



Norwegian Business
Association China (NBA China)
www.norbachina.com

Invitation: Online event - Evolving Business Environment for Multinational Corporations in China: Insights for 2025

As multinational corporations (MNCs) face new challenges in navigating China's evolving business environment, understanding the broader economic landscape is essential for adapting strategies both locally and globally. We are pleased to invite you to an exclusive NBA event featuring Mr. Weisi Xie, Director at The Economist Intelligence Corporate Network, who will provide valuable insights into the current and future business environment for MNCs in China.

The presentation will cover several critical topics, including:

- **China Economic Outlook 2025** – In-depth analysis of China's economic trajectory, identifying key trends and forecasts shaping the country's future. Mr. Xie will highlight the key growth sectors and potential risks that could impact long-term investment and business strategy in the region.
- **Business Sentiment of MNCs in China** – Exploration of how multinational corporations are responding to the shifting economic and regulatory landscape in China. The session will examine the impact of ongoing challenges such as regulatory changes and market saturation on business sentiment, and what companies are doing to adapt.
- **Relocation of Supply Chains** – An assessment of the growing trend of relocating supply chains to different regions, including considerations of India and Vietnam as alternative hubs to China, and what these shifts mean for long-term operational strategy and global competitiveness. Additionally, the discussion will cover the challenges and opportunities businesses face when diversifying or shifting their supply chain strategies in response to evolving market demands and geopolitical influences.

This seminar represents the third installment of our China Outlook series, tailor-made for executives of NBA member companies operating in China, as well as the headquarters abroad. It arrives at a pivotal moment for managers in China who face the challenge of accurately conveying the intricacies of the local market to their overseas headquarters.

The goal of our seminar series is to bridge the expanding knowledge gap in the global business arena. Specifically tailored for the leadership at the headquarters of Norwegian companies, this event facilitates engagement in discussions with experts on the Chinese economy.

About the organizer:

Norwegian Business Association China (NBA China) is a member driven association for Norwegian companies in China, their Chinese counterparts, and individuals with an interest in Sino-Norway business cooperation. NBA is dedicated to supporting the Norwegian business community in China by providing an active forum for its members and provides a vibrant platform for members to connect, exchange ideas, and explore opportunities. NBA organize a wide range of events throughout the year, including seminars, networking sessions, expert panels, and company visits.

Currently, NBA has 90+ members and keep on growing the member base each year. To NBA that indicates the increase of Norwegian companies building a presence in China as well as NBA's relevance in promoting Sino-Norway business cooperation. NBA is part of the "Team Norway" in China, which is the Norwegian Embassy and Consulate in China, Innovation Norway, the Seafood Council and Norwegian Energy Partners to promote Norwegian business interests across China.

Date: 21 January 2025

Time:

Online Session: 11:00 AM – 12:30 PM Oslo Time

Agenda

Online Session:

11:00 AM – 12:15 PM Oslo Time PM Oslo Time: Presentation

12:15 PM – 12:30 PM Oslo Time: Q&A

Venue:

Online: Microsoft Teams

Registration: Please register sending email to Sherry@norwegianbusiness.onmicrosoft.com

Kind Regards

NBA China