



German Historical Institute
1607 New Hampshire Ave. NW, Washington DC

Conference

Translating Potential into Profits:

Foreign Multinationals in Emerging Markets since the 19th Century

November 2 – 3, 2012

Conveners: Christina Lubinski (GHI Washington), Matthias Kipping (Schulich School of Business, University of Toronto, Canada)

Friday, November 2, 2012

10:45 – 11:00 am

Welcome and Introduction

Hartmut Berghoff (GHI, Director)
Christina Lubinski
Matthias Kipping

Part I: Multinationals in Emerging Economies in Historical Perspective

11:00 am – 12:30 pm

Session 1: Overview and Periodization

Chair: Jessica Csoma (GHI)

Geoffrey Jones (Cambridge, MA)

Multinational Strategies and Developing Countries in Historical Perspective

Terry Ozawa (Ft. Collins, CO)

The Changing Nature of Multinationals' Operations in the Emerging World and their Impacts on Host and Home Countries

12:30 – 1:30 pm

Lunch Break (Sandwich lunch at the GHI)

1:30 – 3:30 pm

Session 2: Organizational Choices and Foreign Direct Investments

Chair: Jan Logemann (GHI)

Sierk Horn, Peter Buckley, and Adam Cross (Leeds, UK)
Japanese Production Networks in India: Spatial Distribution, Agglomeration and Industry Effects

Andrea Lluch and Norma Lanciotti (Buenos Aires, Argentina)
Foreign Multinationals in Emerging Markets: The Argentinean Case, 1914-1960

Bram Bouwens and Keetie Sluyterman (Utrecht, Netherlands)
From Colonial Empires to Developing Countries and on to Emerging Economies: The International Expansion of the Dutch Brewery Heineken, 1930-2010

3:30 – 4:00 pm

Coffee Break

Part II: Challenges for Multinationals in Emerging Economies

4:00 – 6:00 pm

Session 3: The Challenge of Weak Institutions

Chair: Christina Lubinski

Marcello Bucheli (Champaign, Illinois) and Erica Salvaj (Santiago, Chile)
Multinational Corporations, Public Utilities, and Globalization: A Comparison of the Operations of US and Spanish Multinationals in the Chilean Telecommunications Sector, 1958-2005

Pao Kao, Martin Johanson, and William Redekop (Uppsala, Sweden)
How Do Market-Leading Foreign Subsidiaries in China Overcome Changes in Laws and Regulations and Sustain Their Success? Cases of Swedish Manufacturing Firms

Fabio Lavista (Bocconi, Italy)
Widening a Tight Domestic Market: Pirelli's Finance Relationships and Direct Investments in Latin American, 1901-1945

7:30 pm

Dinner

Rosemary's Thyme Bistro
1801 18th St., NW
Washington, DC 20009
Tel.: (202) 332-3200

Saturday, November 3

8:30 – 10:00 am

Session 4: The Challenge of Nationalism

Chair: Matthias Kipping

Takafumi Kurosawa (Kyoto, Japan) and Pierre-Yves Donzé
(Osaka, Japan)

*Nestlé Coping with Japanese Nationalism: The Establishment and
Maintenance Strategy of a Foreign Multinational Enterprise in
Japan, 1913 – 1945*

Christina Lubinski

*Don't Send Your Money Beyond the Seas: Western Gramophone
Companies in Bengal and the Challenge of Indian Nationalism,
1900 – 1939*

10:00 – 10:30 am

Coffee Break

10:30 am – 12:30 pm

Session 5: The Challenge of Decolonization

Chair: Atiba Pertilla (GHI)

Stephanie Decker (Birmingham, UK)

*British Multinationals in West Africa: Re-gaining Organizational
Legitimacy after the End of Empire*

Espen Storli (Trondheim Norway)

Commodity Trading and Decolonization

Adrian E. Tschoegl (Wharton, PA)

Belgolaise: The Life-Cycle of a Colonial Bank

12:30 – 2:00 pm

Lunch (nearby restaurants)

Part III: Consequences for Host Countries

2:00 – 3:30 pm

Session 6: Multinationals and Technology Transfer

Chair: Uwe Spiekermann (GHI)

Elisabeth Koll (Cambridge, MA)

*Selling Industrialization and Technological Progress: Foreign
Multinationals in China's Post-1895 Emerging Market*

David Pretel (San Domenico di Fiesole, Italy) and Nadia Fernández de Pinedo (Cambridge, MA)
Trading Innovation in Cuba: A Study of Derosne & Cail, 1812 – 1898

3:30 – 4:00 pm

Coffee Break

4:00 – 5:30 pm

Session 7: Multinationals and the Local Business Community
Chair: Matthias Kipping

Graham D. Taylor (Trent, Canada)
Canadians in the Tropics: Imperial Oil in Latin America, 1914 – 1948

Rafael Castro, Adoración Alvaro-Moya, and Nuria Puig (Madrid, Spain)
Understanding the Interplay Between Foreign Multinationals and Local Talent: Three Multinational Firms in Europe's California - Spain, 1880 – 1975

5:30 – 6:00 pm

Concluding discussion