

# Annual Report

2012

6 November, 2012

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2012 was a productive year for the Centre. The Centre continued to develop and promote academic research in contribution to economic and social development of New Zealand and to public policy discussion and debate on China, through its key research projects, conferences and symposia, and the research activities of the Centre's research fellows and associates, and visiting fellows. Through its work, the Centre has established a national network of communities for China studies and China issues; effective partnership for research and public policy on China with Chinese universities and research institutions; and a considerable profile within the international community of scholarship and publication on China. The Centre has further developed its structure with layers of research capacities at the Centre and associated with the Centre across the NZ member universities.

Next year is the fifth year of the China Centre. While continuing to work on our established programmes and projects, the Centre looks to promote and support more fund-generating research projects at the Centre, across disciplines and within the universities; to develop mechanisms and programmes to advance the interests and relations of the NZ education sector with China; and to further strengthen the role of the Centre as a principal provider in New Zealand of research, knowledge and public policy content on China and the New Zealand-China relationship.

Xiaoming Huang  
Director

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- Research Contributing to NZ Economic and Social Development
- Projects and Activities of the Past Year
- Enhancing the Centre's Organization and Structure
- National Research Centre, Partnership and Engagement
- Plan for 2013

## 1. Research Contributing to NZ Economic and Social Development

There is a good expectation of the Government and in the University's strategic thinking that university research and teaching make positive contributions to the country's economic and social development. In some way, the Centre was set up to develop and experiment with ways and mechanisms that university research and training can be shaped to that purpose. For the Centre, it is a challenge to balance between generating original, high-quality academic research, and the interests and expectations of wider society in our research activities and outputs. As shown below, the Centre's work, particularly for this year, reflects such a balance.

The Centre has developed four broad and active research programmes:

*China's Economic and Social Development*, research programme led by Professor Xiaoming Huang. The Wellington conferences so far have been organized on aspects of this research programme: the role of institutions (2009), China and India development experience (2010), China and Japan development experience (2011), and the Chinese model of modern economic and social development (2012). Through projects and activities in this research programme, the Centre has built its profile in international research on China's modern economic and social development; brought international scholarship on this to New Zealand; developed broad communities in NZ society interested in China issues; and build partnerships among the NZ member universities in research collaboration and cost-sharing. Individual projects have led to publication of two books by Routledge (2010) and Palgrave (2011) and one more to come in 2013 (Palgrave), and one to be produced for 2014. A new project with an international conference on China in the changing international economic system is planned for August 2013.

*International Business and Marketing in China*, a programme led by Dr Hongzhi Gao. This programme brings together academics and business practitioners to share research and business experiences in business and marketing in China, in the form of the annual China business symposium. The symposium has built itself as a primary platform for experience sharing, skill development and networking for NZ business in and with China. The Centre has worked in partnership with NZ-China Trade Association (NZCTA), the NZ Asia Institute of

the University of Auckland, and NZTE in organizing, programming and hosting this. The symposium for 2013 will be on market entry in China.

*China and NZ in Regional and International Relations*, a programme led by Dr Marc Lanteigne. This programme looks at the rise of China, its impact on regional and international relations, China's commercial diplomacy, and China and New Zealand in the region. The programme had a major conference on China and the international system in 2010, with a major research outcome to be published by Routledge in 2012. The Centre joined hands with the Centre for Strategic Studies in producing its China Paper this year on the rise of China and its implications for NZ. The Centre has organized seminars and symposia on China's international relations, a key participant in Track II dialogue and activities involving China, organized by various NZ agencies. Notably among them was a major policy speech delivered by senior Chinese leader Jia Qinglin to the Centre in April where Chairman Jia outlined China's thinking on the ways China and NZ relate to each other in the Pacific region. The programme plans to have a major conference on China, Asia and the Pacific in 2013.

*New Zealand and China Economic Relations*, a programme led by Dr Jason Young. This programme looks at trade and investment in both directions between New Zealand and China in a broad context of international political economy. It seeks to understand and explain the changing patterns and dynamics of trade and investment relations between China and New Zealand, and their conditions and consequences as part of the changing dynamics and mechanisms of organization and promotion of international economic activities. In 2012, a visiting research fellow from the Chinese Academy of Social Sciences conducted research on New Zealand-China trade relations post-FTA while resident at the China Centre. Research on the investment relationship has been published through the China Paper series and the Centre will host a Victoria Summer Scholar to conduct research into Chinese investment in New Zealand. The programme is planning a major international conference on Chinese capital going global in 2013. Programme leader, Dr Jason Young, has recently been awarded a major Marsden research grant of \$345,000, which will serve as a core base for this programme for the next three years.

