

上海大学

硕士学位论文



SHANGHAI UNIVERSITY MASTER'S DISSERTATION

题 目	<p><u>New Journey to the West:</u> <u>A study on the trade potential between China</u> <u>and Poland in era of New Silk Road</u></p>
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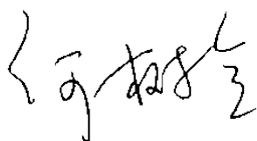
完成日期 May, 2017

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上海大学经济学院

新西游记：
中国与波兰在新丝绸时代的贸易潜力研究

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2017年5月

A Dissertation Submitted to Shanghai University
for the Degree of Master in Economics

New Journey to the West:
A study on the trade potential between China
and Poland in era of New Silk Road

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Major : **Master of Economics**

School of Economics
Shanghai University
May, 2017

摘要

这篇论文分析了中国与波兰之间的合作潜力。研究集中在这样几个问题：中国向消费驱动型经济的转变与它正面临着构建合作领域的挑战。随着全球需求的下降，寻求质量保障的需要与专注于更高新的技术都变得愈发重要，另外，中国在很多经济领域的产能过剩与引进计划“走出去”，都促使中国需要去创建新的分销渠道。

这篇我所提出的研究报告展示了中国在鸦片战争之前恢复经济的方法，划定了三个经济的推动力：产生，稳定和衰落。产生就是一个国家经历了经济改革，根据消费者的需求改变了主要的工业模型的一个比较常见的动作情况。在世界需求衰落的时候，作为一个国家而言，非常有必要地去找质量的保证和聚焦更好的高科技。

尽管它巨大的经济成就一直维持了过去的几十年，中国政府仍有许多挑战要去处理。最重要的是，我已经认识到了老龄化的社会，劳动人口衰减的注定不平坦的前景，中国贫穷人民的快速的增长和全球变暖等环境状况带来的长期影响。

在中国有效的管理下，当地居民的满意程度仍然很重要。这种延续下来的理念也是因为使用了类似于安德罗波夫在1960年创造的一个过渡计划。结果是，政府已经在国内做了许多项目并且多次出访国外来维持“中国梦”的目前情况，以此来证明群众这种适度的繁荣的好处。因为目前宏观经济的局势和由中国在经济增长与动力衰落导致的“新标准”的产生，这完全可以被认为是一个值得注意的挑战。其中一个项目是大范围地在非洲进行投资项目，这也是我认为为什么中国要进入非洲当地市场的背后原因。比如说，使用彼得斯投影而不是欧洲墨卡托海图，这反映了非洲其实远比它平常所被我们描绘的那样强大。我也提及了尼加拉瓜与中国对于巴拿马运河的做出的一些反应和从加拿大开始向北的西北通道工程。它使得从中国到美国东海岸的海上路程大大缩短。

然后，通过对新丝绸之路的潜力进行分析，我通过区域并购聚焦于目前的中国在欧洲所处的情况与所面临的形势。同样地，我也就中国在代表“16+1”成员国中、东欧的利益做出了一些缜密而合理的分析。这种策略性的投资方案简介被定义为对中国在欧洲的桥头堡的情况中是极为重要的一件事。对双边贸易协定的支持能力的事务也是非常有意义的，自从中国可以利用欧洲的思想对它的缺乏。这个商业投资方案简介在形式上满足了当地CEEC的消费群体，即使这仍然很有意义，但却不是那么地重要。原因就是当地市场存在较大的分裂与分歧。

以上的文章分部分证实了波兰在新丝绸之路的背景下的潜力。它说明了波兰主要的财产之一就是它在北欧低地便利的地理条件和入海口。波兰的经济实力，尽管比其它“16+1”平台的成员国要强，但可能不是支持中国目前状况的主要因素。这同样可以与M&A数据联系起来。这些数据表明了来自中国的主要投资资本直接进入西欧。由此我们可以得出，西欧才是中国最终的目标区域，而不是CEEC的成员国。这个假设是基于地缘政治的电位公式，也展示了中国波兰相当低的合作水平与德国和中国的合作水平相比。主要的因素是波兰经济适度的规模。这包含了它的GDP、与人口数量密切相关的劳动力人口和领土内新资源的较难的获得的窘境。

另一方面，这份研究表达了有关为什么波兰可以成为中国在欧洲长期的伙伴的原因。波兰主要财产就是它在北欧低地便利的地理条件和入海口，这确保了轻松地对建立连通西欧的通道做出贡献。另一个原因是与其它西欧国家相比的较低的投资资本（PLN比EUR到CNY的比率更好）。最后，对波兰而言，这也有非常大的发展潜能。有报道称CEEC的国家将会成为欧洲经济的驱动力，并且波兰在这些国家中有最大的经济潜能。这是根据波兰在未来与中国合作中可能扮演的角色而得出的。波兰作为东西欧之间的桥梁，因此可以吸引到许多主要经济力量的关注。

比如说，根据预测美国将寻找一个对俄罗斯威胁的自然均衡并且这样的一个自然均衡波兰是完全可以提供的，特别是当学者们考虑到传统的弗朗哥和德国合作的经济模型渐渐的下滑。结果是，波兰可以通过利用它在欧洲地图上的良好的地理位置来吸引国际的利益和投资。并且改变原来的绰号而不再是“antemurale christanitatis”（北纬壁垒基督教）。

与此相关地，这份研究代表了他的建议与中国合作的方向的主要的概括。这份研究主要聚焦在吸引中国投资者去波兰进行一些商业的投资活动。我提出了投资互惠原则的形成并且选择了中国 M&A 操作安全壳确保这样的实施不会对波兰经济造成不稳定的策略部分的产业。自从欧洲政策制定者一直在努力为中国的资本投资选择一个合适的行业，这个观点就显得特别重要。另一个合作的分支是欧洲政策制定者鼓励和支持波兰的企业家进入到中国市场做一些资本的投入和商业的贸易往来，还通过针对已在这项工作中提出的挑战。其他重要的分支包括在文化和科学方面的合作，以及在波兰争取更多的中国游客。

最后一部分运用霍夫斯泰德的 6 个维度的理论和比较中国和波兰民族心理评估他们的兼容性和易合作的分数是相似的，与 D 大调 结果主义（中国是集体主义），冒险（高于中国）和长期导向（波兰模型优先计划旨在较短的时间长度）。本节以在波兰接受中国产品的调查为结束。中国制造与低质量相联系，处于 3.8 / 7 的平均评级。它也有最低力量比率在波兰主要贸易伙伴中。虽然中国负责波兰进口的百分之 10，其品牌实力是排名第八的 10。另一方面，反馈反应人们，表明愿意在波兰的一家中国公司工作。

另外，这个研究也揭示了中国品牌在波兰市场的两面性。波兰消费者仍然将“中国制造”与低价、质量不好联系在一起。这归因于“中国商标 2025”计划还没有完成。只有加强市场运动中的消费者的交流互动，中国公司目前在人才市场中雇佣更多的波兰员工和渐渐从低价、质量不好的出口形象中重新塑造新形象才可能加强中国公司在波兰市场的地位。也有人指出，目前，主要形式的电子商务平台，这将是合理的存在于波兰的一个网站与电子产品。有较小成功机会的网上商店将是那些销售服装和其他产品。除此之外，这个研究发现波兰市场没准备好在中国已经越来越流行的食品电子商务平台。

这项研究也发现提高中国品牌的一个重要途径，除了出口高新技术产品，是采用 CSR 的解决方案。这将提高中国企业在全球的地位。建议的做法是环保意识，减少碳足迹，慈善事业和支持当地的慈善机构和社区，通过劳动实践分别执行伦理 劳工法规和本地采购，以及志愿服务。我也建议“开放式厨房策略”，就像是中国传统食物餐馆，在那里，顾客可以看见餐盘和食物准备的过程。这将使透明度水平相应提高。

另外地，我也就主要的利害关系做出了预言：未来波兰的角色，气候变化问题和它对中国的影 响，最终导致的中美两国之间的紧张局势。我就此提出了修昔底德陷阱的想法并且建议一个解决方案——“老年和平”。这项工作还发现，日本，特别是琉球群岛，包括在美国的军事基地，可能是在两个大国之间的冲突热点。尤为重要的是，日本宣称这些岛屿是他们的从 1879 年以来，所以中国可能会向日本索赔。

纵观整个的研究，中国和波兰在经济规模上存在一个较大的不均衡。波兰可以采取的最有利的方向就是在建设新丝绸之路基础设施上与中国合作并且创造一个有效的策略来吸引中国的 FDI。它便利的地理位置非常地有用，因为从某种程度上来说它构成了一个通往欧洲的天然关卡。安杰伊·贝俊嘉，上海波兰贸易领事表示，在中国有句古语说：“一棵树不是森林，一根绳子不能产生音乐”，这对于新丝绸之路是完全适用的。他声称，没有团队合作，无法实现适当的协同动作。在当前政治环境下，然而，波兰似乎达到了为中国扩展之路提供的地位并且已宣布愿意合作。正如杜达总统评论说：“当历史的风吹，一些人建造墙壁和其他-风车。”

关键词：波中合作，社会经济学，国际贸易，外交政策，地缘政治电位计

Abstract

The paper analyses cooperation potential between China and Poland. The research focuses on several matters: transition of China to a consumer-driven economy and its current challenges that can constitute the grounds of collaboration. With global decline in demand, the need to seek quality assurance and focus on higher technology becomes apparent, resulting in China going out to create new distribution channels, also in light of China's severe overcapacity in many sectors of the economy and the introduction of program known in China as "Go Global".

I presented a selection of international projects that were created to ensure inner and outer prosperity of China, including the Chinese Dream, initiatives such as Arctic Passage, Nicaragua Channel, broad investment programme in Africa and – finally, One Belt, One Road. I also compare the execution of "Chinese Dream" with the plan of economic revival created in Soviet Union.

Then, the potential of New Silk Road is analysed. I look at the Chinese presence in Europe through mergers and acquisitions in the region and assess the factors that could make the access easier. The outcome is that in order to maintain their stable presence in Europe and create a bridgehead, China would have to make positive impact on the local market and reinvest the money gained, improving the economic conditions in the host country.

Similarly, the importance of CEEC to China is inquired on. It is found that trade, even though still significant, is less important than strategic value of the region, due to high fragmentation of markets. Economic strength, though greater than that of the other 16 + 1 platform members, may not be the major factor in favour of Chinese presence. The hypothesis is backed a geopolitical potentiometric formula, showing the China-Poland potential of cooperation is at a relatively low level from a Chinese trade perspective. However, one of Poland's main assets is its convenient geopolitical location in the North European lowland and access to the sea, promising the ease of creation of distribution channels into Western Europe.

The paper offers a list of proposed directions of cooperation with China for Polish policy-makers, focusing primarily on attracting Chinese investors to Poland. I have suggested the formation of the principle of Investment Reciprocity and selected industries where Chinese M&A operations are safe to be conducted without destabilizing the strategic sectors of the Polish economy. Another

branch of cooperation is to encourage and support Polish entrepreneurs to engage in the Chinese market, also through targeting the challenges that have been presented in this work. Other important branches include cooperation in terms culture and science, as well as striving for a larger number of Chinese tourists in Poland.

A survey on the reception of Chinese products in Poland is conducted. The Made in China brand. Although China is responsible for 10 percent of Polish imports, its brand strength is ranked 8th out of 10. In addition, the conducted survey revealed a dichotomy of the Chinese brand on the Polish market. Polish consumers continue to associate “Made in China” with low quality and price – the attributes from before the plan “China Brand 2025”. Only interaction with consumers in marketing campaigns, the physical presence of Chinese companies on the market by employing Polish workers, and the gradual resignation from low-cost low-quality exports to Poland may strengthen the position of Chinese companies on the Polish market. The suggestion here is also to introduce Corporate Social Responsibility and utilize "Open Kitchen Strategy" to create trust through transparency in Chinese firms – just like in traditional Chinese food venues, where the dish preparation process can be seen by the consumer. In result, their public image becomes warmer.

Several predictions are also made concerning the main points of interest: the role of Poland in the future role, the problem of climate change and its impact on China, and finally, the issue of tension between China and USA, where I present the idea of Thucydides Trap and propose its solution – the “geriatric peace”.

Looking at the whole of work, there is a large disproportion between the size of the Chinese and Polish economies. The most favourable direction that Poland can take is to cooperate with China in terms New Silk Road infrastructure and create an effective strategy for attracting Chinese FDI. Its convenient geopolitical position will be of great help, as it constitutes a natural a gateway to Europe to some degree.

Keywords: Poland-China, socioeconomics, international trade, foreign policy, geopolitical potentiometry

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Abbreviation Index:

AIIB	Asian Infrastructure Investment Bank
CSR	Corporate Social Responsibility
CEE	Central and Eastern Europe
CEEC	Central and Eastern Europe Countries
GVA	Gross Value Added
GWP	Gross World Production (Global GDP)
NSR	New Silk Road
OBOR	One Belt, One Road
PRC	People's Republic of China
US	United States
WTO	World Trade Organization

Introduction

These days, a rapid growth of technology and mass globalization leads to world being interconnected like never before. In the age of the Internet and aerial travel, the time delay in movement of goods and thoughts is minimal, so matters that took months can now be executed within weeks or days. "The end of history" prophesied by Francis Fukuyama after the fall of Soviet Union turned out to be premature.¹ After the post-Cold War world, the balance of global power began to change, with Europe falling into stagnation, United States struggling to maintain its position of the "world's police"² and Russia rallying to revive the empire it once was.

In such geopolitical circumstances, many forgotten players began to gain on importance, amongst them Poland and China. The first one regained its full independence, earlier being strongly tied with the Soviet bloc, now accessed the European Union and rediscovered its potential. Similarly, People's Republic of China was rebuilt by Mao Zedong and Deng Xiaoping after a long struggle started by Opium Wars in the XIX century, being born anew like a phoenix from ashes. These days, with global situation ever changing, China started a new journey to the West, formed new land trade route to Europe dubbed "New Silk Road". For both of those countries, the road poses a great trade opportunity that can allow them to further gain on importance and develop economically.

The above scenario is exactly what this work aims to elaborate on. Using methodology available for economists and social science scholars, I aim to assess the potential of relationship between China and Poland in terms of trade, looking from the perspective of New Silk Road. That is also closely related to what this work aims to bring into the field. The purpose is to target the niche of China-Poland trade relations from the practical, business aspect, with the main recipients being businessmen from both Poland and China, as well as policymakers. Additionally, there is little to no literature in the subject cooperation between the two countries, the texts available being mostly theoretical analyses and many strategic reports about cooperation are only available to members of diplomatic corps and their respective governments.

Since the issue at hand is complex, I will be using a multi-facet approach and diversify my methodology. One of the research tools is textual analysis, with texts hailing from three backgrounds: Chinese, Polish and Western (presented in English). However, articles only present

1 Fukuyama, Francis. 1989

2 Stephens, Bret. 2014

subjective and narrowed-down views on the matter and seldom constitute a source of first-hand data. Because of that, I will also use a survey and an enhanced gravitational potentiometric model. The target group of the survey will pertain the perception of Chinese brand in Poland. Concerning my delimitation, I have decided against introducing a second survey about Polish product recognition in China, the reason being a reconnaissance test among a group of two dozen Chinese students showing that the knowledge about Poland is minimal. A model of my creation using Sulek's power formula and trade gravity model will be used to measure partnership profitability between Poland and China, which I will then compare to other main trade partners of both countries. I also intend to make moderated use of Weberian narrative, a style that concentrates on understanding (*verstehen*), as utilized to some degree by authors such as Steven Levitt or Slavoj Žižek, especially in order to combine the more convoluted phenomena in sequences of cause and effect. Consequently, I will be starting from a wide international perspective and then gradually narrowing it down to address the main question, which is “How can Poland be instrumental to China in execution of *One Belt, One Road* project”, with the thesis being that while not China's strongest trade partner in Europe, Poland may have great strategic significance, and thus be a promising long-term emerging partner in region of Central and Eastern Europe and can serve as a bridge between China and the West.

Similarly, due to the topic researched having many distinct parts, I have divided the work into several thematic groups that will correspond with the chapters. In the latter part of the introduction, I will present a literature analysis regarding all the topics and briefly summarizing all the most important articles in the field. The first part will construct a foundation of knowledge on the topic, presenting and comparing both countries, followed by a highlight of their geopolitical situation and current economic drivers, priorities and challenges of China, showing potential grounds of cooperation that Poland could target. I will also describe Chinese motivations behind opening up to the West and name several international trade projects that I consider vital for China. That will lead through a seamless transition into the next part, creating another layer of knowledge addressing a vital question: “Why is New Silk Road needed?”. It will elaborate on the importance of establishing Chinese presence in CEEC, the creation of OBOR (One Belt One Road) project and explain the motivations behind its emergence. I will then show that Poland's power index is low, thus not being the main interest of China and that, in fact, it is its geographical position that matters the most. To do that, I will use an extended Partnership Profitability formula as well as a 3D

hypsometric map rendering of Europe. Going further, I will show a list of potential directions of China-Poland cooperation in terms of investment, cultural and scientific exchange. I will introduce the principle of Investment Reciprocity, thus tackling one of the issues faced by Polish policymakers.

The next chapter will address the issues that Chinese investors may face in Poland. To counter that problem, I have utilized Hofstede's 6 Dimensions model to compare the two countries' national mentality. Then, I will analyse the conditions on Polish market and its readiness to take in products from China. In order to do that, a survey composed of both closed and open questions will be used to introduce statistical analysis without obscuring the true vision offered by uninfluenced opinion of the surveyed. We will then proceed to a summary and conclusions, with the addition of a set of predictions regarding the hypothetical development of future cooperation between the two countries. I chose the issues of global climate change, the future geopolitical position in Poland and the challenge of deteriorating China-US relations. Without further ado, we may start the essay with analysing what selected authors had to say about the topic.

In order to create a literature review tailored to suit the interdisciplinary character of the work, I have extracted main themes from chapters mentioned above and decided to split the review into two sections, namely relationship between China and Europe, especially its Central and Eastern part in context of Poland, and New Silk Road (as a part of One Belt, One Road project). These summarize the topics that are about to be discussed in the best, most precise way.

Literature review

The two main topics of my work are New Silk road and the interests of China behind it, as well as the trade relationship between China and Europe, particularly Poland in context of CEEC.

A) New Silk Road

Claudio Passalacqua points out that by using the New Silk Road, China is trying to create a sense of shared destiny.³ He further adds that the OBOR is being perceived by many countries

3 Pallacqua, Claudio. 2016

to be a threat, and is primarily treated as an attempt to dominate their markets by Chinese capital. Using the liberal and realistic perspective, the author analyses China's motives. In the first category, he draws attention, among other things, to the emergence of new trade corridors and mutually beneficial cooperation, when the second aspect distinguishes the Chinese government's desire to support regional integration and strengthen its international standing.

Adam Nobis analyzes the global implications of the New Silk Road.⁴ The author finds that the result is not only the development of trade, but also a new world order, a new globalization (with Chinese characteristics), and new patterns of international relations based on Chinese values. The author also emphasizes that OBOR is strongly linked to China's internal situation and should be treated as an attempt to maintain order in the country.

The theme of the next text is the US look at OBOR initiative.⁵ William Overholt argues that the project can exacerbate political sentiment and be perceived as a threat both by the United States but also by many of China's neighbours. The author believes that the only scenario where the project will be a success is the cooperation of the parties and the settling the situation by Chinese and US leaders. Since US-China relations can be understood as vital to the future of the world, I will further elaborate on that issue in section 5.1.

Michael D. Swaine considers OBOR a great success of President Xi Jinping and points out that the plan will bring economic, political, cultural and strategic benefits to China.⁶ The author also argues that large-scale investments in the region are to consolidate Beijing's position as leader in Eurasia. He assumes that the greatest challenge facing planners is to reconcile the interests of all the countries through which the Road will run, because it will overwrite itself over geopolitical situations in many regions of the world at once.

The study by Vladimir Fedorenko presents the fact that there are many different New Silk Roads, including projects of the United States, Turkey, or the Russian vision of Eurasian integration.⁷ The most attention is paid to China's motives in Central Asia. He argues that these are mainly to gain access to hydrocarbon resources and to meet its growing energy demand. In addition,

4 Nobis, Adam. 2016

5 Overholt, William H. 2016.

6 Swaine, Michael D. 2016

7 Fedorenko, Vladimir. 2013.

China's approach is described as business-oriented and pragmatic, without ideological ground.

The text from the European Union Institute for Security Studies draws particular attention to the OBOR in relation to China's relations with Russia.⁸ Camille Brugier believes that countries compete for primacy in Central Asia, and the New Silk Road is a form of defence of Chinese interests, including the economic presence in formerly Soviet regions, thereby challenging Russia.

The study created by Justyna Szczudlik-Tatar focuses on aspects of international OBOR. China is using the "New Silk Road Diplomacy" to improve its relations with the countries of Central and South Asia, building its position in the region.⁹ The author claims that the reason for this is primarily the desire to develop western China, as well as to stabilize the situation at the borders.

B) Relations of China with EU in context of Poland and CEEC

Mingjiang Li focuses on assessing the potential for partnership between the European Union and China.¹⁰ The main points of cooperation are common strategic and economic interests. The problem may be the progressing economic nationalism occurring in both regions. Europe will appreciate China's support for climate change, Africa, nuclear weapons and global governance, and these grounds may constitute the foundations of long term cooperation.

The Center for European Policy Studies is primarily concerned with regulations within OBOR.¹¹ The report says that Europe is not ready for the Free Trade Agreement with China, the main points of concern being dumping and disparities in market size. Nevertheless, EU trade (including Poland) with China will increase, so compromise will have to be achieved.

Marcin Kaczmarek and Jakub Jakóbcowski are looking at the reasons for China's interest in Eastern and Central European countries.¹² They point out that the crisis in the eurozone has led to the growth of their interest in outside investments, a matter that is used by Beijing. China, according to the authors, intends to use the CEEC region as a bridgehead to further economic expansion in Europe, but the 16 + 1 initiative is limited in its effectiveness. This is due to linguistic

8 Brugier, Camille. 2014.

9 Szczudlik-Tatar, Justyna. 2013.

10 Li, Mingjiang. 2009.

11 Pelkmans, Jacques, and Joseph Francois. 2016.

12 Kaczmarek, Marcin. 2015.

differences among the member countries as well as differences in interests.

Jędrzej Górski looks at China's cooperation with Poland in terms of the 16 + 1 platform that brings together Central and Eastern European countries.¹³ He points out that Poland is the key to carrying out the vision of Halford Mackinder and that is the emergence of strong Eurasia, which would lead to economic marginalization of North America. He points out, however, that the current affiliation of Poland tilts towards the United States and is yet to be changed. I believe that it can go along with the progress of protectionism in the United States and its prospective withdrawal from spheres of influence, which will result in Poland looking for a new strategic partner.

The broad analysis concerns the potential of cooperation between China and Poland in terms of "Go Global" policy.¹⁴ Artur Gradziuk believes that the main causes of Chinese interest in Poland are its natural resources, the acquisition of foreign high-tech enterprises, and access to the market by setting up or acquiring a factory. There is also a need to create more efficient diplomatic bodies responsible for supporting trade between countries, as the instruments currently in place are considered insufficient.

Chapter 1. Country presentation

In this section, I will look at Poland and China respectively, describing their background and then illustrating them with brief but practical comparisons. The prime matter would be an overall presentation of a country, seconded by trade outlooks and its import/export structure.

1.1. Poland, the emerging entrepreneur

First country to be introduced in terms of economy and business capacity is Poland. It is a country located in Central Europe, on North-European plain. With an area of approximately 312,6 thousand square kilometres, it is a home of 38.5¹⁵ million people. In the north it has access to Baltic Sea, whereas a vast majority of the southern border is protected by a natural barrier of mountain ranges, that being Sudetes and Carpathian mountains. The largest city is its capital – Warsaw, which produces 12 percent of Polish GDP. The country may be perceived as ethnically uniform. According to the latest national census, 93,5 percent of its citizens declare themselves to be Polish, whereas two largest minorities are Germans and Silesians.¹⁶

13 Górski, Jędrzej. 2016.

14 Gradziuk, Artur. 2012.

15 World Bank Group.

16 National Bureau of Statistics of China. "National Census." 2016.

Poland is also stable economically, with a steady GDP growth rate of above 3 percent (3.4 percent in 2014, as compared to 7.4 percent in China)¹⁷ and inflation rate of 0.1 percent.¹⁸ Its nominal GDP is at 429 billion USD, making it the 8th strongest economy in Europe. The value doubles, showing 996.5 billion USD when looking at GDP in context of Purchasing Power Parity (PPP).¹⁹ This in turn puts Poland as the 23rd strongest economy in the world,²⁰ which coupled with a high HDI value of 0,834²¹ created an image of a growing second tier economy with a high growth potential.

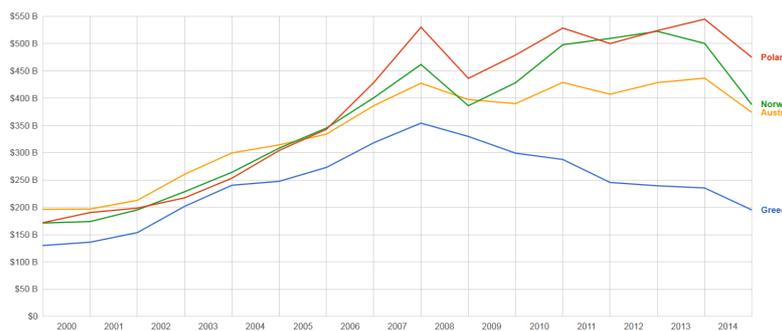


Figure 1 GDP of Poland, Austria, Norway and Greece in 2000-2015 (Source: Google Inc. 2017.)²²

In order to localize Polish economy on the business map of the world, it is the best to look at two charts showing GDP and GDP growth values of Norway, Austria, Poland and Greece during years 2000-2015. Those countries have been chosen due to their relative similarities of size and structure of economy. The Figure above (fig. 1) shows a steady growth to the level of 525 billion US dollars in late 2007 with an upwards long-term tendency in the later years, to finally take part in the economic decline due to global recession and diminishing market demand in the year 2015.



Figure 2 GDP growth rate of Poland, Austria, Norway and Greece in 2000-2015 (Source: Google Inc. 2017.)²³

17 Ministry of Development. "Polska 2015: Raport O Stanie Gospodarki." 2015.

18 World Bank Group.

19 Ibid.

20 United Nations Statistics Division. 2016.

21 United Nations Development Programme. 2015.

22 Google Inc. "Google Public Data Explorer." 2017. Web.

23 Ibid.

The situation looks similar in context of Poland's GDP growth rate. Since the year 2000, it has never dropped past 1% and has an upwards tendency. It is also worth noting that Poland was the only country in European Union that reported a growth during the financial crisis of 2008.²⁴



Figure 3 Main import partners of Poland (Source: MIT. "Import Origins of Poland.. 2014.)²⁵

When it comes to trade, according to The Columbia Encyclopedia, “Poland exports machinery and transportation equipment, manufactured goods, food, and live animals. Imports include machinery and transportation equipment, manufactured goods, chemicals, minerals, and fuels”²⁶. In the European region, it is known for amber, copper, high quality meat and meat-derivatives as well as copper and coal. In terms of import, the total value was USD 218 billion.²⁷ The main country of origin is Germany, standing for almost one-fourth of the value of all imported goods. Second comes Russia, at 12 percent. Finally, third comes China, standing at 10 percent. As can be seen above, the vast majority of countries from which Poland imports its goods lies in Europe, with the two exceptions being China and USA.

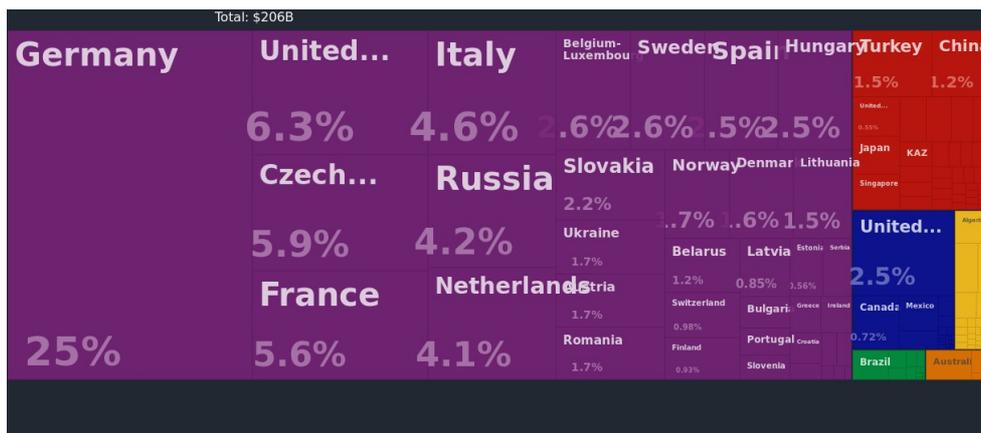


Figure 4 Main export partners of Poland (Source: MIT. "Export Destinations of Poland". 2016.)²⁸

24 World Bank Group.
 25 MIT. "Import Origins of Poland.. 2014.
 26 University of Columbia. 2001.
 27 MIT. "Export Destinations of Poland". 2016.
 28 Ibid.

Export-wise, the total value is 206 billion USD. Poland sells mostly to strong economies nearby, that being Germany - its main trade partner, then United Kingdom, Czechia followed by France.²⁹ All its ten main export destinations lie within the borders of Europe, further proving that Poland is a strong player, but so far at a regional rather than global level. In spite of that, however, the reports show that Poland can be perceived as the rising star in Europe and that it is in fact an emerging regional power,^{30 31} though I shall elaborate on that topic in the latter sections.

1.2. China – new power for the new age

The other country to be described is People's Republic of China – a power in the major global league. With population of 1.38 billion, it is the most populated country in the world. It boasts a total area of 9,596,961 square kilometres. In ethnic matters, similarly to Poland, China has a strong representation of one group, that being the Han, at 91.51 percent.³² The majority of its main cities is located in the eastern part of the country by the east coast, with giants such Shanghai and Beijing claiming the elite rank of megacities.³³

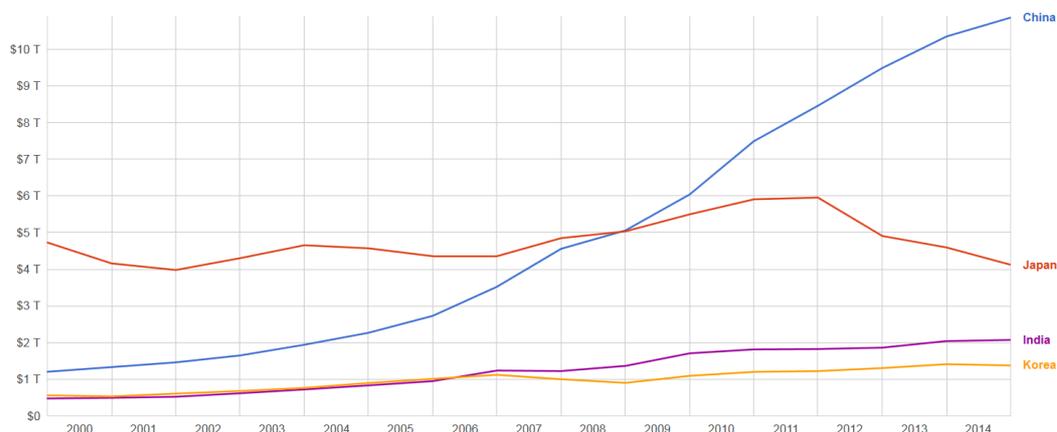


Figure 5 GDP of China, Japan, India and Korea in 2000-2015
(Source: Google Public Data. 2017.)³⁴

The Middle Kingdom is perceived as either first or second world economy, depending on the source. The growth is particularly visible when comparing Chinese GDP and its growth over time with local significant economies, those being South Korea, Japan and India. The multiple line chart below created using data provided by World Bank was set for the time period of 2000-2015, just like in the case presented in point 1.1. Chinese GDP has been rising gradually from the second

29 MIT. 2016.

30 Little, Allan. 2012.

31 Anastasiu, Andreea. 2013.

32 National Bureau of Statistics of China, 2015.

33 Mavropoulos (2012) describes them as metropolitan areas with at least 10 million inhabitants, characterized by 1) rapid growth, 2) high spatial population density, 3) high levels of social fragmentation.

34 Google Inc. "Google Public Data Explorer.". 2017. Web.

half of the 20th century, with some of the major factors being the introduction of reform and opening up created by Deng Xiaoping in 1978, followed by employment of "one central task, two basic points" in 1987³⁵, though arguably the final crown jewel was China's accession to World Trade Organization in the year 2001. The weight of that even can be seen on the chart above, with Chinese GDP standing at circa 1,3 trillion USD in 2001, overtaking Japan in 2009 and amassing almost a tenfold the value over 15 years, yielding 11.008 trillion USD³⁶. If matters continue at this pace, China is expected to surpass the U.S. economy by 2026³⁷.

