

Locations

[Americas](#)[Europe](#)[Middle-East and Africa](#)[Asia](#)[Registered company information](#)



FOR CHINA'S BUSINESS LEADERS

News, information, resources and tools for ambitious Chinese companies venturing into new markets overseas.

The Economist Group

LATEST RELEASE



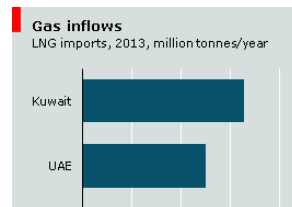
WATCHING THE WAGES
BLAMING Germany—or at least the austerity prescribed for the euro zone by Chancellor Angela Merkel—for Europe's ills may be popular in France. But Germans are inclined, not without some pride, to see their economy as the strongest horse to pull the euro zone out of its misery.

CHALLENGES



ENHANCING CORPORATE REPUTATION
IN A PARTNERSHIP WITH GOING GLOBAL, COMPANIES LIKE YOURS HAVE RAPIDLY DEVELOPED CREDIBILITY AND TRUST AT THE HIGHEST OF BUSINESS, GOVERNMENT AND THE MEDIA.

EXPERT THOUGHTS



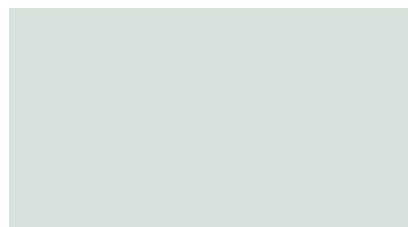
WHY THE MIDDLE EAST WILL IMPORT MORE LNG
The idea of the Middle East importing liquefied natural gas (LNG) may seem strange: after all, the region holds two-fifths of global gas reserves.

CASE STUDIES



ON THE RISE AND ONLINE: FEMALE CONSUMERS IN ASIA
A detailed survey of 5,500 women across Asia's major urban areas conducted by The Economist Intelligence Unit finds that they are increasingly empowered financially and that they are driving the explosive growth of e-commerce in the region.

LATEST ISSUE



NEWSLETTER SIGN-UP

EVENTS



7th Mar 2015
Authoritative insights and opinion on global news, politics, business, finance, science and technology.

Your account has been disabled. Please contact Pardot Support (<https://help.salesforce.com/articleV?id=000181929&type=1>) to have your account re-enabled.



ABOUT GOING GLOBAL

Going Global is an initiative by The Economist Group dedicated to exploring the challenges and opportunities facing Chinese companies as they expand their businesses overseas. Our research and international branding capabilities have been utilised by leading multinationals all over the world to help business leaders make informed decisions related to overseas expansion and commercialisation.

The Economist Group

© 2019 The Economist Newspaper Limited. Privacy policy | Terms and conditions | Cookies