The Centre hopes to develop research programmes on social and cultural, and law and legal issues. On culture and social issues, scholars at Victoria University, Professor Yiyan Wang, Professor James Liu and Dr Vanessa Frangville, have been

working on projects in culture and society. A proposal for a conference on China's soft power next year by Dr Paola Voci, Dr Nicholas Khoo and Professor Brian Moloughney is another project for this programme.

## 2. Projects and Activities of the Past Year

Existing research projects, such as the Wellington Conference on Contemporary China, and public policy projects, such as the Business Symposium, have matured and become well known in New Zealand academic and policy communities. Moreover, a series of new initiatives have been trialled and become a successful element of the Centre's work. Using this successful baseline, the Centre is moving to create an even stronger presence and to institutionalize many of its current activities whilst continuing to experiment with research and networking potentials.

The Centre has established itself as a leading research institute for China studies in New Zealand, contributing to both international academic research and New Zealand policy discourse. This year the Centre has expanded research capacity through international conferences, cross-disciplinary and cross-institutional research projects and by linking New Zealand scholars with academics in China. The Centre also contributes to policy debates by providing an independent and informed voice for commentary on China and New Zealand-China relations. By maintaining research and academic capacity the Centre continues to be an effective voice in New Zealand policy debates and to create a focal point and network for China scholars in New Zealand.

### A. Major Conferences

- *Growing Pains and Growth Paths: China and Japan in Modern Economic Growth*, project jointly sponsored with Auckland University's Asia Institute, with 14 participants from China, Japan, the United States and New Zealand. The project conducts a comparative study of Japan and China's economic growth and development. A book out of the conference papers has been contracted to be published early next year.
- *Public Service Reform in China and the Asia-Pacific: Theory and Practice*, project jointly sponsored with China University of Political Science and Law. 68 participants from China, Singapore, Korea, the US, France and

New Zealand met in Beijing to debate public service reform in China and the Asia-Pacific. Both NZ and international participants have been exposed to the state of China studies in their countries and opportunities to work together on future projects. The conference is the first of this kind in the Centre's efforts to build research partnerships with Chinese universities. There is a plan to publish the papers in edited volumes in both Chinese in China and in English by an international publisher.

- *The Chinese Model of Modern Economic Development and Social Transformation.* This project, co-hosted with Peking University's School of Government, brought together leading international scholars to debate what has been driving the rapid economic development and social change in China. The conference was highly received by participants of various sectors of NZ society. Key papers have been selected for an edited book on the 'China model' for submission to an international publisher.

## B. Public Policy Symposia

The Centre is committed to contributing to public policy debates in New Zealand on issues related to China. This year the Centre organized two major symposia, the China Business Symposium and the 40<sup>th</sup> Anniversary Symposium, and hosted a symposium for the rollout of the NZ Inc. China Strategy.

- *Successful Branding and Channel Management in China.* The 2012 China Business Symposium was co-hosted with the New Zealand China Trade Association and held in Auckland in March. The symposium was targeted at both practitioners and academics and aimed to increase the awareness of opportunities in China for New Zealand businesses, improve understanding of the complexity in the China market and help facilitate the development of successful strategies and operational plans. The China Business Symposium was highly successful and the total fund generated externally for this event was \$40,746.
- *40th Anniversary of the Establishment of New Zealand - China Diplomatic Relations.* This public symposium was jointly organized with the New Zealand Institute of International Affairs and the Chinese Academy of Social Sciences, and held in September at the Legislative Council Chamber in Parliament. A series of speakers followed the Prime Minister's keynote speech to discuss all-round NZ-China diplomatic relations and where to from here. A companion conference is planned for December of 2012 in Beijing, jointly hosted by the Chinese Academy

of Social Sciences. Funds raised externally for both events were \$70,425.

### C. Public Lecture and Seminars

- NPPCC Chairman Jia Qinglin delivered a major policy speech at the Centre, outlining China's thinking on the ways China and New Zealand relate to each other in the Pacific region. This was a national event, marking the 40th anniversary of the establishment of NZ-China diplomatic relations, and the China Centre was pleased to host and organize this.
- A series of research seminars in Wellington by international speakers from China, the US and Australia has promoted knowledge development and skill building on China in New Zealand in the areas of civil society, environmental protection, US-China relations, the Chinese film industry Chinese governance and the development of the social sector.

