

XICONOMICS

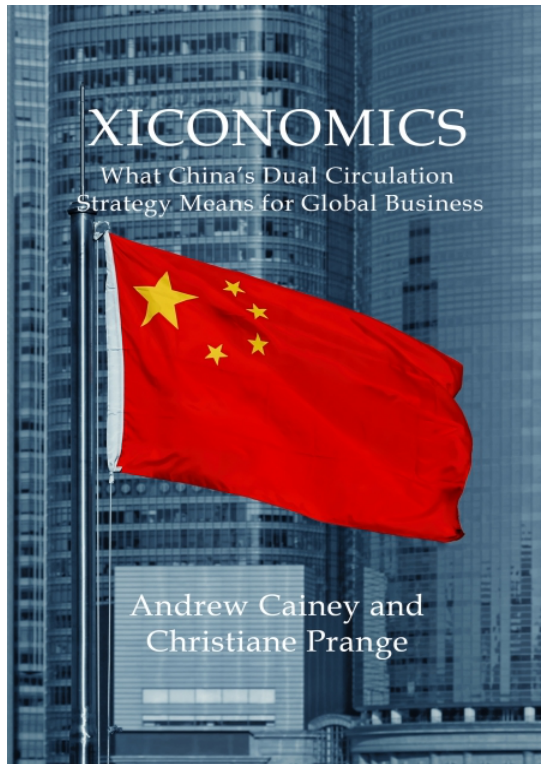
WHAT CHINA'S DUAL CIRCULATION STRATEGY MEANS FOR GLOBAL BUSINESS

Andrew Cainey and Christiane Prange

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In Xi Jinping's China, national security, ideology and the political priorities of the Communist Party play a much larger role in shaping China's economic and business environment. The context is more politicized, more uncertain. China's state media call this 'Xiconomics'.

Xi's Dual Circulation Strategy marks out clear dividing lines between China's domestic economy and the rest of the world. It sets out how China seeks to manage the interactions between the two. And it does so just as Western countries focus too on decoupling, 'friendshoring' and technology competition.

In order to succeed, businesses need to understand these new dynamics. Simply declaring them 'too political' no longer works. This book explains what is happening in China and in its economic relations with other countries – the rationale, history and the implications and contradictions of these policies.

It goes on to identify what foreign companies need to do. How China strategies need to change. And what it all means for managing the China business as part of the global portfolio.

Part I – Dual Circulation Strategy and Xiconomics: What Is Dual Circulation Strategy? Does it represent more continuity than change? How does it fit in the 'China Policy Puzzle'? What does the 'Xi' in Xiconomics mean?

Part II – Three questions for global business: What is the outlook for China's internal business environment? What role will China play in the world of external circulation? How will the internal and the external connect?

Part III – Implications for global business: What strategies have multinationals pursued in China? How do these strategies need to change? What does this mean for organizational ambidexterity and connectivity? Where are the limits? How do companies build resilience and agility in the face of uncertainty in China and in geopolitics?

Andrew Cainey – andrew@xiconomics.com

- 25+ years of China advisory experience for business and governments, in China, Asia and Europe
- Senior associate fellow, Royal United Services Institute; Founding director, UK National Committee on China
- Previously managing partner, Booz & Co Greater China; Head of Asian financial institutions, Boston Consulting Group; Head of Asian government advisory, Tony Blair Associates; Chatham House; Shanghai Academy of Social Sciences; Fung Global Institute

Christiane Prange – christiane@xiconomics.com

- Professor of Strategy and International Business with universities in Europe and globally; advises multinationals on internationalization and 'agile' strategies
- Previously Full Professor at Tongji University and Visiting Faculty with Jiaotong University (Antai College), Shanghai specializing in European-Chinese business cooperation