

# Growth, Trade, Investment, and the Future of Manufacturing in China, Mexico and the U.S.

## THURSDAY, JANUARY 16 - FRIDAY, JANUARY 17, 2014

Increasing economic and business linkages between China and Latin America create new areas of competition as well as cooperation in the Pacific Rim. This symposium will bring experts together from Mexico, China and the U.S. to examine the dynamics of economic growth in these three countries, the three-way trade and investment relations, and their impact on manufacturing in the region.

The 2014 symposium is jointly sponsored by UC San Diego's School of IR/PS, Fudan University in China and Tec de Monterrey in Mexico. It will take place on January 16-17, 2014, with the opening program on Thursday, January 16, to be held at UC San Diego, and the second-day program on Friday January 17 to be held in Tijuana at Tec de Monterrey's satellite center.

### **Thursday, January 16, 2014 | UC San Diego Campus, Institute of the Americas, Malamud Room at Weaver Center**

#### 2:00 – 2:10 pm **Introduction: Welcoming Remarks**

**Peter COWHEY**, Qualcomm Professor and Dean, IR/PS, UC San Diego

**SHI Lei**, Dean, School of Economics, Fudan University

**Mauricio CERVANTES ZEPEDA**, Director of Asia Pacific Center, ITESM, Guadalajara

#### 2:10 – 3:50 pm **Panel I: Reforming Mexican and Chinese Economies: State, Business, and the Role of Civil Society**

Moderator: **Richard MADSEN**, UC San Diego

**Barry NAUGHTON**, IR/PS, UC San Diego

**Rogelio BUSTOS MENDOZA**, Universidad de Colima

**SHI Lei**, School of Economics, Fudan University

**Francisco Javier HARO NAVEJAS**, Universidad de Colima

3:50 – 4:00 pm Coffee Break

#### 4:00 – 5:30 pm **Keynote Address: "Is China the Next Mexico?"**

Moderator: **Susan SHIRK**, Chair, 21st Century China Program, IR/PS, UC San Diego

**Jorge GUAJARDO**, Former Mexican Ambassador to China

5:30 – 6:00 pm Light Reception

6:30 pm Dinner for Conference Speakers

### **Friday, January 17, 2014 | Tec de Monterrey, Tijuana, Mexico**

#### 9:30 – 11:00 am **Roundtable: Trade between China, Mexico, and Latin America and Impact on Domestic Economy**

**Gordon HANSON**, IR/PS, UC San Diego

**Francisco Javier VALDERREY VILLAR and Carlos ENCINAS**, Tec de Monterrey

**YANG Zhimin**, Institute of Latin-American Studies, Chinese Academy of Social Sciences

**Richard FEINBERG**, IR/PS, UC San Diego

**Juan Antonio ENCISO GONZÁLEZ**, EGADE Business School

**SONG Guoyou**, Center for America Studies, Fudan University

11:00 – 11:30 am Coffee Break

#### 11:30 – 1:00 pm **Panel II: Chinese Investment in the U.S., Mexico, and Latin America**

Moderator: **Barry NAUGHTON**, IR/PS, UC San Diego

**MA Bin**, Institute of International Relations, Fudan University

**Clemente HERNANDEZ RODRIGUEZ**, Tec de Monterrey

**Mauricio CERVANTES ZEPEDA**, Tec de Monterrey

**Cristobal COLLIGNON DE ALBA**, Tec de Monterrey

**David MARES**, UC San Diego

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1:00 – 2:30 pm Lunch

2:30 – 4:30 pm **Panel III: Innovation and the Future of Manufacturing in Mexico and China**

Moderator: **David SHIRK**, University of San Diego and UC San Diego

**Daniel LEMUS DELGADO**, Tec de Monterrey

**YE Ming**, Center for BRICS Studies, Fudan University

**ZHANG Yingying**, Universidad CUNEF, Spain

**Guillermo ITUARTE**, Tec de Monterrey

**Tai Ming CHEUNG**, IR/PS, UC San Diego

4:30 pm **Closing Remarks**

## SPEAKER BIOGRAPHIES

(in order of panel sessions)

**Peter COWHEY** is Dean and Qualcomm Endowed Chair in Communications and Technology Policy at IR/PS, UC San Diego. He can provide commentary on U.S. trade policy, foreign policy, the future of communications and information technology markets and policy, the internet, biological threats, international corporate strategy, and the microfinance industry to alleviate poverty. In 2009, Peter Cowhey served a 12 month assignment as the Senior Counselor to Ambassador Kirk in the Office of the United States Trade Representative (USTR) under President Barack Obama. His responsibilities included working with Ambassador Kirk on the strategic agenda for trade policy while supervising the work of USTR offices for the Americas, Europe and the Middle East, Market Access and Competitiveness, Intellectual Property, and Services and Investment.