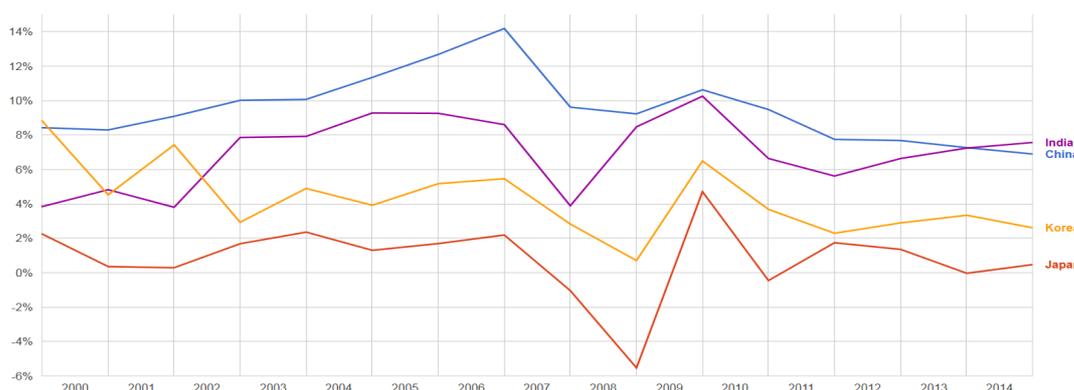


Figure 6 GDP growth rate of China, Japan, India and Korea in 2000-2015
(Source: Google Public Data. 2017.)³⁸

A similar trend can be observed when looking at GDP growth rate. Since the accession to WTO, China's economic growth sped up, rising from 8.3 percent in 2001 to 14.19 percent in 2007. The value then gradually fell due to both internal (ie. maturing economy, changing workforce, increase of labour cost) and external (global financial crisis of 2007-2008). The value in 2015 was 6.9 percent and it is projected at approximately 6.3 percent in 2019.

Production-wise, China can still be considered a “global factory”, being responsible for creation of 80 percent air-conditioning installations, 70 percent of mobile devices and 60 percent of shoes worldwide.³⁹ The government is pushing for brand reinvention, picking quality over quantity, as it has been presented in "Made in China 2020-25 Strategy". Even though its economy is undergoing transition, China still has export value higher than import. For example, five years ago, as opposed to Western economies such as the U.S., China actually had an overall trade surplus, peaking at 231.1 billion USD, whereas the United States had a trade deficit of 727.9 billion USD.⁴⁰

35 Essentially, economic development was the centrepiece, supported by reform and opening up.

36 World Bank Group.

37 Bliss, Susan. 2016.

38 Google Inc. "Google Public Data Explorer." 2017. Web.

39 The Economist. "Made in China?" 2015.

40 White, Garry. 2013.

The situation of China remains stable and its GDP is growing, but nonetheless a slowdown can be observed. There are many limits to trade and challenges that China has to face in order to reach its full economic potential, among others receiving a status of a free market economy from the WTO, reach new markets and tackle its own social and environmental internal issues. These challenges were some of the factors behind “One Belt, One Road Project”, which will be the topic of the next chapter.

Chapter 2. On the way to the West

2.1 The path of China towards the status of a superpower

Before describing the concept of New Silk Road programme itself, I will present the convoluted road that China took to get to that point in its contemporary history. I chose to do so as in order to understand the Belt and Road, one must first grasp the notion of the underlying premises; the way that led the Chinese government to develop such plan. The graph below shows the economic contribution of China to GWP (Gross World Production; "Global GDP") between 1820 and 2012. Several defining moments can be identified and correlated with changes in GWP value.

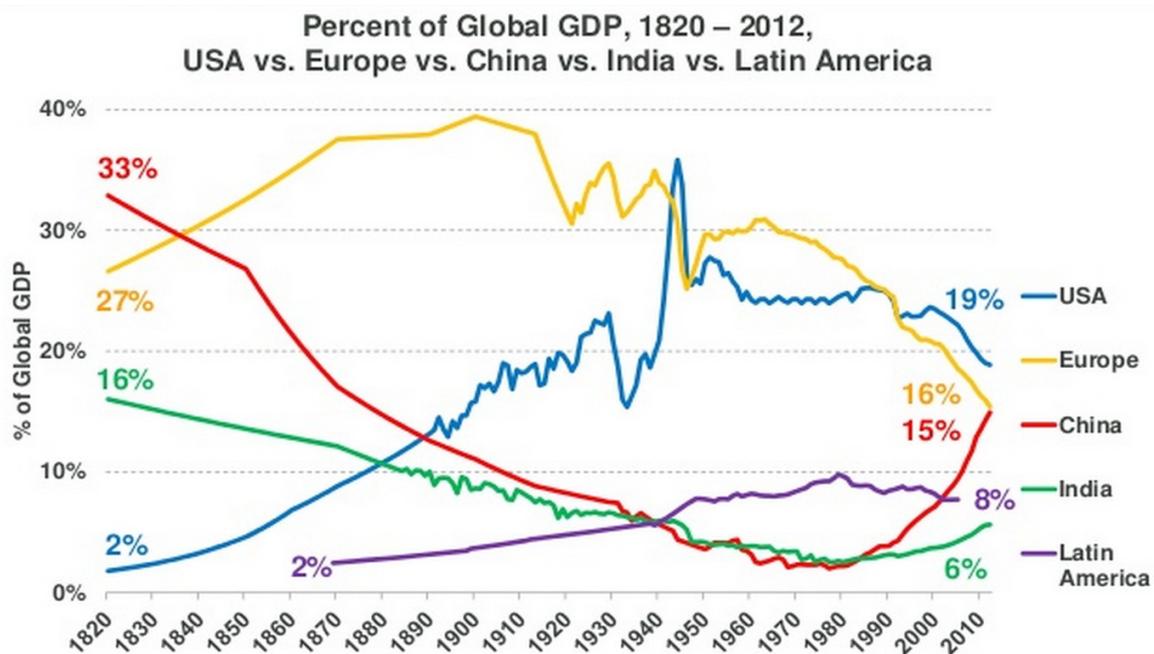


Figure 9 Percent of Global GDP, 1820-2012
(Source: Coutsoukis, Photius. 2011.)⁴³

⁴³Coutsoukis, Photius. "China Recovery from War." 2011. Web.

The chart starts at the time of Ming Dynasty China, with its economic influence already in decline, though still impressive, standing at 33 percent of GWP. In years 1839-1860, the Middle Kingdom had experienced two Opium Wars against Western powers, putting the country on a slippery slope and leading to a decline in power, which can be seen to correspond with Western era of colonialism. The second phase in the Chinese history highlighted on the figure can be seen between 1930 and 1950, with China suffering from war and a series of unfortunate internal events. These included Sino-Japanese war that later became a part World War II, where approximately 20 million Chinese citizens lost their lives.⁴⁴ At that point, the country only held around 4 percent of GWP. It is estimated that as of 1946, Chinese industries only had the capacity of 20 percent and stood at 25 percent of the pre-war output.⁴⁵ Further devastation and social unrest left agricultural sector severely weakened, resulting in food production being reduced to just 30 percent.⁴⁶ Afterwards, the phase continued with an introduction of reforms, thus restructuring the country and rebuilding it.

Finally, 1980's have seen the first spark of globalization and opening up to the world. China's revival and globalization are interconnected as it is the access to the world that allowed the Middle Kingdom to use its immense manpower in production. The time of opening-up, the Chinese Renaissance, marked a new era in local history, with the country's GWP share increasing from 9 to 15 percent in from the year 2000 to 2010.⁴⁷ The successful empowerment and economic stimulation has been caused by utilizing policies with local characteristics, following the rule *Zhongxue wei ti, xixue wei yong*⁴⁸ (中学为体, 西学为用), which can be paraphrased as “Chinese knowledge in important matters, Western knowledge in the practical ones”. It allowed the government to conduct a metamorphosis into a strong country with capitalist rules, that has however retained its distinct cultural values, that otherwise could have been the price to pay for globalization and rapid opening up to the world.

That opening allowed China to regain the once-lost position of a superpower, yet that prosperity was built on expectations of millions of Chinese citizens and a particular social mandate. More precisely, China had learned on mistakes made by helmsmen of the Soviet Union, who first liberalized social and cultural norms and then economy, which was exactly what Yuri Andropov

44 Pount, Kyle. 2011.

45 Sun, Jian. nd.

46 Coutsoukis, Photius. 2015.

47 According to World Bank data, as of 2015, the contribution of China towards GWP was 14.84 percent.

48 Dillion, Michael. 2012.

advised against doing.⁴⁹ China, on the other hand, based its economic restructuring on affordability of life, making sure that basic needs of the society are tended to, and they were tended to successfully - GDP per capita rose from 954.55 USD to 7294.65 USD in just 15 years.⁵⁰ As a result, as any other country, China is facing the situation of maturing economically, and so, experiencing whole new challenges.

2.2. The ongoing transformation

To comprehend the ongoing development of Chinese economy, one must first understand the underlying drivers. According to research conducted by Beijing Axis, those factors can be categorized as Stable, Fading and Emerging, as seen below.

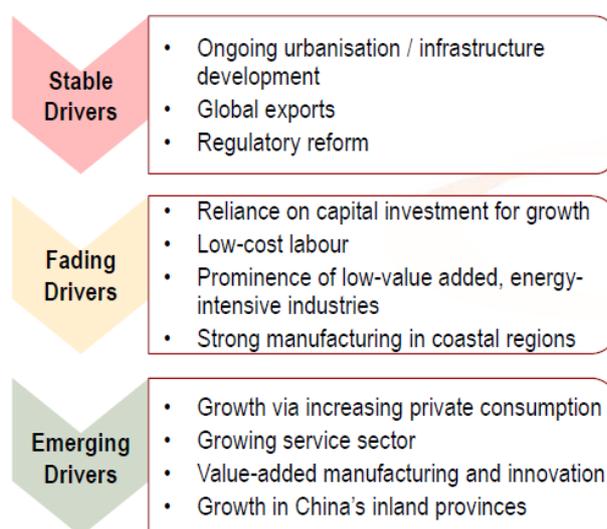


Figure 10 Economic drivers of China
(Source: Beijing Axis, 2014.)⁵¹

2.2.1. Stable Drivers

The first category pertains key factors that drive the Chinese economy and are expected not to lose on importance. These include urbanization and infrastructure development, characterized by growth of cities located primarily in eastern China and mass migration from rural regions. Larger numbers of people living in cities can contribute towards Human Development Index and the overall comfort of life. The phenomenon of urbanization has gained in force, starting at 3 percent in the 1800 and according to the Population Reference Bureau, is expected to reach 70 percent by the 2050⁵².

For instance, the level of Chinese citizens living in cities rose from 26 percent in 1990 to 53.7 percent in the 2014 and is expected to grow to as much as 60 percent by the end of 2020 –

49 Central Intelligence Agency. 1983.

50 World Bank Group.

51 Beijing Axis. "The China Compass - January 2014". 2014. Web.

52 Population Reference Bureau. 2016.

the country is undergoing rapid social and cultural changes.⁵³ Urbanization is however a sword with two blades, and is in fact a growing challenge for Chinese national and regional governments to tackle. More on that will be written later on in this work.

Concerning export, as stated before, China is a leader, with its trade surplus measured in billions of USD. With such great capacity and relatively low labour costs, the country has a relatively stable source of high income. However, the economic structure of “global factory” is vulnerable to the worldwide trends and may result in overcapacity, meaning that a sharp fall in demand will lead to a costly standstill of production and recession. That scenario has already happened and had especially hurt China's metal market. According to Francesco Floris from the European Trade Chamber, the situation may result in Chinese steel production being cut down from 300 million tonnes by 100-150 million tonnes within 5 years, putting up to tens of millions of jobs in the industry at risk.⁵⁴

2.2.2. Fading drivers

The second category revolves around factors that have accompanied China in its path to modernisation, but that now becoming gradually less significant in terms of governmental plans. First of all, Chinese profile is slowly changing, meaning that internal consumption is gaining on importance and overtaking capital investment. This can be seen when observing the structure of gross value added by sectors with the unit percentage of GDP (see figure below), the service sector's contribution to China's GDP over time has steadily grown since 1975, yielding a share of 48.11 percent in 2014, with agriculture losing on importance and industry slowly giving way.

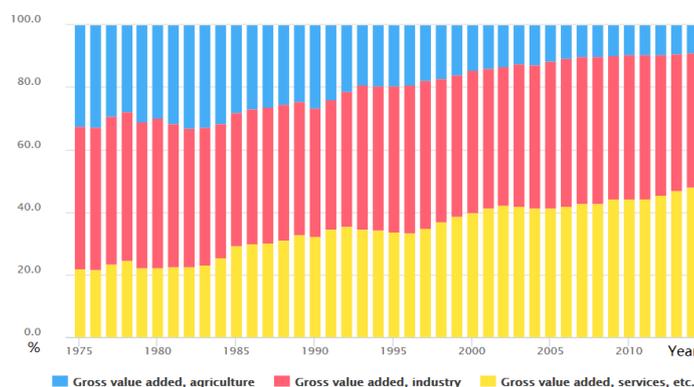


Figure 11 China's Gross Value Added by sectors (GVA)
(Source: Bluenomics. 2014.)⁵⁵

53 Zhu, Ningzhu. 2014.

54 Trade Commissioners' Meeting, 18 Mar 2016.

55 Bluenomics. "Structure of Gross Value Added by Sectors." 2014. Web.

Concerning low-cost labour, its demise in China is but a matter of time. The is undergoing an economic transition. The process behind this has been known throughout the history and observed worldwide. Country attracts investors because of low manufacture costs, goes through industrialization and experiences economic boom. Prosperity boosts socio-cultural evolution, increases living standard and widens education vistas. Consequently, better education equals higher wages, people have better living conditions and can afford more, growing more confident and aware of their laws and privileges. At that point, manufacture costs become increasingly high.

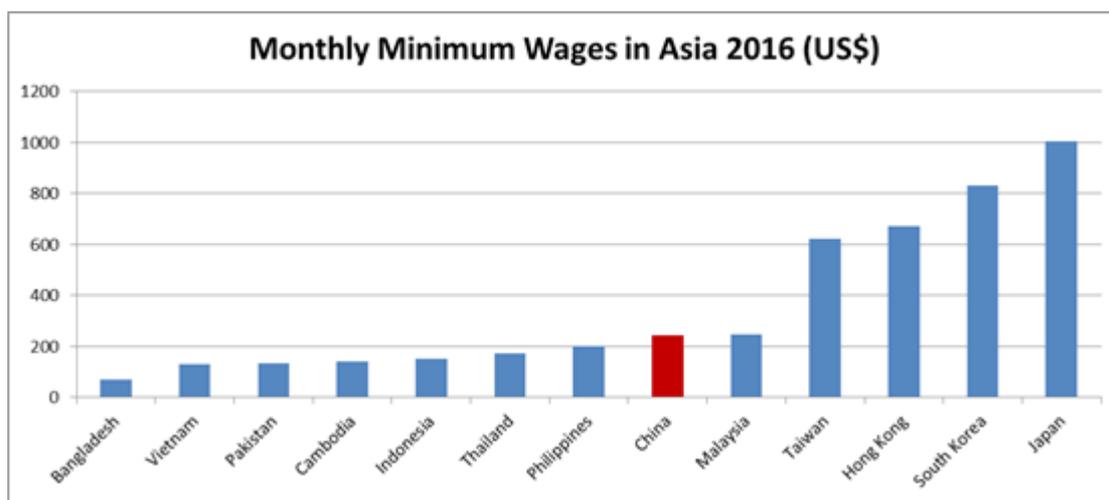


Figure 12 Monthly Minimum Wages in Asia 2016
(Source: China Labour Bulletin. 2016)⁵⁶

International companies, once drawn by low production costs, are growing reluctant to produce locally in light of labour cost, relocating their factories to Vietnam, Cambodia or Thailand. GDP growth rate slows down, and so the economy model based on low-cost production no longer is profitable. The same process of economic maturing is responsible for the diminishing role of low value added, energy intensive industries, which however is a rather positive thing, especially if looked at from the perspective of Friedrich List's teachings, that can be described as the opposite to those of Adam Smith. He believed that trade relations with more developed and stronger countries result in hurting the domestic economy. In the end, it specialises in low-income niches of the stronger country, thus cutting its own perspectives of development and essentially, becoming a serf dependent of the external economies' trends.

The matter is similar with strong manufacturing in coastal regions of China. Low-price production ceases to bring profit, consumers expect quality rather than quantity, the overall standard of living grows, and more people work in the tertiary sector, rendering coastal manufacturing obsolete.

⁵⁶ China Labor Bulletin. "Wages and Employment." 20 July 2016. Web.

2.2.3. Emerging drivers

Finally, there are some emerging drivers. Those are the ones who will gain on prominence over time as China evolves into a service-based economy. Consumption has already been mentioned as we discussed reliance on capital investment on growth. Businesses that revolve around satiating consumer needs are gaining on strength. The matter is similar when it comes to luxury market: the contribution of Chinese to global luxury sales is 30 percent, showing that the growing upper-middle class (and above) will play a significant role in rise of China - especially that by 2030, 35 percent of the Chinese will be a part of it.⁵⁷ According to the graph below, the demand is only going to rise, to reach 44 percent of global luxury market in 2020, with total value of 168 billion EUR.

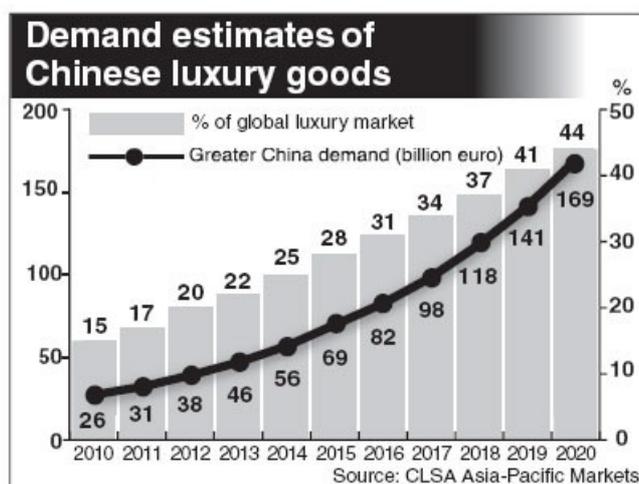


Figure 13 Demand estimates of Chinese luxury goods
(Source: Li, Joy. 2011.)⁵⁸

Value-added manufacturing and innovation will be of high importance as well. This can be considered necessary since the costs of labour are growing, making the older model used by the country inefficient. As a result the so called “Brand economy” was introduced, with quality being preferred over quantity. During China Brand Economy Forum, Huai Jinpeng (orig. 怀进鹏), the Deputy Minister of Industry and Information Technology presented a recently introduced “Made in China 2020-25 Strategy” that aims to make people associate the “Made in China” label with quality and innovation.⁵⁹ It can be compared to the transition once made by Japan – a site once recognized for the mediocrity of their products, now commonly acknowledged for the excellence of its cars and electronics.

⁵⁷ The Economist Intelligence Unit. 2016.

⁵⁸ Li, Joy. "Chinese to Buy 44% of Luxury Goods by 2020: CLSA". 2011. Web.

⁵⁹ *China Brand Economy (Shanghai) Forum*. 2015.

The role of innovation has been emphasized during the meeting of Peoples Municipal Government of Shanghai by Zhou Bo, the vice-mayor of Shanghai.⁶⁰ He elaborated on city's major part in the 13th 5 year plan (more about it in the later sections), shaping it into the business card of the whole country. Shanghai is expected to become the local hub of the so called social commerce, which combines social media such as internet communicators (ie. Wechat) with payment options, resulting in consolidated access to products and services. Finally, the Chinese government plans to turn Shanghai into centre of Intellectual Property Rights and consolidate jurisdiction by 2020. IPR has been a growing issue in China and still needs to be properly addressed. Concerning brand and technology, the country has started to import technological knowledge and hi-tech machinery as such in order to perform the brand upgrade – the field may be a promising niche for cooperation.

The final emerging driver is the growing role of Western provinces of China, that have previously been overlooked while the eastern coast flourished. The latest trends show that now, it is the inland provinces that drive the GDP growth. This trend is connected with the governmental program “China Western Development” used to even out the level of economic development in whole China.

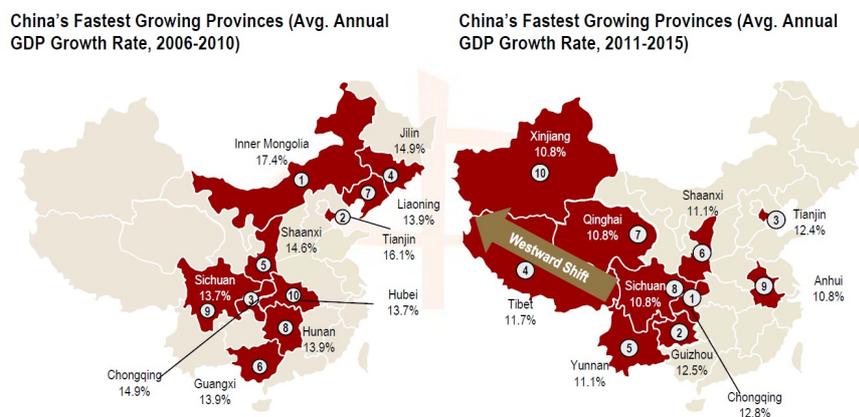


Figure 14 China's Westward investment shift (Source: Beijing Axis, 2014.)⁶¹

As it can be seen above, there has been a shift of focus from the centre of the country to its Western part, though main recipients are still Xinjiang, Qinghai and Inner Mongolia, due to their vast area and untapped resources coupled with relatively low labour cost. China Western Development Program has a set of beneficiary provinces, the area of which is 71.4 percent of total area of China, whilst holding only 28.8 percent of its population. So far, some of the main projects were West Triangle Economic Zone, West-East Gas Pipeline and Qinghai-Tibet Railway.

60 Bo, Zhou. 2016.

61 Beijing Axis. "The China Compass - January 2014". 2014. Web.

The matters presented above talk mostly about economic drivers of China, but they are mainly related to the path to transition in a more passive, long-term way. In order to introduce New Silk Road, one must also comprehend the importance of China's current socio-political conditions, which will show why establishing strong trade corridors to the West is of such great importance.

2.3. Current challenges

One of the main premises of this work is to determine the prospective areas of cooperation between Poland and China. Comparison of scale (elaborated upon in latter sections) convinced me to write this work from the Chinese perspective, so that the main ground of the cooperation is related mainly to the needs of China. Consequently, this section will elaborate on the current challenges that China is experiencing – those are to be treated as potential niches that can be targeted for the needs of China-Poland collaboration.

Since the time of breaking away from inner turmoil in 1949, China has undoubtedly achieved a lot, especially thanks to Deng Xiaoping's efforts, whose reforms have greatly reduced poverty in urban regions⁶² and helped to lift over half billion people out of extreme poverty, changing income per capita from 200 USD in 1990 to 5000 USD in 2010. Furthermore, the amount of people living in extreme poverty fell from almost 85 percent in 1980s to 13.1 percent in 2010.⁶³ The country had undergone dramatic change for the better.

In order for things to proceed this way, the People's Government of China has been using 5 year plans. These determine the main points of interest and the direction that the country is expected to choose. The most recent one, the 13th 5 year plan, is set up for the 2015-2020 period, which is especially important since the latter date marks 100 years of existence of Communist Party of China. Current priorities are divided into several sectors: Innovation, Coordination, Greening, Opening up and Sharing. The main theme is "innovative development" mentioned in many places of the report: the state intends to utilize the already mentioned Made in "China 2025" program for brand restructuring. The main matters to do is to reduce homogeneity of domestic production and raise academic and technological quality, thus laying foundations of reliable infrastructure based on information technologies, ie. through promotion of cybereconomy (e-commerce).⁶⁴

62 Stuart, Elizabeth. 2015.

63 Shah, Anup. 2011.

64 China Daily. "Highlights of Proposals for China's 13th Five-Year Plan." 2015.

Research conducted by PwC names several main points, those being:

- *Achieve more balanced, inclusive and sustainable development by coordinating a range of economic indicators*
- *Maintain medium-high economic growth*
- *Plan better allocation of resources*
- *Raise the efficiency of investment and companies*
- *Promote advanced manufacturing and agricultural modernisation*
- *Become an innovation-driven nation*
- *Keep encouraging mass entrepreneurship*
- *Continue raising the service sector's contribution to GDP*
- *Further increase consumption's contribution to economic growth*
- *Increase the pace of urbanisation*
- *Narrow the income gap, eliminate poverty and improve people's livelihood through expanded public services on employment, education, culture, social security and healthcare*
- *Further open up China's economy*
- *Vigorously promote environmental protection and low carbon growth*⁶⁵

Put in terms of business perspectives, the plan translates directly into the international needs of China. Under Xi Jinping, the state will introduce the Belt and Road Project in an inclusive way that will also benefit the previously overlooked provinces of Central and Eastern China. The plan pertains trade expansion towards West, also in order to find new target markets to counter the issue of crippling overcapacity. As a part of that, the image of the country will be changed to be associated with quality, also by becoming a centre of high technology. The government also intends for the local economy to mature in order to meet the growing demand on the consumer product market. Speaking of which, China will work on its social capital, attempting to solve its emerging inner conundrums. There are many challenges, but the ones I chose to have a closer look on are the downside of rapid urbanization processes, environmental degradation, and ageing population, mostly because these might prove to be the greatest issue in the long run and the concepts of re-branding and consumer-driven economy have been covered.

65 Lyn, Frank, and David Wu. 2016.

2.3.1. Urbanization

Urbanization as such has both strengths and weaknesses, though currently, without a doubt, that is the direction the world is headed. Some researchers^{66 67} agree that low population density coupled with huge area is economically and environmentally inefficient, as it increases the use of cars and consequently, lead to higher carbon dioxide emissions. Therefore, big cities with high population density can be perceived as more efficient.

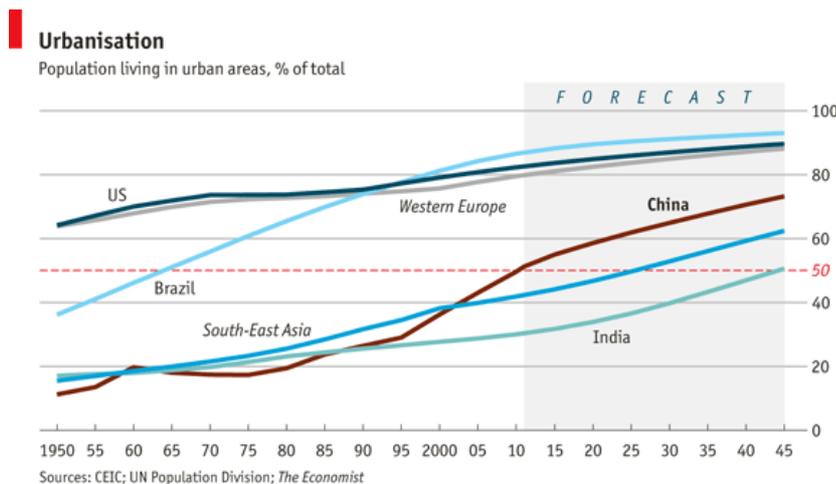


Figure 15 Global urbanization forecast for years 1950-2050
(Source: *The Economist Online*. 2012.)⁶⁸

On one hand, the urbanization process that leads to creation of large human settlements is a positive phenomenon and will yield great concentration of workforce and investment in one place, but it also raises many issues. One of them is higher pollution. According to research conducted by Calderón-Garcidueñas, exposure to polluted air not only rises the risk of respiratory diseases, but actually increases the probability of neuroinflammation, neurodegenerative diseases (ie. Parkinson's or Alzheimer's) and the risk of lowered cognitive capability, is higher in polluted areas even by several hundred percent as compared to places with lower pollution.⁶⁹ The government of China will have to take measures to promote ecological solutions and promote health services – matters that are already being covered by the 13th 5 year plan.

Other research shows that even though the growth of cities is unavoidable and can be perceived in a positive way from an economic point of view, the level of human satisfaction is actually lower than that in more scarcely populated areas. It is caused by more intensive class segregation⁷⁰

66 Holtzclaw J, et. al. 2002.

67 Frumkin, Howard. 2002.

68 *The Economist Online*. "Going to town: Over half of China's people now live in urban areas". 18 Jan 2012.

69 Calderón-Garcidueñas, Lilian. 2008.

70 Ward, Peter M. 1993.

and overpopulation that breeds discontent of local population⁷¹, completed by the concept of *oppositional identity*, where the poor part of population, rejected by the majority, reject the values and aspirations of given society, leading to rise in violence, victimization and intensified drug use.⁷² The constant spatial growth of cities requires a reliable network of transportation infrastructure, including means of public transportation and traffic channels with significant capacity that would reduce congestion. The issue is especially important as in 2016, the number of cities who have 1 million or more inhabitants has exceeded 100⁷³, meaning that they may suffer from issues reserved primarily for the biggest cities in many countries with lower total population.

2.3.2. Environmental degradation

While the industrial growth that China experienced in the past few details and its economic success are a fact, they have all had greatly influenced local environment in many ways. The main symptoms would therefore be soil degradation, water contamination and scarcity, air pollution and climate change.

A) Soil degradation

Soil quality is directly connected to the amount of arable land, which is dwindling due to pollution and desertification. With an area of 7 percent of the world and the population of almost one-fourth of it, China may be considered to be hard-pressed to produce high quantities of food, meaning that it might use as much soil as possible, often looking past its quality. It is seen more clearly when looking at the Figure below. It depicts the change in land cover and use in China over time.

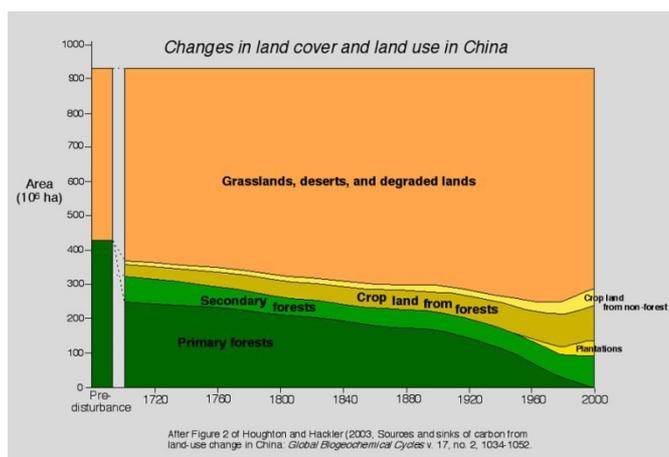


Figure 16 Changes of land cover and land use in China
(Source: Luedi, Jeremy. 2016.)⁷⁴

71 Liotta, P. H., and James F. Miskel. 2012.

72 Sherman, L W, et. al. 1998.

73 Demographia. 2016.

74 Luedi, Jeremy. "China's Growing Deserts a Major Political Risk." 14 Dec. 2016. Web.

It can be made out that since the beginning of the 19th century, the size of the area unfit for farming has been growing steadily up to approximately 1970s when China dispatched its specialists to attend the United Nations Conference on the Human Environment held in Stockholm.⁷⁵ The 1980s saw the intensification of "Green Wall of China" project that created a barrier of stable soil and 66 billion trees between 1981 and 2016⁷⁶. Since then, the amount of plantations and secondary forests rose and the size of polluted land has risen slightly, but in spite of that, Mr Zhang Yongli, a board member of the State Forestry Administration stated that "Land desertification is the most important ecological problem in China".⁷⁷ Even though countermeasures started to be taken, in 2012 the Gobi desert would expand by 3,600 square kilometres per year⁷⁸ (which is roughly the size of the urban area of Tokyo), thus causing groundwater depletion, sandstorms and food shortages. It is estimated that annually, China loses 3 billion USD due to soil contamination.⁷⁹

B) Water contamination and scarcity

Another environmental challenge is the quality of water. According to Chinese governmental data, the amount of water that has either very poor or poor quality has reached 59.6 percent in 2014 and it is advised to avoid drinking it due to health risks.⁸⁰ Furthermore, even though 1/3 of China's water resources are underground, only 3 percent is fit for drinking.⁸¹ The severity of circumstances has been mentioned by the Embassy of PRC in the United Kingdom:

*"The discharge of major pollutants, especially from industrial sources, has surpassed the sustaining capacity of the environment. It is reported that more than 70 percent of China's rivers and lakes are polluted while underground water in 90 percent of Chinese cities is also affected"*⁸²

Furthermore, even before that, the government pointed out, that by the year 2030, when the population of China peaks, the country will find itself at the brink of water shortage, meaning that there supply of water will be below the demand of public consumption, not to mention

75 Albert, Eleanor, and Beina Xu. 2016.

76 The Economist International. 2014.

77 Carlson, Benjamin. 2013

78 Tudela, Rita Alvarez. 2012.

79 Guilford, Gwynn. 2013.

80 Mu, Xuequan. 2014.

81 Kaiman, Jonathan. 2014.

82 Hong, Miao. 2006.

industrial needs.⁸³ Other sources claim that the water shortage is already a fact and that at this pace, in 2030, it will amount to 199 billion cubic meters.⁸⁴

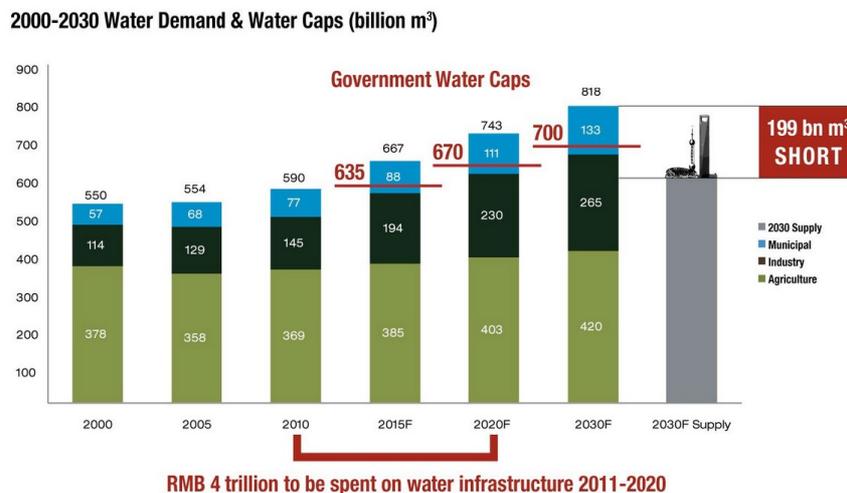


Figure 17 2000-2030 Water Demand and Water Caps in China (Source: China Water Risk, 2016.)⁸⁵

From the business perspective, current condition of water in China leads to huge environmental losses that can be measured economically. With water polluted with heavy metals getting into the soil and underneath it, as of 2014, the resulting deterioration of the state of the environment has affected approximately 10% of Chinese farmlands, translating to a loss of 12 million tons of grain per year.⁸⁶

C) Air pollution

In terms of air quality, there are two matters of particular importance – the ones related to health and the environment. The one already mentioned are health risks associated with air pollution, which can cause respiratory tract infections and neurodegenerative diseases. Deterioration of air quality is a phenomenon observed in most human settlements, and is especially strong in places with high density of inhabitants. The figures below allow correlation of spatial deployment of people with the highest concentration level of pollution. One can see the Heihe-Tengchong line dividing the country roughly into two parts. The eastern part is home to 94% of the country's population, especially the area starting from Bohai Bay near Beijing and ending at Yangtze River Delta close to Shanghai.

