



Created in China: How China is Becoming a Global Innovator

Georges Haour, Max von Zedtwitz

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Undisputedly, China has become the world's manufacturing powerhouse, accounting for around half of all personal computers, digital cameras and kitchen appliances. However, the country is fast transitioning from low-cost manufacturing to a higher-value, innovation-led economy, a critical transformation that is at the heart of this new title.

Companies are the essential engines of the wealth-creation process, particularly in the areas of internet and mobile telecommunications, and firms such as Tencent and Xiaomi are showing clear potential to become major players. Demonstrating strong commitment to the country's relentless progress in the realm of innovation, the Chinese government has encouraged the development of a business environment in which firms can experiment, operate and thrive. *Created in China* provides an examination of the critical human factors at play, as well as re-assessing some of the metrics traditionally used to describe and measure China's capacity for innovation.

As Chinese firms begin to transform the country into a truly global innovator, the emerging patterns of future innovation are identified and reviewed. New and dynamic practices are arising that are recognisably Chinese, yet at the same time capable of competing on the world stage. Following the successes of firms such as Huawei, Haier and Lenovo, a growing number of technology-focused firms are now turning their attention towards markets outside of China ? a development that will not only benefit the country but will provide exciting opportunities for businesses throughout the world.



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