



**Independent Study Title: STUDY ON MULTINATIONAL COMPANY
REGIONAL HEADQUARTERS' LOCAL CHOICE IN CHINA AND
ENHANCE THE HEADQUARTERS' ECONOMIC COMPETITIVENESS**

Thematic Certificate

To

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This Independent Study has been approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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Abstract

Title: Study on Multinational company regional headquarters' local choice in china and enhance the headquarters' economic competitiveness

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Nowadays, multinational companies is the dominant factor in international trade, it promoted the development of global economic integration. In the global economic and trade activities of the coordination, organization and decision-making activities, multinational company headquarters and various kinds of regional headquarters plays a decisive role. To determine whether an area's place in the global economic activity is an important symbol of the region headquarters of multinational companies as well as the subordinate regional headquarters. Company's own strategic needs is the first factor of multinational company location selection, and objectively and location of your country have a certain degree of economic strategy, thus to play a certain role in promoting its economic development. Influencing factors on site selection of multinational companies have a lot of, one of the most important factors include location the condition of fundamental facility that the environment, market environment, financial situation, population and so on. Multinational companies on many aspects of influence, location of countries not only have a profound impact to urban employment, economic aspect, also to the urban space division, relevant supporting services to improve and environmental regulation has a positive role in promoting.

Regions in Asia, Hong Kong and Singapore and China has attracted a large number of the establishment of regional headquarters, in number about 6000 foreign companies, as high as 3600 to set up regional headquarters in Singapore, and the number of regional headquarters in Hong Kong also reached more than 1000, at the same time there are more than 2200 companies set up regional offices in the region. China's economic clout with the deepening of reform and opening up to increasingly powerful, it also affects the multinational company's global layout: a growing number of multinational companies in mainland China to set up regional headquarters in Asia, the number is now up to hundred. Especially the first-tier cities such as Beijing and Shanghai, brought together a number of regional headquarters.

The economic characteristics of the Beijing and Shanghai are export-oriented. Beijing is the capital of China, while Shanghai is the most active economic mainland cities. Based on foreign experience and the characteristics of Beijing and Shanghai city itself, to attract more foreign companies to set up regional headquarters, thereby giving impetus to the development of regional economy, helping to achieve industrial upgrading, now become a problem to solve urgently.

In this paper, using literature research and case study, mainly consists of five parts. The first part for the domestic and foreign research review, mainly introduces related concept, including the concept, the regional headquarters of multinational and connotation, types and characteristics, etc. The second part focuses on the theoretical research, mainly discussed the multinational company location selection theory; The third part is case analysis, firstly analysis the influence factors of location related, and then to Hong Kong as an example is analyzed; The fourth part is the analysis of the situation, mainly from the macro point of view clearly China in attracting foreign companies into the deficiencies, provide the basis for further improvement. The last part is the summary, through the case study of Beijing and Shanghai it attract foreign companies into the advantages and disadvantages, so as to indicate the direction for

future development. By studying comprehensively analysis the influence factors of multinational company headquarters location and influence, summarizes the characteristics of multinational companies in detail and USES the case study the actual situation of Beijing and Shanghai are discussed in detail.

The innovation of this article lies in the selected topic of novelty, because in the domestic research is not comprehensive enough, there are a lot of research space, moreover, combine location factors on site selection of multinational companies and their research results also have novelty.

Through the study of multinational companies collecting sums up the relevant location, the theoretical basis of the comprehensive analysis the influence factors of multinational company headquarters location and influence, coupled with China's environment analysis of factors affecting the development of multinational companies in China, finally in China selected as the typical case analysis and comparative analysis, from two aspects of vertical and horizontal comprehensive analysis of the multinational company's location factors.

Keywords: multinational Company, regional headquarters' local choice

摘 要

题目: 跨国公司地区总部在我国选址及提升总部经济竞争优势研究

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现如今, 跨国公司是国际贸易中的主导因素, 它有力推动了全球经济一体化的发展。而在全球性经贸活动的协调、组织以及决策活动中, 跨国公司总部以及各类型地区性总部起着决定性作用。判定某个地区是否在全球性经济活动中占有一席之地的重要标志是该地区跨国公司总部以及下属地区总部的多少。公司自身的战略需求是跨国公司选址的首要因素, 而在客观上与选址所在国家的经济战略存在一定程度的吻合, 因而对其经济发展起到一定程度的促进作用。跨国公司选址的影响因素有很多, 其中最重要的因素包括选址国的基础设施情况、市场环境、金融情况、人口环境等等。跨国公司对选址国产生多方面的影响, 不仅对城市就业、经济方面产生深远影响, 也对城市空间划分、相关配套服务改善以及环境调控等方面有积极推动作用。

在亚洲区域, 中国香港地区和新加坡两地吸引了为数众多的地区总部的设立: 在总数约 6000 家国外公司中, 高达 3600 家在新加坡设立区域总部, 而香港地区的区域总部数量也达到了 1000 余家, 同时有 2200 多家公司在该地区开设了地区办事处。中国的经济影响力随改革开放的深入进行而日益强大, 这也影响着跨国公司的全球布局: 越来越多的跨国公司在中国大陆地区设立亚洲区域总部, 其数量至如今已多达百家。尤其是一线城市如北京和上海, 聚集了相当数量的地区区域总部。

北京和上海的经济特征均为外向型。北京是中国首都, 而上海更是经济最为

活跃的大陆城市。如何根据国外经验以及北京和上海自身城市特征，吸引更多国外公司来华设立地区总部，从而带动区域内经济的发展，帮助实现产业升级，成为现如今一个迫切要解决的问题。

本文由五个部分组成。第一部分为国内外研究综述，主要是相关概念介绍，包括跨国公司地区总部的概念，及其内涵、类型以及特征等等；第二部分侧重于理论研究，主要讨论了跨国公司选址理论；第三部分为案例分析，首先分析选址相关的影响因素，继而以香港为例进行实例分析；第四部分为现状分析，主要是从宏观角度明确我国在吸引国外公司入驻方面存在的不足，为进一步改进提供依据；最后一部分为总结，通过北京和上海的案例分析其吸引外国公司入驻的优点和不足，从而为今后发展指明方向。

关键词：跨国公司总部选址