83 Xinhua News Agency. 2002.

84 China Water Risk. "2030 Demand and Supply." 2016. Web.

85 Ibid.

86 Labrador, Julie. 2008.



Economist.com
 Figure 19 Level of articulate matter in China
 (Source: The Economist. 2015.)⁸⁷

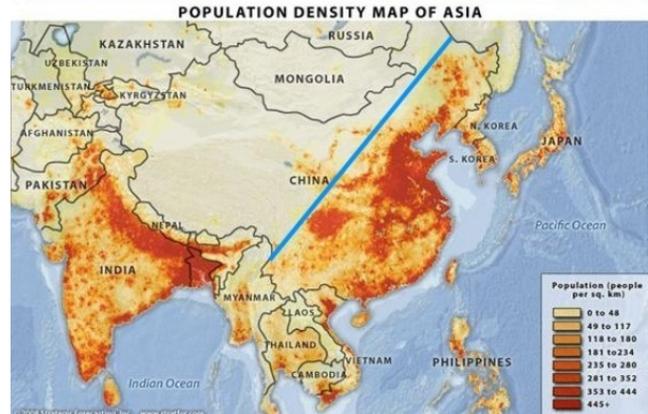
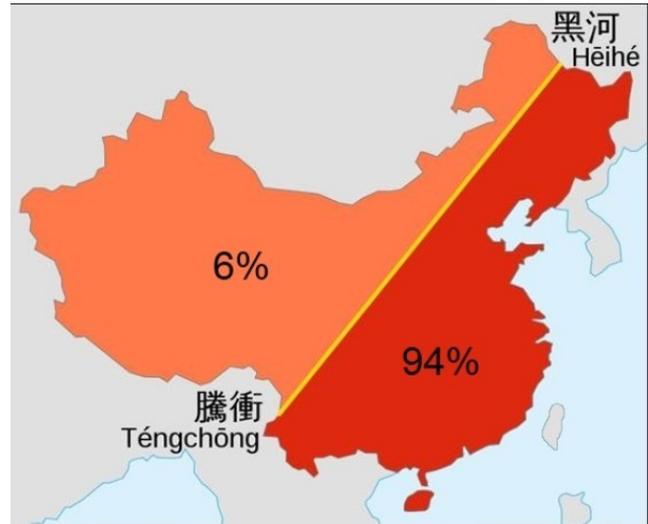


Figure 18 Population density map of Asia.
 (Source: Cox, Savannah. 2015.)⁸⁸

The main sources of pollution in cities are numerous vehicles as well as coal-based industries, producing pollutants such as carbon dioxide, ozone, nitrogen oxides and particulate matter.⁸⁹ This includes smog, a word combining “smoky” and “fog” being an incarnation of air pollution, denoting a cloud of smoke, carbon dioxide and other pollutants.⁹⁰ It is estimated that each day, roughly 4,000 people die in China due to diseases associated with bad air quality.⁹¹

Because of that, city people affected by high levels of air pollution experience respiratory problems, lung malfunctions, have higher hospitalization rate and are absent from work more often as compared to the ones living in less polluted areas.⁹² Another group of researchers proved that particulate air pollution in fact not only causes breathing problems, but also raises the overall

87 The Economist. "Mapping the Invisible Scourge." 2015. Web.

88 Cox, Savannah. "This Map Helps Explain China’s Pollution Problem." 22 July 2015. Web.

89 Frumkin, Howard. 2002.

90 Schwartz Cowan, Ruth. 1997.

91 Washington, Associated Press in. 2015.

92 Committee of the Environmental and Occupational Health Assembly, American Thoracic Society. 1996.

mortality rate.⁹³ The available literature (Goldsmith; Dockery; Pope) does not mention a more recently discovered connection between air pollution and another matter, which is mental health. A group of researchers has found that low quality of air and being subjected to smog actually lowers cognitive capacity, academic performance in children and rises the risk of apathy and depression.⁹⁴

That being said, China is in demand of ecological solutions, and solving the issues of water contamination, desertification, and PM 2.5 pollution might be the right direction of cooperation with other countries.

2.3.3. Climate change

Though the problem of climate change is a global one, China – being the second biggest economy, might be expected to contribute accordingly, especially that the potential losses are of major significance. The challenge grows in size when looking at international politics, with the US President Donald Trump declaring climate change to be "invented by the Chinese to undermine Chinese manufacturing" and retreating from environmental commitments, putting China in the role of world leader in climate change.⁹⁵ This paper does not aim to determine whether or not global warming is a fact, but basing on the data produced by the Intergovernmental Panel for Climate Change⁹⁶, if the average world temperature increased by 4 degrees Celsius, the consequences would be severe on a global scale. The report mentioned repercussions such as greatly diminished crop yield and water availability. Higher temperatures would speed up the process of melting of snow caps resulting in a rise of sea level by 2 metres by the 2100. Even a rise of temperature by 2 degrees Celsius would cripple some of the Chinese bay cities, including the Pudong area – the financial district in Shanghai, being partially flooded.⁹⁷

Weather changes would make droughts and extreme temperatures more frequent, with marine life suffering great losses in all oceans. Tropical cyclones would intensify over the east coast of China. If the 4 degree phenomenon was transferred to the whole world, there would be less food and water, vast areas of land and sea would become uninhabitable and life as such would suffer from natural human-made instability. As the World Bank report put it: "unprecedented heat-waves, severe

93 Goldsmith CA, Kobzik L. 1999.

94 Weir, Kristen. 2012.

95 Lynas, Mark. 2017.

96 Met Office, 2017.

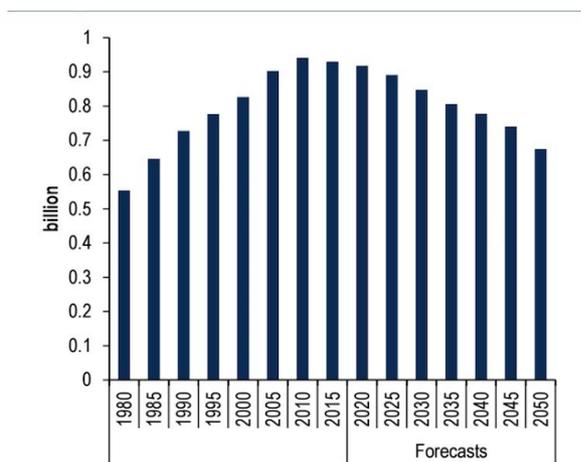
97 Strauss, Benjamin. 2015.

drought and major floods in many regions"⁹⁸ would be the result, leading to climate migrants and the highly developed Eastern Coast region being subjected to great potential losses.

2.3.4. Changing age structure

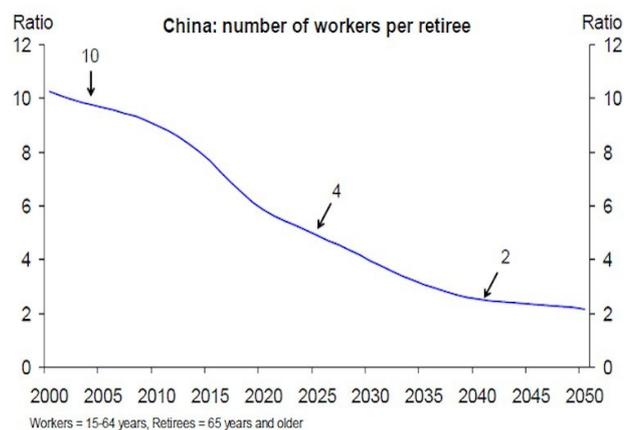
After World War II, China was in a dire need of reforms, and a surge of new citizens was considered to be a good direction. The greatest demographic boom has occurred in the 1960s when Mao Zedong encouraged people financially to have more children. Such rapid growth may be considered a reason of some of China's current problems. According to data from census of China, the population level of the year 1964 was 694 million people, whereas mere 18 later, it rose by 45.1 percent to amount to 1 billion people.⁹⁹

While more taxpayers might be perceived as a positive phenomenon, it may pose a big logistic challenge, for it prompts administration to adjust and grow accordingly. At one point, no central government can withstand dealing with matters at such scale, leading to a gradual decentralisation, which in turn is weakening the unitary structure of a country, thus making it lose on momentum. As a result, 1980s saw the introduction of One Child Policy, aimed to thwart the progressing increase of population, which it did (although there still was somewhat of an inertia occurring), though that had led to a generational discontinuity seen on figures below.



Source: UN WPP 2015

Figure 21 Working population in China in 1980-2050 (Source: Holodny Elena. 2016.)¹⁰⁰



Source: United Nations, Haver Analytics, DB Global Markets Research

Figure 20 Number of workers per retiree in China from 2000 to 2050 (Source: Holodny, Elena. Jun 2016.)¹⁰¹

98 Carbon Brief. 2012.

99 National Bureau of Statistics of China. "National Census." 2016.

100 Holodny, Elena. "This Chart Shows a Big Problem for China's Demographic Future." *Business Insider*. 2016. Web.

101 Holodny, Elena. "This Scary Chart Shows a Major Problem Facing China." *Business Insider*. June 2016. Web.

From an economic view, the consequences will be profound. With one extremely big generation, the peak of working population has already been achieved in 2010 and since then, it has been on a constant decrease. Similarly, the number of active workers per retiree in China used to be 10:1 in 2005, but is expected to be just 2:1 in 2040, as the number of people over 65 years of age will be growing, also to an extending life length. With such numbers, demographics become a great danger that may lead to great economic instability. As the workforce shrinks and the amount of people on retirement grows, the tax income not only drastically drops, but also a larger part of it has to be redirected to aid the pensioners.

The first expense would be to introduce a pension system for all citizens, including the ones in the countryside, whose savings are low and who have seldom invested any money into the retirement fund. The matter of a weakening working population has already taken its toll, with one consequence being President Xi Jinping reducing the number of soldiers in Chinese army by 300 thousand, mostly because the army pension expenses are second greatest part of military spending after their wages.¹⁰²

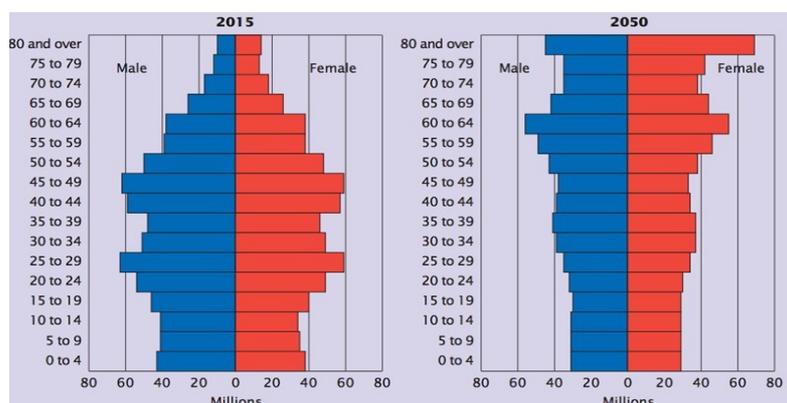


Figure 22 Population by Age and Sex for China: 2015 and 2050
(Source: Holodny, Elena. May 2016.)¹⁰³

Furthermore, even though one-child policy has been replaced with a two-child policy, this might not be enough to solve the upcoming pension crisis. Forecasts say that the amount of people after retirement age will rise by 60 percent just by 2020, with a simultaneous fall of the working population by over 1/3.¹⁰⁴ China will be experiencing issues that developed economies already are, but on a much larger scale, especially because the generations to reach the working age soon will be less numerous than the ones from the 1960's due to one-child policy that saved the country from having a larger population, but is also a source of today's instability.

102 French, Howard W. "China's Twilight Years." 2016.

103 Holodny, Elena. "This Is a Pretty Worrying Chart for China's Demographic Future." *Business Insider*. 2016. Web.

104 Enos, Olivia. 2015.

No matter what happens, according to the available research, the workforce has already seen its peak. Even though the urbanisation is gaining on intensity, at latest by 2017, the overall productivity it will be on a decline.¹⁰⁵ What the government can do to counteract it is to increase immigration – a pattern that has been utilized by many developed economies, such as Germany, United Kingdom, the Netherlands, France or the United States, which in turn may result in an international competition for workers. Another result is the niche that will be created – the infrastructure for the elderly, special food products and services. With all these matters to face, the government of China remains strong and continues to exert control over the country, the symptoms of which is the extension of their will in form of the Chinese Dream and many external projects aimed to preserve it as it is.

2.4. National projects and plans

Concerning Chinese well being, its greatest power lies in the mandate given to the government by the people. To keep up this state of affairs, the state needs to face many challenges of a maturing economy, including the ageing population, environmental threats, rapid urbanisation, but also internal and external economic issues, namely overcapacity and lower global demand for products in general (including the Chinese ones, also due to their brand associated with low quality). The answer to that, apart from the already mentioned rebranding, is the emergence of so called "Chinese Dream", creating new business connections to maintain own economic stability, and finally, developing new strategic trade routes: Antarctic Route in the East and New Silk Road in the West.

2.4.1. The Chinese Dream

The Chinese dream is a creation of President Xi Jinping. According to Chinese sources, "*The Chinese dream, put forth by Chinese President Xi Jinping, is to build a moderately prosperous society and realize national rejuvenation*".¹⁰⁶ Essentially, it can be understood to be a promise of prosperity, harmonious development and restoring China to its former glory. Other sources see his ways as means of identifying not just with the Communist Party, but also with several thousand years of Chinese history, including the Imperial China, thus becoming something of a natural heir to the late Ming dynasty from before the Middle Kingdom was beaten and damaged by Opium Wars.¹⁰⁷

105 Holodny, Elena. 2016.

106 Pike, John. 2016.

107 The Economist. "Xi Jinping and the Chinese Dream." 2013.

A) Conditions of Chinese Dream

Kenneth Lieberthal¹⁰⁸ believes that there are several matters that have to be addressed in order for the Dream to come true: economic and political reforms, social stability, ecological urbanization. He states that the country will require a development model based on efficiency and institutional capacity – a thing already being covered by the 13th 5 Year Plan. The second matter is reduction of governmental interference in the market. That matter is slowly being solved as well, since it is one of the requirements that have to be met before China is given the status a free market economy. That matter has been discussed during a deletion meeting of the European Union to China after the country has been refused the free market status. The main reasons mentioned were state subsidisation and the fears of dumping prices employed by Chinese exporters, especially in the steel sector. That might be considered a major concern since when it comes to anti-dumping law measures, 62 out of 104 cases conducted were against Chinese businesses.¹⁰⁹

Continuing with Lieberthal's observations, he stated that another key part of the Dream would be the fair distribution of the fruits of economic development. He was referring to the underdeveloped Western China (a matter that has already been discussed in this work) and the income inequality, especially concerning differences between rural and urban areas. These become especially clear when looking at the income gap on the figure attached.

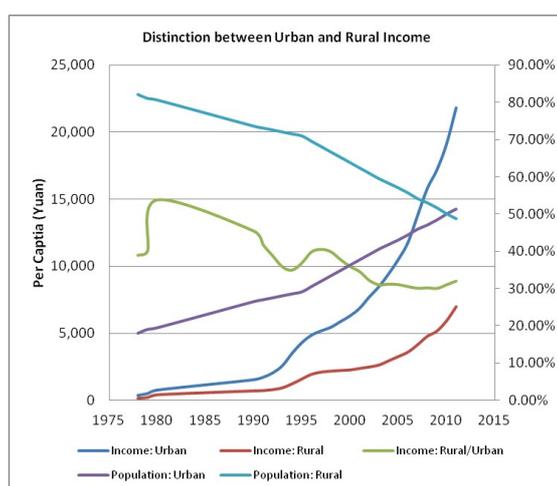


Figure 23 Distinction between Urban and Rural Income

(Source: Yin, Sharon. 2013.)¹¹⁰

108 Xinhua News Agency. "Making 'Chinese Dream' a Reality." 2013.

109 Trade Commissioners Meeting, European Chamber of Commerce, Shanghai. 28 Nov 2016.

110 Yin, Sharon. "Economic Growth and the Imbalance of Wealth Distribution in China." 2013.

The rural/urban ratio has been slowly decreasing from 50 percent in 1980 to 30 percent in 2012, meaning that the disparity between the income in urban and rural areas has been growing, mostly because towns are developing much faster as compared to the countryside. After China's accession to WTO, the annual per capita income in cities has skyrocketed to achieve over 22 thousand CNY in 2012¹¹¹, which prompts mass migration into urban areas and being a ground of a potential social unrest, especially that 1 percent of Chinese population owns 33 percent of the country's wealth.¹¹² Once the dream Chinese dream is treated as prompt to consensus in the society, especially among the middle class, then the promised "moderate prosperity" might be delivered, though this relies heavily on the connection between economic reforms and gradual liberalization of social life.

The threat of premature liberalization leading to social unrest is especially significant when looking at China's population of 1.38 billion people from the perspective of behavioural economics, particularly the concept of bounded rationality. Its creator, Spencer, based it on heuristics – basing ones decisions on intuition. The concept revolves around an idea that people tend to make rational shortcuts and in all their actions, they only use the amount of information that they have at given time and follow their instincts, with little to no research.¹¹³

An extension of that has been proposed by Alan Greenspan in late 90's. Nowadays, it is known under the name of irrational exuberance and stands for a state of heightened fervor of speculation¹¹⁴ and can be compared to a herd instinct of sheep – when just several animals start heading in a set direction, others tend to follow. This is why any greater manifestations of civil disobedience in China pose such great threat and why the reforms, the Chinese Dream moderate prosperity to all is of such importance.

Speaking of which, the execution of socio-political reforms and ecological urbanization mentioned by Lieberthal are also under way. While fighting pollution has already been discussed, the pattern that the Communist Party of China has not, to the full extent. It bears a lot of similarities with plans created, but never comprehensively introduced by the Soviet Union before its fall. Instead of implementing it, however, the USSR under Mikhail Gorbachev had introduced cultural and political liberalization, destabilizing the social order and putting Soviet economy on a slippery slope, depriving the Union of a potentially successful strategy of development.

111 Yin, Sharon. 2013.

112 Tiezzi, Shannon. 2016.

113 Simon, H. 1991.

114 Greenspan, Alan. 1996.

B) Andropov's plan in relation to current strategy of China

The unused plan from which China might have drawn inspiration was devised by Yury Andropov, a chief of Russian KGB in the 1960's. He believed that the answer to a perfect socialist country in economic areas lies in between free market and planned market. The backbone of his plan was to gradually introduce liberal market economy in the USSR. Then, and only then, the process of cultural and political liberalization should occur, because a nation of people is stable when there is relative prosperity, with no extensive product shortages.¹¹⁵ However, contrary to the Western model, Andropov would picture the State as one strong enough to influence the market so that the country would not collapse due to lack of a single vision and severe decentralisation. Xi Jinping's vision is similar – he envisions the state as a caretaker of the people and a crucial facilitator of change for the better, for example by lifting millions of people out of poverty.¹¹⁶

The last thing that he wanted to introduce was what made it so special. As opposed to economies of the US and Europe, he wanted to preserve the concept of long-term economic plans. It is because he believed that without a firm hand, the country might suffer due to indecisiveness and inadequate measures in times of crisis, which would in turn cripple its economy in the long run. From his perspective, the only way to introduce liberalization of the system would be for the Party to “keep power in its hands”¹¹⁷.

Concerning China, it seems to have learnt from Soviet mistakes, subtle echoes of which could be seen in Deng Xiaoping's reforms, including the open-door policy, and carried on by his successors. Deng has however further added to the concept, and so his idea was to create “Socialism with Chinese characteristics”. Among his additions, he created Special Economic Zones – areas using free market mechanisms in order to boost and revivify local trade. During his reign, the very first signs of globalization could be seen.

Because of that opening up process, Western ideas were imported to the China. While it remains arguable whether globalization has a mostly positive effect on the state of local culture. That point of concern has come to the attention of the state, judging by how Chinese Dream appeals to traditions, aiming to preserve the history and local culture. The available articles show that aspect

115 Konchalovsky, Andrei. 2011.

116 Hopper, Paul. 2006.

117 Whitmore, Brian. 2009.

by comparing the American Dream with the Chinese Dream:

*“Then, too, the melting-pot aspect of the standard narrative of the American Dream makes it seem natural to suggest that to move forward will mean questioning the ways of ancestors. The Chinese Dream, however, promotes xiao, the Confucian virtue of filial piety, as an essential element, and Xi stresses reverential study of Chinese classics.”*¹¹⁸

Furthermore, the Dream has been called the pinnacle of "socialism with Chinese characteristics", making sure to invite new values and globalization as such while retaining the old ways, thus securing the stability of power through the control of thoughts too radical in the liberalism for the current situation in the country.¹¹⁹

2.4.2. International initiatives

Concerning the overall stability, what lies ahead of China is problematic. The economic principle of the Dream incorporates the transition from an investment-driven economy to one relying primarily on consumption.¹²⁰ The obstacles that make the Dream so hard to pursue have already been mentioned above – the wage gap, the rapid urbanisation, the looming working population crisis, all the environmental matters and finally, overcapacity and global market recession, resulting in lowering demand for Chinese products. The result is a falling level of income and the amount of money available for spending. The threat here is that people of China have already tasted prosperity and may be convinced that matters are on a permanent course for the better. The severity of circumstances is further reinforced by the introduction of the “new normal” conditions by Xi Jinping, where – for the first time in decades, Chinese economic growth would only be limited to a single digit value, which could leave the public opinion in a state of bewilderment.¹²¹

To meet the expectations of the people, the state has been introducing many international projects that aim to secure the prosperous future of the country. These include, but are not limited to, Chinese business presence in Africa, creation of the Arctic Passage, the construction of the Nicaragua Canal and finally, One Belt – One Road.

118 Wasserstrom, Jeffrey. 2015.

119 Central Party School/Central Committee of the Communist Party of China. 2013.

120 Osborne, George. 2013.

121 Wang, Xiangwei. 2016.

A) Africa

Starting with Africa, one may wonder what motivated China to make it such an important target when the Western world, that had decades of potential monopoly – did not. The image of Africa in Europe is traditionally that of a continent that needs saving, a vision perpetuated by many NGO-based campaigns, giving the people a false impression of a post-colonial place without hope.¹²² What the Western public opinion lacked was an actual economic outlook that shows untapped natural resources and the knowledge of scale distortion of Euro-centric maps – a topic that deserves a digression.

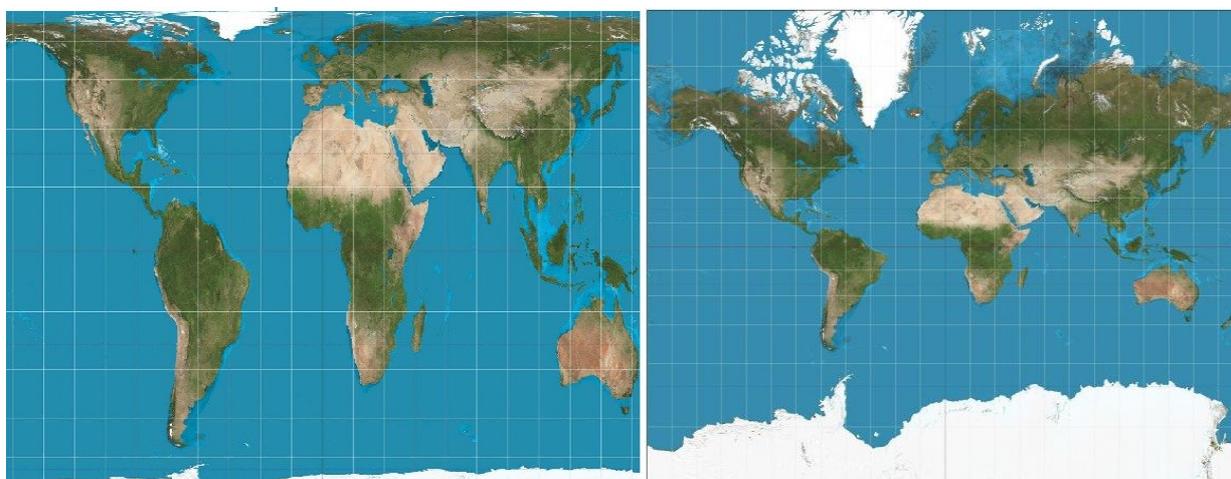


Figure 24 Comparison of Gall-Peters model with Mercator projection of the world
(Source: Zolfagharifard, Ellie. 2014.)¹²³

The most-widespread cartographic projection system is that based on 16th Century works of a Flemish cartographer, Gerardus Mercator. It was created to make maritime travel easier, since the enlarged sections of the map translated well in terms of navigation. It made Europe, Northern America and Greenland significantly larger while reducing the size of Africa and South America.

The side to side comparison shows a less distorted version of the world's sizes – Gall-Peters on the left and Mercator on the right.¹²⁴ It can be clearly seen that Madagascar is in fact twice the size of Great Britain whereas the continental Africa could hold not two continents worth of Europe, but approximately ten. The result is a paradigm shift, with the new projection showing that the Eurocentric maps are not as useful as during colonial era and that a change in perspective is needed.

122 Kuo, Frederick. 2016.

123 Zolfagharifard, Ellie. Daily Mail Online. 07 May 2014. Web.

124 Johnston, Ian. 2017.

What China noticed was the size of Africa (second biggest continent in the world) hosting over 900 million potential consumers¹²⁵, coupled with relatively small manufacturing industry and a plethora of natural resources. Furthermore, the population of Africa is expected to double to 2.5 billion in 2050, further explaining China's current investments on the continent.¹²⁶

Underdeveloped local production means there is a lot of trade opportunities, an example being Nigeria importing 9.3 million USD worth of toothbrushes, Benin purchasing wigs for 411 million USD and 16 million out of 18 million of total men's underpants bought in South Africa.¹²⁷ McKinsey Global Institute estimates that the African consumer spending will rise from 860 billion USD in 2008 to as much as 1.4 trillion USD in 2020, experiencing a 40 percent growth.¹²⁸ This proves that African economies, still being in development, have a growing demand of mass produced low-cost items that China can offer in abundance, resulting in the total value of trade with the continent reaching a level of 160 billion USD in 2015.¹²⁹

African soil is also a fertile investment ground due to its high level of resources. According to the latest data produced by the US Geological Survey, Africa produces 63 percent of world's cobalt, 19 percent of gold, 46 percent of manganese ore, 17 percent of uranium and mines 55 percent of diamonds.¹³⁰ That is a target that China finds important, especially judging by the amount of money invested in African infrastructure and Chinese-owned industry. Chinese companies have signed contracts worth over 70 billion USD¹³¹, creating hospitals, roads, upgrading cities and strengthening the position of its own companies, for example the state-owned China Railway Group.¹³² This in turn creates more profit that can be reinvested back into the Chinese economy.

B) Northwest Passage

China seeks business opportunities worldwide, which led to their interest in the Arctic Passage, also known under the name of Northwest Passage. Despite the seaway being discovered centuries ago, it was seldom used due to the unpredictability of local aura. However, with the progress of global warming, the severity of weather conditions fell and the ice blocking the path retreated, allowing

125 Lafargue, François. 2005.

126 The Economist. "Global Population Forecasts." 2015.

127 Piranty, Sam. 2015.

128 Moriyasu, Ken. 2016.

129 Kuo, Frederick. 2016.

130 US Geological Survey. 2016.

131 Kuo, Frederick. 2016

132 Poplak, Richard. 2016.

the creation of more stable passageways that could alter the trade flows. What makes the Passage so interesting for China is a sea travel in this configuration would take less time than that through the Panama Canal, resulting in a higher net profitability, opening up a new sea route to East coast of Canada, the United States and all the way to Europe.

The project is still in progress, but COSCO - a Chinese shipping company, already stated it wants to establish regular shipping lanes using the seaway, despite the potential conflict with Canada that treats the Passage as its internal waters.¹³³



Figure 25 Map of Arctic Passage
(Source: China Daily, Peng Yining, 2016.)¹³⁴

The route is expected to lower transportation costs and will be strategically important to China, the seriousness at which matter is treated by the state showing through the creation of 356-page

133 The Guardian. "China Sets Its Sights on the Northwest Passage as a Potential Trade Boon." 2016.

134 Peng, Yining. "China Charting a New Course." China Daily Shanghai. 20 Apr. 2016. Print.

guide, including data on the route, sea ice situations and nautical charts. It is estimated that using the Northwestern Passage will be 30 percent shorter than all the other options of getting to the Atlantic available for China.¹³⁵ One of Chinese motivations is getting more independent from routes controlled by the US, including the Panama Canal, hence the search for alternative seaways.

C) Nicaragua Canal

Concerning the alternatives, there is also the Nicaragua Canal. It is a project passage that would connect the Pacific Ocean with the Caribbean Sea, first designed in the 16th century. Potentially, it would be 270 kilometres long and constitute a counterweight to the US-created Panama Canal, thus granting China more control and easier access to Southern American markets. Again, the overall cost of the project would exceed 50 billion USD and is expected to revive local economy through creation of 50 thousand jobs during the 5 year period of construction and 200 thousand more once it has reached completion¹³⁶, additionally lifting 400 thousand people out of poverty.¹³⁷



Figure 26 Proposed shape of Nicaragua Canal
(Source: Kahn, Carrie. 2016.)¹³⁸

The main issue is that since the proposal of the construction in 2014, the initiative has faced many setbacks, mainly alleged financial issues connected with the economic situation of the Hong Kong Nicaragua Canal Development Investment Company and Wang Jing, who is said to have lost 80 percent of his 10 billion USD fortune, which may constitute a setback.¹³⁹ Another problem is the concern about local environment. The Canal would pass through Lake Cocibolca, the largest

135 Ibid.

136 Kahn, Carrie. 2014.

137 BBC. 2016.

138 Kahn, Carrie. 2014.

139 Daley, Suzanne. 2016.

freshwater reserve in Central America, creating a lack of sustainability through salination and hydrocarbon pollution, there might be an infringement of local human rights as well.¹⁴⁰

Despite the final outcome that has yet to be seen, the project shows a great promise to be a strategic asset, creating new opportunities for China in Americas, further adding to its international standing.

D) Belt and Road Project

The last project to be discussed is The Silk Road Economic Belt and the 21st-century Maritime Silk Road (Chinese: 丝绸之路经济带和 21 世纪海上丝绸之路), known also as “One Belt, One Road” initiative. The whole project is expected to cost 4 trillion USD, encompass approximately 60 countries and require investing 220 billion USD a year until 2020.¹⁴¹ First unveiled in 2013, it comprises a Maritime Silk Road going through South China Sea through Indian Sea all the way to the Mediterranean Sea. The second half of the project is Silk Road Economic Belt that spans from Asia to Europe on land. As it connects China and Poland, it will be a point of focus of further analysis in this work.



Figure 27 Silk Road land and sea routes
(Source: *The Economist*. 2016.)¹⁴²

140 BBC. 2016.

141 The Economist. "Our Bulldozers, Our Rules." 2016.

142 Ibid.

The project draws from Chinese history, containing a road hailing back to the tradition of the ancient silk road from China to Europe, and a maritime path referring to Zheng He's voyages, as seen on the map above. Although there are many proposed paths, it is best to quote directly from the governmental sources of PRC:

“The Belt and Road run through the continents of Asia, Europe and Africa, connecting the vibrant East Asia economic circle at one end and developed European economic circle at the other, and encompassing countries with huge potential for economic development. The Silk Road Economic Belt focuses on bringing together China, Central Asia, Russia and Europe (the Baltic); linking China with the Persian Gulf and the Mediterranean Sea through Central Asia and West Asia; and connecting China with Southeast Asia, South Asia and the Indian Ocean. The 21st-Century Maritime Silk Road is designed to go from China's coast to Europe through the South China Sea and the Indian Ocean in one route, and from China's coast through the South China Sea to the South Pacific in the other. “¹⁴³

The maritime Silk Road is a nod towards Chinese naval trade. During early Ming dynasty, China boasted a fleet of treasure ships known as *Bào chuán* (宝船) under Admiral Zheng He. With an enormous armada of over 300 vessels and almost 30 thousand men¹⁴⁴, he traversed the southern coast of Asia, Oceania, India, visited Arabia and East Africa. His voyages had benefited both the Chinese empire, as he would bring exotic goods and knowledge back to the country, and nations along the coastline. For instance, visited lands in Africa have reportedly prospered, getting a share of Chinese knowledge and gold. With the idea of the Silk Road revisited, China encourages its business sector to invest heavily in the project, resulting in a surge of M&A transactions along the road, especially in Europe.

