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GROUP

# **BILMARKEDET I KINA SUPERMAKTEN SOM IMPONERER OG SKREMMER**

Bilimportørenes Landsforening

24.11.2021

Henning Kristoffersen

# Kinas elbilrevolusjon

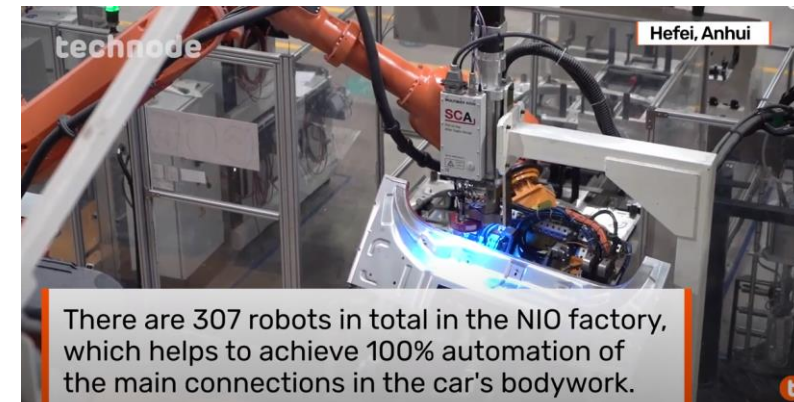
- 321.000 selskaper innenfor «new energy vehicles»
- Tech-selskaper investerer: Xiaomi, Huawei, Baidu (Evergrande)
- Konsolidering på gang
- Kinas konkurransefortrinn:
  - Industri og produksjonskultur
  - Stort tilfang av kompetent arbeidskraft (relativt lavkost)
  - Nyere fabrikker og unik kapasitet til å bygge flere
  - Stor og avansert leverandørindustri
  - Havner og infrastruktur
  - Grønne skifte = nye tider

## China is on course to build the best cars in the world

September 10, 2021 1.55pm BST

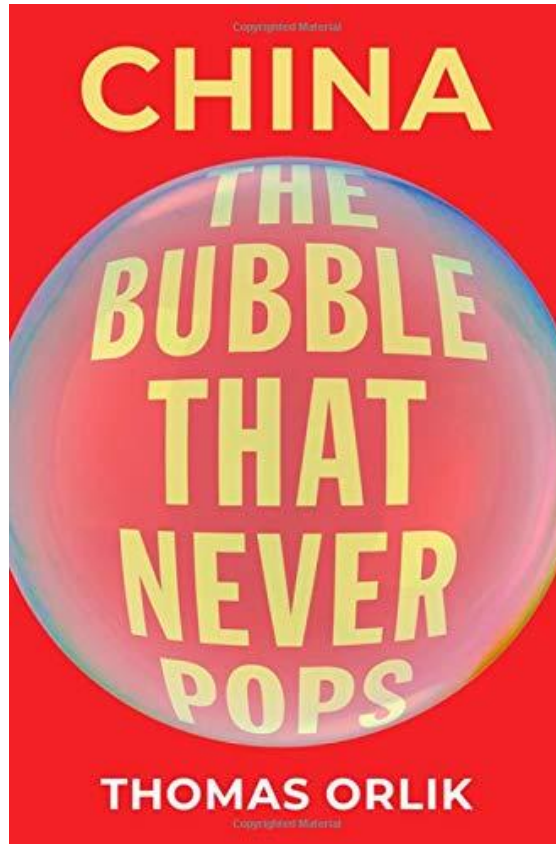
### Xpeng P7: Har voldsomme ambisjoner med elbilmerke i Norge

Håkon Sæbø - Finansavisen  
8. nov. 2021 09:46 – Oppdatert 8. nov. 2021 09:46



There are 307 robots in total in the NIO factory, which helps to achieve 100% automation of the main connections in the car's bodywork.

