Competition and Cooperation among Asian Enterprises in China

Edited by
Yukihiro Sato and Momoko Kawakami

March 2007

Institute of Developing Economies,
JETRO
Report on the research project,
“Asian Capitals' Competition and Cooperation in China”
2006 IV-30  Inter-disciplinary Studies Center

Printed on March 15, 2007
Published by:
Institute of Developing Economies (IDE), JETRO.
3-2-2 Wakaba, Mihama-ku, Chiba-shi
Chiba 261-8545, Japan
Fax: +81-43-299-9731

© 2007 Institute of Developing Economies (IDE), JETRO

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the Institute of Developing Economies (IDE), JETRO.

The opinions expressed in this publication are the responsibility of the authors and not of their organizations.

Design and printing management: Tokosya Co.,Ltd.

Printed in Japan.
Contents

Chapter 1
Japan-Taiwan Joint Ventures in China: Why Have Japanese Companies Been Using “Trinational International Joint Ventures” Which Have Been Regarded as the Most “Unstable”?
Shingo Ito……1

Chapter 2
Strategy Choices of Convenience Store Chains in China, with Particular Reference to Seven-Eleven and FamilyMart
Yukihito Sato……33

Chapter 3
Surviving in the Middle: Embedded Learning and Managed Dependency among Taiwanese Automakers
Lu-lin Cheng……61

Chapter 4
Competing for Complementarity: Growth of Taiwanese Notebook PC Manufacturers as ODM Suppliers
Momoko Kawakami……91

Chapter 5
Marketing-Resources Based Competition: Strategies for the Catch-up of South Korean Firms, the Latecomers in the Chinese Market
Huang Lin……119
Contributors

Shingo ITO
Senior Economist, Research Department-Asia,
Mizuho Research Institute.

Yukihito SATO
Inter-disciplinary Studies Center, Institute of Developing Economies.

Lu-Lin CHENG
Visiting Research Fellow, Institute of Developing Economies &
Associate Research Fellow, Institute of Sociology, Academia Sinica,
Taiwan.

Momoko KAWAKAMI
Inter-disciplinary Studies Center, Institute of Developing Economies.

HUANG Lin
Professor, the Graduate School of Business Administration,
Kobe University.