143 National Development and Reform Commission. 2016.

144 Gunde, Richard. 2008.

Chapter 3. Business Potential of the New Silk Road in the CEEC and Poland

By forming new paths to the West, China intends to strengthen its international standing and utilize its soft power to promote internationalization of its own culture. This chapter aims to analyse chosen forms of East-West collaboration. The topics chosen to elaborate on would be the matters that China wants to achieve through cooperation with Europe, the prelude of the Silk Road in form of Chinese M&A transactions in Europe, points of business interest in CEEC group countries (Central and Eastern European Countries).

3.1. The prelude: Chinese mergers and acquisitions in Europe

M & A (mergers and acquisitions) is a term that defines a group of transactions that usually result in the acquisition of control over an economic entity or capital. It is connected with the global market, whose value for 2015 was valued at 4.5 trillion USD. The Institute for Mergers, Acquisitions and Alliances reports that in Europe, its value reached 1.3 trillion euro, translating to 31 percent of the global level.¹⁴⁵ This represents an increase of 5 percent compared to 2014. The European market itself is on an upward trend, with its total value for the fourth quarter of 2015 being 129.8 percent of the previous year.

Recently, also due to the slowing economic development in Europe, Chinese companies are looking for new ways of investing funds. Worldwide, the total value of China's investments in 2015 was 53 billion USD, an increase of 69 percent over the previous year. Graham Matthews, a Deloitte M&A partner for China, says that this shift in global economic forces should motivate sellers to devise tactics to effectively attract Chinese investors.¹⁴⁶

It is strongly emphasized that while the level of Chinese investments in the European Union countries at the beginning of the millennium was minimal, the level reached 14 billion USD in 2014, whereas the total value of acquired economic entities and real estate was nearly \$46 billion. In addition, in the period 2000-2014, 28 percent of the value of Chinese investment was directed to the energy sector, followed by automotive (13 percent), agriculture and food processing (12 percent), and 11 percent in real estate. The Mercator Institute for China Studies indicates that the UK (12.2 billion euro), Germany (6.8 billion euro) and France (5.9 billion euro) were the main destinations.¹⁴⁷

145 Institute for Mergers, Acquisitions and Alliances. 2015.

146 Press Association. 2015.

147 Hanemann, Thilo, and Mikko Huotari. 2015.

3.1.1 Destinations of M&A

So far, China's largest financial operation in Europe was the acquisition of Italian Pirelli – a tire producer, by China National Chemical Corp. for a total of 13.5 billion euros.¹⁴⁸ Pizza Express was another acquired asset (900 million pounds, Hony Capital)¹⁴⁹, so was the English network of House of Fraser (480 million pounds, Sanpower)¹⁵⁰. The Eastern European region has been attracting less attention primarily because of lower technological advances, less developed transport infrastructure and smaller scale of outlets.

As said before, one of the important directions of their activity on the European continent is to prepare investments for the "One Belt, One Road" project and to enhance the role of the Chinese economy in international trade. Director Chen Shuang declares that the fund created by China Everbright Ltd. will allocate an amount of 1.6 billion USD to acquire strategic logistics terminals and transport infrastructure in Europe.¹⁵¹ It is worth adding that the company is controlled by the state financial conglomerate China Everbright Group. In January this year, the Chinese state-owned Cosco group became the majority shareholder in the Piraeus Port Authority, thus making Greece one of the gateways to the European markets.¹⁵² In recent years, Cosco has also taken over a portion of the Port of Rotterdam.¹⁵³

The motive for changing the profile of activities and directing outward foreign direct investment (OFDI) is beyond the implementation of the New Silk Road vision, production surpluses in the second sector of the Chinese economy, thus leading to a major slowdown. Chinese endeavours in Europe are to be part of the antidote to alleviate the problem of overproduction.

Implementing President Xi Jinping's assertive plan for China's position in the world is also a matter of Chinese branding and soft power to improve China's image on other continents, including Europe. As said in earlier sections, China is undergoing rebranding on a massive scale, ceasing to be associated with low quality produce. Consequently, the things in demand are knowledge, expertise and technology available – among other places, in Europe. Chinese companies also want to use well-known brands, including European ones, to boost their own revenue. Hence,

148 Arosio, Paola, and Danilo Masoni. 2015.

149 BBC Business. 2014.

150 Wood, Zoe. "2014.

151 Chan, Ray. 2015.

152 Reuters Business. 2016.

153 Park, Kyunghee. 2016

for example, in 2010, Geely from Zhejiang became Volvo's stakeholder.¹⁵⁴ In 2012, Sany bought a German group Putzmeister¹⁵⁵, the manufacturer of industrial pumps, whereas one of IBM's shareholders is Lenovo.¹⁵⁶

In addition, economic transformation and gradual economic maturation of China, the increase in production costs and a number of necessary requirements to be met, such as environmental protection, lead to a significant reduction in GDP growth rate, so investors are motivated to seek investment outside China. In addition, the natural intention of having a greater impact on the international market situation and independence from intermediaries is undeniable. In other words, Chinese companies are looking for stable sources of supplies, thereby reducing their own costs and providing some source of supply. An example is the activity of the Shanghai Bright Food group, which took over the English producer of Weet-a-bix breakfast cereals (and plans to resell it¹⁵⁷), but also a part of the French region of Bordeaux, famous for its world-class wines. Similarly, the Chinese group A.S. Watson based in Hong Kong is a shareholder of Rossmann, a chain of convenience stores in Germany and Poland.¹⁵⁸

The pace of takeovers and mergers is further strengthened by Li Keqiang's "going out" policy. Its effectiveness and growing momentum are evident in the increase in the total of Chinese M&A in the world from level of USD 109 billion two years ago to as much as USD 157 billion in 2015, often with the help of banks.¹⁵⁹ One example of the active involvement of the Chinese banking sector in the New Silk Road project is the activities of Chinese institutions operating in Europe, including Bank of China and ICBC in Poland. Based on financial cooperation with the first of these institutions, the China Everbright Group took over the Polish waste disposal company Novago, for 137 million USD.¹⁶⁰

154 Arnott, Sarah. 2010

155 Financial Times. "China's Sany to acquire Putzmeister" 2016.

156 Rojas, Peter. 2016.

157 David, Ruth, and Vinicy Chan. 2017.

158 Hughes, Jennifer. 2015.

159 Tu, Lianting, and Molly Wei. 2016.

160 Polish Ministry of Development. 2016.

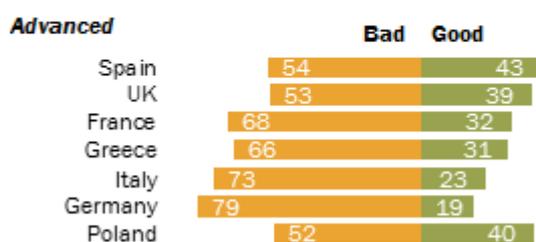


Figure 28 Attitudes towards foreign companies buying domestic firms by country
(Source: PEW Research Center, 2014)¹⁶¹

There are also concerns about acquisitions and financial operations of Chinese firms in Europe. The current economic policy of the Chinese administration encourages dynamic expansion and the need to tackle the problem of overproduction forces many companies to use low prices (dumping) on foreign markets (eg. in Europe). In general, the reception of M&A deals varies between European countries. Research by PEW Research Spring (figure 28) demonstrates that M&A transactions conducted by foreign companies meet with disapproval of 80 percent respondents in Germany, circa 70 percent in France and Italy, about 50 percent in Spain, Poland and the United Kingdom.¹⁶²

3.1.2. M & A and strategic investments

Despite the negative reactions to takeovers, Europe seems to need external capital. Economic slowdown, ageing society, social tensions caused by, inter alia, the refugee crisis, the maturity of the economies and the lack of a single fiscal policy of the European Union, all contribute to that demand, with the situation translating well to the one in Poland. Chen Yuanzhang, Secretary General of the Shanghai Association of International Economic and Technological Cooperation (SAIETC) argues that the main directions of Chinese investments in Poland may be combined with telecommunications, Biotechnology and pharmaceutical industry, but also the construction industry (infrastructure projects) and the food industry will develop.¹⁶³

Another element being developed in Europe is the activity of Chinese companies in other sectors, eg. sports. Here, the most recent example is the purchase of the Italian AC Milan football team

161 Pew Research Center. "Faith and Skepticism about Trade, Foreign Investment." 2014. Web.

162 Ibid.

163 Chen, Yuanzhang. 2016.

by the Chinese Suning Group of Jiangsu Province.¹⁶⁴ Additional motivation for the PRC is the ambition of President Xi Jinping, a keen supporter of this sport to make China a football power. It also represents a viable component of China's strategy in Europe, improving the image of the country and its companies (the so-called "soft power").

The biggest Chinese investment in Poland is the acquisition of the Stalowa Wola steelworks for 300 million PLN by Liugong Dressta Machinery.¹⁶⁵ The foundry was involved in the production of construction machinery, thus sharing the production profile with its new owner. Over time, the company decided to extinguish local production and replace it with its own offer, but under the Polish brand. Currently, as illustrated by the NCBiR framework agreement signed during the visit of the PRC President to Poland in June 2016, R&D works for the development of the construction machinery produced by Liugong Dressta will be carried out.¹⁶⁶ The Roller Bearing Factory in Krasnik was acquired in 2013 by the Tri-Ring group, a Chinese representative of the car-and-truck industry. As reported by Forbes, the Chinese group also owns Xiangyang Automobile Bearing Company¹⁶⁷, which sells bearings. The development of Chinese exports in Europe and the delivery of e-commerce supplies are also increasingly influenced by Chinese Aliexpress, which has gained a lot of popularity in the Polish market recently.

In order for M&A transactions from China to take root, it is important to establish a list of sectors in which the influx of Chinese investors are desirable – so far, no coherent plan has been presented. In this regard, selectivity is very important because Europe needs investment, but uncontrolled sales to foreign investors, especially from strategic areas for economic development, may prove disastrous. In the short run, M&A represents a large injection of funds for the seller, but in the long run it can lead to a gradual growth of reliance of strategic local business entities on foreign capital, a phenomenon that had occurred in context of China in Africa.¹⁶⁸ This can be a problem for companies in such sectors as raw materials, energy and some high technology industries.

I have asked Prof. Krystyna Lisiecka about the practical perspectives that would make Chinese M&A transactions more welcome in Poland. She states that:

164 Campbell, Charlie. 2016.

165 Molga, Tomasz. 2014.

166 Polish Agency for Outbound Investment. 2016.

167 Polish Press Agency. "Inwestycja Za 300 Mln Zł: Chińczycy W Kraśniku." 2013.

168 Faye, Cheikh. 2016.

The question is whether foreign capital creates innovative investments and supports / helps to develop the Polish economy, whether it makes Poland more innovative and in what time perspective will enable Poland to catch up with the level of Western countries. Foreign investments in [Poland] come largely from EU Member States (Germany, France, Spain, Portugal and the United Kingdom - over 90 percent). With Western capital comes the know-how. Capital has come in such areas as telecommunications, banking, marketing, modern selling techniques and so on. There were many additional jobs created, but on the other hand, the influx of capital came at a cost, that being the consolidation of Poland's peripheral position on the world market. Poland is still regarded as a raw material country, producing and exporting products with a low level of processing. The structured structure of foreign investment preserves a development model based on low labor costs, which may result in maintaining Poland's peripheral role in the global economy.

Corporations with foreign capital, are [often] more concerned with maintaining low labor costs than investing in innovation. Maintaining low labor costs and other characteristics typical for a rather resource-intensive economy, such as low R & D spending, Poland may face difficulties in changing its economic growth model. For many foreign companies, Poland is a source of well qualified and low cost workers. It is known: capital is looking for a higher rate of return on capital. Foreign entities in Poland show less inclination to invest in developing our industry or wider innovation of the economy. Recently the risk of transferring the generated profits to the home country has risen, but knowing the creativity of corporate business, with moderate optimism.¹⁶⁹

Furthermore, she claims the current investment environment of Poland makes it dependent on Western investors, with only a moderate perspective of growth further reinforced by the emergence of special economic zones that grant foreign manufacturers new options of development, with little control of the State. She argues that China treated foreign capital as a source of strength for its own economy, thus making them the builders of economy, rather than the foreign capital. Another strength is that it is the Chinese who manage their economy, not overseas investors, as non-Chinese players have a limited access to their market (more about

169 Lisiecka, Krystyna. 2017.

that in section 3.4.1). What can be drawn from her idea is that there are two requirements that have to be met for the reception of Chinese investments to be warmer in Poland: firstly, China would have to import own know-how and direct their capital towards the improvement of the overall economic situation in Poland by contributing to sustainable development rather than slowly making it dependent on Chinese capital. The second point 2) Polish State would have to introduce a set of policies in order to be stronger in terms of controlling foreign capital, so that it serves the interests of the country and is reinvested rather than taken away. My conclusion here is that once Poland emulates China in the way the latter treats foreign investments, it will be on a way to improvement.

3.2. Chinese interests in Central and Eastern Europe

One important trait of international trade is its reliance on global politics and so, its connectedness to good timing. Such is the case with the “Belt and Road” project, with Chinese government looking for optimal partners to collaborate with, and a portion of its attention goes to the countries in Central and Eastern Europe. This section will examine the reasons behind it and the functionality of the 16+1 platform, with its level of applicability in Chinese long-term plans.

3.2.1. Motivations

First of all, the new protectionist set of policies created under President Trump of the United States reduce the manoeuvring space available for Beijing, as “America First” can dramatically alter the trade balance between the two countries. This in turn motivates China to concentrate its efforts on further improving ties with the European Union, especially that the issue of overcapacity is still at hand. The representatives of World Trade Organization in Geneva state that the Chinese have to move cautiously, keeping their trade surplus in track while not overflowing foreign markets, as that could lead to a "protectionist backlash"¹⁷⁰, especially since there are voices concerning the asymmetrical market access and lack of reciprocity, with Chinese market being hard to penetrate for European investors.¹⁷¹

For the cooperation purposes, China divides Europe in two parts – West and East. The first one comprises mature economies such as France, Germany or the Netherlands and the grounds of collaboration revolve mainly around technological exchange, M&A operations and using Europe as a strategic hedge against the United States¹⁷², particularly when keeping in mind that the US

170 Emmott, Robin, and Ben Blanchard. 2017.

171 Zeneli, Valbona. 2016.

172 Zeneli, Valbona. 2014.

absorbs almost 20 percent of Chinese export value and is the source of 10 percent of import. In practice, it means that new protectionist policies introduced by the States on a short notice may severely undermine the Chinese income structure.¹⁷³ Although the whole Europe is a prospective of new distribution channels, what the Western part has that the Eastern has not, are relatively stronger and already established brands¹⁷⁴, thus cutting down the amount of work needed to develop the business, though the cost of such type of acquisition generally being high. Another matter is that China's economy is maturing, therefore needing a diversified FDI (Foreign Direct Investment) portfolio for stability purposes.¹⁷⁵

What characterizes the European region, especially the EU part, is a significant joint GDP value with simultaneous high level of fragmentation and pluralism caused by each country in the region chasing its own interests. This has become more apparent with the increase of Euroscepticism the progressing conservatism in light of conflicts of interests within the EU, Brexit, the disenchantment of various political parties and the refugee crisis.¹⁷⁶ As a result, despite Europe having a population of roughly 740 million¹⁷⁷, the level of diversity and the multitude of cultures and languages makes the creation of international distribution channels a challenge.

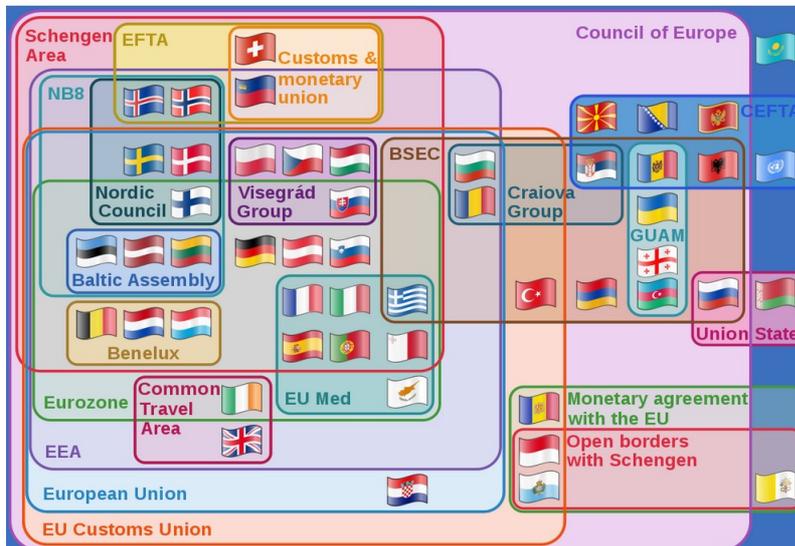


Figure 30 Political groups within Europe
(Source: European Union, Wikipedia. 2017)¹⁷⁸



Figure 29 Countries of CEEC
(Source: China Go Abroad.)¹⁷⁹

173 Refer to section 1.2. of this work

174 Hanemann, Thilo, and Mikko Huotari. 2016.

175 Friesen, David. 2015.

176 Mardell, Mark. 2016.

177 Worldometer. 2017.

178 Wikipedia. "Supranational European Bodies". 2017.

179 China Go Abroad. "Central and Eastern Europe – an opportunity along the way of One Belt, One Road" 2015. Web.

That is also why the Chinese approach to the Eastern part is different – the area hosts many economies that are currently developing and which may be the drivers of growth for Europe in the future. This led to the emergence of 16+1 platform, consisting of 11 EU member states, 5 EU candidates and China itself as “+1”, which the common trait being former connections with the communist bloc. The list includes Albania, Bosnia and Herzegovina, Bulgaria, Czechia, Croatia, Estonia, Hungary, Latvia, Lithuania, Macedonia, Montenegro, Poland, Romania, Serbia, Slovakia and Slovenia, as seen on the map.¹⁸⁰

There are several motivations behind China's interest in the region, including the Silk Road project, new investment vistas and trade entrenchment in Europe. In terms of New Silk Road, due to occupying the north-south axis of Europe, the CEEC are a natural trade route into Western Europe, a fact that they are aware of. This can be confirmed by a growing amount of various infrastructure projects, eg. the Belgrade-Budapest high-speed railway dubbed "China's highway into Europe"¹⁸¹ aimed to reduce the transportation time of Chinese products, with the total cost at 2.9 billion USD.¹⁸²

The CEEC are a fertile investment ground for Chinese businesses, with the area attracting 8 percent of Chinese investment in Europe with 120 million prospective consumers.¹⁸³ Despite local firms generally capturing less attention than their Western counterparts, the interest has been steadily growing, with total investment into CEEC standing at over 5 billion USD and the trade value being 56.2 billion USD.¹⁸⁴

The third matter is the drive of China to reinforce its position in the EU. This includes the acquisition of local brands in order to sell their products under new brands (see 3.1.2.) to tackle the issues related to the falling demand and the need for re-branding.

3.2.2. EU-China Bilateral Investment Agreement in the CEEC context

As a part of that reinforcement, China may use European lack of unity against it as a bargaining

180 Kaczmariski, Marcin. 2015.

181 Reuters Business. 2014.

182 Rogers, David. 2016.

183 Hanemann, Thilo, and Mikko Huotari. "Chinese FDI in Europe and Germany Preparing for a New Era of Chinese Capital." 2015.

184 Yan, Li. 2016.

chip in the Bilateral Investment Agreement, as negotiations are under way.¹⁸⁵ The signing of BIA has a chance of bringing Europe and China closer together, with its significance being elaborated on the Investment Agreement project website. The main aims are to:

- *Provide for new opportunities and improved conditions for access to the EU and Chinese markets for Chinese and EU investors respectively;*
- *Address key challenges of the regulatory environment, including those related to transparency, licensing and authorisation procedures*
- *Establish certain guarantees regarding the treatment of EU investors in China and of Chinese investors in the EU, including protection against unfair and inequitable treatment, unlawful discrimination and unhindered transfer of capital and payments linked to an investment;*
- *Ensure a level playing field by pursuing, inter alia, non-discrimination as a general principle subject only to a limited number of clearly defined situations;*
- *Support to sustainable development initiatives by encouraging responsible investment and promoting core environmental and labour standards;*
- *Allow for the effective enforcement of commitments through investment dispute settlement mechanisms available to Contracting Parties and to investors.*¹⁸⁶

What can be drawn from the passage above is that once completed, the agreement will enable bilateral market access opportunities, address regulatory issues (also IPR), equal treatment and limit protectionism. Such matter requires careful consideration, especially when looking at the economic situation of China, where its overcapacity may encourage businesses to employ dumping prices, among many externalities.¹⁸⁷ That might or might not be fully solved by the BIA, but that depends on how it is concluded. As any other country, China is working to serve its best interests, and so is trying to make the BIA outcome as favourable as possible. Knowing that in order to negotiate well, EU has to speak with one voice, whereas at current state it may seem that the talks are driven by individual interests of member states¹⁸⁸. This is further backed by research claiming that there are some concerns about China using the CEE countries to support its cause¹⁸⁹, although these appear to be caused by Europe's internal issues and the West not understanding the difference of needs of the East, which

185 EU Centre. 2016.

186 TSIA. 2013.

187 Hallinan, David. 2016.

188 Ewert, Insa. 2016.

189 Pavličević, Dragan. 2016.

may result in partial marginalisation lack of egalitarianism.¹⁹⁰

3.3. Poland's possibilities in context of New Silk Road

In the ways described above, China intends to use the CEEC as a stepping stone into Europe. For this section, Poland will be the subject of analysis of potential of cooperation with China due to its arguably best economic conditions amongst the CEE countries (it has the highest GDP in the “16”) and its geographic location making it uneconomic to overlook in creation of OBOR. The matters to be discussed are the local geography in light of New Silk Road, a formula showing the trade potential between China and Poland in comparison to their other partners, as well as Poland's geopolitical long-perspective situation presented through various authors. The section will then proceed with concrete points of cooperation that can be utilized by both countries.

3.3.1 Goeconomic perspective in trade cooperation

Poland has a great potential of being the main host in its area. In addition, its convenient geographical location as a gateway to Europe makes it possible to become a transshipment station and a logistic hub. The 3D rendition of Europe shows that the land route through the mountainous Balkans is hampered by the Carpathians, making transportation comparatively harder. Furthermore, another natural barrier is the Sudetes, with the main gate between the two mountain ranges being on Polish territory. Consequently, the easiest way from Turkey and Russia into Western Europe leads through North European Plain.

The matter is similar when looking at GDP of CEE countries. In 2016, the GDP of Poland was 473,501 billion USD, whereas the sum total of CEEC was 1374,512 billion USD, meaning that the Polish input in the group was 34 percent.¹⁹¹ It is also worth noting that if CEEC group was treated as a single economic cluster, it would have joint GDP higher than Russia, making it the 5th strongest economy in Europe.



Figure 31 3D hypsometric rendering of Europe in context of One Belt, One Road (Source: Kent, Martha + Author.)¹⁹²

190 Turcsányi, Richard. 2014.

191 International Monetary Fund. 2016.

192 Kent, Martha. "Experts Say That by 2100 the Sea Levels Will Rise up to 1 Meter." 2013. Web.

Concerning trade potential, UNCTAD's analysis for years 2013-15 gave Poland fourth place in Europe in terms of business attractiveness.¹⁹³ Better still, this is backed by Bloomberg's Best Countries for Business 2013, showing Poland as the best country for business.¹⁹⁴ The highest position is given to Poland by FDI Intelligence (2013), which marked Poland as third most attractive country in the world in terms of attractiveness for production investments, right after China and the United States of America.¹⁹⁵ Furthermore, a report by KKR puts 2 Polish companies on their list of 4 market champions in CEE¹⁹⁶, whereas Doing Business awards Poland the 1st place in terms of ease of trading across borders.¹⁹⁷

To conclude the country's analysis, in his book "The Next 100 Years", George Friedman, predicts that with the decadence in Europe and the growth of Russia's power, Poland may become the key player in the region, in terms of strategic, political and economic power.¹⁹⁸ To sum up, one can think about the country as a second row player with potential to become a significant force in Europe, though this will be tested using a mathematical formula.

GDP of CEEC in 2016 (in billion USD)

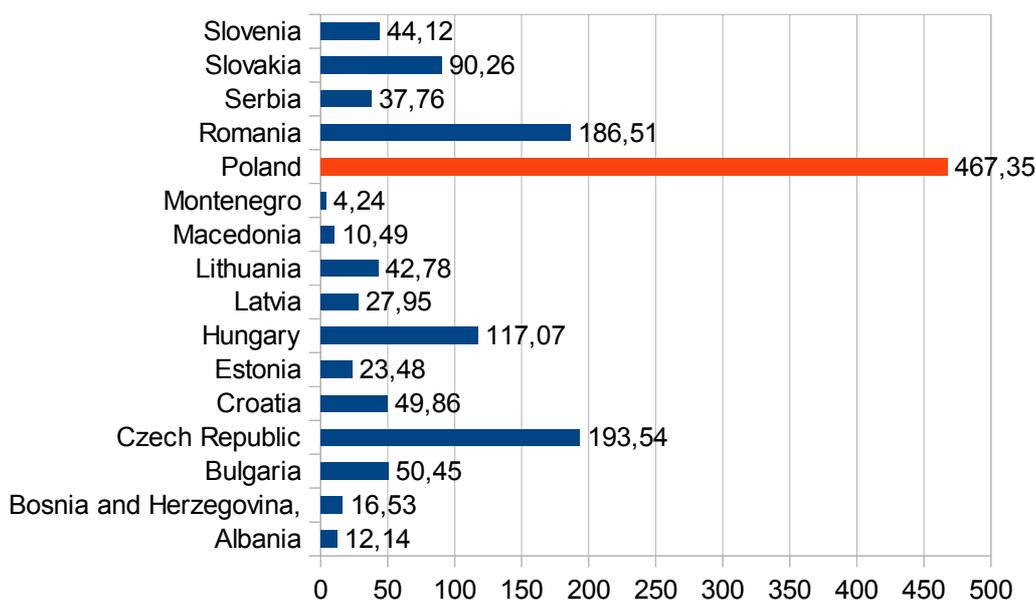


Figure 32 GDP of CEEC in 2016
(Source: Adapted from World Bank.)¹⁹⁹

193 CIA. "The World Factbook: POLAND." 2017.

194 Bloomberg. 2013.

195 FDi Intelligence. 2014.

196 Huth, Johannes P., Martin Rajčan, and Tomáš Kubica. 2014.

197 World Bank Group. 2017.

198 Friedman, George. 2010.

199 World Bank Group. 2017.

3.3.2. Geopolitics and partnership profitability formula

In order to analyse the trade relations between countries, I will use the geopolitical potentiometry model developed by Prof. Sułek, that I will then combine with gravitational model of trade. I opted out of using a simple gravity formula due to it only using GDP, being too simple and theoretical, showing only what given country is in raw economic data without any dynamism. Czesław Śleziak, former Minister of Environmental Protection of Poland, argues that the problem is that:

"[...] we are still measuring the scale of a country's success and its level of development in GDP. One of the main creators of this tool, Simon Kuznets has warned that it does not measure the quality of life, neglects its social aspects, the environment, the level of education or culture. In recent years, economists have proposed many other indicators (ISEW, FISH, GPI, HDI). Bhutan's star Jigme Singye Wangchuck even proposed Gross National Happiness, GNH. [...] The obsession of politicians and economists on growth leads to erroneous decisions."²⁰⁰

This is why I chose to employ applied geopolitical potentiometry. Sułek's method was picked over Fuchs', as the latter only uses factors of production and population to describe power, which may be deemed to be too simplistic.²⁰¹

A) Methodology

Sułek argues that the economic potential (E), while important, does not represent the power of a country, stating that what needs to be added is the force of demographics (D) and the potential of resources and area represented by the size of territory (T). He describes the importance of the chosen factors as follows:

"The assessment of the power of a political unit must take into account what is intrinsic to its existence and functioning, ie people working in a specific space and time, representing specific organizational and production skills (or capacity for collective action, in other words processing capacity and information). That is all it takes. Relationships between political entities are relations

200 Śleziak, Czesław. 2017.

201 Muir, Robert. 1984.

between people - they have the character of cooperation or struggle. For this reason, some people are engaged in peace-oriented production and service activities, and part-time war-ridden. The external expression of the organization's production capacity is the value of products. The value of these products also means their information and energy character, even though they appear in the form of material goods"²⁰²

Consequently, the model takes the overall capacity of a country, looking at the collective social force in relation to GDP, as well as the size of territory owned, as it may provide more are for action and contain previously undiscovered resources. The formula can be presented as:

$$P = E_{0,65239958} * S_{0,21746653} * L_{0,10873326} \quad 1.1$$

where:

P – Power total,

E – GDP,

D – Population,

T – Size of territory.

In order to increase the level of usefulness in terms of profitability of interaction between countries, a part of a simple gravity model will be utilized.

$$T_{ij} = (A * Y_i * Y_j) / D_{ij} \quad 1.2$$

Where:

T = trade value

A – constant value

i – Country 1

j – Country 2

Y_i – Country 1's GDP (expressed in US dollars)

Y_j – Country 2's GDP (expressed in US dollars)

D_{ij} – Distance between Country 1 and Country 2 (from capital to capital, expressed in kilometres)

As it can be seen, formula 1.1. already contains a vast portion of formula 1.2, with the main difference being D_{ij} , standing for the distance between Country 1 and Country 2. While the interpretation of Distance between countries remains a matter of discussion, I chose to measure

202 Sułek, Mirosław. 2002.

it from Capital A to Capital B rather than looking at the distance between borders, as the capital city tends to be industrially developed, whereas the size of a country may cause confusion. A good example is China, with underdeveloped Western part of the country or Russia, with a more functioning European part of the country. Once the above formulas are merged together to show the profitability score of the relationship taking demographics, terrain and economics into account, the result is:

$$PP_{ij} = 100\{[(E_i^{0,65239958} * S_i^{0,21746653} * L_i^{0,10873326})(E_j^{0,65239958} * S_j^{0,21746653} * L_j^{0,10873326})] / D_{ij}\} \quad 1.3$$

or, when compressed:

$$PP_{ij} = \frac{P_i * P_j}{D_{ij}} \times 100 \quad 1.4$$

Where:

PP = Partnership profitability

i – Country 1

j – Country 2

P_i – Country 1's Power²⁰³

P_j – Country 2's Power

D_{ij} – Distance between Country 1 and Country 2 (from capital to capital, expressed in kilometres)

B) Application

When we look at the case of Poland and China, the data is as follows:

Table 1				
Comparison of GDP, Population and Territory of China and Poland				
Country	GDP (2016, trillion USD) ²⁰⁴	Population (billion)	Territory (million km ²)	Distance (hundred km) ²⁰⁵
China	11,39	1,38	9,5	69,45
Poland	0,47	0,04	0,31	

Source: World Bank.

We see that China's economy is stronger, as its GDP is 24 times higher than that of Poland.

This is how the gravitational potentometry model would look like between China and Poland as of year 2016:

203 See formula 1.1

204 International Monetary Fund. "World Economic Outlook." 2016.

205 Haveman, John. "International Trade Data." 1999.

$$PP_{CnPl} = 100 \frac{\{[(11,39^{0,65239958})(1,38^{0,21746653})(9,5^{0,10873326})][(0,47^{0,65239958})(0,04^{0,21746653})(0,31^{0,10873326})]\}}{69,45} \quad 1.5$$

Or, when computed:

$$100 \frac{6,69 * 0,27}{69,45} = 100 \frac{1,79}{69,45} \approx 2,6 \quad 1.6$$

Therefore, the index of China-Poland partnership profitability would equal to approximately 2,5. These can be compared with other relationships that the countries maintain taken from their respective lists of main export/import partners from section 1.1. of this work in regards to Poland:

Table 2					
Economic data of selected trade partners of Poland					
Country	GDP (trillion USD) ²⁰⁶	Population (billion)	Territory (million km ²)	Distance from Poland (hundred km) ²⁰⁷	Profitability
China	11,39	1,38	9,5	69,45	2,6
Russia	1,3	0,14	17	11,49	2,47
United Kingdom	2,6	0,06	0,24	14,48	1,6
Germany	3,4	0,08	0,35	9,76	3,16

Source: World Bank

And China:

Table 3					
Economic data of selected trade partners of China					
Country	GDP (trillion USD) ²⁰⁸	Population (billion)	Territory (million km ²)	Distance from China (hundred km) ²⁰⁹	Profitability
Poland	0,47	0,04	0,31	69,45	2,6
Germany	3,4	0,08	0,35	78,29	9,8
South Korea	1,45	0,05	0,1	9,56	36,2
United States	17,42	0,32	9,8	111,5 ²¹⁰	38,7

Source: World Bank

206 International Monetary Fund. 2016.

207 Haveman, John. 1999.

208 International Monetary Fund. 2016.

209 Haveman, John. 1999.

210 The distance here still uses the capital rather than the US West Coast, which may reduce the index value

C) Observations and analysis

The discussed outcome can be described as satisfactory for Poland, as other values of trade with its major partners would be **3.16** with Germany, **2.47** with Russia and **1.6** with the United Kingdom. Therefore, it can be seen that from Polish perspective, China is a potential trade partner and can be treated as a source of imported products, but despite its enormous GDP, the overall effect is diminished by a significant distance. To recapitulate, China is a great second league option for Poland.