# Kina en «outlier»: Korrupsjon og vekst / autoritær og innovativ



David Shambaugh:

***“There has not been a single case of a country that has developed a modern economy without also democratizing”***

***«Chinese companies have already become world leaders in important technologies of the future.***

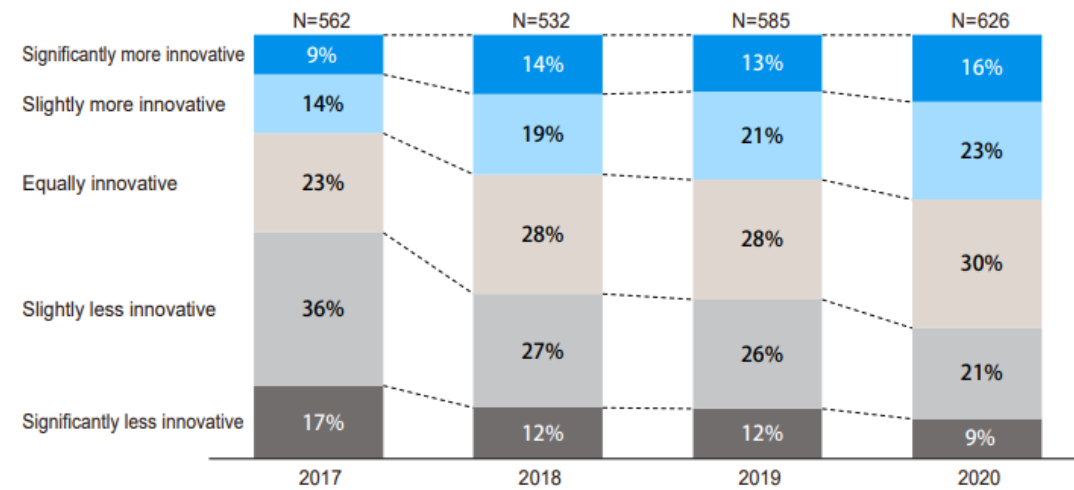
*Germany and the EU cannot rest on the supposed certainty that our model of an open society and a liberal and social market economy will bring long-term macroeconomic advantages over the Chinese system.”*

Federation of German Industries-BDI (2019).

# Økende tro på kinesisk innovasjon hos europeiske og amerikanske selskaper

**Figure 54: Chinese firms are increasingly competitive**

Within your industry, how innovative do you feel Chinese firms are compared to European firms?



For those that do not think Chinese firms are equally innovative as, or more innovative than, European firms, more than half expect this milestone to be reached within the next five years.

EU Chamber of Commerce in China  
Business Confidence Survey 2020

## All sectors increasingly view China as its most advanced digital market

越来越多的来自各行各业的会员企业认为中国市场的数字技术最先进

How does your company's adoption of digital technologies in China compare with your company's adoption of digital technologies in other markets globally?

贵公司在华采用的数字技术与在全球其他市场相比如何?



Sixteen percent of respondents – the most in five years – say they adopt more leading-edge digital technologies in China than elsewhere. Members in the Consumer sector are most likely to view China as their most advanced digital market, and the proportion of R&I respondents who see China's market as more advanced is growing.

16% 的受访者表示其在中国采用的先进数字技术比

American Chamber of Commerce in China  
2021 China Business Climate Survey Report

# Kinesisk business: hyperkommersiell

Li Shufu:

*“We lived in a farm village, and no one could afford to buy a car or to fly. We were envious. We couldn't afford any toys. I couldn't imagine making a real car”*

- 1990-tallet: Kjøleskap og motorsykler
- 2002: Produserer den første bilen
- 2010: Kjøper Volvo
- 2020: Selger 2,4 millioner biler



## The First Geely Was A Fake Mercedes-Benz E-Class Based On A Real Audi 100

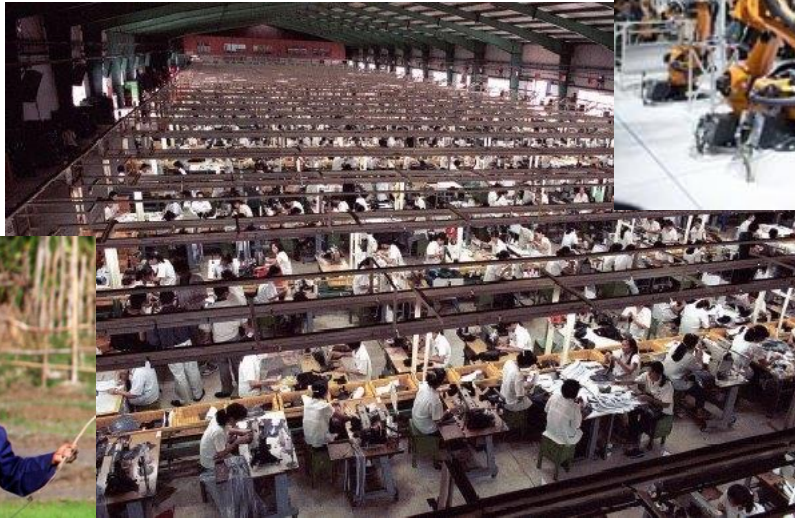
Reading Time: < 1 minute - Tycho de Feljter | February 7, 2018 | 0