**SHI Lei** is Professor of Economics and Dean at the School of Economics at Fudan University. His main research and teaching areas are the industrial structure and industrial organization, business theory and practice. In recent years he hosted and participated in several social science research projects in the provincial level or above, and has been honored multiple provincial and ministerial level Outstanding Social Achievement Award. He has published five monographs and nearly 200 papers, like Catch-up Development and China's Unconventional Industrial Structure Conversion, Competition Corporate Contracts and Implicit Incentive.

**Mauricio CERVANTES ZEPEDA** is an expert of finance, specializing in China. He currently serves as director of the Asia Pacific Center of the Graduate School at Tecnológico de Monterrey, Guadalajara campus. His recent works has been in the area of microfinance. He has given numerous seminars and conferences on these topics at national and international summits. As a professor he lectures courses of project evaluation, international finance, investment management, and doing business in China.

**Richard MADSEN** is a distinguished Professor of Sociology at UC San Diego and was a co-director of a Ford Foundation project to help revive the academic discipline of sociology in China. Professor Madsen is the author, or co-author of twelve books on Chinese culture, American culture, and international relations. He has also written scholarly articles on how to compare cultures and how to facilitate dialogue among them.

**Barry NAUGHTON** is Professor of Chinese Economy and Sokwanlok Chair of Chinese International Affairs at IR/PS, UC San Diego. He is an authority on the Chinese economy, with an emphasis on issues relating to industry, trade, finance, and China's transition to a market economy. Recent research focuses on regional economic growth in the People's Republic of China and the relationship between foreign trade and investment and regional growth. Recently completed projects have focused on Chinese trade and technology, in particular, the relationship between the development of the electronics industry in China, Taiwan and Hong Kong, and the growth of trade and investment among those economies.

**Cesar Rogelio BUSTOS MENDOZA** holds a PhD from Zhenjiang University in Hangzhou, China. He is currently a researcher at Colima University in Mexico and a biomedical engineer at the Nation Institute Polytechnic in Mexico City. He has participated in several diplomates and seminars related to China-Mexico and China-World politics and economic relations.

**Francisco Javier HARO NEVEJAS** is a scholar who has researched and written about different Chinese issues, such as relations between China and the Americas. He is currently a professor and researcher at Universidad de Colima. Some of his most recent works are "Does illusion free ride on the Chinese economy? A pattern of dependency in the CACZ", "Ten nations in search of leadership (in Spanish)", and "Beijing faced with the 'national minorities': great faith and small faiths" (in Spanish).

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**Susan SHIRK** is the chair of the 21st Century China Program and Ho Miu Lam Professor of China and Pacific Relations at IR/PS, UC San Diego. She also is director emeritus of the University of California, Institute on Global Conflict and Cooperation (IGCC), and chair of the IGCC International Advisory Board. Shirk has also served as Deputy Assistant Secretary of State in the Bureau of East Asia and Pacific Affairs, with responsibility for China, Taiwan, Hong Kong and Mongolia. In 1993, she founded, and continues to lead, the Northeast Asia Cooperation Dialogue (NEACD), a Track II forum for discussions of security issues among defense and foreign ministry officials and academics from the United States, Japan, China, Russia, and the Koreas.

**Jorge GUAJARDO** serves as Senior Director at McLarty Associates, where he provides strategic counsel and expertise on Latin America and China. Ambassador Guajardo most recently served for six years in Beijing as the Mexico Ambassador to the People's Republic of China. Ambassador Guajardo has had an active career in government and significant experience in the private sector. Prior to his service as Ambassador to China from 2007-2013, Ambassador Guajardo was Consul General of Mexico to the U.S. in Austin, Texas, and he was a Mexican Congressional candidate in 2003. He previously served as Director of Communications for the Governor of Nuevo León, Mexico from 1997-2000.

