# Article information:

复旦大学管理学院|国际认证领先商学院
<https://www.fdsm.fudan.edu.cn/aboutus/fdsm1393501538610>

# Article summary:

1. Fudan University School of Management and Heidrick & Struggles International Consulting jointly hosted a forum on "Chinese brand internationalization and international brand localization" to explore the internationalization of Chinese enterprise brands and the winning strategies for international brands in the Chinese market.

2. Speakers at the forum included Professor Xie Guizhi from Hong Kong University, who discussed the lack of "internal strength" in Chinese brand strategy, and Dr. Wan Jianhua, President of China UnionPay, who emphasized the importance of creating independent payment brands for survival in the industry.

3. The afternoon session focused on "the path and strategy for international brands to take root in China," with Professor Fan Xiucheng from Fudan University discussing how foreign companies such as Coca-Cola, Nokia, and Motorola have successfully established themselves in the Chinese market by adapting their branding strategies to local conditions.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article discusses a forum on "China's brand internationalization and international brands localization" held by Fudan University School of Management and Heidrick & Struggles International Consulting Company. The forum aimed to explore the internationalization of Chinese brands and the localization of international brands in China. The article provides a summary of the speeches given by various speakers at the forum.

The first speaker, Professor Xie Guizhi from Hong Kong University, discussed why Chinese products have not gained widespread recognition in foreign markets despite their quality being comparable to international standards. He argued that this was due to Chinese companies' focus on external branding strategies rather than internal ones. He suggested four key elements for successful branding: brand name, brand architecture, brand value, and brand bridge.

The second speaker, Dr. Wan Jianhua, President of China UnionPay, shared his experience in exploring the world market with a young company like China UnionPay. He emphasized that creating an independent payment brand was essential for survival in the industry and achieving long-term development goals.

After a short break, several guests from different backgrounds discussed branding strategies from government, media, and business perspectives. They explored various aspects of branding such as cultural internationalization, high-value network marketing platforms, and business model transformation.

In the afternoon session, Professor Fan Xiucheng from Fudan University's Marketing Department discussed how foreign companies like Coca-Cola, Nokia, and Motorola established themselves in China after reform and opening up. He highlighted three levels of branding functions: quality assurance; specific interests and functions; and concepts and lifestyles. Fan argued that successful branding requires adapting to local conditions while elevating value.

Overall, the article provides a brief overview of the forum's discussions but lacks critical analysis or exploration of counterarguments or potential biases. It presents only one side of each speaker's argument without providing evidence or alternative perspectives to support or challenge their claims. Additionally, it includes promotional content for Fudan University and Heidrick & Struggles International Consulting Company without acknowledging any potential risks or conflicts of interest.

# Topics for further research:

* Critiques of Chinese branding strategies in international markets
* Challenges faced by Chinese companies in global brand building
* Localization strategies for international brands in China
* Cultural factors influencing branding in China
* Role of government policies in promoting Chinese brands abroad
* Impact of digital marketing on brand building in China

# Report location:

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