**Group Presentation Assignment Brief**

**Context**: You and your fellow group members work in the International Business Strategy department of a privately-owned Chinese transnational corporation (TNC) called Golden Lion Technology. Golden Lion Technology is an international market-leader in the design and manufacture of state-of-the-art, solar-powered electric vehicles (EVs) equipped with innovative propulsion units, and highly efficient and lightweight batteries.

Given the nature of its business, Golden Lion Technology places considerable importance on its corporate social responsibility (CSR): it is a member of the UN Global Compact, and it states clearly in its Annual Reports that it is committed to upholding the OECD Guidelines for Multinational Enterprises (MNEs) in all of its international activities. Moreover, in 2019, Golden Lion Technology announced its commitment to the achievement of each of the seventeen Sustainable Development Goals (SDGs) under the United Nations’ 2030 Agenda for Sustainable Development.

**Background to the task:** Golden Lion Technology is now looking to minimise transportation costs by expanding its manufacturing operations overseas using a company-owned, export-oriented assembly plant for EVs that will serve regional and global markets via the company’s global value chain (GVC). According to a report by the Production Department of Golden Lion Technology, the optimal location for such a factory should have comparatively low levels of GVC risk, not least because the minimum efficient scale of production for EV vehicles means that the factory is likely to cost in excess of US$400mn to build. This represents a substantial investment by Golden Lion Technology, not least because this is the first time the company has considered manufacturing EVs outside of China.

A report entitled ‘*Quantitative Analysis on Value Chain Risks in the APEC Region’*, published by the APEC Policy Support Unit in 2014 [*and available to students on the LMO*] suggests that the components of GVC risk can be categorised as follows:

* Natural disaster risks (including earthquakes, storms, flooding, and other extreme weather events).
* Logistics and infrastructure risks.
* Market risks.
* Regulatory and policy risks.
* Political risks.

The Production Department report clearly states the expectation that the overseas assembly plant will (i) import around 70% of the raw materials and components (such as the batteries) used to assemble the EVs, mostly from China and that (ii) around 90% of the finished vehicles will be exported to major international markets via the company’s GVC. This means that a good local transportation infrastructure is required in the target country. The report also states that the production line will be highly automated, and that the industrial robots which will be installed on the assembly line require reliable sources of electricity and clean water to power them 24 hours a day and to keep them cool. The high degree of automation being planned and the need to have good internet connectivity amongst GVC members also means that the ICT (information and communication technology) infrastructure of the target country needs to be efficient, reliable and quick. You understand that policies, regulations and subsidies to promote renewable energies; strong intellectual property protection; and access to a well-educated workforce in the target country would also be advantageous to the company, amongst other things.

**Overview of the task:** In order to scan the world for suitable manufacturing locations for this assembly plant and to avoid interesting and viable locations from being overlooked, the Director of the department of International Business Strategy at Golden Lion Technology, Hui Li, has decided to create two sets of teams.

One set of teams, of which your group is a member, has been given the task of evaluating GVC risk, location attractiveness, and CSR-related issues associated with establishing an assembly plant in a particular region of the world.

Hui Li has divided the world into twelve regions, as follows: (i) Western Europe, (ii) Eastern Europe, (iii) Northern Europe (i.e. Scandinavia), (iv) South Asia, (v) West Asia (i.e. the Middle East), (vi) Central Asia (also known as the ‘Stans’), (vii) South East Asia (i.e. ASEAN), (viii) South American countries that are full members of Mercosur, (ix) South American countries that are not full members of Mercosur, (x) North Africa, (xi) sub-Saharan Africa, and (xii) the USA, Canada, Mexico and Russia. According to the wishes of Hui Li, your group will be randomly allocated to one of these twelve regions [*the module leader will do this*]. Note that the economies of East Asia are not included by Hui Li because these markets can already be served by Golden Lion Technologies from its factories in China.

A second set of teams (of which your group is not a member) has been given the task of collecting data and information on the market-related and macroeconomic factors of countries such as market size and trends, transportation costs to major markets, the macro-economic outlook of the country, availability of investment incentives, political and trade relations with China, membership of regional trading arrangements, and openness to foreign direct investment, amongst other things. The two sets of teams created by Hui Li will be working on the project in parallel. This means that issues such as market size-related and macroeconomic factors are **not** part of your task. The focus of your group is on risk-related issues and the management of this risk within the GVC, location attractiveness for an assembly plant, and on CSR-related matters.

**The task:** Hui Li has instructed you to do the following:

1. Devise a decision-making tool that can be used by Golden Lion Technology to identify, quantify, compare, and evaluate the GVC risk and attractiveness of countries as a location for this assembly plant.