On the other hand, situation of China and its approach to Poland looks completely different. Despite China being far away from the majority of its main trade partners, the problem of distance is offset by the Chinese GDP value. As we look at China's P value of the geopolitical potentiometry model, it turns out that the value of trade with USA is **38,7**, then **36.2** with South Korea, and **9,8** with Germany, compared to Poland's partnership value of **2,6**. It proves that the strongest world economies always keep together and so lesser economies flock to the more potent ones. It is proven by a relatively high importance of China to Polish economy, with China not regarding Poland as a major trade partner.

With a GDP 24 times higher than that of Poland, the Middle Kingdom is the major contributor in that relationship. That gives it an upper hand in negotiations and allows to treat the latter country as a side market to export its surplus products. This claim is further backed by the list of top 10 trading partners of China with no Poland on the podium. The value of trade with chosen economies is as follows²¹¹:

Chosen trade partners of China in context of trade volume			
Country	Value of export to China (billion USD)	Value of import from China (billion USD)	Trade balance (billion USD, Chinese perspective)
United States	150,5	410,8	260,2
Japan	143,1	135,8	-7,2
South Korea	174,5	101,4	-73,1
Germany	87,7	69,2	-18,5
Poland	2,7	14,3	11,6

Source: World Bank, WITS²¹²

211 World Integrated Trade Solution. 2015.

212 Ibid.

With that in mind, it can be stated that those relations can be perceived as more lucrative for Poland, but in fact it is both sides that benefit from it. In **2015**, the value of Chinese products exported to Poland hit **14.3 billion USD**, whereas the Middle Kingdom only imported **2,7 billion USD** worth of products. A (relatively) massive trade surplus that China has with Poland is one of the reasons due to which Beijing may prioritize Poland in terms of cooperation.

Despite the above model of trade stating that now China and Poland do not benefit from trading with each other to a large extent, both sides have acknowledged each other's strategic importance, also in relation to One Belt One Road. This claim is backed by the fact of the fourth edition of Europe-China Economic Forum being held not in Germany, China's main trading partner in Europe, but in Poland.²¹³ This, and offering Poland to become a founding member of AIIB (Asian Infrastructure Investment Bank) may mean that the countries will seek to strengthen bilateral cooperation. Even though the GDP of Poland is relatively low as compared to other partners of China that I mentioned, Chinese products still count for 10 percent of total imported products, a matter not devoid of meaning to Beijing. Because of China being a bigger power, the next section will present the ways in which its niches presented in section 2.3, as well as Chinese motivations shown in section 3.1 and 3.2 can be targeted in terms of cooperation between two countries.

3.4. Practical grounds of cooperation between China and Poland

As presented in previous sections, it appears that the two described countries can find many converging points for their cooperation, with one such field being logistics infrastructure and creation of new industry centres for China's expansion. The second goal of China would be to tackle its environmental issues and become a leader of ecology - an important part of the developed "New China". As a result, the demand for modern technology from developed countries and innovative products is evident. Another goal is to raise the standard of living in China, focusing on social harmony, economic prosperity and a healthy environment. Chinese society is maturing, the middle class is strengthening and so is the consumption-based economic model, so the demand for luxury products and services - including the ones from the West, is growing. China's rising population leads to an increase in the demand for food that can be characterized by both quality and safety, so the acquisition of food processing technology will be a major direction of interest for the Chinese side.

213 Xinhua News Agency. "'Belt and Road' Program Important for Poland-China Relations." 2015.

In addition, the government in Beijing wants to reduce the negative effects of the economic slowdown, trying to pay attention to more harmonious social development and find new channels of distribution, also in Europe, to which Poland can contribute. This also shows how crucial its role in One Belt One Road project can be, since China will need allies – projects of such scale cannot be maintained by just one country, no matter how big its economy may be.

3.4.1. Economic cooperation and the rule of investment reciprocity

There are economic directions which should be of particular interest to the Chinese side. Taking into account the latest 13 5-Year Plan, as well as any strategic endeavours and demands expressed by Chinese State - intentionally or not, outline four basic needs: extension of Chinese soft power through cultural promotion, the care for environment and spheres that affect the standard of living, as well as investment in technology and logistics in context of OBOR and Chinese Dream. These areas were also reflected in the Memorandum of Understanding on the Joint Understanding of the Bilateral Cooperation Plan between the Government of the Republic of Poland and the Government of the PRC signed in June last year in Warsaw between the Development Office of the Republic of Poland and the National Commission for Development and Reform of the PRC (during the visit of President Xi Jinping in Poland).²¹⁴ On the next page is a table describing the possible offer from Poland in terms of economic collaboration. The first column describes the challenges that China is facing, the second one stands for the actions that need to be taken and the last one elaborates on the matters that the Polish side can offer, also taking into account its National Smart Specialisations set in cooperation within the EU.²¹⁵

214 Polish Press Agency. "Poland and China Sign Strategic Partnership Declaration." 2016.

215 European Commission. 2015.

Table 5			
Potential directions of economic cooperation between China and Poland			
No	Priority / Aim	Practice / Demand (selected directions)	Possible Offer of Poland
1	Improving the quality of life, expanding social capital and sustainable ecological development	-Urbanization, the need for infrastructure and system solutions -Pressure for ecology, green energy and reducing contamination levels in soil, water and air -Increase of energy efficiency	- Create or improve the already existing institutions responsible for the support of Polish entrepreneurs in China -Target the growing luxury market - Be the middlemen between the Chinese officials and Polish businessmen to employ the offer of National Smart Specialisations ²¹⁶ (NSS) *Energy industry technologies, especially clean energy generation *Live & Environmental Science, especially healthcare
2	Transformation into a global economic centre	-Promotion of the Free Trade Zone -Smart cities -Create international sales platforms -Integration of online stores and with offline collection -Development of transport capacity	-Utilization of NSS: Interactive Technologies in a saturated information environment) and the ICT industry -Taking part in Shanghai Smart City project - Co-operation in the field of maritime transport (Pomerania region and COSCO in Gdansk)
3	Changing the region's brand and China's "quality over quantity"; Economic modernization	- Concentration on acquiring high technologies and innovative products - Modernization of currently used production processes	-Encouraging and assisting Polish R&D institutions to initiate cooperation with their Chinese counterparts
4	Adapting supply to ever-increasing demand for food and clean drinking water	- Development of technology for more efficient food production - Utilization of soil remediation and treatment technology	- Creating missions for businessmen offering eco-efficient technologies in the production, transmission, distribution and consumption of energy and fuels and in construction
5	Expanding the logistics network and strengthening the commercial power	- Share in the "One Belt, One Road" project and use of transshipment ports -Improvement of local infrastructure by receiving foreign investors - Strengthen the role of Chinese provinces in China's economic expansion and investment abroad - Further development of railway and road networks	-Take active part in the construction of New Silk Road infrastructure, develop East-West railway connections -Prioritize the realization of projects that would turn Poland into a logistic hub of New Silk Road -Present the Polish fairs, conferences and expos for the Chinese to attend -Attract Chinese investors, show them a list of leading industries as ready investment proposals (eg in the form of a printed booklet) -Determine fields that can be the area of foreign investment, introduce the rule of trade reciprocity (see below)

Source: Author

Rule of investment reciprocity

Although there are many foreign firms that report issues when trying to access the Chinese market, especially when there is a spectre of international trade war in perspective²¹⁷, there is a special law that regulates exactly what sectors and under what circumstances can be the target of FDI. People's Republic of China Act on Joint Ventures using Chinese and Foreign Investments, especially Articles 3 and 4, address the matter leaving little place for discussion. The main requirement is that a joint venture should facilitate "growth of China's economy and the raising of scientific and technological levels for the benefit of socialist modernization" that does not violate the Chinese law, pollute the environment or constitute a detriment to Chinese sovereignty.²¹⁸ Once that matter is solved, the oncoming investment is cross-checked with the Catalogue for the Guidance of Foreign Investment Industries and with approximately 400 distinct positions, of which 349 are "encouraged", 38 are marked as "limited" (eg need 51 percent of shares held by the Chinese) and 36 are "prohibited".

An analysis of the catalogue shows that sectors with the highest level of governmental restrictions, and which can be therefore understood as strategic, are as follows:

- Production and Supply of Power, Heating Power, Gas and Water
- Communication and Transportation, Storage. Post and Telecommunication Services (that does not include infrastructure, only services)
- Education (Institution of compulsory education and special education, like military, police, politics), while the creation of a different educational institution need majority of shares in Chinese hands)
- Art, Sports and Entertainment Industries (including media such as TV and radio stations and newspapers)
- Banking and Insurance Industries (shares of foreign companies limited to 25 percent)
- Information Transmission, Software and Information Technology Services (telecommunication business including products and infrastructure)²¹⁹

217 Tan, Huileng. 2017.

218 Chinese Ministry of Commerce. 2011.

219 Chinese Ministry of Commerce. 2015.

Therefore, if a similarly comprehensive list with clear encouraged, restricted and prohibited sections is created in countries of CEE, including Poland, the cooperation in term of investment may gain in speed. Its importance is that though it may be known to business practitioners, such lists are seldom seen by foreign policy-makers, and their potential lack of decisiveness may lead to a fall of Chinese investment in their regions due to tardiness and the amount of administrative challenges.

3.4.2. Cultural cooperation

In terms of culture, China - especially its coastal part - has a certain duality. On the one hand, it cultivates the traditions of Chinese culture and openness to foreign and international culture; on the other, there is continuous urbanization and the influx of residents from less globalized parts of the country. Thus, China's cultural awareness is very diverse. This is related, *inter alia*, to the level of the Gini index²²⁰, showing large income disparities between affluent urban dwellers and poor rural regions. This diversification of social determinants leads to the division of forms of cooperation into two aspects. Lower aspect, ie information and promotion, and higher, educational and exhibition.

Additionally, also within the framework of the Going Out policy, local authorities promote cultural exchange and strengthen the Chinese brand abroad. The same is true of student exchanges, museum exhibitions and the strengthening of their tourist markets. This will also be an opportunity to strengthen Polish soft power in China.

220 Hsu, Sara. 2016.

Potential directions of cultural cooperation between China and Poland			
No	Priority / Aim	Practice / Demand	Possible Offer of Poland
1	Development of social capital and promotion of higher social behaviour patterns	-Increasing Chinese HDI -Bringing the socio-cultural capital of the Chinese to the world standard - Warming of interpersonal values in China and the transformation of mentality - Enhancing business ethics	- Promoting tourism in Poland's chosen regions, showing society as progressive - Showcasing Krakow, Gdansk, Wroclaw as optimal tourist destinations in Central Europe -Presenting the social status of Poland as a way of life and a set of values that China aspires to
2	Gradual globalization and cultural exchange with other countries	-Increase the knowledge of the Chinese people about the world - Increase the number of student exchanges -Promotion of Chinese culture in the world - Introduction of educational programs -Museum exhibitions	-Promotion of sinology in Poland and bringing about the formation of the Polish language departments on more Chinese universities -Establish a government-promoted student exchange program - Facilitate Polish museums to import and send exhibitions to China as part of inter-museum cooperation
3	Opening up to the West	-Establish permanent forms of contact between China and the countries of Europe	-In addition to the already existing sinology program, strengthen exchanges between universities (educational cooperation) -Fund scholarships to study about Poland in China (not necessarily only to learn Polish philology) -Promote tourism in Poland, increase the number of Chinese tourists

Source: Author

3.4.3. Scientific and research cooperation

The change of China's economic and social image in the world is also about raising the standard of living and knowledge of the Chinese people themselves, not only about brand recognition. One of the foundations of the new 5-Year Plan is to strengthen the role of the country as a leader in innovation, new technology and technical thought, which will be linked to the growing demand for knowledge of research and development centers as well as research institutes. The changes promoted by China are also related to improving the quality of academic education and possible reform of the education system. The demands placed on the Chinese civil service to upgrade civilizational and educational level will require more and more educated personnel, also trained by reputable foreign universities. For the Chinese middle class, both in relation to the quality of the goods and the quality of education, a recognizable brand is essential – Poland hosts some of the oldest universities in the world, making it a good potential niche.

Potential directions of scientific cooperation between China and Poland			
No	Priority / Aim	Practice / Demand	Possible Offer of Poland
1	Improving academic quality	-Reform of education -Change mentality of lecturers and students	- Foreign exchange program for students and lecturers to show the high standards and academic prestige of Poland - Propose cooperation in terms of Digital didactic program, digitization of resources
2	Transformation of China into a science and innovation centre	-Adapt Western know-how (西学为用) ²²¹ -Investments in co-operation and acquisition of Western research centres	- Promote cooperation between R&D centres and research institutes in Poland - Support in the field of e-services - Concentration on biotechnology, new energies, high tech industry on the technical side

Source: Author

Chapter 4. Chinese access to the Polish market in practice

4.1 Comparison of Chinese and Polish national mentality

When thinking of undertaking any type of international cooperation, the first step is to understand the differences in mentality. The dimensions presented in Geert Hofstede's national mentality model are helpful.²²² 6D theory focuses on defining the mentality of particular nations by looking at the distance of power (hierarchicality of society), individualism (collectivism), masculinity (happiness or success), avoiding uncertainty (whether a given society prefers planning

Comparison of cultural dimensions of China and Poland

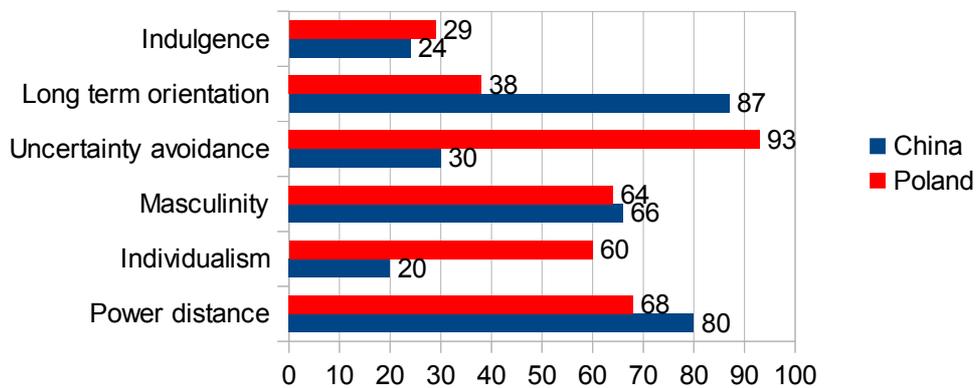


Figure 33 Comparison of cultural dimension of China and Poland

(Source: Adapted from Hofstede, G.)²²³

221 See section 2.1. of this work

222 Hofstede, Geert. 2016.

223 Ibid.

or improvisation), long-term orientation (perspective) and indulgence (level of self discipline in terms of consumption).

Power distance is an indicator of how well society is willing to accept social inequalities and the existence of a particular hierarchy. In China this phenomenon is stronger than in Poland, the society has for centuries been aware of the dominance of a strong centre and the scope of administration is significant. This should be taken into account when talking to Shanghai dignitaries - very often political decisions will make it possible to collaborate between scientific institutes or companies. Therefore, it is indispensable to show what the more important branches of Polish economy during the visits of the official regional delegations in China.

The next item is individualism. It shows the level of interdependence in a given society; How individual are independent of each other. With a value of 20, China can be considered a collective society, so the initiative of individuals is low. One should pay attention to the highly developed herd instincts - the Chinese will work better than the Poles as a group. However, if there is a problem, it will often be difficult to find fault by avoiding responsibility. The concept of social bonding is the central point around which business is turning around in China. This phenomenon is called *guanxi*, so it is precisely the knowledge and interdependence based on the favours of every member of the group. In this way, people within a given circle may count on better treatment, preferential offers, and trust from a company or institution. For this reason, it can be said that economic activity occurs here between individuals, not businesses.

The priority category is divided into male and female, ie focus on competition, achievement and success or collaboration and quality of life. The main point here is understanding the guiding motives of the given society. It seems that the level of Chinese and Poles is relatively similar, both nations are male and focused on achieving success through the fight. Work plays a big part in the lives of both societies. Parents in Chinese culture often set up children under the care of grandparents in order to have the best possible working time. That is why it is important to remember that Chinese people value professionalism in particular.

Avoiding uncertainty is responsible for the level of planning and the desire to take risks in everyday life and business. While in Poland there is often a conservative approach and less risk is taken without adequate protection, so in China practical adaptation is on the agenda - for example,

in pedestrians at metro stations going upstream or business partners interpreting the terms of the agreement on Your advantage, ignoring the interests of the other party. Poles may seem unusual or unethical, but the situation is that the Chinese are primarily pragmatic and, if something is not logical, is sometimes ignored.

This is related to the long-term orientation indicator, which is a perspective in life. While long-term orientation focuses on the future, so short-term means living today and in the past, without long-term plans. For the inhabitants of Poland, the plan for more than a decade is often abstraction, but in Chinese politics is planning to be half a century ahead. It can be said that modern power in Beijing continues the vision drawn up by Deng Xiaoping in the second half of the twentieth century. In practice, this means that the Chinese are patient, drawing on the roots of culture reaching up to 3000 before Christ. It should be taken into account that they really memorize and reward all the favours they have been given, and they can also appreciate the allies. The relationship between countries in the past remained positive, with Poland being second country in the world to acknowledge PRC politically (in 1949), and the first foreign budget company in China after World War II being Chipholbrok.²²⁴

The last indicator is indulgence. It shows the ability of people to self-restraint when it comes to consumption . The results in both cases are similar, oscillating at 25 points. This means that both nations have a similarly restrained approach. This is related to the conservative culture of both countries and men's priorities, and thus to work and success over happiness and quality of life. As a result, Chinese people are not often hedonists, and in conjunction with their pragmatism, gifts for business partners can be seen as a sign of building business relationships with partners, not just a sign of sympathy – a custom quite similar to those of Slavic countries.

4.2. Survey on consumer reception of Chinese products in Poland

4.2.1. Methodology

A survey on consumer reception of Chinese products in Poland was distributed via internet to 105 recipients in Poland (see Appendix 2 for the form and Appendix 3 for results). The target group

224 IHS Fairplay. 2013.

was Polish consumers, so the age range of the study was 18-67, which is the approximate working age. The majority (74 percent) of respondents were aged 26-67, ie after college and before retirement age. Most came from cities with a population of over 200,000. The questionnaire consisted of 35 questions, 14 open and 21 closed, including 8 matrix questions. It has been divided into 3 main parts. The first section concerned shopping habits of the respondents was created to identify behavioural patterns of consumers, as well as the purchasing priorities. The next part was related to the knowledge of Chinese brands by the respondents, the evaluation of products originating in China and consumers' attitude to China as such. The last part concerned the readiness of consumers to buy Made in China products, asking about, among other things, their advantages and disadvantages.

4.2.2. Outcome

The first question concerned the frequency of purchase of groceries, electronics, clothing and other stationary products, with the option of choosing from a range of answers between "several times a day" to "less than once a month" and "never". Foodstuffs were the most commonly purchased products, as 97 percent of those surveyed made purchases several times a week or more frequently. Electronic equipment was purchased less than once a month by 83%, and 8% of respondents never bought electronic equipment in a stationary store. Clothes were purchased mainly 1-3 times a month or less, and the situation was similar for other products.

When it comes to shopping via the Internet, up to 70% of respondents have never bought groceries online. The vast majority bought electronic equipment less than once a month, the results were also similar in terms of clothing and other products. In each case, the percentage of respondents who never purchased the above online products was at least 19%.

When asked what product traits the respondent was paying attention to when buying food products, the most common answers were price, quality and manufacturer / place of origin. In the second place, the number, composition, expiry date, taste values appeared. In a similar question about electronic equipment, the most important for the respondents were the brand and the quality, then the price. User opinions and design were also mentioned, but the country of origin was not as important. As for clothing, the most common response was quality, price, then fashion, color and size. Again, brand was not as significant.

The above responses overlap with the matrix questions that followed, in which I introduced an uneven seven-level scale to allow the respondent to give a neutral response (that is 4 out of 7). When questioned about the importance of the brand when buying products, the vast majority of the respondents opted to be at least neutral in all four product categories. The largest spread was noticeable for foodstuffs, where the average of the brand value was 4.14 / 7, then 5.63 / 7 for electronics, 4.65 / 7 for clothing, and 4.15 / 7 for other products. The overall level of brand importance for respondents can therefore be estimated at 66.3%.

A similar question was asked about the price. For food items, the average was 4.71 / 7, 5.35 / 7 for electronics, then 5.21 / 7 for clothing, and 4.91 / 7 for other products. The overall importance of price for consumers would therefore amount to 72%.

The the highest individual scores were achieved by quality. The average score was 6.36 / 7 for food items, 6.44 / 7 for electronics, and slightly lower score for clothing (6.09 / 7) and other products (5.69 / 7). Despite that, the quality was rated the highest, with an average score of 87.8%.

The country of manufacture of the individual products was the most important for foodstuff, where 77% of the respondents labelled 5 (important) or more (very important, most important). In the case of electronics, 52% indicated the importance of the production country between 3 and 5 (roughly neutral), and this trend was similar to that of clothing and other products.

Regarding shopping trends, a significant number of responses indicated that in regards to food products, online shopping was very unimportant (68%) when 65% of respondents considered the option of visiting an online store to purchase electronic equipment as important. On the issue of clothing and other products, there was a tendency to favor the importance of online shopping.

Surprisingly, the results of the question about the affordability of the purchase of products are not counter-proportional to the above question. 91% consider direct purchase of groceries to be very important and important, 71% in terms of electronic devices, 90% for clothing and 64% for other products.

The next part was about sources of product information and was a multiple choice question. In the case of food products, the most popular source was the opinion of friends (70%) and direct

contact with the seller (50%), with a lesser role of advertising (45%). In the subject of electronic equipment, the most important were the reviews on the Internet (81%), then the opinions of friends. When choosing clothes, the respondents were mostly drawing on the opinion of friends (55%) and direct information from the seller (47%).

Another question was open and neutral. It concerned what traits do consumers associate with Chinese products. The most common answers were poor quality and low price. Other significant responses were “counterfeit” and “mass production”. There were only a few positive answers about good quality phones and a wide range of offers.

This is partly connected to the question of knowledge of Chinese brands. It is noticeable that most of the respondents were familiar with electronic brands that are already in Poland, ie Xiaomi, Huawei and Lenovo. Beyond them, knowledge was small. There were many answers "I do not know". There were also wrong mentions of brands from other countries, including Toshiba, Hyundai or Samsung. There were also some comments about "instant soup", "tiger ointment" and simply "tea".

The majority of respondents (69%) did not know or remember any Chinese product advertising. For the rest, much of the information was reminiscent of unspecified phones, the Huawei and Lenovo brands, and a commercial with Robert Lewandowski (a famous football player) using a Chinese-made telephone.

The above questions coincide with the evaluation of products from China, whose average quality rating was 3.7 / 7, yielding a very neutral score of 52%.

In the open question on the merits of Chinese products, almost all respondents mentioned the low price, other answers were the quantity of products and "innovative technologies" (though only mentioned twice).

Again, when evaluating the defects of Chinese products, most pointed to quality problems, but the scattering of responses was far greater than in the question about the advantages. There was mention of lack of environmental performance, impermanence, harmful components, lack

of product information, low ethics of production and lack of adaptation to Western markets.

Respondents were then asked to rank the countries according to the level of trust placed in the products imported from them. The highest rank was Germany and then Poland. Next were the United States, United Kingdom, Italy, China, Czech Republic and Russia.

As for the things that would encourage the respondents to buy Chinese food, the main indications were price, taste and "nothing". On the question of electronic products, the most important were quality and price, efficiency, long warranty and the option of servicing in Poland. There were just a few "nothings". Clothing met with the best reception - the most important was the quality again, then the price.

Saturation of the Polish market with Chinese products is low, as can be seen from the fact that 41% of respondents have never bought food from China, 20% have never bought Chinese electronics, 23% - clothes and 28% - other products.

Only a fraction of respondents have had positive experience related to buying Chinese products. When it came to association, first place was taken by "price", then "good phones" and "high quality". The repeated question about negative experiences with Chinese products has shown a low level of confidence in them. The main complaint was "low quality", moreover "the time of shipment", also "defects".

Interestingly, there was a big division at the question whether acquaintances are buying Chinese products. 48% of respondents thought they do, whereas the other 48% did not know whether acquaintances make such purchases.

In addition, although 40% of respondents would recommend Chinese products to their friends, 26% would not do so, and 34% does not know. Still, consumers recognized the power of the Chinese brand in the world. When asked if Chinese brands are popular in the world, over half responded affirmatively, and only 11% said it is not. The above can be correlated with question 24 whether the respondent would be willing to work for a Chinese company in Poland. As many as 52% responded affirmatively and only 14% negated.

The last question was about the advantages of products made in other countries over those made in China. The most common answers were “quality”, “brand”, “good reputation”, “higher level of trust”, “better marketing”, “lack of stereotypes about Chinese products”, “prestige” and “established position in the European market”.

4.2.3. Analysis

Looking at the results of the above survey, there are a number of important information for Chinese companies. The first observation is that the groceries are purchased several times a week by 9 out of 10 people, but 7 out of 10 people have never bought a food item online. Also, at least 1 person out of 5 has never bought anything in the online store. In addition, as many as 7 out of 10 people consider the option of purchasing food products in the Internet as unimportant, but 65% of respondents consider online purchase of electronics to be important. This means that the model of e-commerce platform known in China may not work in Poland and that the main product purchased online that could interest Polish consumers would be electronics. In addition, if Chinese food items were to be found on the Polish market, they would have to be distributed in conventional shopping networks - especially since 91% of respondents consider such an option very important.

When it comes to priorities taken into account when buying products, the quality was found to be the most important (a score of almost 90%), then the price (73%), followed by the brand and country of origin (66%). The highest score in the three categories was received by electronic products. I assume it is related to their unit price which is higher than that of food or clothes, and also because it involves a long-term investment, exceeding one fashion season or lunchtime. The data indicate that as long as the products are of good quality and at competitive prices, the country of origin is not very significant.

The research also shows the ways to reach customers in Poland and the topic of advertising. It turns out that the ads themselves, though important, are not so important in encouraging the respondents to buy a particular product. When buying a new item, they usually consult their friend circle. In the case of foodstuffs, the main source of information is opinion of friends, and with electronics - internet reviews. Both of these factors connect the “popular opinion” to the Chinese brand value, so the importance of opinion of customers means the need for success story and a good advertising campaign that includes interaction with people. The popularity of answer "I can find out about

the product directly from the seller" is clearly indicated in the survey - this enables the organization of promotional events with samples of foodstuffs, thus being able to convince consumers ad hoc and spread the news, thus improving Chinese brand recognition.

The current shape of the Chinese brand in Poland can be described as chaotic. Many respondents were not able to identify any Chinese brands, others pointed to Huawei and Xiaomi, two existing telephone products in Poland, but others responded with "cheap products" or "instant noodles". This shows a dichotomy of brand identity. On the one hand, Chinese products account for 10% of imports to Poland, but these are low-quality goods that reach the retail chains. They are associated with the identity of the Chinese brand before the "China Brand 2025" program, a project which is to improve the reception of their goods in the world. Huawei and Xiaomi products are an example of a new generation of Chinese products that are characterized by high quality and above all, physical presence on the Polish market, rather only by using local distributors. Using local brands (ie, Lewandowski, a football player) is expected to lead to the association of the Chinese brand with the local celebrity image, an effective and often used marketing strategy. The appearance of the "Toshiba" response is a testimony to the low awareness of the Far East brand, but also the low level of market saturation of good brands from Asia. This indicates there is a large market niche.

A) Brand dichotomy

Despite this apparent Chinese brand dichotomy and the slow improvement of the brand reception, the long way that China has to go to strengthen its position is evident. Reception of the brand was rated at only a slightly positive level of 52%, and its main advantage is primarily low price. This is a visible sign that the Polish consumer is further guided by the understanding of product identification prior to the Chinese rebranding reform. Likewise, the biggest drawback of Chinese products is the poor quality of their products, which confirms the above thesis. The problem may be the transitional period in which the Chinese brand has found itself, but also the non-adjustment to the Polish market: a lot of Chinese companies continue to use intermediary services, and in Poland, the presence is essential, as *guanxi* (connections) and the desire to know someone before entering into contracts are a shared feature of Polish and Chinese culture.

This duality of Chinese brand identity also translates into a level of Polish trust in products from other countries. Let's take a look at the main import partners and their level of trust towards them.

Comparison of main import partners of Poland with the most trusted country brands	
Main import partners of Poland	Trust towards products of given origin
Germany	Germany
China	Poland
Russia	United States
Italy	United Kingdom
Netherlands	Italy
France	China
Czech Republic	Czech Republic
United Kingdom	Russia

Source: Author

As it can be derived from the above table, despite being the second largest import partner, China does not enjoy a strong brand in Poland. Only the Czech Republic (which may be related to the unfavourable stereotype of the Czech Republic in Poland) and Russia (which is related to embargo, history, political tensions and section 5.1.3 of this work) get a worse reception.

The importance the public opinion in Poland is also visible in the study. Half of the respondents do not know whether or not their acquaintances are buying Chinese products, but the other one thinks they indeed do. There is virtually no negative response to that question, showing open ground for Chinese companies to use. The great potential that Chinese investors can use in their favour is the relatively neutral attitude of the Polish people to their products. This is due to the fact that more than half of the respondents claim that Chinese products are popular in the world, and that, if given such offer, more than half would be willing to work for a Chinese company in Poland. This may indicate that despite the fact that the Chinese brand is currently associated mainly with low quality and prices, and only less often with good phones, the distance from China to Poland, lack of experience with Chinese brands, no common history make the market relatively open for Chinese commercial proposals.

However, in order to enter the Polish market, China would have to present a competitive offer and move away from the import of cheap, defective products in favour of high quality items. In addition, Chinese companies would have to be physically present in the local market by creating

branches. Therefore, the best chosen forms of access to Polish customers are better marketing that interacts with consumers and employing local staff who know the Polish mentality, since Chinese collective thinking does not work well in the country with a high level of individualism²²⁵. In addition, the main practical way to consolidate its position in Poland for a longer time would be to eradicate the negative stereotypes about Chinese products, and instead, progressively associate them with quality and reliability.

B) Corporate Social Responsibility and Open Kitchen Strategy

Prof. Wang Hong sees the notion on the Polish market that Chinese products are considered to be cheap and of inferior quality. She states there are two forces affecting Chinese brand. One is the external pull in form of bad reviews that motivate the Chinese enterprises to reform and upgrade the supply side, whereas the internal push of "Belt and Road" initiative aims to address the issue of Chinese overcapacity as well as promote the cultural heritage of China, thus improving the country's soft power in the world. She then addresses the question about causes of bad reputation of Chinese brands in Poland, claiming that the reason is the short-sighted notion of Chinese businesses, who pick quantity over quality, not developing plans that would allow for a more established, long-term presence on foreign markets.²²⁶

The proposed solution here is to implement CSR into Chinese business practice. CSR stands for Corporate Social Responsibility and its principle is that apart from making money, companies have the obligation to give back to the society/community/world. The proposal that this may improve the international standing of Chinese brands worldwide is particularly convincing when one looks at statistics. According to available research, "91 percent of global consumers expect companies to do more than make a profit, but also operate responsibly to address social and environmental issues, 84 percent say they seek out responsible products whenever possible, [and] 90 percent would boycott a company if they learned of irresponsible or deceptive business practices"²²⁷ In order to make their situation better, apart from exporting products of higher quality over mass production, Chinese companies can follow 4 profiles of contribution towards the world.

225 Refer to section 4.1 of this work.

226 Hong, Wang. 2017.

227 Cone Communications. 2015.

According to J. Post²²⁸, these are:

1. Environmental efforts
2. Philanthropy
3. Ethical labour practices
4. Volunteering

The first group would comprise using green energy, utilizing low-carbon emission policies in production, and reducing the company's environmental footprint. The second category includes matters such as supporting or organizing local charity programs and helping local communities. Ethical labour practices is about treating workers in an ethical way, respecting their rights, and also by working with local manufacturers/farmers by sourcing locally. The last point is about actually becoming a part of local community and taking part in programmes and organizing open door days. All the above points build transparency, and this in turn builds trust.

Transparency is a matter that can be seen in some branches of China's businesses. Empirically speaking, when one traverses the streets of cities such as Beijing, Shanghai, Xi'An or Guilin, almost all of the street food vendors have open structure of kitchens, so that the client can see his food being prepared. This evokes the feeling of trust, as each step of the food preparation process can be overseen by the customer. That being said, the spirit of craftsmanship is one of Chinese cultural values, which is why China is a fertile ground to introduce CSR practices on a mass scale, as such "open kitchens" may be transferred into other branches of economy. The employment of CSR "*with Chinese characteristics*" and transparency through using this "Open Kitchen Strategy" may be some of the steps to realize Chinese Dream in cooperation with Poland and in the West, where consumer conscience is higher.

Chapter 5. Conclusions and predictions

Though this may sound like a cliché, it may be asserted that there is no future without honouring the past. Such is the case of presentation of trade cooperation potential in the environment of international politics – politics and business are connected and national interests seldom undergo serious changes in terms of geopolitics. That is why, before the summary, I would like to conduct a brief set of future predictions, for the matters that are to happen must be prepared now.