# Kinas klatring i verdikjeden påvirker hele verden

0-----3-----6-----8-----10

- Mellominntektsfellen
- Selvforsynt
- “Dual circulation” – produksjon for globalt og nasjonalt marked



***“Making an electric vehicle without involving China is almost impossible”***

Financial Times 04.02.2021

# «Made in China 2025»: Smart produksjon

## China car start-up dodges Trump tariffs with AI and 3D printing

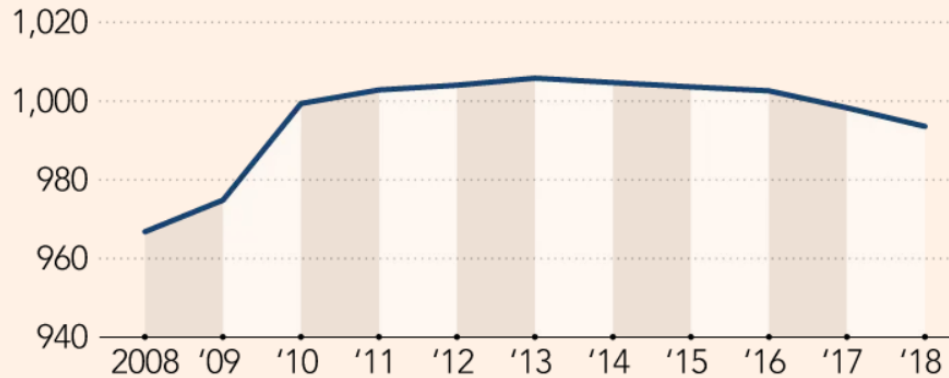
Pix Moving reflects changes sweeping ageing country's industry



Pix engineers assemble a car in Guiyang, China. Soon, they will supply colleagues in the US with data to produce the parts there © Coco Liu

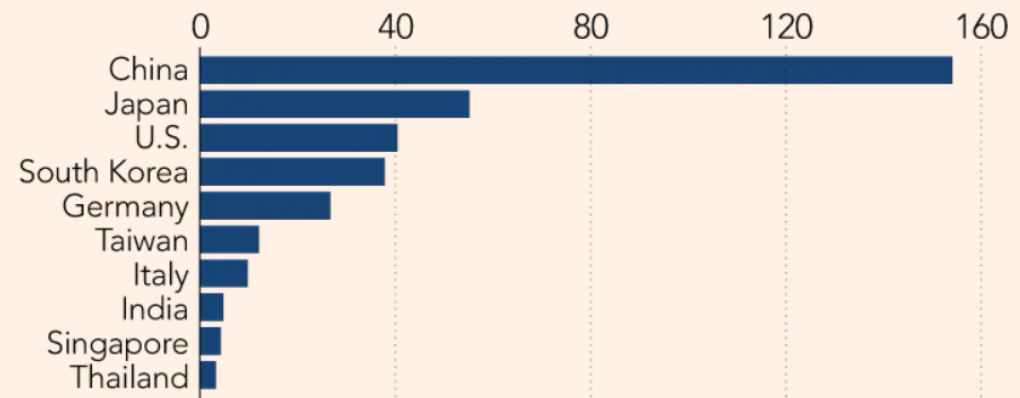
Coco Liu and Shunsuke Tabeta, Nikkei staff writers OCTOBER 7 2019

## China's working-age population peaked in 2013 (in millions)



Working age defined as 15 to 64  
Source: China's National Bureau of Statistics

## China buys more industrial robots than anyone (installations in 2018, in thousands)



Source: International Federation of Robotics, World Robotics 2019

As China's cost advantage fades, "technology innovation has become the means for manufacturers here to stay competitive", said Jack Zeng, a director at the

# USA starter handelskrig når kineserne innoverer, ikke når de kopierer...



POLITICS

## U.S. needs to work with Europe to slow China's innovation rate, Raimondo says

PUBLISHED TUE, SEP 28 2021-9:27 AM EDT | UPDATED TUE, SEP 28 2021-2:10 PM EDT



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### KEY POINTS

- Commerce Secretary Gina Raimondo said Tuesday that the U.S. will rally allies in order to mount pressure on the world's second-largest economy.
- "If we really want to slow down China's rate of innovation, we need to work with Europe," Raimondo said.

