



we **THINK.**
THE SOCIAL NETWORK FOR STRATEGY

**The BRI in the eyes of European
Businesses – Between success story
and threat**

Strategy Options

Hosted by Konrad-Adenauer-Stiftung



China - EU cooperation on BRI - Comprehensive Strategy

PRO



- EU state and non state actors should be inspired by elements from the BRI
- BRI develops infrastructure worldwide and in the WB an important area for EU
- Visionary projects are being conducted by the Chinese
- Inclusive backfilling approach

CON



- Skepticism is growing in EU business community
- China is more and more seen as a systemic rival
- BRI is more and more seen as a communication instrument to sell external strategy
- The goals and strategies of BRI are difficult to understand in EU and EU member states due to lack of transparency on investments from China's side.



Build a culture of developing joint cross sectoral strategies towards regions

1

Transform the BRI from a primarily Chinese led project to a true multinational one

2

Chinese and EU whole of society actors should develop a joint vision of the BRI

3

A priority list of projects should be defined jointly with European organizations



China - EU cooperation on BRI - Information

The EU should establish a global vision and information campaign like the BRI

1

THINK of a better brand name than EU Asia connectivity

2

Make it global and ambitious

3

Combine internal and external vision

The EU should establish a global vision and information campaign like the BRI

4

Use a broad vision and the backfilling effect

5

Engage strategy actors and the broad public in submitting ideas



China - EU cooperation on BRI - Political

Political

1

Chinese political actors should include the EU in bilateral negotiations with EU MS and avoid that political actions are seen as a “divide and conquer tactics”

2

More cultural understanding is needed in negotiating BRI MOU's with EU member states - avoid take it or leave it approach

3

Chinese political actors should avoid using commercial and educational ties for political purposes

Political

4

EU and MS should partake in the semi-annual BRI forum in China to better understand how the initiative is developing.

5

China and Austria should organize a semi annual BRI forum in an EU MS with participation of business, political and NGO actors

17+1 mechanism

1

China's strategy makers should encourage 17+1 countries from speed dating bilateral format into a real multilateral format

2

Improve information exchange between the 17 participating countries.

3

Nominate one coordinating country chairing each year.

17+1 mechanism

4

Develop a list of demands and expectations towards the Chinese partners.

5

Establish a national coordinating center (like Bulgaria) in all 17 countries.

6

Officially bring in the EU as an observer and/or actor and call it 17 + 2.



China - EU cooperation on BRI - Economic 1

Visionary projects

1

Topics can be E-mobility/5G/ hydrogen technology/ AI /Global Energy Interconnection.

2

EU MS should develop state support fund for visionary projects.



EU Strategy towards the Chinese BRI - Economic 2

Reciprocity of market access

1

Chinese actors should give EU companies market access for merger and acquisitions and Chinese State tenders (level playing field)

2

Introduce last call for domestic companies in EU funded projects

3

EU competition agencies need to look at international competitors when judging mergers of companies in the EU. They need to allow the building of European champions.



China - EU cooperation on BRI - Economic 3

Infrastructure

1

Increase EU funding by EUR 1,000 billion for transport infrastructure development (railroads) to the neighbouring regions (Russia, Central Asia, The Middle East, and Northern Africa)

2

Chinese actors should be sensitive to get transport hubs under majority control

3

Chinese economic and political actors should develop clear priorities for investments and project plans for the BRI

Infrastructure

4

Chinese actors for state infrastructure loans should make sure added value stays in the target countries and participation of EU companies is ensured

5

More coordination is needed with partners in infrastructure projects (Russian RSCHD in Budapest Belgrade rail project)



EU Strategy towards the Chinese BRI - Economic 4

Mergers and Acquisitions

1

Anti State Subsidies: Chinese investors should make ownership structure and investment sources transparent in EU MS

Research and development

1

EU should make more funds available for joint fundamental research

2

Joint research should be conducted in the topics of smart cities, mobility, high tech solutions, circular economy, nature preservation, waste management, urban planning, logistics, sports, health care

3

Chinese actors should Increase the level of information about Chinese projects in Europe and more transparency on its actions in MS



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