

## Joe Studwell

Best-Selling Author and Expert On China & The Asian Marketplace

**How The US Can Win A Trade War With China.** In the mid-1980s, the Reagan administration launched a successful campaign against unfair trade practices by Japan, South Korea, and Taiwan. The Trump administration, and Robert Lighthizer who was involved in the 80s campaign, are trying to do the same thing with China. However, the task is much more complicated because China is not a responsive US ally while American businesses and consumers are more deeply enmeshed in the Chinese economy and more easily hurt by a trade war. Joe talks about what is more and less likely to be successful in encouraging to China to play fair and sets the scene for the new normal of ongoing trade tensions.

**Understanding What Is New About The Way In Which Chinese Firms Innovate.** Many of the techniques that raise the technological capabilities of Chinese firms are familiar to historians of Japanese, South Korean, and Taiwanese development. The same is true of government policies. However globalisation and technological change mean that some innovation trends among Chinese firms are genuinely new. Based on years of case study fieldwork with leading Chinese companies, Joe sets out what we have seen before and what is really new in the innovation capabilities of Chinese companies.

**New Fast-Growth Frontiers In Africa.** Joe has been engaged by several governments in Africa that are actively replicating East Asian fast-development policies. The most populous such country is Ethiopia, a market of 100 million people set to becoming a new frontier for multinational businesses. Ethiopia's GDP has risen 10% a year for a dozen years already, as it follows a policy template pioneered by Japan, South Korea, Taiwan, and China. In the past year, multinationals and private equity firms including Uniqlo, KKR, Axereal, Unilever, Nestle, Ikea, and Peugeot made major investments. Clients have the opportunity to hear from Joe, who is engaged in the country at cabinet level, what are the best entry strategies for the Ethiopian market, and the broader East Africa hub.