

## Cambridge Wireless – China SIG

**“Accessing Global Value Chains in China and Japan:  
How to do business across different cultures”**

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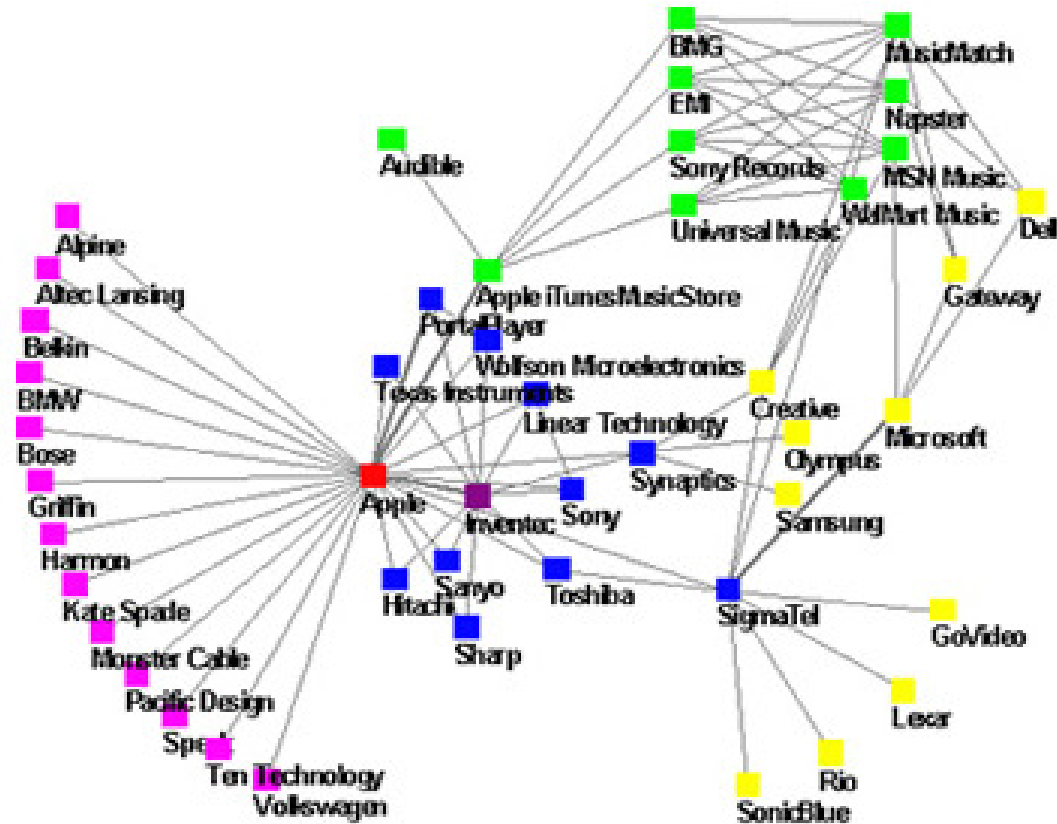


# Global Value Chains

- Most medium/large corporations today operate in global value chains (GVCs)

## E.g. Apple (iPod)

- Blue:** Tech Providers
- Green:** Content Providers
- Purple:** Manufacturer
- Yellow:** Competitors
- Pink:** Accessory Makers



[Source: Valdis Krebs]

# Global Value Chain Example – ICs for Japan/China PCs

- Other GVC Influencers:**
- IPR considerations
  - Government regulations
  - International standards
  - Trade associations
  - Academia
  - ...

