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)

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