228 Post, Jennifer. 2017.

5.1. Predictions for the future

The mental abilities of the human race make it impossible to precisely predict the future due to too many factors in play, which is further complicated by human unpredictability. By observing the current events in the world and basing on the analyzes available, some trends appear more certain than others. I selected three for brief description basing on their importance, namely the role of global warming on the situation in the world, the increasing tension on the US-China line, and the growing importance of Poland on the international scene.

5.1.1. Repercussions of climate change

First of all, NASA space agency states that "the industrial activity on which our civilization is based has led to an increase in atmospheric carbon dioxide levels from 280 units per million to 400 units per million over the last 150 years."²²⁹ This shows that the economy based on high carbon offset is not economically viable - especially given the fact that man-made greenhouse gases are one of the reasons for global warming. The resulting temperature rise (estimated at 5 °C to 2100)²³⁰ will result in phenomena such as desertification²³¹, water and food shortages, acidification of marine waters, progressing extinction of species, extreme temperatures, droughts and a dramatic decrease in the world population. These are only only few of the symptoms officially recognized by the International Panel on Climate Change (IPCC).²³² This can also constitute a serious threat to the eastern part of China, which is populated by 94 percent²³³ of the population: rising water levels could lead to partial flooding of coastal cities and the costly relocation of industrial power coupled with recreation of the necessary infrastructure inland.

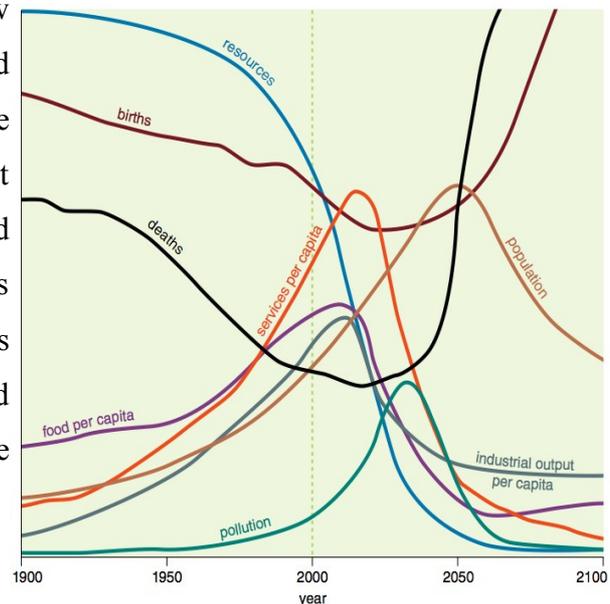


Figure 34 The limits to growth
(Source: Tverberg, Gail. 2011.)²³⁴

229 NASA Space Agency. 2015.

230 *Gardens By the Bay*. 2014.

231 (see Gobi desert in section 2.3.2.)

232 Intergovernmental Panel on Climate Change. 2007.

233 (see section 2.3.2.)

234 Tverberg, Gail. "2012: Reaching Limits to Growth". 2011. Web.

The IPCC's indications overlap with the predictions of the above mentioned report. "The Limits to Growth", which pertains, among others, the catastrophic consequences of pursuing ecologically unsustainable economic policies. Despite the fact that the authors were accused of basing their estimates on information of low reliability²³⁵, the eventual comparison of the actual events of the last 30 years²³⁶, and even 40 years²³⁷, is consistent with the predictions in the report. In short, if steps are not taken to achieve a more sustainable economic model, then by 2100²³⁸, the human population will decline by half, the phenomenon of climate refugees will emerge and conflicts over shrinking resources, food and drinking water supply will gain in strength.

Apart from that, China may be poised to risk extensive damage to its most highly developed areas, namely the East Coast and Guangdong due to the rising water level in South China Sea and Pearl River Delta, especially that China is now losing 1.4 percent of its GDP to just because of climate change.²³⁹ Furthermore, the recent research has linked the stagnant air and rising temperature to the increase in smog, which may increase the amount of deaths in China due to higher pollution. The pressure on China concerning environmental protection will grow, both from inside (people protesting smog and pollution) and the outside (international institutions, countries), especially that as of 2017, USA under President Trump is backing away from carbon emission limits, seemingly leaving China in charge.²⁴⁰

5.1.2. US-China relations

The history of the world shows clearly that it is mainly formed by the superpowers of a given period. In the case of our era, looking at singular economic powers²⁴¹, these are clearly China and the United States. Looking at the current events in the world, one may be under the impression that there is somewhat of tension between those two countries building up. Some of symptoms include, for example, the intensification of US relations with Mongolia and the introduction of visa-free movement²⁴² and the enforcement of the protectionist policy of America First.

235 Meyer, N. I., and J. S. Nørgård., Print.

236 Mukhopadhyay, Pabitra. 2011.

237 Bardi, Ugo. 2011.

238 *Meadows, D. et al. 1972.*

239 Kimmelman, Michael. 2017.

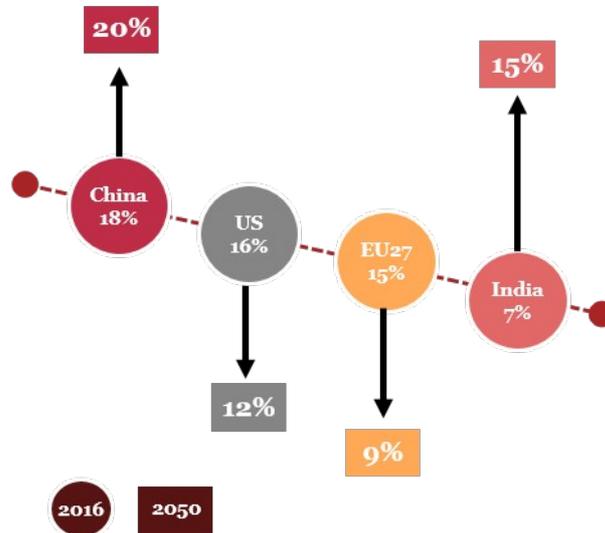
240 Hernández, Javier C. 2017

241 Thus excluding the combined economic power of the European Union

242 CNN. 2017.

The US and Europe will steadily lose ground to China and India

Share of world GDP (PPPs) from 2016 to 2050...



Sources: IMF for 2016 estimates, PwC analysis for projections to 2050

*Figure 35 Share of world GDP (PPPs) from 2016 to 2050
(Source: Hawksworth, John, and Hannah Audino. 2017.)²⁴³*

Graham Allison presents the Thucydides Trap and argues that such a scenario can occur in the case of China and the United States. This term refers to the ancient conflict of Athens and Sparta and concerns the rising power challenging the old order. The author calculates that 12 out of 16 previous situations of this type in world history have ended in a conflict.²⁴⁴ Howard French has a similar opinion. He believes, however, that Japan, especially the Ryukyu Islands, including the US military bases in Okinawa, will be a hotspot in the conflict between the two powers.²⁴⁵ This is particularly important as Japan claimed these islands from China in 1879. Just like it was in the case of Diaoyu Islands (Jap. *Senkaku*), China can file its claims.²⁴⁶ Michael Greene adds that US Pacific policy imposes a military monopoly on them and no attempt to contest this order will be accepted²⁴⁷, showing a clear rising conflict of interests.

The above tension, however, should be combined with the so called "geriatric peace", connected with the issue of ageing population of China that I described in section 2.3.4. It is estimated that

243 Hawksworth, John, and Hannah Audino. 2017. Web.

244 Allison, Graham. 2017.

245 French, Howard W. 2017. Print.

246 Kerr, George 1958.

247 Green, Michael J. 2017.

by 2050, over a quarter of China's population will be over 65 of age.²⁴⁸ Mark Haas predicts that a change in social structure will force the Chinese government to cut military spending and address the geriatric sector by creating proper services and infrastructure at an adequate level. On the other hand, the US economy will be facing a similar challenge, so maintaining the military presence in the world at the current level will also be hampered.²⁴⁹ In the face of the above, the form of avoiding the Thucydides Trap for China and the United States may be to wait it out until the population has aged. Following the above quoted authors, however, I presume that the litmus test of conflict, if it were to happen, will be the Ryukyu Islands (especially Okinawa), although this is dependent of the current rhetoric of President Trump. Whatever moves are to be taken, the time is working against the US in terms of economic dominance, according to the report by IMF titled “World 2050”²⁵⁰, so it may be assumed that it would be the States to make the first move.

The diagnoses suggest a particular scenario for the future. Is the world going to fall into the Thucydides Trap? Drawing on dynamics of conflict, Prof. Krzysztof Łęcki states that may be the case. He argues that “*Although nationalist obstruction (F. Kafka) is a possibility, emergence of new civilization [challenging the old regime] (A. Toynbee) that may reconstruct current structure is also probable. It is clear [...] that the turn of events would be effected rather by the collective power than any mad or even outstanding individual.*”²⁵¹ A conclusion can be drawn that despite single units may appear as agents provoking tension, the rise of a conflict or its mitigation will be a matter of super-national flows.

5.1.3. The future of Poland

Regarding the future role of Poland, it is worth to pay attention to local politics and the potential for cooperation with China. George Friedman pays special attention to the relations with Russia and Germany. It shows that from the time of its partition in the 18th century, Poland was faced with strong neighbours, with the simultaneous lack of protection of the southern flank. In the coming time, the situation may change due to the rebuilding of the Russian forces, that being a point of convergence of East-Central European countries' interest in joint defensive plans

248 United Nations. 2005.

249 Haas, Mark L. 2007.

250 Hawksworth, John, and Hannah Audino. 2017.

251 Łęcki, Krzysztof. 2017.

and building a buffer in the east (just like the CEE countries may be considered to be the buffer for Western Europe).²⁵² Personally, I think that the Visegrad Group may play a role in such a scenario because of proximity of its members, shared goals and historical relationships, while the other candidate for that would be the Three Seas Initiative as an economic and strategic alliance that "accounts for 28% of EU territory, 22% of its population, but only for 10% of its GDP"²⁵³. The geographic positioning of its member states in the context of Russia's development and Friedman's assumptions can be seen on the map below. I support my view of the growing importance of local agreements, especially in light of the progressing fragmentation within the European Union and the conflict of interests of its members. During the conference of the Trimarium states, the Polish president Andrzej Duda marked discrepancies in the interests of the "centre" of the European Union and its "periphery".²⁵⁴

Friedman also believes that the United States will seek a natural counterbalance to the Russian threat and may find it in Poland, especially when taking into account the gradual economic downturn of the traditional Franco-German model of Europe. Consequently, Poland can attract international interest and investment by using its position on the map of Europe and don its former title of "Antemurale Christianitatis" (lat. Bulwark of Christianity)²⁵⁵ - a figurative wall protecting European culture from external threats, to serve its interests.



Figure 36 Members of Three Seas Initiative
(Source: Inavukic. 2015.)²⁵⁶

252 Friedman, George. 2009.

253 Almassy, Ferenc. 2016.

254 Press Office of the President of Poland. 2016.

255 Van Norman, Louis E. 1907.

256 Inavukic. "Croatian President Boosting Prospects For EU Independence From Russian Energy Supplies." 2015. Web

Concerning the relationship between Poland and China, Jędrzej Gorski believes that the latter will need a strong partner in Europe and, like me, states that Poland has an optimum geopolitical position. He points out that in terms of New Silk Road, the most important task at hand will be the extension of the railway infrastructure to connect China with Western European markets, with the other priority being becoming a logistics center – a task made easier by the use of transshipment terminal in Łódź (the destination of Chengu-Lodz rail connection). He goes so far as to claim that the success of the New Silk Road is very unlikely without the active involvement of the Polish Government and its cooperation with China.²⁵⁷

5.2. Conclusions

As it can be seen above, there is tremendous potential between China and Poland. The research presented in this paper shows the way of the Chinese state to recover the economic level from before the opium wars, delineating three economic drivers: emerging, stable and fading. What is emerging is a vision of a country undergoing economic transformation, changing the focus industrial model to a consumer-driven setting. In light of a global decline in demand, the need to seek quality assurance and focus on higher technology becomes apparent.

Despite its enormous economic achievements for the last several decades, the Chinese government has a number of challenges to be tackled. Most importantly, I have recognized the problem of ageing society and the inevitable prospect of a declining working population, as well as rapid urbanization in China, and long-term repercussions related to global warming and environmental conditions.

In effective management of China, the satisfaction of local citizens remains crucial – the state preserved also due to using a plan of transition similar to that coined by Andropov in 1960s. Consequently, the government has made many projects in the country and abroad to maintain the conditions of the "Chinese dream", promising "moderate prosperity for the masses." This can be considered a notable challenge due to current macroeconomic situation and the introduction of "new normal" associated with China's decline in economic growth and impetus. One of the projects are a wide-ranging investment program in Africa, where I have shown reasons behinds entering the local markets. For example, using the Gall-Peters projection instead

257 Górski, Jędrzej. 2016.

of the Eurocentric Mercator chart, it was found that Africa is considerably bigger than it could be pictured in general opinion. I also mentioned the Northwestern Passage project northwards from Canada, making the sea-path from China to the east coast of the United States shorter, and the Nicaragua Canal - the Chinese response to the Panama Canal.

Then, by analysing the potential of the New Silk Road, I looked, *inter alia*, at the already existing Chinese presence in Europe through mergers and acquisitions in the region. Similarly, the Chinese interests in Central and Eastern Europe, represented in the 16 + 1 platform, are analysed. The strategic and investment profiles have been identified as the ones of particular importance in context of Chinese bridgehead in Europe. The matter of favorability in Bilateral Trade Agreement negotiations, are not without meaning as well, since China can use the lack of European one-mindedness against it. The business profile in the form of reaching local consumer groups of CEEC, even though still significant, is less important. The reason for this is the high level of local fragmentation and differences between local markets.

The above text analysis is confirmed in section about the Polish potential in context of New Silk Road. It is stated that one of Poland's main assets is its convenient geopolitical location in the North European lowland and access to the sea. Economic strength, though greater than that of the other 16 + 1 platform members, may not be the major factor in favour of Chinese presence. This can in turn be correlated with M&A data, which shows that the major part of investment from China is directed towards Western Europe, which may suggest that it is the final target area, not the CEEC. The hypothesis is backed a geopolitical potentiometric formula, showing the China-Poland potential of cooperation at a relatively low level when compared to, for example, Germany. The main factor is the moderate size of Polish economy, comprising its GDP, workforce expressed by population and the relatively low availability of new resources on its territory.

In connection to that, the next section is a summary of the proposed directions of cooperation with China, focusing primarily on attracting Chinese investors to Poland. I have proposed the formation of the principle of Investment Reciprocity and selected industries where Chinese M&A operations are safe to be conducted without destabilizing the strategic sectors of the Polish economy. Another branch of cooperation is to encourage and support Polish entrepreneurs to engage in the Chinese market, also through targeting the challenges that have been presented in this work.

Other important branches include cooperation in terms culture and science, as well as striving for a larger number of Chinese tourists in Poland.

The last part uses Hofstede's 6 Dimensions theory and compares the Chinese and Polish national mentality by assessing their compatibility and ease of cooperation - the scores are similar, with major differences in individualism (China being more collectivist), risk-taking (higher in China) and Long-term orientation (Polish model prioritizes plans aimed at shorter time-length).

The section ends with a survey on the reception of Chinese products in Poland. The Made in China brand is associated primarily with low quality, with an average rating of 3.8 / 7. It also has one of the lowest strength ratings amongst main trade partners of Poland. Although China is responsible for 10 percent of Polish imports, its brand strength is ranked 8th out of 10. On the other hand, respondents showed willingness to work for a Chinese company in Poland should the occasion arise.

In addition, the conducted survey revealed a dichotomy of the Chinese brand on the Polish market. Polish consumers continue to associate “Made in China” with low quality and price - the attributes from before the plan “China Brand 2025”. Only interaction with consumers in marketing campaigns, the physical presence of Chinese companies on the market by employing Polish workers, and the gradual resignation from low-cost low-quality exports to Poland may strengthen the position of Chinese companies on the Polish market. It has also been stated that for the moment, the main form of an e-commerce platform, which would be reasonable to exist in Poland, would be an a website with electronic products. Online stores with a lesser chance of success would be the ones selling clothing and other products. In addition, it was discovered that the Polish market is not ready for the e-commerce platform with foodstuff, a matter already gaining in popularity in China.

The study has also found that one significant way of improving China's brand, apart from exporting hi-tech products, is to employ CSR solutions which would improve the standing of Chinese companies worldwide. The proposed practices would be environmental awareness and reducing carbon footprint, philanthropy and supporting local charities and the communities, ethical labour practices executed through respecting worker laws and sourcing locally, and also volunteering.

I also proposed the “Open Kitchen Strategy”, that relates to the way traditional Chinese food venues work – where the dish preparation process can be seen by the consumer, so that the transparency level is accordingly higher.

Looking at the whole of work, there is a large disproportion between the size of the Chinese and Polish economy. The most favourable direction that Poland can take is to cooperate with China in terms New Silk Road and create an effective strategy for attracting Chinese FDI. Its convenient geopolitical position will be of great help, in the sense that it constitutes a natural a gateway to Europe in some measure. Andrzej Pieczonka, the Trade Consul of Poland in Shanghai, stated that in China, there is a saying that a single tree is not a forest and a single string cannot produce music, which is perfectly applicable in regards to New Silk Road.²⁵⁸ Without teamwork, he argues, proper synergy cannot be achieved. In current political circumstances, however, Poland seems to reach out for the extended offer of China and has declared its willingness to cooperate, with President Duda commenting that “when the winds of history blow, some build walls and others – windmills.”²⁵⁹

258 ACN Worldwide. *Country Facts: Poland*. Shanghai: ACN Worldwide, 2016. Print. 27

259 Walaszczyk, Maciej. "Chiny Wolą Polskę." *Nasz Dziennik*. Nasz Dziennik, 6 Dec. 2015. Web. 08 Apr. 2017.

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Appendix 1: Partnership Potential Formula Data

1. Formulas

1.1. Prof. Sulek's Power Formula:

$$P = E_{0,65239958} * S_{0,21746653} * L_{0,10873326}$$

where:

P – Power total,

E – GDP,

D – Population,

T – Size of territory.

1.2. Author's Partnership Profitability Formula

$$PP_{ij} = 100\{(E_i_{0,65239958} * S_i_{0,21746653} * L_i_{0,10873326})(E_j_{0,65239958} * S_j_{0,21746653} * L_j_{0,10873326}) / D_{ij}\}$$

or, when compressed:

$$PP_{ij} = \frac{P_i * P_j}{D_{ij}} \times 100$$

Where:

PP = Partnership profitability

i – Country 1

j – Country 2

P_i – Country 1's Power²⁶⁰

P_j – Country 2's Power

D_{ij} – Distance between Country 1 and Country 2 (from capital to capital, expressed in kilometres)

2. Data

2.1. Data for Poland

Country	GDP (trillion USD) ²⁶¹	Population (billion)	Territory (million km ²)	Distance from Poland (hundred km)
China	11,39	1,38	9,5	69,45
Russia	1,3	0,14	17	11,49
United Kingdom	2,6	0,06	0,24	14,48
Germany	3,4	0,08	0,35	9,76

²⁶⁰ See formula 1.1

²⁶¹ International Monetary Fund, 2016.

2.2. Data for China

Country	GDP (trillion USD)	Population (billion)	Territory (million km ²)	Distance from China (hundred km)
Poland	0,47	0,04	0,31	69,45
Germany	3,4	0,08	0,35	78.29
South Korea	1,45	0,05	0,1	9,56
United States	17,42	0,32	9,8	111,5

3. Computing

Country	GDP factor	People factor	Land factor	P value	P times Chinese P	P times Polish P
China	4,8896259096	1,072553636	1,2773534196	6,698934453 -		1,8087123023
Poland	0,6110500447	0,496586418	0,8804285128	0,267156482	1,7872768658 -	
Russia	1,1866881215	0,652095836	1,3607887885	1,053025152	7,0447382651	0,284316791
United Kingdom	1,8652130182	0,542361424	0,8562653062	0,866214757	5,7949767214	0,2338779843
Germany	2,2219619739	0,577376078	0,892123608	1,144512236	7,6567868596	0,3090183038
South Korea	1,2743138898	0,52127815	0,7785145613	0,517145415	3,459702824	0,139629262
United States	6,4514790639	0,780524757	1,2816789234	6,453944372	43,1768878465	1,7425649804

The result is then divided by distance between capital cities (expressed in hundred km) and multiplied times 100.

Appendix 2 – Survey about consumer reception of Chinese brand in Poland

Metryka

1. Ile masz lat?

-Poniżej 18

-19-25

-26-40

-41-67

-Powyżej 67

2. Jaka jest Twoja płeć?

-Kobieta

-Mężczyzna

3. Ilu mieszkańców ma Twoje miasto?

-Powyżej 500,000

-200,000-500,000

-100,000-200,000

-50,000-100,000

-5000-50,000

-Poniżej 5000

Zwyczaje zakupowe badanych:

- Jak często kupujesz poniższe produkty w sklepie stacjonarnym ?

Produkt	Kilka razy dziennie	Raz dziennie	2-3 razy w tygodniu	Raz w tygodniu	2-3 razy w miesiącu	Raz w miesiącu	Rzadziej niż raz w miesiącu	Nigdy
Produkty spożywcze								
Sprzęt elektroniczny								
Ubrania								
Inne								

- Jak często kupujesz poniższe produkty w sklepie internetowym

Produkt	Kilka razy dziennie	Raz dziennie	2-3 razy w tygodniu	Raz w tygodniu	2-3 razy w miesiącu	Raz w miesiącu	Rzadziej niż raz w miesiącu	Nigdy
Produkty spożywcze								
Sprzęt elektroniczny								
Ubrania								
Inne								

- Na co zwracasz uwagę kupując poszczególne produkty ? (wymień max 3 rzeczy)

- a) produkty spożywcze
- b) sprzęt elektroniczny
- c) ubrania
- d) inne

- Oceń w skali 1 (nieważne) – 7 (bardzo ważne) jak ważna jest marka przy zakupie:

Produkt	1	2	3	4	5	6	7
Produkty spożywcze							
Sprzęt elektroniczny							
Ubrania							
Inne							

- Oceń w skali 1 (nieważne) – 7 (bardzo ważne), jak ważna jest cena przy zakupie:

Produkt	1	2	3	4	5	6	7
Produkty spożywcze							
Sprzęt elektroniczny							
Ubrania							
Inne							

- Oceń w skali 1 (nieważne) – 7 (bardzo ważne), jak ważna jest jakość przy zakupie:

Produkt	1	2	3	4	5	6	7
Produkty spożywcze							
Sprzęt elektroniczny							
Ubrania							
Inne							

- Oceń w skali 1 (nieważne) – 7 (bardzo ważne), jak ważny jest możliwość pośredniego kontaktu ze sprzedawcą przy zakupie:

Produkt	1	2	3	4	5	6	7
Produkty spożywcze							
Sprzęt elektroniczny							
Ubrania							
Inne							

- Oceń w skali 1 (nieważne) – 7 (bardzo ważne), jak ważna jest możliwość bezpośredniego zakupu poniższych produktów:

Produkt	1	2	3	4	5	6	7
Produkty spożywcze							
Sprzęt elektroniczny							
Ubrania							
Inne							

- Oceń w skali 1 (nieważne) – 7 (bardzo ważne), jak ważny jest kraj produkcji poszczególnych produktów:

Produkt	1	2	3	4	5	6	7
Produkty spożywcze							
Sprzęt elektroniczny							
Ubrania							
Inne							

- Skąd czerpiesz informacje na temat produktu:

Produkt	Reklama	Opinie znajomych	Opinie w internecie	Bezpośrednio od sprzedawcy	Pośrednio od sprzedawcy (e-mail)	Inaczej? Jak?
Produkty spożywcze						
Sprzęt elektroniczny						
Ubrania						
Inne						

Znajomość chińskich marek:

1. Z czym kojarzą Ci się chińskie produkty?
2. Jakie znasz chińskie marki produktów?
3. Jaka reklama chińskiego produktu utkwiała Ci najbardziej w pamięci ?

4. W skali od 1 do 7, jak oceniasz produkty pochodzące z Chin?

5. Czy byłbyś skłonny pracować dla chińskiej firmy w Polsce?

Gotowość do zakupu:

1. Jakie widzisz zalety, a jakie wady kupowania chińskich produktów?

2. Poszereguj kraje według poziomu zaufania, jakim darzysz pochodzące z nich produkty”

- Polska
- Niemcy
- Stany Zjednoczone
- Chiny
- Rosja
- Włochy
- Wielka Brytania
- Czechy

3. Co zachęciłoby Cię do kupna chińskiego produktu spożywczego / odzieżowego / elektronicznego?

4. Jak często kupujesz produkty chińskich marek ? (1- nigdy – 7 – ekstremalnie często)

Produkt	1	2	3	4	5	6	7
Produkty spożywcze							
Sprzęt elektroniczny							
Ubrania							
Inne							

5. Jakie masz pozytywne/negatywne doświadczenia w zakresie kupowania chińskich produktów?

6. Czy Twój znajomi kupują produkty chińskich producentów ?

7. Czy poleciłbyś ostatnio kupiony chiński produkt swoim znajomym ?

8. Czy sądzisz że Chińskie marki są popularne na świecie?

- a) tak
- b) nie
- c) nie wiem

8. Co mają inne produkty, czego nie mają chińskie ?

Appendix 3: Survey Results

Odbiór marki chińskiej przez polskich konsumentów

1. Ile masz lat?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

jedna odpowiedź		procentowo	ile głosów
Poniżej 18		5%	5
19-25		20%	21
26-40		30%	31
41-67		44%	46
Powyżej 67		2%	2

2. Jaka jest Twoja płeć?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

jedna odpowiedź		procentowo	ile głosów
Kobieta		69%	72
Mężczyzna		31%	33

3. Ilu mieszkańców ma Twoje miasto?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

jedna odpowiedź		procentowo	ile głosów
Powyżej 500,000		21%	22
200,000-500,000		23%	24
100,000-200,000		13%	14
50,000-100,000		19%	20
5000-50,000		15%	16
Poniżej 5000		9%	9

4. Jak często kupujesz poniższe produkty w sklepie stacjonarnym ?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

	Kilka razy dziennie	Raz dziennie	Raz w tygodniu	Kilka razy w tygodniu	2-3 razy w miesiącu	Raz w miesiącu	Rzadziej niż raz w miesiącu	Nigdy	
Produkty								0	105

spożywcze	11 (10%)	30 (29%)	21 (20%)	40 (38%)	2 (2%)	0 (0%)	1 (1%)	(0%)	
Sprzęt elektroniczny	0 (0%)	0 (0%)	0 (0%)	1 (1%)	4 (4%)	5 (5%)	87 (83%)	8 (8%)	105
Ubrania	0 (0%)	0 (0%)	2 (2%)	3 (3%)	21 (20%)	27 (26%)	51 (49%)	1 (1%)	105
Inne	2 (2%)	3 (3%)	8 (8%)	10 (10%)	27 (26%)	24 (23%)	23 (22%)	8 (8%)	105

5. Jak często kupujesz poniższe produkty w sklepie internetowym?

Odpowiedzi: 105 (100%)
Pominięć: 0 (0%)

	Kilka razy dziennie	Raz dziennie	Raz w tygodniu	Kilka razy w tygodniu	2-3 razy w miesiącu	Raz w miesiącu	Rzadziej niż raz w miesiącu	Nigdy	
Produkty spożywcze	0 (0%)	1 (1%)	2 (2%)	0 (0%)	2 (2%)	3 (3%)	24 (23%)	73 (70%)	105
Sprzęt elektroniczny	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (3%)	8 (8%)	73 (70%)	21 (20%)	105
Ubrania	0 (0%)	0 (0%)	0 (0%)	0 (0%)	9 (9%)	13 (12%)	57 (54%)	26 (25%)	105
Inne	1 (1%)	0 (0%)	0 (0%)	0 (0%)	9 (9%)	15 (14%)	60 (57%)	20 (19%)	105

6. Na co zwracasz uwagę kupując produkty spożywcze?

Odpowiedzi: 105 (100%)
Pominięć: 0 (0%)

Respondent (6746237)	smak, jakosc, cena
Respondent (6746460)	data waznosc, cena, sklad
Respondent (6742926)	stosunek jakosci do ceny, sklad
Respondent (6739166)	marka, cena, ilosc cukru
Respondent (6738947)	Termin ważności, jakość, cena
Respondent (6738896)	EKOLOGICZNE, ZDROWE, POLSKIE
Respondent (6736888)	jakość
Respondent (6736729)	date ważności, marke, świeżość
Respondent (6736452)	świeżość, cena, czy polskie
Respondent (6736294)	cena jakość marka
Respondent (6735685)	Świeżość, cena, smak
Respondent (6733416)	Jakość, skład, ktaj pochodzenia
Respondent (6732848)	Cena jakosc
Respondent (6711407)	producent, sklad, cena

Respondent (6729974)	cena, ilość, marka
Respondent (6724039)	Jakość , czy należy do tzw. Zdrowych produktów, producent
Respondent (6723773)	marke cene jakosc
Respondent (6722887)	cena, data ważności produktu, jakość
Respondent (6722780)	Cena, ilość, Jakość
Respondent (6721204)	marka, skład, data ważności
Respondent (6720815)	cena,jakość,brak konserwantów
Respondent (6719634)	Na producenta. Datę. Cenę.
Respondent (6719172)	Skład, kraj produkcji, cena
Respondent (6718380)	Cena jakość
Respondent (6717941)	Skład cena
Respondent (6717913)	cena, świeżość (data ważności), opakowanie
Respondent (6710450)	PRODUCENTA, SKŁAD, CENĘ
Respondent (6709989)	jakosc
Respondent (6709558)	Jakość, cena
Respondent (6707820)	skład, cena, liczba kalorii
Respondent (6707608)	Skład, jakosc, marka
Respondent (6706402)	Jakość, producent, cena
Respondent (6705886)	Jakość, skład, miejsce pochodzenia
Respondent (6705501)	jakość, cena, marka
Respondent (6703716)	jakosc, swiezosc,
Respondent (6703468)	miejsce produkcji, skład, termin ważności
Respondent (6703195)	jakosc, estetyka, gwarancja
Respondent (6703242)	skład, cena, marka
Respondent (6699926)	Świeżość, pochodzenie (preferowane polskie), skład
Respondent (6698912)	brak konserwantów, termin ważności, cena
Respondent (6698433)	brak konserwantów , sezonowość ,pochodzenie
Respondent (6698491)	jakość, termin ważności, skład
Respondent (6698411)	Data ważności, producent, skład
Respondent (6697205)	cena, smak
Respondent (6697081)	Data ważności, opakowanie, potrzeba
Respondent (6696388)	smak
Respondent (6695581)	producent, cena, jakość
Respondent (6694286)	Skład, termin ważności, producent
Respondent (6694277)	opakowanie, termin przydatności do spożycia, firma
Respondent (6693068)	Jakość, pochodzenie, skład
Respondent (6692885)	cena. data ważności. skład

Respondent (6692597)	ok
Respondent (6691121)	jakosc, cena, ilosc
Respondent (6690464)	Data ważności, Skład, Cena
Respondent (6690236)	firma, jakość, zdrowie
Respondent (6690271)	Jakość (skład chemiczny), cena
Respondent (6689908)	Cena, termin ważności, smak
Respondent (6689239)	skład ; termin przydatności do spożycia ; cena
Respondent (6689610)	świeżość, termi przydatności do spożycia, skład
Respondent (6689523)	Skład
Respondent (6688957)	świerzość, jakość cenę
Respondent (6688653)	Jakość, cena, ekologia
Respondent (6688537)	cena, wartość odżywcza, świeżość.
Respondent (6688493)	cena jakość
Respondent (6687497)	Cena. Skład w przypadku produktów żywnościowych.
Respondent (6687283)	cena, pochodzenie
Respondent (6686686)	jakość
Respondent (6684188)	termin przydatności, zawartość substancji szkodliwych, cy produkt jst "naturalny"
Respondent (6686274)	Wygląd, data ważności
Respondent (6685985)	świeżość, cena, jakość
Respondent (6686185)	Eko, bio etc.
Respondent (6685984)	Pochodzenie, zapach, wygląd
Respondent (6685871)	marka, skład, cena
Respondent (6685879)	jakosc, cenę, skład
Respondent (6685482)	Marka, cena, czy produkt jest bio
Respondent (6683239)	Świeżość, jakość, cenę
Respondent (6682865)	Jakość, data przydatności do spożycia, nazwa producenta
Respondent (6681514)	Świeżość, jakość
Respondent (6678471)	Jakość, świeżość, cena
Respondent (6675859)	Cena , gwarancja kalorie .
Respondent (6675460)	jakość, skład, cena
Respondent (6675217)	jakość , datę przydatności do spożycia
Respondent (6675295)	Jakość, cena, producent
Respondent (6675115)	Datę ważności, cenę i skład
Respondent (6674465)	czy są mi potrzebne i czy są smaczne czy mi nie zaszkodzą
Respondent (6673852)	Świeżość, dobra jakość, nowe smaki
Respondent (6674304)	świeżość, jakość

Respondent (6673790)	Cena, jakość
Respondent (6673701)	Świeżość, cena, jakość
Respondent (6673637)	cena, marka, smak
Respondent (6673661)	Skład data ważności
Respondent (6673587)	Datę przydatności do spożycia, skład
Respondent (6673531)	Smak, wygląd, kraj pochodzenia.
Respondent (6673442)	Cena, jakość, wygląd
Respondent (6673215)	świeżość, brak chemii, producent
Respondent (6673147)	Jakość, świeżość
Respondent (6672237)	Data ważności, jakość, skład
Respondent (6672569)	skład, świeżość, cena
Respondent (6672365)	jakość, firma, termin przydatności
Respondent (6672280)	Świeżość, skład, kraj pochodzenia
Respondent (6671991)	Jakość i cenę
Respondent (6672106)	Cena, jakość, termin
Respondent (6671843)	Żywność ekologiczna, marka, cena
Respondent (6671771)	jakość, świeżość
Respondent (6671353)	Data ważności, cena, marka.

