

CHINA'S INNOVATION AND TECHNOLOGY CAPABILITIES IN AN AGE OF STRATEGIC COMPETITION

Introduction:

SERENA QUATTROCOLO

Dean of DIGSPES

Keynote speaker:

BRUCE McKERN

University of Technology Sydney

Discussion:

ALESSIA AMIGHINI DISEI

MARCO NOVARESE DIGSPES

ANDREA SERAFINO DIGSPES



UNIVERSITÀ DEL PIEMONTE ORIENTALE

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DI STUDI PER L'ECONOMIA
E L'IMPRESA

October 10th 2022
NOVARA

Complesso "Perrone"
Aula 205, 2:30 p.m.

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(Via Ettore Perrone, 18)



About the speaker

Bruce McKern

Professor Bruce McKern is an educator, corporate advisor and speaker on corporate innovation, strategy & business in China. He is currently Adjunct Professor in the University of Technology Sydney. He was Professor and Co-Director of the Centre on China Innovation at the China Europe International Business School in Shanghai from 2011 to 2014, where he conducted a major research project on innovation in Chinese companies. He is author and co-author of many books and works.

The presentation will focus on China's rise to become a global innovation power and its relative position in advanced technologies:

- China's rise to world power: transforming the technological paradigm
- Three phases in the evolution of Chinese firms' innovation capabilities
- China's major challenges today
- China's solutions:
 - a. Regional integration
 - b. Innovation & Productivity
 - c. Global engagement, Outward FDI, supply routes & the Belt & Road Initiative
- Emerging technological capabilities relative to the US & EU
- China's ambitions for regional and global hegemony and the accumulation of global power
- Issues & Opportunities for the EU