1. Identify no fewer than seven and no more than twelve indicators of GVC risk and location attractiveness that you think are most relevant to Golden Lion Technology when selecting the optimal foreign location for this assembly plant.
2. 添加part ：公司/行业本身的分析
3. Identify the top four most competitive countries in your assigned region according to the 2019 Global Competitiveness Report published by the World Economic Forum [available to you on the LMO].
4. Collect recent data and information on each of the indicators you have identified as being relevant to this location decision, using sources such as the Country Risk and Indicators website of Credendo, the International Disaster Database of EM-DAT, the Worldwide Governance Indicators (WGI) of the World Bank, the Country Risk Assessment of Coface, the Logistics Performance Index of the World Bank, the country analyses in the Global Competitiveness Report of the World Economic Forum, and any other sources and reports you think appropriate. [*Links to these data sources will be given to you via the LMO, although you are encouraged and will be rewarded for finding your own*].
5. Insert this data and information into your decision-making tool, and then use this tool to identify which of the four most competitive countries in your assigned region would, in your view and from your calculations, be the optimal location for this assembly plant.
6. Provide some recommendations as to how Golden Lion Technology can minimise its exposure to GVC risk when establishing an assembly plant in your chosen country.
7. Provide some recommendations to Golden Lion Technology about how the assembly plant/factory should be built and operated in order to enable the company to meet its commitments to the UN Global Compact and the OECD Guidelines for MNEs, and to help it to contribute to the achievement of the UN’s Sustainable Development Goals.
8. Design, prepare and deliver a presentation that covers each of the seven elements to the task outlined above, including a statement about whether or not Golden Lion Technology should establish this assembly plant/factory in your allocated region, according to your analysis. Your presentation might usefully include a statement about the assumptions you have made in undertaking the task. For example, you may wish to assume that the likely potential site for this assembly plant is located within a 50km radius of each country’s second most populous city, or close to the country’s leading seaport.

The precise content of the presentation is to be decided by your group. However, the following content would be helpful: (i) a title slide with the names and ID numbers of your group members, (ii) a table of contents or structure slide (showing which presenter speaks to which topics), (iii) a slide that explains the purpose of the presentation, and (iv) a slide which explicitly states your key conclusions and recommendations. Please also take care to cite the sources of all the data and information you have used, and list these sources in a separate slide at the end of the presentation.

Also, a printed handout of your presentation for your audience is required.

**1. Title Slide**

* Group presentation title.
* Names and student ID numbers of all group members.

**2. Table of Contents / Structure Slide**

* Overview of the presentation.
* Clear indication of which member presents each section.

**3. Purpose of the Presentation**

* Explain the goal: to evaluate GVC risk, location attractiveness, and CSR issues in your allocated region for establishing a Golden Lion Technology assembly plant.

**4. Decision-Making Tool**

* Present the tool you’ve developed to identify, quantify, compare, and evaluate GVC risk and location attractiveness.
* Include at least 7–12 relevant indicators.

**5. Top Four Most Competitive Countries**

* Identify and introduce the four most competitive countries in your allocated region using the 2019 Global Competitiveness Report.

**6. Data Analysis Using Your Tool**

* Show recent data collected on each of your chosen indicators.
* Populate your tool with the data.
* Use it to determine the optimal country for the factory.

**7. Risk Minimisation Recommendations**

* Propose strategies to mitigate GVC risk in the selected country.

**8. CSR Strategy Recommendations**

* Advise how the plant should be built and operated to meet:
  + UN Global Compact principles.
  + OECD Guidelines for MNEs.
  + UN Sustainable Development Goals (SDGs).

**9. Conclusions and Recommendations**

* State whether or not Golden Lion Technology should invest in this region.
* Clearly present your conclusion based on your analysis and assumptions (e.g., plant location proximity to cities/ports).

**10. References Slide**

* List all data and information sources used in your research and presentation.

**11. Printed Handout**

* Prepare a printed version of the presentation for the audience.

1. 标题页

展示题目。

所有小组成员的姓名和学号。

2. 目录/结构页

展示演讲结构。

明确每位成员负责的部分。

3. 演讲目的说明

说明本次展示的目标：评估你们被分配区域内设立金狮科技组装厂的全球价值链（GVC）风险、区位吸引力和企业社会责任（CSR）相关问题。

4. 决策工具展示

展示你们设计的用于识别、量化、比较和评估GVC风险与区位吸引力的工具。

包含不少于7个、不多于12个你们认为对金狮科技选址最相关的指标。

5. 区域内最具竞争力的四个国家

使用《2019年全球竞争力报告》列出并介绍你们所在区域竞争力最强的四个国家。

6. 基于工具的数据分析

展示你们为每个指标收集的最新数据。

将数据输入你们设计的工具。

根据分析结果，确定最优设厂国家。

7. GVC风险最小化建议

提出在所选国家内设厂时，降低GVC风险的策略建议。

8. CSR实施建议

建议如何在建设和运营工厂过程中遵循以下国际规范：

联合国全球契约（UN Global Compact）。

经合组织跨国公司指南（OECD Guidelines for MNEs）。

联合国可持续发展目标（SDGs）。

9. 结论与最终建议

明确表明你们是否建议金狮科技在该地区设厂。

基于你们的分析和假设（例如：工厂设于距第二大城市或主要港口50公里内）给出最终结论。

10. 参考文献页

列出你们在研究和展示中使用的所有数据来源。

11. 演示文稿纸质版

为听众准备纸质版的演示文稿资料。