Record Nr. UNINA9910814728103321 Autore Le Corre Philippe <1964-> Titolo China's offensive in Europe / / Philippe Le Corre and Alain Sepulchre; translated by Susan Emanuel Pubbl/distr/stampa Washington, District of Columbia:,: Brookings Institution Press,, [2016] **ISBN** 0-8157-2799-2 0-8157-2800-X Descrizione fisica 1 online resource (205 p.) 338.8/895104 Disciplina Soggetti International business enterprises - China Investments, Chinese - European Union countries China Foreign economic relations European Union countries European Union countries Foreign economic relations China Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references. Nota di contenuto Front Cover; Title Page; Copyright Information; Table of Contents; Preface; Acknowledgments; Europe as a Strategic Priority; China's Entry into the European Market, 1985-2015; Spreading the Tentacles, Opportunistically: A New Kind of Multinational Corporation: Great Stretches in Chinese Finance; The Challenges of Acculturation; China in 2016: Between Business and Politics; China's Perfectible Image: Building Soft Power and Communication Skills; China and the Global Village; Notes; Selected Bibliography; Index; Back Cover Sommario/riassunto For years China's international investment interests focused on a search for natural resources in Africa, Asia, and Latin America. Recently, China's focus has shifted to Europe in fields as diverse as real estate. energy, hospitality, transportation, and heavy industry. Chinese foreign investment is expected to grow throughout Europe in years to come. The financial crisis and fall of the euro are helping Chinese companies create a new partnership within the European Union, working to expand China's power through finance and infrastructure. China's Offensive in

Europe studies the trends, sector