### D. Public Policy Activities

The Centre continues to actively participate in programmes and activities organized by government agencies, public policy and private sector organizations. These include the Asia NZ Foundation, NZIIA, NZIER, MFAT, Treasury, NZ Centre for Strategic Studies, NZ Asia Institute, etc., as well as policy discussions in China with institutions and organizations in China such as Peking University, Chinese Academy of Social Sciences, China Institute of Contemporary International Relations (CICIR), China Foundation of Strategic Studies, China University of Political Science and Law, University of International Business and Economics. We have participated in track II dialogues, roundtable discussions, and public symposium and hosted visitors and delegations in Wellington. The Centre continues to play an active role in contributing to public policy debates through lectures, seminars, symposium, and track II dialogues and by providing media commentary.

## 3. Enhancing the Centre's Organization and Structure

The Centre has been in its fourth year and further streamlined its organizational structure, partnerships among NZ member universities, and relationship with NZ stakeholders.



Victoria University continues to play a leading role in funding the Centre's activities and day-to-day operation. Projects, symposia and conferences are often co-funded with New Zealand member universities, trade associations like the New Zealand China Trade Association and active government ministries. The Centre has an executive director, seven associate directors across New Zealand universities, three in-house research fellows, one programme coordinator, and one administrator.

The Centre has appointed Dr Marc Lanteigne in international relations, Dr Hongzhi Gao in international business and marketing, and Dr Jason Young in political economy as research fellow and senior research fellows. They are the core research leaders and responsible for different areas of research programmes and activities. The Centre has also appointed Dr Jason Young as programme coordinator at the Centre, coordinating programmes and projects at the operational level and providing accessible content for the Centre's work and activities.

The Centre hopes to appoint more research fellows, particularly from all NZ member universities, and in other programme areas such as society, culture, law and legal issues.

The Centre recognises the long-term sustainability of its activities requires further funding streams to increase and sustain the research output and contribution to public policy debates.

#### 4. National Research Centre, Partnership and Engagement

The Centre has made considerable efforts to build institutional partnership among the NZ university members and engage with NZ and international stakeholders. The Centre has organized its major projects and programmes involving scholars and research organizations at the NZ member universities. For example, this year both the Wellington Conference on Contemporary China on the China model and the 40<sup>th</sup> Anniversary Symposium were supported and strengthened by associate director participation from AUT, University of Auckland, Waikato University, University of Otago, and University of Canterbury. The Wellington conference in December 2011 was a joint project between Auckland's Asia Institute and the NZCCRC. The annual China business symposium from next year will be a joint project between the NZCCRC and

Auckland's Asia Institute as well as the NZ-China Trade Association. Along with the conferences in the past jointly organized with Canterbury and Otago, the Centre has developed a model for NZ member universities and their China scholars to be actively involved and significantly benefit from the Centre's programme and activities. A way to further ensure a more active and effective role of the member universities and their academics in the Centre's programmes and activities is to appoint key China researchers from the member universities as research fellows to the Centre and keep the associate directors as one from each university as the university's representative to the Centre.

The Centre has also made efforts in promoting and facilitating China studies and teaching, and developing research interests and capacities on China at universities in New Zealand. At Victoria University, for example, with the recent appointment of senior professors in Chinese, Asian business and possibly in law, along with senior academics already there in commerce, political science, international relations, political economy, psychology, culture, society, art, mass media and music, the Centre is building its research interests and capacities across disciplines in humanities and social sciences, through regular gatherings, seminars, and major research projects. Other member universities are also witnessing this trend at their universities. The Centre has been doing and will continue to work to bring these into a national network of China scholars and research interests, probably through specific research projects and activities. This year's Wellington Conference on Contemporary China brought together history, political science, economics, international relations, literature and architecture scholars. This was well received by academic participants and the audience alike.

This year, the Centre has also worked through our partnership with the Centre's associate member institutions in China to develop international collaboration in China research. The Public Sector Reform conference in Beijing in May, co-hosted with China University of Political Science and Law, received paper presentations from 70 senior Chinese scholars from most major universities in China and scholars from New Zealand and other countries. The symposium marking the 40th anniversary of NZ-China diplomatic relations, to be held in Beijing in December, is co-hosted with the Chinese Academy of Social Sciences and is expected to have a gathering of scholars from universities and research

institutions from both China and New Zealand. The Centre co-hosted with Peking University an international conference on the China model in August.

The Centre successfully hosted three visiting research fellows. Each fellow contributed to academic and policy debate and created a focal point for more research on China in New Zealand and more interest in New Zealand within Chinese academia.

