

Work Session 12

Crafting Strategy in China: How to Combine a Competitive Edge with Ecological Accountability and Technological Progress

Theses

- *In 2006, China's annual GDP growth rose to 10.7%, which created a higher demand for oil, gas, electric power and coal. What does that mean ecologically?*
- *Understanding and actively influencing the policy and legislation can close the cost and revenue/benefit gap sooner.*
- *Practice sharing is an effective means for global companies to influence development in China, e.g.:*
 - *key policy involvement such as providing opinions to China's renewable energy law, supporting wind training and China's international Renewable Energy Conference*
 - *Connect product and technology to policy: clean coal/IGCC, environmental services, energy saving locomotives, etc.*
 - *GE Growth play in China as an example – implementing the "Ecomagination" campaign in China*
- *What China needs from global companies are help, support and partnership because "China's Market Growth leads to Company Growth".*

CV

Born in 1976. CAI Shiyin holds a Bachelor degree in international business administration from Fudan University in Shanghai and a Master of Business Administration from New York State University.

Following her studies, she worked as a marketing consultant for Roland Berger International Consulting in Shanghai and as a customer service consultant for Siemens Shared Accounting Services in New York and Singapore. In 2000, CAI Shiyin joined General Electric's Information Management Leadership Programme (IMLP), New York. After passing the IMLP, she took over the quality leader position for GE Energy Contractual Services and moved to Hangzhou, China, in 2003, where she led the IT integration/operations and sourcing operations of Hydro Asia plant. In 2004, she became commercial operations proposal manager for GE Energy Power Generations Company, focusing on wind and hydro deals. Since 2005, CAI Shiyin has served as Chief Technology Officer for GE Infrastructure Asia-Pacific, based in Shanghai, China.

Through her outstanding contributions to the competition for the St. Gallen Wings of Excellence Award, CAI Shiyin won a participation in the 27th and 28th St. Gallen Symposium in 1997 and 1998 respectively.



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