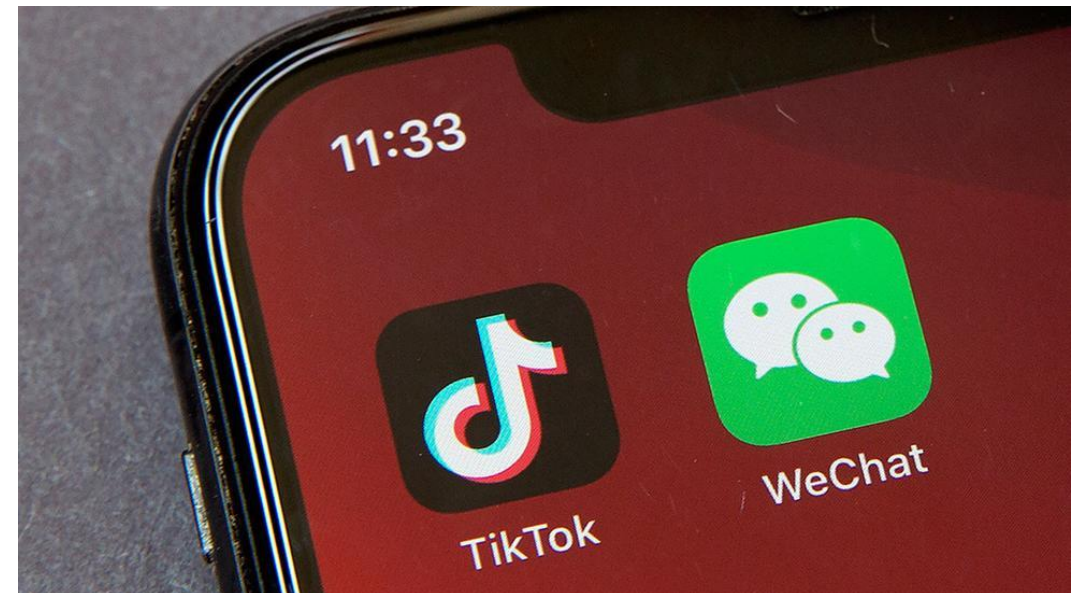


Raimondo:

*"They're ripping off our IP, they are not playing by the rules. It's not a level playing field"*

Saikat Chaudhuri, leder for *Wharton School's Mack Institute for Innovation* on Tik Tok-handling:

*"It's really extreme and unacceptable for the leading democracy and what's supposed to be a tech leader and an example for how free markets can work"*





# Nå trenger Kina *Intellectual Property Right (IPR)*

## Jaguar wins landmark case against Chinese copy of Evoque model

Carmaker says ruling is first for industry, which complains of cheap Chinese replicas



## New Balance wins \$3.9m in damages from China logo copycats

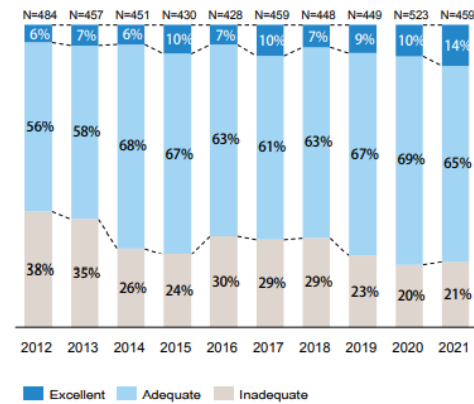
Payout is among biggest ever awarded to a foreign brand in a trademark battle in the country



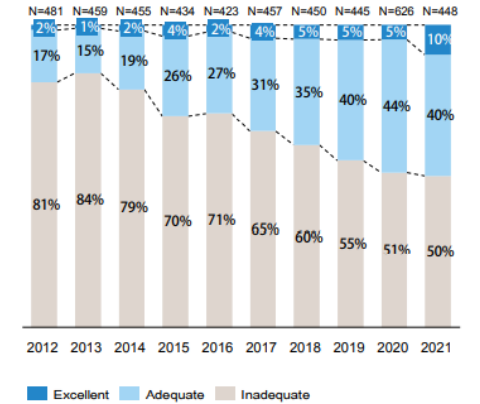
Shanghai Huangpu District Court January 2021

**Figure 39: For first time, half of respondents find IPR enforcement to be excellent or adequate**

How does your company rate the effectiveness of China's written intellectual property (IP) protection laws and regulations? <sup>1)</sup>



How do you rate the enforcement of China's IPR laws and regulations? <sup>1)</sup>



1) "Not applicable" excluded

EU Chamber of Commerce in China  
Business Confidence Survey 2021

# Pandemien: Kina viser styrke (og svakheter...)

Tim Cook, Apples CEO, on moving production out of China:

*«We've worked through earthquakes, tornados, fires, floods, tsunamis, and SARS ... If there are changes, you're talking about adjusting some knobs, not some sort of wholesale fundamental change»*

February 2020 in response to challenges due to the pandemic.