**Gordon HANSON** holds the Pacific Economic Cooperation Chair in International Economic Relations at UC San Diego, where he is director of the Center on Emerging and Pacific Economies and has faculty positions in IR/PS and the Department of Economics. Professor Hanson specializes in the economics of international trade, international migration, and foreign direct investment. His current research examines the international migration of skilled labor, border enforcement and illegal immigration, the impact of imports from China on the US labor market, and the determinants of comparative advantage. In past work, he has addressed how immigration and global outsourcing affect the US economy, the economic integration of the US and Mexico, the causes and consequences of global expansion by multinational firms, and the relationship between international trade and the location of economic activity.

**Francisco Javier VALDERREY VILLAR** is the International Business BA Program Director and full time Professor at Tecnológico de Monterrey, León campus. He holds a PhD in Administration and Marketing from the Universidad de Valencia. He is the author of the books "Fundamentals of Marketing" and "Marketing: Concepts and Strategies, both in Spanish". Some of his publications include "Advertising of foreign companies in China: Lessons for companies coming to the market in the PRC" (Spanish), "When Inter-firm Negotiations Need a Creative Approach", and "Knowing the new clientele: a look at consumer behavior in Wal-Mart Supercenter in Shanghai" (Spanish).

**Carlos ENCINAS** holds a PhD in Economics from the University of Barcelona, Master on Education from Universidad Iberoamericana Leon and BA in Economics from the National Autonomous University of Mexico (UNAM). Researcher and Professor at the Technological Institute of Superior Studies of Monterrey Campus Leon. He specializes in International Economics and Finances and issues in Economic Development. Author of several books and articles in professional journals, both national and international. He is a member of the National System of Researchers (SNI) with Level 1.

**YANG Zhimin** is Professor at the Institute of Latin American Studies (ILAS) at the Chinese Academy of Social Sciences (CASS). Dr. Yang is a Senior Fellow and the Deputy Director of the Department for Economy, as well as the Executive Director of the Center of Mexican Studies (CMS) at ILAS, CASS. He is also a Professor of the Faculty of Latin American Studies of GSCASS. Dr. Yang is the member of the Editorial Committee of CECHIMEX Working Paper of UNAM (Mexico) and also the member of China-Latin American Working Group of Inter-America Dialogue (U.S.). His research focuses on Sino-Latin American economic relations, regional integration in the Western Hemisphere and the bilateral economic ties between China and Mexico & Central America in particular.

**Richard FEINBERG** is Professor of International Political Economy at the School of International Relations and Pacific Studies at UC San Diego. Feinberg served as special assistant to President Clinton and senior director of the National Security Council's Office of Inter-American Affairs. He has held positions on the State Department's policy planning staff and worked as an international economist in the U.S. Treasury Department's Office of International Affairs. Feinberg can comment on U.S. foreign policy matters, notably with regard to Latin America and Asia, and business and economic matters.

**Juan Antonio ENCISO GONZÁLEZ** is currently the Director of the Office of International Projects for Research and International Cooperation. He holds a Master in Business Administration from Tecnológico de Monterrey, a Master's degree of International Management for Latin America from Thunderbird, The American Graduate School of International Management-ITESM (Dual Degree). He holds a PhD in Public Policy from EGAP School of Government and Politics of Tecnológico de Monterrey.

**SONG Guoyou** is Associate Professor at the Institute of International Studies at Fudan University in China. His study focuses on China's foreign economic relations and international political economy. He is the book author of *Balancing Social Interest and State Security*, and *Money, Politics, and China-U.S. Financial Relations*. He also published articles on journals such as the *Washington Quarterly*, *World Economy and Politics*, *Contemporary International Relations*, and *Journal of Chinese Political Science* and so on. He was a Fox Fellow at Yale University from 2005 to 2006 and did his postdoctoral research at Georgetown University from 2009 to 2010.

# Growth, Trade, Investment, and the Future of Manufacturing in China, Mexico and the U.S.

**MA Bin** is Assistant Research Fellow of the Center for Russia and Central Asia Studies. At Fudan University, he is also Assistant Research Fellow at the Center for BRICS Studies and teaches at School of International Relations and Public Affairs. He focuses on political risk, BRICS' cooperation, and Russian and Central Asian affairs. Now he is a visiting scholar at Columbia University.

**Clemente HERNÁNDEZ RODRÍGUEZ** is a research professor leader in topics of international economic relations. He holds a PhD in Economics from the University of Arizona. Clemente has been a visiting professor at prestigious Chinese universities (Zhejiang University in Hangzhou, and Fudan University in Shanghai). He has written books on the subject such as "Asia Pacific Basin. Topics on Economy, Business and Competitiveness." "Statistical Yearbook of China. An Economic Overview." (2011 in Spanish) (with M. Cervantes, MA Montoya and RF Montalvo); "The Knowledge-based Economy: the Evolution of the Mexican States." (2011 in Spanish) (with A. Molina) and International Economic Policy.

