

Aliansi strategis tingkat bisnis Uni Eropa-Cina (studi kasus : bisnis pesawat terbang Airbus di Cina)

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Abstrak

This paper analyses challenges and opportunities EU faces through investing Airbus in developing countries, specifically through strategic alliance between Airbus and China. Why is China chosen as their destination to expand their businesses ? Is this a positive step towards a better mutual understanding ? How the external factors such as : IPR, sharing technologies, etc affect the two entities whether it's a positive or negative manner in terms of EU-China cooperation.