7. Na co zwracasz uwagę kupując sprzęt elektroniczny?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	cena, jakosc, potrzeba
Respondent (6746460)	jakosc
Respondent (6742926)	stosunek jakosci do ceny, opinie uzytkownikow i niezalezne recenzje
Respondent (6739166)	marka, cena, przydatność
Respondent (6738947)	Parametry techniczne,cena,opinia innych
Respondent (6738896)	NIEZAWODNY, NOWOCZESNY,
Respondent (6736888)	długość gwarancji
Respondent (6736729)	marke, recenzje, Cent
Respondent (6736452)	cena, jakość wykonania
Respondent (6736294)	firma, specyfikacja, cena
Respondent (6735685)	Cena, potrzeba posiadania, gwarancja
Respondent (6733416)	Jakość, marka, wygląd
Respondent (6732848)	Cena jakosc
Respondent (6711407)	marka, design, cena
Respondent (6729974)	cena, stan techniczny, marka

Respondent (6724039)	Jakość, marka
Respondent (6723773)	opinie marke ceny
Respondent (6722887)	jakosc, cena, marka
Respondent (6722780)	Specyfikacje, Cena, Jakość
Respondent (6721204)	marka
Respondent (6720815)	dobra jakość,przystępna cena
Respondent (6719634)	Marka. Funkcjonalność. Cena.
Respondent (6719172)	Parametry, marka, cena
Respondent (6718380)	Cena jakość
Respondent (6717941)	Parametry cena
Respondent (6717913)	jakość, cena, wygląd
Respondent (6710450)	PRODUCENTA - Markę, CENĘ
Respondent (6709989)	jakosc, cena
Respondent (6709558)	Popularnosc marki, cena
Respondent (6707820)	Jakość, cena, firma
Respondent (6707608)	Jakosc, ceny, marka
Respondent (6706402)	Przydatność, jakość, cena
Respondent (6705886)	Marka, recenzje,cena
Respondent (6705501)	jakość, cena, marka
Respondent (6703716)	jakosc
Respondent (6703468)	jakosc i cena
Respondent (6703195)	gwarancja
Respondent (6703242)	jakość, opinie innych użytkowników, cena
Respondent (6699926)	Oceny w internecie, gwarancję, cenę
Respondent (6698912)	funkcjonalność, cena
Respondent (6698433)	markę ,cenę,technologię
Respondent (6698491)	jakość, producent, okres gwarancji
Respondent (6698411)	Cena, warunki gwarancji, zużycie energii elektrycznej
Respondent (6697205)	jakość, marka, cena
Respondent (6697081)	Przydatność, potrzeba, wyglad
Respondent (6696388)	potrzeba
Respondent (6695581)	jakość, cena, marka
Respondent (6694286)	Producent
Respondent (6694277)	cena, marka, zużycie energii
Respondent (6693068)	Jakość, niezawodność, opinie innych użytkowników
Respondent (6692885)	cena. firma. opinie
Respondent (6692597)	ok

Respondent (6691121)	jakosc, cena, wykonanie
Respondent (6690464)	Cena, Jakość, Marka
Respondent (6690236)	firma, jakość, serwis, przyjazne środowisku
Respondent (6690271)	Opinia innych
Respondent (6689908)	Cena, wygląd, funkcjonalność
Respondent (6689239)	jakość ; wygląd ; cena
Respondent (6689610)	jakość, marka, cena
Respondent (6689523)	Parametry techniczne
Respondent (6688957)	jakość, cenę
Respondent (6688653)	Marka,cena
Respondent (6688537)	cena, częstotliwość procesów na jednostkę czasu, wydajność baterii
Respondent (6688493)	cena
Respondent (6687497)	Cena, jakość i opinie na internecie.
Respondent (6687283)	marka, wykonanie
Respondent (6686686)	jakość, cena
Respondent (6684188)	Producent, cena, wykonanie
Respondent (6686274)	Opinie, parametry
Respondent (6685985)	Cena, jakość, marka
Respondent (6686185)	Marka
Respondent (6685984)	Firma, cena, opinie
Respondent (6685871)	cena, parametry
Respondent (6685879)	jakosc, cena, możliwości
Respondent (6685482)	Dane techniczne, cena, marka
Respondent (6683239)	Cenę, jakość
Respondent (6682865)	marka, cena, gwarancja
Respondent (6681514)	Marka, funkcje, reviews
Respondent (6678471)	Jakość, Parametry techniczne, cena
Respondent (6675859)	Cena data gwarancji
Respondent (6675460)	jakość, marka, cena
Respondent (6675217)	przydatność
Respondent (6675295)	Cena, marka, jakość
Respondent (6675115)	Cenę, funkcje, opinie na necie
Respondent (6674465)	czy będziemy potrzebny
Respondent (6673852)	funkcjonalność, jakość, cena
Respondent (6674304)	jakość, opinie
Respondent (6673790)	Cena, jakość
Respondent (6673701)	Cena, jakość, marka

Respondent (6673637)	cena, opinie, specyfikacja
Respondent (6673661)	Jakość cena
Respondent (6673587)	Markę, energooszczędność
Respondent (6673531)	Jakość, kraj pochodzenia, wygląd.
Respondent (6673442)	Cena jakość wygląd
Respondent (6673215)	Parametry, marka, cena
Respondent (6673147)	Opinie, cena
Respondent (6672237)	Parametry, cena, warunki dostawy
Respondent (6672569)	Jakość, marka, cena
Respondent (6672365)	Jakość, firma, wygląd
Respondent (6672280)	Marka i parametry
Respondent (6671991)	Jakość cenę reklamę
Respondent (6672106)	Cena marka
Respondent (6671843)	Marka, cena
Respondent (6671771)	jakość, cena
Respondent (6671353)	Marka, cena, jakość wykonania

8. Na co zwracasz uwagę kupując ubrania?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	cena, trwalosc, wyglad
Respondent (6746460)	jakosc, cena
Respondent (6742926)	cena, jakosc, material
Respondent (6739166)	styl, gatunek materiału, cena
Respondent (6738947)	Kolor,cena, krój
Respondent (6738896)	MODNE, ELEGANCKIE
Respondent (6736888)	szybkość wysyłki
Respondent (6736729)	jakość, krój, wygoda
Respondent (6736452)	czy mi się podobają, czy polskie
Respondent (6736294)	marka jakość i wygląd
Respondent (6735685)	Cena, jakość, solidność wykonania
Respondent (6733416)	Marka, jakość, materiały
Respondent (6732848)	Cena
Respondent (6711407)	cena, jakość, marka
Respondent (6729974)	cena, marka, jakość
Respondent (6724039)	Fason, aktualnosc tzn zgodność z modą, jakość
Respondent (6723773)	jw

Respondent (6722887)	jakość, cena
Respondent (6722780)	Cena, Rozmiar
Respondent (6721204)	marka
Respondent (6720815)	jakość, cena
Respondent (6719634)	Jakość matetiału. Dobry szew. Cenę.
Respondent (6719172)	Skład surowcowy, krój, cena
Respondent (6718380)	Cena jakość
Respondent (6717941)	Rozmiar, czy pasuje do obecnej garderoby
Respondent (6717913)	wygląd, cena
Respondent (6710450)	modę, cenę, materiał
Respondent (6709989)	wygląd, jakosc, cena
Respondent (6709558)	Praktyczność, jakość, cena
Respondent (6707820)	Jakość, cena, przypasowanie do ciała
Respondent (6707608)	Jakosc, Marka, cena
Respondent (6706402)	jakość, estetyka, pochodzenie
Respondent (6705886)	Jakość, styl, cena
Respondent (6705501)	jakość, cena, czy są odpowiednie dla mnie
Respondent (6703716)	jakosc
Respondent (6703468)	jakosc, skald i cena
Respondent (6703195)	rodzaj tkanony
Respondent (6703242)	fason, skład, jakość
Respondent (6699926)	Cenę, skład materiałowy, jak leżą
Respondent (6698912)	jakość, cena , marka
Respondent (6698433)	jakość,potrzebę ,cenę
Respondent (6698491)	jakość, skład, producent
Respondent (6698411)	Cena, jakość materiału, producent
Respondent (6697205)	cena, rozmiar, kolor
Respondent (6697081)	Potrzeba, materiał, kolor
Respondent (6696388)	moda
Respondent (6695581)	jakość, cena, moda
Respondent (6694286)	Skład, producent
Respondent (6694277)	jakość wykonania, materiał, cena
Respondent (6693068)	Na estetykę wykonania, dopasowanie do mojego stylu, naturalne włókno
Respondent (6692885)	cena. jakosc. material
Respondent (6692597)	ok
Respondent (6691121)	jakosc, cena ,wykonanie
Respondent (6690464)	Marka, Rozmiar, Cena

Respondent (6690236)	jakość materiału, dbałość wykonania, detale
Respondent (6690271)	Jakość materiału, walory estetyczne, cena
Respondent (6689908)	Cena, jakość, wygląd
Respondent (6689239)	jakość wykonania ; gatunek materiału ; cena
Respondent (6689610)	jakość, marka, cena
Respondent (6689523)	Marka
Respondent (6688957)	jakość, materiał, cenę
Respondent (6688653)	Marka, cena, wygoda, jakosc
Respondent (6688537)	materiał, krój, cena
Respondent (6688493)	jakość
Respondent (6687497)	Cena.
Respondent (6687283)	materiał, jakość
Respondent (6686686)	jakość, cena
Respondent (6684188)	cena, moda, wykonczenie
Respondent (6686274)	Wygląd, jakość
Respondent (6685985)	Potrzeba., cena, jakość
Respondent (6686185)	Marka, tkanina
Respondent (6685984)	Marka, krój, cena
Respondent (6685871)	kolor, rozmiar, marka
Respondent (6685879)	materiał, wykonanie, cena
Respondent (6685482)	Wygląd, tkanina, cena
Respondent (6683239)	Cenę
Respondent (6682865)	jakość materiałów, design, producent
Respondent (6681514)	Rozmiar, krój, kolor
Respondent (6678471)	Jakość, cena, krój/stylistyka
Respondent (6675859)	Rozmiar ,jakość .
Respondent (6675460)	wygląd, skład, cena
Respondent (6675217)	rozmiar
Respondent (6675295)	Cena, model, jakość
Respondent (6675115)	Krój, cenę, marke
Respondent (6674465)	na rozmiar i kolorystykę
Respondent (6673852)	Dobra jakość materiału i wykonania, trendy,
Respondent (6674304)	jakość, materiały
Respondent (6673790)	Marka
Respondent (6673701)	Wygląd cena jakość
Respondent (6673637)	cena, wygląd
Respondent (6673661)	Marka cena

Respondent (6673587)	Jakość materiału
Respondent (6673531)	Wygląd, kraj pochodzenia, materiał.
Respondent (6673442)	Cena jakość wygląd
Respondent (6673215)	wygląd, jakość, cena,
Respondent (6673147)	Cena, marka, jakość
Respondent (6672237)	Rozmiar, jakość, cena
Respondent (6672569)	cena, fason, jakość
Respondent (6672365)	estetyka, firma, kolor
Respondent (6672280)	Marka
Respondent (6671991)	Jakość, cenę i markę
Respondent (6672106)	Cena jakość marka
Respondent (6671843)	Marka, cena, kraj
Respondent (6671771)	jakość, cena, marka
Respondent (6671353)	Jakość wykonania, cena, styl.

9. Oceń w skali od 1 (nieważne) do 7 (bardzo ważne) jak ważna jest [b]marka[/b] przy zakupie:

Odpowiedzi: 105 (100%)
Pominięć: 0 (0%)

	1	2	3	4	5	6	7	
Produkty spożywcze	8 (8%)	15 (14%)	15 (14%)	17 (16%)	25 (24%)	16 (15%)	9 (9%)	105
Sprzęt elektroniczny	3 (3%)	2 (2%)	1 (1%)	12 (11%)	20 (19%)	36 (34%)	31 (30%)	105
Ubrania	5 (5%)	8 (8%)	11 (10%)	20 (19%)	22 (21%)	29 (28%)	10 (10%)	105
Inne	10 (10%)	7 (7%)	11 (10%)	35 (33%)	22 (21%)	11 (10%)	9 (9%)	105

10. Oceń w skali od 1 (nieważne) do 7 (bardzo ważne), jak ważna jest [b]cena[/b] przy zakupie:

Odpowiedzi: 105 (100%)
Pominięć: 0 (0%)

	1	2	3	4	5	6	7	
Produkty spożywcze	5 (5%)	8 (8%)	16 (15%)	15 (14%)	17 (16%)	27 (26%)	17 (16%)	105
Sprzęt elektroniczny	2 (2%)	2 (2%)	9 (9%)	12 (11%)	25 (24%)	29 (28%)	26 (25%)	105
Ubrania	3 (3%)	0 (0%)	11 (10%)	12 (11%)	30 (29%)	30 (29%)	19 (18%)	105
Inne	5 (5%)	1 (1%)	10 (10%)	26 (25%)	24 (23%)	18 (17%)	21 (20%)	105

11. Oceń w skali od 1 (nieważne) do 7 (bardzo ważne), jak ważna jest [b]jakość[/b] przy zakupie:

Odpowiedzi: 105 (100%)
Pominięć: 0 (0%)

1	2	3	4	5	6	7
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Produkty spożywcze	0 (0%)	2 (2%)	1 (1%)	3 (3%)	11 (10%)	22 (21%)	66 (63%)	105
Sprzęt elektroniczny	0 (0%)	1 (1%)	0 (0%)	3 (3%)	8 (8%)	29 (28%)	64 (61%)	105
Ubrania	0 (0%)	2 (2%)	2 (2%)	5 (5%)	16 (15%)	30 (29%)	50 (48%)	105
Inne	2 (2%)	0 (0%)	6 (6%)	11 (10%)	19 (18%)	30 (29%)	37 (35%)	105

12. Oceń w skali od 1 (nieważne) do 7 (bardzo ważne), jak ważna jest możliwość zakupów online podczas nabywania:

Odpowiedzi: 105
(100%)
Pomiń: 0 (0%)

	1	2	3	4	5	6	7	
Produkty spożywcze	55 (52%)	17 (16%)	9 (9%)	10 (10%)	7 (7%)	3 (3%)	4 (4%)	105
Sprzęt elektroniczny	12 (11%)	2 (2%)	6 (6%)	16 (15%)	13 (12%)	21 (20%)	35 (33%)	105
Ubrania	17 (16%)	11 (10%)	11 (10%)	17 (16%)	17 (16%)	16 (15%)	16 (15%)	105
Inne	17 (16%)	6 (6%)	5 (5%)	28 (27%)	20 (19%)	16 (15%)	13 (12%)	105

13. Oceń w skali od 1 (nieważne) do 7 (bardzo ważne), jak ważna jest możliwość bezpośredniego zakupu poniższych produktów

Odpowiedzi: 105
(100%)
Pomiń: 0 (0%)

	1	2	3	4	5	6	7	
Produkty spożywcze	2 (2%)	0 (0%)	0 (0%)	1 (1%)	6 (6%)	22 (21%)	74 (70%)	105
Sprzęt elektroniczny	1 (1%)	4 (4%)	5 (5%)	21 (20%)	28 (27%)	21 (20%)	25 (24%)	105
Ubrania	0 (0%)	0 (0%)	3 (3%)	8 (8%)	24 (23%)	29 (28%)	41 (39%)	105
Inne	5 (5%)	0 (0%)	7 (7%)	26 (25%)	26 (25%)	18 (17%)	23 (22%)	105

14. Oceń w skali od 1 (nieważne) do 7 (bardzo ważne), jak ważny jest kraj produkcji poszczególnych produktów:

Odpowiedzi: 105
(100%)
Pomiń: 0 (0%)

	1	2	3	4	5	6	7	
Produkty spożywcze	4 (4%)	5 (5%)	9 (9%)	7 (7%)	28 (27%)	21 (20%)	31 (30%)	105
Sprzęt elektroniczny	9 (9%)	7 (7%)	13 (12%)	21 (20%)	21 (20%)	18 (17%)	16 (15%)	105
Ubrania	10 (10%)	9 (9%)	16 (15%)	21 (20%)	32 (30%)	9 (9%)	8 (8%)	105
Inne	12 (11%)	9 (9%)	17 (16%)	31 (30%)	21 (20%)	6 (6%)	9 (9%)	105

15. Skąd czerpiesz informacje na temat produktu?

Odpowiedzi: 105
(100%)
Pomiń: 0 (0%)

	Reklama	Opinie znajomych	Opinie w internecie	Bezpośrednio od sprzedawcy	Pośrednio od sprzedawcy (e-mail)	
Produkty spożywcze	47 (45%)	73 (70%)	38 (36%)	52 (50%)	1 (1%)	105
Sprzęt elektroniczny	30 (29%)	63 (60%)	85 (81%)	46 (44%)	10 (10%)	105
Ubrania	29 (28%)	58 (55%)	42 (40%)	49 (47%)	12 (11%)	105
Inne	42 (40%)	50 (48%)	54 (51%)	30 (29%)	10 (10%)	105

16. Z czym kojarzą Ci się chińskie produkty?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	cena
Respondent (6746460)	masowa tania produkcja
Respondent (6742926)	Z atrakcyjna cena i polepszającym sie stosunkiem jakości do ceny
Respondent (6739166)	w większości z tandetą, niezdrowym jedzeniem, ale telefony mają dobre
Respondent (6738947)	Szybko się psują
Respondent (6738896)	KIEPSKA JAKOŚĆ
Respondent (6736888)	niska cena
Respondent (6736729)	z kiepską jakością
Respondent (6736452)	teraz wszystko jest z Chin
Respondent (6736294)	są wszędzie
Respondent (6735685)	Są tanie, nie są dobrej jakości, rozpadają się po pierwszym użyciu
Respondent (6733416)	Z niską ceną i nie zawsze dobrą jakością
Respondent (6732848)	Sprzęt elektroniczny
Respondent (6711407)	Wiem, że rynek chiński ma do zaoferowania znacznie więcej, ale produkty nadal głównie kojarzą mi się z tanimi imitacjami znanych marek i słabą jakością
Respondent (6729974)	ryż
Respondent (6724039)	Niska jakość, dostępność, niska cena
Respondent (6723773)	z niską jakością i podrobkami marek
Respondent (6722887)	tandeta, gumowy zapach, plastik
Respondent (6722780)	Ali Express
Respondent (6721204)	nietrwałością
Respondent (6720815)	kosmetyki, ubrania, elektronika
Respondent (6719634)	Tani produkt. Nie zawsze dobry gatunkowo.
Respondent (6719172)	Tanie, słabej jakości, szkodliwe
Respondent (6718380)	Średniością

Respondent (6717941)	Długa przesyłka
Respondent (6717913)	masowa produkcja, plastik
Respondent (6710450)	niską ceną, szkodliwością, kiepską jakością
Respondent (6709989)	niska jakosc, wyzysk pracownikow fabryk
Respondent (6709558)	Tandeta
Respondent (6707820)	Z taniością oraz różnorodnością
Respondent (6707608)	Tanie, niska jakosc, no name
Respondent (6706402)	Jednorazowością
Respondent (6705886)	Niska jakość
Respondent (6705501)	słabą jakością
Respondent (6703716)	tandetne, zła jakosc, szkodliwe dla zdrowia
Respondent (6703468)	tanie i slabe ale tez czasami: konkurencyjna cena i niezła jakosc
Respondent (6703195)	słaba jakosc
Respondent (6703242)	z bylejakością, z wykorzystywaniem taniej siły roboczej
Respondent (6699926)	Z niską jakością, zabawkami dla dzieci, plastikiem i gumą
Respondent (6698912)	dobra jakość za umiarkowaną cenę
Respondent (6698433)	masówką
Respondent (6698491)	Niska cena, jednosezonowość
Respondent (6698411)	Ze słabą jakością, niska ceną
Respondent (6697205)	słaba jakość, podróbki
Respondent (6697081)	Słabe wykonanie, słaby materiał, tanie
Respondent (6696388)	tandeta
Respondent (6695581)	niska cena, niska jakość
Respondent (6694286)	Niskie ceny
Respondent (6694277)	niska lub średnia cena, dobra jakość sprzętów elektronicznych, czasem gorsza jakość np. odzieży, sztuczne materiały (odzież)
Respondent (6693068)	Z marną jakością
Respondent (6692885)	z zabawkami
Respondent (6692597)	ok
Respondent (6691121)	telefony
Respondent (6690464)	Niska cena
Respondent (6690236)	z niską jakością, jednorazówką
Respondent (6690271)	Ubrania, telefony, żywność typu instant, różne makijażowe akcesoria, allie express
Respondent (6689908)	Z niską jakością
Respondent (6689239)	słaba jakość ; toksyczne materiały ; niskie ceny
Respondent (6689610)	kiedyś z kiepską jakością
Respondent (6689523)	Z niczym

Respondent (6688957)	różnie w zależności od produktu
Respondent (6688653)	Słaba jakość
Respondent (6688537)	elektronika, przedmioty codziennego użytku, samochody
Respondent (6688493)	kiepska jakość, taniość
Respondent (6687497)	Nie mam pozytywnych ani negatywnych skojarzeń z chińskimi produktami.
Respondent (6687283)	tandeta, podróbka, słaba jakość, masowa produkcja
Respondent (6686686)	fatalna jakość, niska cena
Respondent (6684188)	z odzieżą i obuwiem
Respondent (6686274)	Słaba jakość
Respondent (6685985)	Ilością produktu
Respondent (6686185)	Słaba jakość,
Respondent (6685984)	Często ze słabą jakością, mimo iż uważam to stwierdzenie za błędne
Respondent (6685871)	z podróbkami
Respondent (6685879)	niska cena
Respondent (6685482)	Niska cena, czasem niezła jakość, złe warunki pracy
Respondent (6683239)	Ubrania
Respondent (6682865)	z masowością wytwarzania
Respondent (6681514)	Niski koszt
Respondent (6678471)	Są tanie
Respondent (6675859)	szeroła branża ,przystępna cena
Respondent (6675460)	tanie
Respondent (6675217)	Z tanimi zamiennikami (nie zawsze gorszymi).
Respondent (6675295)	Niska jakość
Respondent (6675115)	Z podróbkami
Respondent (6674465)	ze słabą jakością
Respondent (6673852)	Z niską ceną
Respondent (6674304)	masowość
Respondent (6673790)	Niska cena
Respondent (6673701)	Podróbki
Respondent (6673637)	Z niskimi cenami.
Respondent (6673661)	Podrabianie Marek
Respondent (6673587)	Masowa produkcja
Respondent (6673531)	Ze sklepem "wszystko za 5 zł".
Respondent (6673442)	Z podróbkami
Respondent (6673215)	Niska cena
Respondent (6673147)	Z niską jakością, dobrą ceną

Respondent (6672237)	Słaba jakość, niska cena
Respondent (6672569)	Z dobrą ceną, ale niekoniecznie dobrą jakością
Respondent (6672365)	z tandetą
Respondent (6672280)	Z niską ceną
Respondent (6671991)	Dobra cena i niezła jakość
Respondent (6672106)	Złą marką
Respondent (6671843)	Masowość, cena
Respondent (6671771)	z niską jakością
Respondent (6671353)	Z brakiem jakości i niską ceną.

17. Jakiej znasz chińskie marki produktów?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	nie znam
Respondent (6746460)	nie znam
Respondent (6742926)	Xiaomi, Huawei, Haier, Great Wall, Volvo:)
Respondent (6739166)	mieszkam w Chinach, więc za dużo: SK II, Huawei, Lenovo, 361, Midea
Respondent (6738947)	Made in China
Respondent (6738896)	NIE ZNAM
Respondent (6736888)	huawei ZTE
Respondent (6736729)	lenovo, huawei
Respondent (6736452)	Xiaomi,
Respondent (6736294)	Xiaomi (nie wiem jak to się pisze :D) Meizu
Respondent (6735685)	Koszulki, sukienki, zupki w torebkach, czosnek, buty, bielizna
Respondent (6733416)	Lenovo, Huawei
Respondent (6732848)	Sanyo
Respondent (6711407)	Lenovo, Huawei
Respondent (6729974)	toshiba
Respondent (6724039)	Te które znam nie mają marek
Respondent (6723773)	żadnej
Respondent (6722887)	nie znam
Respondent (6722780)	Żadnej
Respondent (6721204)	ani jednej
Respondent (6720815)	nie zwracam uwagi na markę
Respondent (6719634)	Nie pamiętam. Made in China.
Respondent (6719172)	Nie znam
Respondent (6718380)	ZTE

Respondent (6717941)	Xiaomi
Respondent (6717913)	Samsung, Huawei
Respondent (6710450)	nie znam
Respondent (6709989)	Huawei
Respondent (6709558)	Nie znam
Respondent (6707820)	Huawei, lenovo, xiaomi,
Respondent (6707608)	Xaomi, eken,
Respondent (6706402)	Żadnej, prócz tych przejętych
Respondent (6705886)	Xiaomi, Huawei
Respondent (6705501)	nie znam
Respondent (6703716)	huawei
Respondent (6703468)	glownie AGD: Beko, Haier oraz gsm: HTC,
Respondent (6703195)	vifon
Respondent (6703242)	lenovo
Respondent (6699926)	Huawei, Lenovo
Respondent (6698912)	Dilmah
Respondent (6698433)	Hisense
Respondent (6698491)	Made in China ;-)
Respondent (6698411)	Nie znam
Respondent (6697205)	Huawei, Xiaomi, Lenovo, Aliexpress, Rossmann
Respondent (6697081)	Nie znam
Respondent (6696388)	masc tygrysia, zupki
Respondent (6695581)	nie znam
Respondent (6694286)	Lenovo
Respondent (6694277)	nie znam
Respondent (6693068)	Nie znam chińskich marek
Respondent (6692885)	nie znam
Respondent (6692597)	ok
Respondent (6691121)	Samsung
Respondent (6690464)	Xiaomi
Respondent (6690236)	herbata, porcelana
Respondent (6690271)	Huawei
Respondent (6689908)	Nie kojarzę
Respondent (6689239)	nie znam
Respondent (6689610)	nie pamiętam
Respondent (6689523)	Nie znam
Respondent (6688957)	hiuawei

Respondent (6688653)	Zadne
Respondent (6688537)	huawei, hyundai, samsung
Respondent (6688493)	huawei, xiaomi
Respondent (6687497)	Nie potrafię przywołać żadnego.
Respondent (6687283)	huawei
Respondent (6686686)	nie znam
Respondent (6684188)	nie znam
Respondent (6686274)	Huawei, lenovo
Respondent (6685985)	Masowosc produkcji, konkurencyjne ceny
Respondent (6686185)	Huawei
Respondent (6685984)	Bank of China, china airlines, lenovo, huawei
Respondent (6685871)	Air China, Xiaomi, Huawei, Lenovo
Respondent (6685879)	nie znam
Respondent (6685482)	Lenovo, Huawei, Xiaomo, Aigo
Respondent (6683239)	Nie znam
Respondent (6682865)	żadnej bezpośrednio
Respondent (6681514)	-
Respondent (6678471)	HTC, Ssayng-Yong
Respondent (6675859)	Lenowo .
Respondent (6675460)	lenovo, huawei, hisense
Respondent (6675217)	Xiaomi ,Huawei,Lenovo
Respondent (6675295)	Nie znam
Respondent (6675115)	Zte
Respondent (6674465)	rowerki dziecięce
Respondent (6673852)	Huawei Lenovo
Respondent (6674304)	Nie znam
Respondent (6673790)	Aliexpress, Alibaba,
Respondent (6673701)	Nie
Respondent (6673637)	Toshiba, Mitsubishi
Respondent (6673661)	Żadne
Respondent (6673587)	Żadnej
Respondent (6673531)	Żadna.
Respondent (6673442)	Żadne
Respondent (6673215)	Bestway, intex, Huawei, Zibo Zichaj
Respondent (6673147)	Huawei, Petrochina, Aliexpress
Respondent (6672237)	Lenovo
Respondent (6672569)	Lenovo, Huawei, serwis Alibaba.com

Respondent (6672365)	nie pamiętam
Respondent (6672280)	Huawei , Lenovo , Alibaba
Respondent (6671991)	Huawei, Lenovo, Xiaomi
Respondent (6672106)	Nie znam
Respondent (6671843)	Huawei, Alibaba, Lenowa
Respondent (6671771)	nie znam
Respondent (6671353)	Xiaomi, Kruger&Matz, Junak, Romet

18. Jaka reklama chińskiego produktu najbardziej utkwiała Ci w pamięci?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	zadna
Respondent (6746460)	nie znam
Respondent (6742926)	Huawei
Respondent (6739166)	Huawei
Respondent (6738947)	Jedzenie chińskie
Respondent (6738896)	NIE ZNAM
Respondent (6736888)	huwai
Respondent (6736729)	nie oglądam reklam
Respondent (6736452)	żadna
Respondent (6736294)	żadna, nie widziałem nigdy reklam chińskich produktów będąc w Polsce
Respondent (6735685)	Nie znam żadnej
Respondent (6733416)	Nie znam, nie zwracam uwagi, nie oglądam TV, ale chyba Huawei z Lewandowskim
Respondent (6732848)	Zadna
Respondent (6711407)	Żadna reklama nie utkwiała mi w pamięci
Respondent (6729974)	żadna
Respondent (6724039)	Gumki zapachowe do wycierania śladów po ołówku
Respondent (6723773)	telefon Lewandowskiego
Respondent (6722887)	nie pamiętam
Respondent (6722780)	Zadna
Respondent (6721204)	nie znam
Respondent (6720815)	nie zwracam uwagi na reklamy
Respondent (6719634)	Nie oglądam reklam.
Respondent (6719172)	Żadna
Respondent (6718380)	BRAK
Respondent (6717941)	Nie pamiętam

Respondent (6717913)	Nie pamiętam...
Respondent (6710450)	żadna
Respondent (6709989)	nie wnam
Respondent (6709558)	Żadnego
Respondent (6707820)	Reklamująca telefon Huawei z udziałem Roberta Lewandowskiego
Respondent (6707608)	Zadna
Respondent (6706402)	Żadna
Respondent (6705886)	Nie pamiętam
Respondent (6705501)	żadna
Respondent (6703716)	żadna, nie ogladam reklam
Respondent (6703468)	Beko
Respondent (6703195)	żadna
Respondent (6703242)	żadna
Respondent (6699926)	Zadna, nie ogladam reklam
Respondent (6698912)	żadna
Respondent (6698433)	nie mam takiej
Respondent (6698491)	Brak danych
Respondent (6698411)	Nie pamiętam
Respondent (6697205)	Ta z Lewandowskim
Respondent (6697081)	Nie pamiętam
Respondent (6696388)	nie znam
Respondent (6695581)	nie znam
Respondent (6694286)	Lenovo
Respondent (6694277)	nie znam
Respondent (6693068)	Żadnego
Respondent (6692885)	nie pamiętam
Respondent (6692597)	ok
Respondent (6691121)	Samsung
Respondent (6690464)	NIE KOJARZĘ
Respondent (6690236)	nie znam
Respondent (6690271)	Nie znam
Respondent (6689908)	Nie kojarzę
Respondent (6689239)	nie widziałam żadnej
Respondent (6689610)	nie kojarzę
Respondent (6689523)	Żadna
Respondent (6688957)	telefonów
Respondent (6688653)	Zadne

Respondent (6688537)	prawdopodobnie reklama jakiegoś smartfona. nie zapamiętuję reklam.
Respondent (6688493)	huawei
Respondent (6687497)	Nie potrafię przywołać żadnej.
Respondent (6687283)	-
Respondent (6686686)	nie znam
Respondent (6684188)	nie widziałam reklamy w polskiej TV
Respondent (6686274)	Huawei
Respondent (6685985)	Telefony
Respondent (6686185)	Żadna
Respondent (6685984)	Telefon huawei
Respondent (6685871)	Huawei
Respondent (6685879)	nie znam
Respondent (6685482)	Lenovo
Respondent (6683239)	Żadna
Respondent (6682865)	żadna
Respondent (6681514)	-
Respondent (6678471)	Jak mogę to nie oglądam reklam więc nie wiem
Respondent (6675859)	Nie znam .
Respondent (6675460)	huawei
Respondent (6675217)	-
Respondent (6675295)	Brak
Respondent (6675115)	A w ogóle są??
Respondent (6674465)	buty
Respondent (6673852)	Huawei p9
Respondent (6674304)	jedzenia
Respondent (6673790)	Aliexpress
Respondent (6673701)	Nie wiem
Respondent (6673637)	Nie kojarzę żeby mi jakaś utkwiała w pamięci.
Respondent (6673661)	Żadna
Respondent (6673587)	Nie pamiętam
Respondent (6673531)	Ubrań.
Respondent (6673442)	Żadna
Respondent (6673215)	Huawei z Robertem Lewandowskim
Respondent (6673147)	Huawei P9
Respondent (6672237)	Żadna
Respondent (6672569)	Nie pamiętam żadnej :)
Respondent (6672365)	nie pamiętam

Respondent (6672280)	Lenovo
Respondent (6671991)	Laptopy Lenovo
Respondent (6672106)	Żadna
Respondent (6671843)	Nie pamiętam
Respondent (6671771)	żadna
Respondent (6671353)	Nie kojarzę żadnej chińskiej reklamy.