Foreign direct investment [+ Add to myFT](#)

## Foreign investors pile back into booming China

Beijing says country is a 'safe harbour' after its rapid recovery from the pandemic

Financial Times, 18. November 2020

**The Economist** Menu Weekly edition Search

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**China** Year in review: China

### How the pandemic strengthened the Chinese Communist party

Xi Jinping has tightened his grip at home, but caused nervousness abroad



# Bedre på å stenge ned enn å åpne opp...



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## China's zero-Covid strategy will cause its economy to slow down further, economist warns

PUBLISHED MON, NOV 8 2021-10:34 PM EST



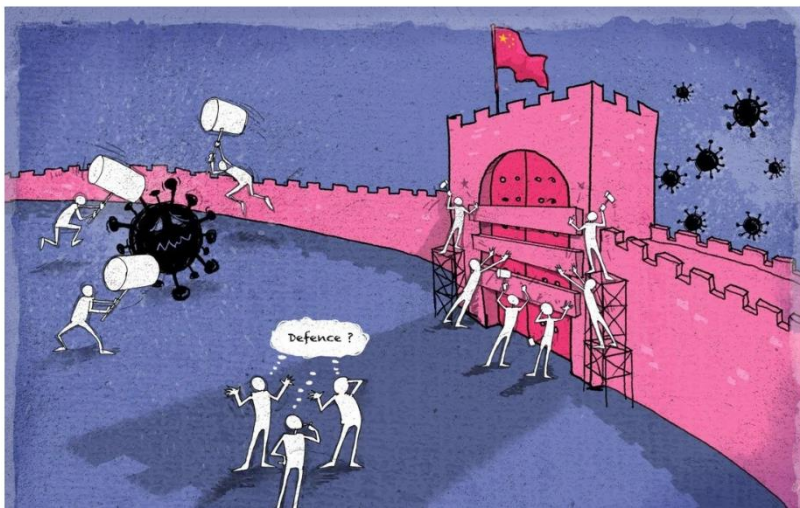
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### Where is the exit from China's zero tolerance on Covid-19?

- The country has kept the disease at bay with tough restrictions but outbreaks are becoming more frequent and containment may not be sustainable
- Other nations are looking for their own ways to coexist with the pathogen and make sure that their health systems are not stretched to breaking point

[Zhuang Pinghui in Beijing](#) [+ FOLLOW](#)  
Published: 11:00am, 15 Nov, 2021

[Why you can trust SCMP](#)



## The waiting game: where are the world's worst port delays?

From Shenzhen to Los Angeles, storms, Covid and labour shortages are causing disruption



The Kwai Chung container port in Hong Kong: the backlog off southern China is currently the world's worst © Marc Fernandes/NurPhoto via Reuters

# Å tenke stort, å utføre raskt, å forberede seg på krise...

HOME > NEWS

## A construction expert broke down how China built an emergency hospital to treat Wuhan coronavirus patients in just 10 days

Sophia Ankel Feb 5, 2020, 11:01 AM



**CNN World** Africa Americas Asia Australia **China** Europe India Middle East United Kingdom Edition

## China has built a 5,000-room quarantine center for overseas arrivals. It could be the first of many



By **Nectar Gan** and **Jessie Yeung**, CNN

Updated 1055 GMT (1855 HKT) September 29, 2021



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Nyt utsikten og



#Tesla #Gigafactory #Giga3

How Tesla Gigafactory Shanghai Was Built In RECORD BREAKING 168 DAYS!



By **Nicolas Caballero** Oct 26 2021 - 3:02pm

## Tesla Giga Shanghai Achieves Amazing Production Numbers, Aiming at 600K+ a Year

Tesla MIC ("Made In China") has just achieved amazing production numbers. It basically produced 25,864 Model Y units and 24,394 Model 3 units, totaling 50,258 cars in September 2021. That would basically mean more than 600K cars/year coming out of Giga Shanghai alone, another outstanding achievement for Tesla.



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