

# A NEW ERA FOR CHINA'S MANUFACTURERS

## About the Event:

The Chinese economy is entering a transition in the next decade. Labour costs are increasing and multinational corporations have an increased demand for cheaper prices to fuel their profit maximisation. A solid understanding of risks and opportunities becomes critical for continuous business success. What strategies do Chinese manufacturers adopt in order to survive? And what is the best way to manage your Chinese suppliers in order to reduce product related risks?

Dr. Neale O'Connor is the founder and director of the China Supplier 1000 Project, the largest ever face to face academic interview study of 1000 Chinese suppliers. During his presentation he will integrate economic data with experience in the field based on the original 1000 interviews with Chinese manufacturers as well as an updated batch of interviews conducted in April 2015. You will learn what risks and opportunities exist and what you need to do, in order to successfully manage your Chinese suppliers and get ready for what is to come.

## About the Speakers:

### Dr Neale G. O'Connor FCPA

Dr. Neale O'Connor is a cofounder of *The China Sourcing Academy*, a complete training system for professional buyers seeking to source from China. He is the founder and director of the *China Supplier 1000 Project*, the largest ever face-to-face academic interview study of 1,000 Chinese suppliers. He is also a senior consultant for the China Lab at *Silk Road Associates* (Hong Kong), which provides corporate and strategic consulting advice to SMEs and Multinationals.

Neale has developed corporate business cases for a number of large multinational companies including HTC, PQI, Philips, Delphi, and Alpharma. His cases are used extensively around the world, with over 8000 purchases to date.

Neale's research has focused on the modernization processes of Chinese firms, examining both intra-firm and inter-firm settings. Neale's research has examined performance measurement, management and incentives. He has received more than \$US390,000 in external grants. Neale has also spoken to many industry associations throughout Asia.