**Cristóbal COLLIGNON DE ALBA** holds a degree in International Relations from ITESO. He was a guest researcher at the University of International Studies Kanda, Chiba prefecture in Japan. He is currently studying a PhD on International Transpacific Relations from the Faculty of Economics of the University of Colima and is a research professor at the Asia Pacific Center at Tecnológico de Monterrey. His research interests revolve around the Asia and Mexico relations especially on the issues of cultural diplomacy, cultural economy and creative industries.

**David MARES** is Institute of the Americas Chair for Inter-American Affairs, Professor of Political Science, and Adjunct Professor at IR/PS, UC San Diego. His publications have appeared in English, Spanish, French, Portuguese, Italian and Chinese in journals such as *Comparative Politics*, *International Organization*, *Latin American Research Review*, *Foro Internacional*, *Estudios Internacionales* and *Fuerzas Armadas y Sociedad*. Professor Mares has been a member of the international advisory boards of the Instituto Latinoamericano de Relaciones Civiles-Militares (based in Peru) and the Center for U.S.-Mexico Studies at UCSD.

**David A. SHIRK**, Ph.D., joined the University of San Diego in July 2003. Shirk's teaching covers a wide range of subject areas, mainly concentrated in comparative politics, international political economy, Latin American studies, and U.S.-Latin American relations, with a concentration in Mexico and border politics. He conducts research on Mexican politics, U.S.-Mexican relations, and law enforcement and security along the U.S.-Mexican border. Shirk also directs the Justice in Mexico Project ([www.justiceinmexico.org](http://www.justiceinmexico.org)), which examines rule of law and security issues in Mexico. From 2003-2013, Dr. Shirk directed the Trans-Border Institute, which works to promote greater analysis and understanding of Mexico, U.S.-Mexico relations, and the U.S.-Mexico border region.

**Daniel LEMUS DELGADO** is a research fellow at the Asia Pacific Center at Tecnológico de Monterrey. He holds a Ph.D. in International Transpacific Relations from the Faculty of Economics of the Universidad de Colima. Daniel is also Professor at Tecnológico de Monterrey since 1996. His recent publications include the book "Innovation in China" and the articles "The construction of the image of the Great China and the discourse of international cooperation: the case of the Forum on China-Africa Cooperation", "The Chinese space program as a tool for projecting the image of the Great China" and "The ministerial conferences of the Forum on China-Africa Cooperation: The Case of Chinese discourse on cooperation for development".

**YE Ming** is a postdoctoral research fellow at the Center for BRICs study at Fudan University. His research focuses on global values china in BRICs and Long-term Prospects of Economic and Trade in BRICS Countries. His recent research studies the track of the Chinese role in GVC and the difference between China and developed countries.

**Yingying ZHANG** is currently an associate professor in the Department of Management and Organization at CUNEF, Complutense University of Madrid. She is also director of CUNEF Centre for Knowledge and Innovation (CKI) and serves as Editorial Review Board member at Management and Organization Review (MOR). Yingying has been selected as one of six documental projected by the European Commission on "EU-China: A Success Story 2013". In addition, Yingying is also author and co-author for several books. Among them are "No More Chinese Fairy Tales" (Spanish), "Asian versus Western Management Thinking", and "Internationalization of Spanish Firms in China".

**Guillermo ITUARTE** is the Director of the Financial Management Program. He holds an MBA from Thunderbird School of Global Management and Tecnológico de Monterrey. His professional experience has been in Multiplica Acción Empresarial as managing partner, at Leon's municipality government as Project Financing General Director, and at Corporación Hipotecaria as Chief Financial Officer. His research area is focused in industry competitiveness.

**Tai Ming CHEUNG** is Director of the Institute on Global Conflict and Cooperation (IGCC) located at UC San Diego. He also leads the institute's Study of Technology and Innovation (SITC) project. His responsibilities include managing the institute's track two program, the Northeast Asia Cooperation Dialogue, which brings together senior foreign ministry and defense officials as well as academics from the U.S., China, Japan, South Korea, North Korea, and Russia for informed discussions on regional security issues. Dr. Cheung is also an Associate Professor at IR/PS, where he teaches courses on Asian security and Chinese security and technology.