects.

She began her career in project management in the energy and environment field. She then joined a subsidiary of Edmond de Rothschild, she worked with major groups, SMEs and investment funds on advisory and technical assistance missions related to the deployment of new sustainable strategies, the creation of investment funds with high social and environmental value, the sourcing and evaluation of cleantech companies for investment fund.

Since 2014, she works in network with international consultants, especially on the Europe / Asia / Africa zone for cross-border investment strategy and international business development. She also works on the setting up of emission reduction projects under the framework of Green Climate Fund in developing countries.

She holds a MSc in environmental engineering From AgroParisTech and speaks Chinese, French and English.

**CONTACT**

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