These activities and projects not only gave New Zealand academics the opportunity to engage the research establishment in China but also exposed leading Chinese academics to New Zealand research. The projects significantly raised the profile of the China Centre, and indeed that of the New Zealand universities in China, and opened up opportunities for research cooperation with academics in China and interests of scholars and students to come to New Zealand to research and study.

There are several centres of New Zealand research studies already in China. Two of them, one at CUPL and one at Xiamen University, were setup through partnership with the China Centre. There are also other projects and efforts in China by New Zealand member universities. There is perhaps a need for coordination and strategy to work in New Zealand's interests in the future – something similar to the NZ Inc. strategy for the NZ education sector in China may be worth consideration. The Centre is happy to take up this role, using the base we already have in China to promote research collaboration, scholarly exchange and student programmes.

The Centre continues to engage public and private sector stakeholders. The Centre has worked with MFAT and NZTE through the rollout of the NZ Inc. China Strategy. Both the Prime Minister and Deputy Prime Minister have delivered keynote speeches at events organized by the Centre. The Centre has worked in partnership with NZIIA in projects and events. One key project this year is co-hosting of the symposia marking the 40th year anniversary of the NZ-China diplomatic relations in Wellington and Beijing. The Centre has engaged with government agencies, media experts, political parties, bank and corporate economists, industry practitioners and trade association representatives in conferences and symposia. The 2012 China Business Symposium for example was co-organised with the New Zealand China Trade Association and NZTE as in the previous years.

The Centre continues to promote postgraduate research in New Zealand on China-related issues and acts as a focal point for international students studying in New Zealand as well as focusing domestic students' research attention to the importance of China to New Zealand.

The Centre continues to collect both primary and secondary source material as it builds a comprehensive collection of New Zealand publications on China and Chinese publications on New Zealand. Upon completion, this collection will act as both a physical attraction to the Centre and as an online resource for researchers, policymakers and the public.

## 5. Plan for 2013

Next year is the fifth year of the China Centre. While continuing to work on our established programmes and projects, the Centre looks to promote and support more fund-generating research projects at the Centre, across disciplines and within the universities; to develop mechanisms and programmes to advance the interests and relations of the NZ education sector with China; and to further strength the role of the Centre as a principal provider in New Zealand of research, knowledge and public policy content on China and the New Zealand-China relationship.

The Centre has major goals for 2013. First, it will deliver three high quality international conferences. Second, it will provide a series of symposium and lectures to contribute to policy debates. Third, it will strengthen the research clusters in New Zealand and expand the research projects to social, cultural, legal and economic fields. The Centre will host a series of visiting fellows, create international research collaborations and further develop the China Paper series to increase the research output of the Centre.

### A. International Conferences

- *China, Asia and New Pacific Diplomacy*. Jointly sponsored with the National University of Samoa/USP in Vanuatu, this project will start early 2013 with an international conference planned for April 2013 in Samoa/Vanuatu to look at the role of China and Asia in the Pacific, publication in 2014.

- *Chinese Capital Goes Global*. This project investigates the impact of the evolving international economic system with the growing presence of Chinese economic capacity and influence on developed economies. A high-level international conference (a Wellington Conference on Contemporary China) is planned for August 2013, publication in 2014.
- *China's Soft Power*, co-hosted with University of Otago, an interdisciplinary conference to take place towards the end of 2013, or in mid-2014. This conference takes an interdisciplinary approach and focuses on how the post-reform changes in Chinese culture and society have contributed to the development of Chinese soft power in relation to the much more widely recognized and analysed Chinese hard power, mostly rooted in China's economic growth.

## B. China Symposia

- *China Business Symposium 2013*, "Developing A 'Fit' Market Entry Strategy in China." This project focuses on market research, FTA/non-tariff barriers, network-based market entry, country-firm branding strategy in China, social media marketing in China. This symposium, planned for 27 June 2013, is co-sponsored with the University of Auckland and NZ China Trade Association, with the support of NZTE.
- *Academic Roundtable: China Studies in New Zealand*, a one-day cross-disciplinary, cross-institutional roundtable in June, 2013, bringing together leading New Zealand researchers on China. The roundtable will identify major research clusters, map the development of China studies in New Zealand and explore projects and funding opportunities.

## C. Public Lectures, Roundtables, and China Papers

The Centre plans to have 1-2 high profile public lectures by prominent China scholars; small symposium and roundtables on trade and investment between NZ and China, China-NZ in regional trade frameworks, and other issues; nation-wide China essay competition by students across NZ universities. The Centre will work on the China Papers series as a more formal form of scholarly publication for China scholars and policy analysts, and on web forms for more effective presence and accessibility of content of our research programmes, activities and outcomes.