19. W skali od 1 do 7, jak oceniasz produkty pochodzące z Chin?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

	Wynik
Wynik:	3.7/7

20. Czy byłbyś skłonny pracować dla chińskiej firmy w Polsce?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

jedna odpowiedź		procentowo	ile głosów
Tak		52%	55
Nie		14%	15
Nie wiem		33%	35

21. Jakie widzisz zalety chińskich produktów?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	niska cena
Respondent (6746460)	cena
Respondent (6742926)	Zwiększenie różnorodności produktów dostępnych na rynku, alternatywa do globalnych marek, odpowiedni stosunek jakości do ceny
Respondent (6739166)	tanio, szybko, wymiennie
Respondent (6738947)	Normalna cena
Respondent (6738896)	NOWOCZESNOŚĆ
Respondent (6736888)	ilość produktów
Respondent (6736729)	cena adekwatna do jakości
Respondent (6736452)	dobry stosunek ceny do jakości (oczywiście nie dotyczy to wszystkiego)
Respondent (6736294)	Cena, dostępność, czasami jakość
Respondent (6735685)	Są tanie, każdego na nie stac
Respondent (6733416)	Są coraz lepsze
Respondent (6732848)	Tanie

Respondent (6711407)	Czasami są dobrą alternatywą, jeśli nie chcemy wydać dużo pieniędzy i nie zależy nam na produktach znanych marek; dostępność (sporo rzeczy można zamówić w sieci)
Respondent (6729974)	cena
Respondent (6724039)	Niska cena
Respondent (6723773)	niska cena
Respondent (6722887)	tanie
Respondent (6722780)	Taniosć
Respondent (6721204)	to zwykle tanie produkty
Respondent (6720815)	dobra jakość większości kosmetyków i ubrań połączona z dobrą ceną
Respondent (6719634)	Są tanie.
Respondent (6719172)	Brak
Respondent (6718380)	Brak
Respondent (6717941)	Cena
Respondent (6717913)	cena
Respondent (6710450)	cen
Respondent (6709989)	niska cena
Respondent (6709558)	Niska cena
Respondent (6707820)	Konkurencyjne ceny, różnorodność
Respondent (6707608)	Cena
Respondent (6706402)	Cena
Respondent (6705886)	Niska cena
Respondent (6705501)	taniosć
Respondent (6703716)	slaba jakosc, nedzne produkty, nie widze zalet
Respondent (6703468)	konkurencyjna cena i czasami niezla jakosc
Respondent (6703195)	nowe na rynku
Respondent (6703242)	cena
Respondent (6699926)	Cena, dostępność
Respondent (6698912)	dobra cena
Respondent (6698433)	tanie
Respondent (6698491)	Cena
Respondent (6698411)	Cena
Respondent (6697205)	Tanie
Respondent (6697081)	Tanie
Respondent (6696388)	tanie
Respondent (6695581)	niska cena
Respondent (6694286)	Nie widzę
Respondent (6694277)	niższa cena i dobra jakość

Respondent (6693068)	Niska cena
Respondent (6692885)	cena
Respondent (6692597)	ok
Respondent (6691121)	tanie
Respondent (6690464)	Cena
Respondent (6690236)	nie widzę
Respondent (6690271)	Cena, dostępność, są czasami zabawne (jakies akcesoria w chinskih centrach handlowych)
Respondent (6689908)	Duży wybór
Respondent (6689239)	niska cena
Respondent (6689610)	niska cena
Respondent (6689523)	Nie widzę
Respondent (6688957)	wysoka jakość w przystępnej cenie
Respondent (6688653)	Cena
Respondent (6688537)	cena, szybka dostawa przy zakupie przez internet
Respondent (6688493)	stosunek jakości do ceny
Respondent (6687497)	Cena.
Respondent (6687283)	tanie, dostępne
Respondent (6686686)	ni znam
Respondent (6684188)	Tanie, dostępne oraz modne
Respondent (6686274)	Cena
Respondent (6685985)	Konkurencyjne ceny
Respondent (6686185)	Cena
Respondent (6685984)	Dobra jakość w stosunku do ceny, szeroki asortyment, najnowsze technologie
Respondent (6685871)	cena i jakość
Respondent (6685879)	niska cena, modne,
Respondent (6685482)	Cena, innowacyjność, nowinki
Respondent (6683239)	Niska cena
Respondent (6682865)	taniość
Respondent (6681514)	Niskie ceny
Respondent (6678471)	Są tanie
Respondent (6675859)	Cena ,różnorodność .
Respondent (6675460)	tanie
Respondent (6675217)	Niskie ceny.
Respondent (6675295)	Tanie
Respondent (6675115)	Są tanie
Respondent (6674465)	są dosyć tanie

Respondent (6673852)	Konkurencyjne ceny
Respondent (6674304)	tania
Respondent (6673790)	Cena
Respondent (6673701)	Tanie
Respondent (6673637)	Niska cena
Respondent (6673661)	Niska cena jakościowo dobre
Respondent (6673587)	Łatwodostępne
Respondent (6673531)	Duży wybór, przystępna cena.
Respondent (6673442)	Tanie
Respondent (6673215)	Cena, szeroka gama produktów
Respondent (6673147)	Cena proporcjonalna do jakości
Respondent (6672237)	Niska cena
Respondent (6672569)	cena, innowacyjność
Respondent (6672365)	niska cena
Respondent (6672280)	Cena
Respondent (6671991)	Dobra cena i niezła jakość
Respondent (6672106)	Tanie
Respondent (6671843)	Cena, prostota
Respondent (6671771)	cena
Respondent (6671353)	Niska cena. Tylko i wyłącznie.

22. Jakie widzisz wady chińskich produktów?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	jakosc
Respondent (6746460)	jakosc
Respondent (6742926)	problemy z zaufanie, glownie w zakresie jakosci produktu
Respondent (6739166)	brak staranności podczas produkcji, wyzysk pracowników, tragiczne formy hodowlii warzyw i mięsa
Respondent (6738947)	Jakość słaba
Respondent (6738896)	NIEPRZEWIDYWALNOŚĆ
Respondent (6736888)	niska jakość
Respondent (6736729)	złe skojarzenia (z niską jakością, wyzyskiem pracowników itd)
Respondent (6736452)	czasem niska jakość
Respondent (6736294)	głównie jakość, długi czas dostawy przy zakupie internetowym, brak możliwości "sprawdzenia" produktu przed zakupem
Respondent (6735685)	Są nietrwale

Respondent (6733416)	Uprzedzenia, ale może nie znam zbyt wiele chińskich produktów
Respondent (6732848)	Jakość
Respondent (6711407)	Słaba jakość
Respondent (6729974)	jakość
Respondent (6724039)	Niska jakość, nieekologiczny, niezdrowe
Respondent (6723773)	niska jakosc
Respondent (6722887)	tandeta
Respondent (6722780)	Jakość
Respondent (6721204)	nietrwałość
Respondent (6720815)	sprzęt elektroniczny zbyt szybko się psuje
Respondent (6719634)	Nie zawsze są dobrej jakości.
Respondent (6719172)	Szkodliwe komponenty, bylejakosc
Respondent (6718380)	Jakość
Respondent (6717941)	Jakość
Respondent (6717913)	trwałość
Respondent (6710450)	brak gwarancji jakości
Respondent (6709989)	słaba jakosc
Respondent (6709558)	Zła jakość
Respondent (6707820)	Często słaba jakość, kompromisy w produkcji towarów, konkurencyjne ceny bez pokrycia w jakości
Respondent (6707608)	Jakosc
Respondent (6706402)	Jakość
Respondent (6705886)	Niska jakość, brak obsługi posprzedazowej, łatwo się psują
Respondent (6705501)	byle jakość
Respondent (6703716)	niska przydatnosc, szkodliwe dla zdrowia i srodowiska
Respondent (6703468)	czesto jednak jakosc ponizej oczekiwan
Respondent (6703195)	zła renoma
Respondent (6703242)	niska jakość
Respondent (6699926)	Niska jakość, nie zawsze produkowane z zachowaniem standardów pracy dla pracowników, nie rozwijają polskiego rynku
Respondent (6698912)	casami zła jakość i tandetne wykonanie
Respondent (6698433)	słaba jakość
Respondent (6698491)	Jakość
Respondent (6698411)	Słaba jakość
Respondent (6697205)	Wadliwe, słabej jakości, szybko się rozlatują
Respondent (6697081)	Słaby materiał
Respondent (6696388)	kiepska jakosc
Respondent (6695581)	niska jakość

Respondent (6694286)	Nie widzę
Respondent (6694277)	mało rozpoznawalne
Respondent (6693068)	Fatalna jakość, podróbki światowych brandów
Respondent (6692885)	jakosc
Respondent (6692597)	ok
Respondent (6691121)	słaba jakosc
Respondent (6690464)	Czasami słaba jakość
Respondent (6690236)	jakość
Respondent (6690271)	Nie zawsze są dobrej jakości
Respondent (6689908)	Zapach chemiczny trudny do zlikwidowania
Respondent (6689239)	zła jakość ; toksyczne materiały
Respondent (6689610)	niepewna jakość
Respondent (6689523)	Nie widzę
Respondent (6688957)	brak informacji o produkcie
Respondent (6688653)	jakosc
Respondent (6688537)	niska jakość wykonania, brak konkretnych informacji nt poszanowania praw człowieka przy ich produkcji
Respondent (6688493)	nadal marna jakość?, podróbki
Respondent (6687497)	Nie widzę żadnych poważnych wad.
Respondent (6687283)	szybko się psują
Respondent (6686686)	zła jakość
Respondent (6684188)	wykończenie odzieży
Respondent (6686274)	Jakość
Respondent (6685985)	Czasami jakość
Respondent (6686185)	Słaba jakość
Respondent (6685984)	Nie zawsze dobra jakość
Respondent (6685871)	ryzyko podróbek
Respondent (6685879)	zazwyczaj slabsza jakosc,masowka
Respondent (6685482)	Czasem niewystarczająca jakość, serwis klienta(ubrania)
Respondent (6683239)	Wadliwe
Respondent (6682865)	nietrwałość większości
Respondent (6681514)	Słaba jakość, brak przystosowania do rynków zachodnich
Respondent (6678471)	Czasami słabej jakości, etyka produkcji
Respondent (6675859)	są czasem jednorazowe
Respondent (6675460)	nie wiem
Respondent (6675217)	Czasami bywają zawodne.
Respondent (6675295)	Niska jakość

Respondent (6675115)	Są niedbale wykonane
Respondent (6674465)	bardzo mało trwale
Respondent (6673852)	Stereotyp gorszej jakości, który nie musi być prawdziwy
Respondent (6674304)	słabe
Respondent (6673790)	Jakość
Respondent (6673701)	Słaba jakość
Respondent (6673637)	Niedokładność [bo masowa produkcja]. To że patrząc na chińskie produkty przychodzi mi na myśl dzieci wykorzystywane do pracy.
Respondent (6673661)	Słaba jakość
Respondent (6673587)	Bywa, że są niskiej jakości
Respondent (6673531)	W większości złe wykonanie.
Respondent (6673442)	Zła jakość
Respondent (6673215)	Przy niskiej cenie niska jakość materiałów
Respondent (6673147)	Zbyt słaba jakość
Respondent (6672237)	Bardzo słaba jakość
Respondent (6672569)	złe skojarzenia z produkcją - tzw. "chińskie dzieci pracujące za miskę ryżu"
Respondent (6672365)	nietrwałość
Respondent (6672280)	Nie znam
Respondent (6671991)	Mała rozpoznawalność i zła opinia
Respondent (6672106)	Zła jakość
Respondent (6671843)	Mała trwałość
Respondent (6671771)	jakość
Respondent (6671353)	Brak jakiegokolwiek jakości wykonania. Produkowane bez uwagi na przepisy BHP.

22. Poszereguj kraje według poziomu zaufania, jakim darzysz pochodzące z nich produkty

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

1.	Niemcy
2.	Polska
3.	Stany Zjednoczone
4.	Wielka Brytania
5.	Włochy
6.	Chiny
7.	Czechy
8.	Rosja

Odpowiedzi: 105

23. Co zachęciłoby Cię do kupna chińskiego produktu spożywczego?

(100%)
Pominięć: 0 (0%)

Respondent (6746237)	atrakcyjność
Respondent (6746460)	nic, producent zbyt daleko od konsumenta
Respondent (6742926)	Nowe doznania smakowe
Respondent (6739166)	brak alternatywy- brzmi znajomo? :P
Respondent (6738947)	Cena, jakość dobra produktu
Respondent (6738896)	Nic
Respondent (6736888)	możliwość dostępu do miejsca pochodzenia produktów
Respondent (6736729)	ciekawość czegoś innego
Respondent (6736452)	nic
Respondent (6736294)	przede wszystkim cena
Respondent (6735685)	Cena
Respondent (6733416)	Pewność, że nie są toksyczne
Respondent (6732848)	Nic
Respondent (6711407)	Chęć spróbowania produktów niedostępnych na rynku polskim, poznanie nowych smaków
Respondent (6729974)	smak
Respondent (6724039)	Nic
Respondent (6723773)	herbata i ryż ok
Respondent (6722887)	oryginalność chińskiej kuchni
Respondent (6722780)	Coś czego nie próbowałem
Respondent (6721204)	możliwość spróbowania egzotycznych potraw
Respondent (6720815)	ciekawość i cena
Respondent (6719634)	Dobra jakość. Cena.
Respondent (6719172)	Trudno powiedzieć
Respondent (6718380)	Nic
Respondent (6717941)	Nie wiem
Respondent (6717913)	cena, smak
Respondent (6710450)	nic
Respondent (6709989)	nic
Respondent (6709558)	Nic
Respondent (6707820)	Pozytywne opinie, skład z małą ilością chemii, odpowiadający moim preferencjom smak
Respondent (6707608)	Nic
Respondent (6706402)	Nie wiem
Respondent (6705886)	Nic
Respondent (6705501)	nic

Respondent (6703716)	wyprodukowane z europejskich materialow dobrej jakosci
Respondent (6703468)	Smak
Respondent (6703195)	referencja
Respondent (6703242)	dobry skład i opinie innych
Respondent (6699926)	Certyfikat ekologicznego pochodzenia, opinie znajomych
Respondent (6698912)	dobra jakość
Respondent (6698433)	cena
Respondent (6698491)	Jakość
Respondent (6698411)	Nic
Respondent (6697205)	Niższa cena, większy wybór
Respondent (6697081)	Nic
Respondent (6696388)	smak
Respondent (6695581)	egzotyka
Respondent (6694286)	Zaufanie
Respondent (6694277)	jakość, świeżość, wartości odżywcze
Respondent (6693068)	Opinia znajomych, kupiłabym tylko herbatę i suplementy wyprodukowane w oparciu o tradycyjną medycynę chińską
Respondent (6692885)	opinia znajomych
Respondent (6692597)	ok
Respondent (6691121)	niska cena
Respondent (6690464)	Jestem zwolennikiem lokalnych produktów spożywczych
Respondent (6690236)	dobra jakość
Respondent (6690271)	Pozytywna opinia znajomego
Respondent (6689908)	Raczej nic
Respondent (6689239)	wysoka jakość
Respondent (6689610)	chyba nic
Respondent (6689523)	Nic
Respondent (6688957)	jakość
Respondent (6688653)	Sprobowanie
Respondent (6688537)	wysoka jakość
Respondent (6688493)	oryginalny smak
Respondent (6687497)	Cena.
Respondent (6687283)	pozytywna opinia znajomych
Respondent (6686686)	pochodzenie
Respondent (6684188)	naturalny wyrób i smaczny przepis kulinarny z danego produktu
Respondent (6686274)	Nowy smak
Respondent (6685985)	Smak. Cena.Swiezosc

Respondent (6686185)	Coś nowego, nowe smaki
Respondent (6685984)	Szeroki wybór produktów
Respondent (6685871)	informacje o nim
Respondent (6685879)	cena,promocja,cheć spróbowania nowosci
Respondent (6685482)	Produkt regionalny
Respondent (6683239)	Nie wiem
Respondent (6682865)	Cena i smak
Respondent (6681514)	Świeżość, atrakcyjne opakowanie, niska cena
Respondent (6678471)	Brak innych opcji na rynku?
Respondent (6675859)	związany z chińską medycną
Respondent (6675460)	egzotyka
Respondent (6675217)	Dobra jakość.
Respondent (6675295)	Dobra jakość
Respondent (6675115)	Gwarancja smaku
Respondent (6674465)	poprawa trwałości
Respondent (6673852)	Ciekawy smak, świeżość
Respondent (6674304)	opinia
Respondent (6673790)	Reklama (znajomy)
Respondent (6673701)	Świeżość
Respondent (6673637)	Gdyby był to produkt, którego jeszcze nie próbowałem.
Respondent (6673661)	Dobra jakość
Respondent (6673587)	Naturalny skład, brak konserwantów
Respondent (6673531)	Inność tego produktu.
Respondent (6673442)	Wygląd
Respondent (6673215)	Możliwość degustacji
Respondent (6673147)	Rzadkość występowania prdouktu w kraju
Respondent (6672237)	Znajomość produktu i jego jakości
Respondent (6672569)	możliwość spróbowania
Respondent (6672365)	smak
Respondent (6672280)	Naturalność
Respondent (6671991)	Dobra jakość i smak
Respondent (6672106)	Nic
Respondent (6671843)	Ekologia,
Respondent (6671771)	smak, jakość, opinie
Respondent (6671353)	Smak

24. Co zachęciłoby Cię do kupna chińskiego produktu elektronicznego?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	jakosc
Respondent (6746460)	jakosc
Respondent (6742926)	Cena
Respondent (6739166)	opinia znajomych
Respondent (6738947)	Niska wadliwość
Respondent (6738896)	GWARANCJA
Respondent (6736888)	wysoka jakość
Respondent (6736729)	niska cena, atrakcyjność designu
Respondent (6736452)	stosunek ceny do jakości
Respondent (6736294)	Pozytywne Opinie ludzi którzy już korzystają z tego sprzętu
Respondent (6735685)	Cena i gdybym wiedziała że się nie zepsuje, że ma gwarancje, że można oddać
Respondent (6733416)	Tu chyba najszybciej przemówiłaby do mnie opinia znajomych
Respondent (6732848)	Cena
Respondent (6711407)	Dobre opinie użytkowników
Respondent (6729974)	cena
Respondent (6724039)	Jakosc
Respondent (6723773)	cens
Respondent (6722887)	cena
Respondent (6722780)	Cena i jakość
Respondent (6721204)	reklama, dobre opinie znajomych
Respondent (6720815)	potrzeba i cena
Respondent (6719634)	Jakość. Funkcjonalność. Cena
Respondent (6719172)	Trudno powiedzieć
Respondent (6718380)	Nic
Respondent (6717941)	Polecenia innych użytkowników
Respondent (6717913)	cena
Respondent (6710450)	nic
Respondent (6709989)	cena
Respondent (6709558)	Nic
Respondent (6707820)	Pozytywne opinie, cena, jakość
Respondent (6707608)	Wyższa jakość
Respondent (6706402)	Nic
Respondent (6705886)	Niska cena i dobre recenzje w internecie i znajomych
Respondent (6705501)	wyjątkowo dobra opinia

Respondent (6703716)	nic, psuja sie
Respondent (6703468)	korzystna cena i dobra jakosc
Respondent (6703195)	gwarancja
Respondent (6703242)	pewność o dobrej jakości
Respondent (6699926)	Opinie w internecie
Respondent (6698912)	długi okres gwarancji i możliwość serwisowania w polsce
Respondent (6698433)	dobre opinie
Respondent (6698491)	Jakość/cena
Respondent (6698411)	N8c
Respondent (6697205)	Ich większa jakość
Respondent (6697081)	Cena
Respondent (6696388)	cena
Respondent (6695581)	niska cena
Respondent (6694286)	Zaufanie
Respondent (6694277)	gwarancja, potwierdzona niezawodność
Respondent (6693068)	Nie wiem
Respondent (6692885)	opinia innych
Respondent (6692597)	ok
Respondent (6691121)	dobra jakosc
Respondent (6690464)	Cena
Respondent (6690236)	dobra jakość
Respondent (6690271)	Pozytywna opinia znajomego (to, że ktoś ten produkt przetestował)
Respondent (6689908)	Nowoczesność
Respondent (6689239)	wysoka jakość
Respondent (6689610)	jakość, cena
Respondent (6689523)	Nic
Respondent (6688957)	jakość i cena oraz oprogramowanie w języku polskim
Respondent (6688653)	Nic
Respondent (6688537)	wysoka jakość, długa wydajność
Respondent (6688493)	dobra jakosc
Respondent (6687497)	Jakość i opinie innych konsumentów.
Respondent (6687283)	pozytywna opinia znajomych
Respondent (6686686)	lepsza jakość
Respondent (6684188)	parametry techniczne oraz niska cena
Respondent (6686274)	Jakość
Respondent (6685985)	Jakość i cena
Respondent (6686185)	Nic

Respondent (6685984)	Najnowsze technologie w dobrej cenie
Respondent (6685871)	informacje o nim
Respondent (6685879)	cena, opinie innych, dobra jakość
Respondent (6685482)	Jakość, cena, parametry techniczne
Respondent (6683239)	Nie wiem
Respondent (6682865)	Cena i trwałość
Respondent (6681514)	Marka z dobrą renomą
Respondent (6678471)	Dobry stosunek ceny do jakości
Respondent (6675859)	cena
Respondent (6675460)	jakość
Respondent (6675217)	Dobra jakość.
Respondent (6675295)	Dobra jakość
Respondent (6675115)	Gwarancja jakości
Respondent (6674465)	cena i jego trwałość
Respondent (6673852)	Dobra jakość, konkurencyjna cena
Respondent (6674304)	test
Respondent (6673790)	Cena
Respondent (6673701)	Jakość
Respondent (6673637)	Gdyby znajomi mi go polecili.
Respondent (6673661)	Jakość i cena
Respondent (6673587)	Cena
Respondent (6673531)	Cena.
Respondent (6673442)	Jakość
Respondent (6673215)	Gwarancja
Respondent (6673147)	Cena
Respondent (6672237)	Znajomość produktu i jakość
Respondent (6672569)	testy i dobre opinie w internecie
Respondent (6672365)	raczej nic
Respondent (6672280)	Solidność
Respondent (6671991)	Dobra cena i jakość
Respondent (6672106)	Nic
Respondent (6671843)	Opinia portali społecznościowych
Respondent (6671771)	jakość, cena, opinie
Respondent (6671353)	Brak gotówki. Musiałby to być niezbyt drogi sprzęt, który posłuży tymczasowo.

25. Co zachęciłoby Cię do kupna chińskiego produktu odzieżowego?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	jakosc, cena
Respondent (6746460)	jakosc
Respondent (6742926)	Cena
Respondent (6739166)	Tabao
Respondent (6738947)	Jakość materiałów
Respondent (6738896)	MODA
Respondent (6736888)	nic
Respondent (6736729)	atrakcyjność/oryginalność kroju, jakość materiału (szczególnie jeśli to jedwab)
Respondent (6736452)	stosunek ceny do jakości
Respondent (6736294)	jakość wykonania
Respondent (6735685)	Mozliwosc zwrotu, jesli sie rozpadnie
Respondent (6733416)	Wygląd, jakość, tu nie mam uprzedzeń
Respondent (6732848)	Nic
Respondent (6711407)	Możliwość zakupu w sklepie stacjonarnym
Respondent (6729974)	nic
Respondent (6724039)	Cena
Respondent (6723773)	cena
Respondent (6722887)	cena
Respondent (6722780)	Cena
Respondent (6721204)	cena
Respondent (6720815)	wygląd, jakość cena
Respondent (6719634)	Porządny gatunek materiału. Wykończenie. Cena.
Respondent (6719172)	Raczej nic
Respondent (6718380)	Nic
Respondent (6717941)	Polecenia innych użytkowników
Respondent (6717913)	cena :)
Respondent (6710450)	nic
Respondent (6709989)	cena
Respondent (6709558)	Niska cena
Respondent (6707820)	Cena, jakość, fason
Respondent (6707608)	Wyższa jakosc
Respondent (6706402)	Nic
Respondent (6705886)	Niska cena i dobre opinie.
Respondent (6705501)	gdyby był ładny

Respondent (6703716)	jestem zwolennikiem dobrej, wysokiej jakosci odziezy
Respondent (6703468)	wyglad i cena
Respondent (6703195)	dobra jakosc
Respondent (6703242)	jakość
Respondent (6699926)	Opinie znajomych, cena, wysoka jakość
Respondent (6698912)	lepsza jakość szycia
Respondent (6698433)	jakość
Respondent (6698491)	Jakość
Respondent (6698411)	Nic
Respondent (6697205)	Większy dostęp
Respondent (6697081)	Jakość
Respondent (6696388)	cena
Respondent (6695581)	niska cena
Respondent (6694286)	Cena
Respondent (6694277)	dobra jakość - materiał, krój, odpowiednie rozmiary
Respondent (6693068)	Dobra jakość
Respondent (6692885)	jakosc
Respondent (6692597)	ok
Respondent (6691121)	wykonanie
Respondent (6690464)	Cena
Respondent (6690236)	dobra jakość
Respondent (6690271)	Cena, jego wygląd
Respondent (6689908)	Jakość
Respondent (6689239)	wysoka jakość
Respondent (6689610)	jakość, cena
Respondent (6689523)	Nic
Respondent (6688957)	jakość i rozmiar
Respondent (6688653)	Dobra jakosc
Respondent (6688537)	wysoka jakość
Respondent (6688493)	dobra jakość
Respondent (6687497)	Jakość.
Respondent (6687283)	pozytywna opinia znajomych
Respondent (6686686)	lepsza jakość
Respondent (6684188)	modne fasony
Respondent (6686274)	Wygląd
Respondent (6685985)	Jakość. Cena
Respondent (6686185)	Cena

Respondent (6685984)	Nie wiem
Respondent (6685871)	jakość i cena
Respondent (6685879)	jakosc, opinia innych
Respondent (6685482)	Cena, fason
Respondent (6683239)	Nie wiem
Respondent (6682865)	Lepsza jakość
Respondent (6681514)	Wysoka jakość i odpowiedni krój
Respondent (6678471)	Cena/jakość
Respondent (6675859)	ciekawy krój i wzór
Respondent (6675460)	jakość
Respondent (6675217)	Dobra jakość.
Respondent (6675295)	Dobra jakość
Respondent (6675115)	Dobry materiał
Respondent (6674465)	rozmiar
Respondent (6673852)	Dobra jakość , konkurencyjna cena
Respondent (6674304)	opinia
Respondent (6673790)	Cena
Respondent (6673701)	Jakość
Respondent (6673637)	W miarę spoko wygląd
Respondent (6673661)	Jakość i cena
Respondent (6673587)	Pewność, że nie były produkowane w atmosferze wyzysku
Respondent (6673531)	Wygląd.
Respondent (6673442)	Jakość
Respondent (6673215)	Ciekawe wzornictwo,
Respondent (6673147)	Nagła potrzeba
Respondent (6672237)	Wysoka jakość
Respondent (6672569)	dobry fason i rozmiarówka "przełożona" na Europejskie standardy
Respondent (6672365)	nic
Respondent (6672280)	Wygląd , oryginalność
Respondent (6671991)	Dobra jakość i dostępność
Respondent (6672106)	Cena
Respondent (6671843)	Opinia portsi społecznościowych i znajomych
Respondent (6671771)	jakość, cena
Respondent (6671353)	Relatywnie dobra jakość.

26. Jak często kupujesz produkty chińskich marek? (1 - nigdy, 7

Odpowiedzi: 105
(100%)

- ekstremalnie często)

Pominięć: 0 (0%)

	1	2	3	4	5	6	7	
Produkty spożywcze	43 (41%)	34 (32%)	12 (11%)	5 (5%)	6 (6%)	2 (2%)	3 (3%)	105
Sprzęt elektroniczny	21 (20%)	17 (16%)	23 (22%)	18 (17%)	17 (16%)	8 (8%)	1 (1%)	105
Ubrania	24 (23%)	13 (12%)	20 (19%)	22 (21%)	14 (13%)	9 (9%)	3 (3%)	105
Inne	29 (28%)	15 (14%)	18 (17%)	24 (23%)	11 (10%)	3 (3%)	5 (5%)	105

27. Jakie masz pozytywne doświadczenia dotyczące kupowania chińskich produktów?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	nie wiem
Respondent (6746460)	-
Respondent (6742926)	Innowacyjności i wysoka jakość produktów Xiaomi
Respondent (6739166)	to genialni idioci, więc mają genialne rozwiązania
Respondent (6738947)	Że mimo wszystko wytrzymały materiał, ale też zdazały się nieadekwatne rozmiary mimo podanej tabeli rozmiarów.
Respondent (6738896)	NIE MAM
Respondent (6736888)	wysoki wolumin produktów
Respondent (6736729)	nie pamiętam jaki produkt chińskiej marki ostanio kupiłam
Respondent (6736452)	dobrze telefony
Respondent (6736294)	Czasem uda się trafić jakiś dobry produkt w naprawdę niskiej cenie jednak trzeba dobrze poszukać
Respondent (6735685)	Zabawki, zupki w torebkach
Respondent (6733416)	Nie mam zbyt wiele, bo nie kupuję za dużo, albo nie wiem, że kupuję
Respondent (6732848)	Nie mam
Respondent (6711407)	Nie mam
Respondent (6729974)	zupełnie inny smak
Respondent (6724039)	Świetna kabina prysznicowa
Respondent (6723773)	herbata ok
Respondent (6722887)	duże sklepy, cena
Respondent (6722780)	Cena
Respondent (6721204)	cena
Respondent (6720815)	stosunkowo niska cena do jakości
Respondent (6719634)	Nie są najgorze.
Respondent (6719172)	Nie kupuję
Respondent (6718380)	Brak
Respondent (6717941)	Półowa to chłam, półowa spoko. A cześć nie przychodzi

Respondent (6717913)	nie wiem, nie zwracam uwagi na kraj produkcji
Respondent (6710450)	cena
Respondent (6709989)	niska cena
Respondent (6709558)	Nie mam
Respondent (6707820)	Sprawne działanie, duża dostępność online oraz w sklepach
Respondent (6707608)	Bezproblemowa reklamacja
Respondent (6706402)	Lubię chińską herbatę
Respondent (6705886)	Niektóre są zaskakująco dobre (Xiaomi)
Respondent (6705501)	tania i ładna odzież, która nie musi być trwała
Respondent (6703716)	nie
Respondent (6703468)	Trwalosc AGD i GSM podobna do niemieckich czy amerykańskich
Respondent (6703195)	nie mam opinii
Respondent (6703242)	niska cena
Respondent (6699926)	Niska cena
Respondent (6698912)	bardzo dobra jakościowo herbata
Respondent (6698433)	cena
Respondent (6698491)	Brak
Respondent (6698411)	Brak
Respondent (6697205)	Tanie i można kupić dobre podróbki
Respondent (6697081)	Żadnych
Respondent (6696388)	smaczne
Respondent (6695581)	dobrej jakości odzież bawełniana
Respondent (6694286)	Cena
Respondent (6694277)	drobne wyposażenie kuchni codziennego użytku
Respondent (6693068)	Chińskie suplementy diety pozytywnie wpłynęły na moje zdrowie
Respondent (6692885)	cena
Respondent (6692597)	ok
Respondent (6691121)	niska cena
Respondent (6690464)	Coraz rzadziej są tandetne, a cena wciąż niska
Respondent (6690236)	nie mam
Respondent (6690271)	Raczej są neutralne
Respondent (6689908)	Nie kojarzę
Respondent (6689239)	cena
Respondent (6689610)	czasem pozytywnie zaskakuje mnie ich jakość, zwłaszcza w ostatnich latach
Respondent (6689523)	Nie mam
Respondent (6688957)	dpbra cena
	Chińskie gumki szkolne pachnące, pióra synonim luksusu w latach

Respondent (6688653)	osiemdziesiątych, piorniki
Respondent (6688537)	szybka wysyłka przy zakupie przez internet
Respondent (6688493)	cena
Respondent (6687497)	Nie zwracam większej uwagi na kraj pochodzenia produktów.
Respondent (6687283)	polecam chińskie laptopy i tablety
Respondent (6686686)	nie mam
Respondent (6684188)	są modne i tanie
Respondent (6686274)	-
Respondent (6685985)	Elektronika
Respondent (6686185)	niska cena
Respondent (6685984)	-
Respondent (6685871)	cena
Respondent (6685879)	zamawiane rzeczy są często tańszymi odpowiednikami drogich rzeczy
Respondent (6685482)	Zakup sprzętu elektronicznego
Respondent (6683239)	Tanio
Respondent (6682865)	Sprzęt elektroniczny działał dobrze i długo
Respondent (6681514)	Niespodziewanie dobra jakość
Respondent (6678471)	Robre telefony komórkowe
Respondent (6675859)	Są ciekawe ,pomagają zdrowotnie
Respondent (6675460)	nie wiem, nie kupuję
Respondent (6675217)	Doskonała jakość telefonów Xiaomi.
Respondent (6675295)	Tanie
Respondent (6675115)	chiński makaron ryżowy zawsze mi wychodzi, nigdy się nie przypala
Respondent (6674465)	są tanie
Respondent (6673852)	Laptop lenovo
Respondent (6674304)	niska cena
Respondent (6673790)	Cena
Respondent (6673701)	Nie mam
Respondent (6673637)	Niższa cena niż zazwyczaj.
Respondent (6673661)	Dobra jakość
Respondent (6673587)	Tanio
Respondent (6673531)	Wygląd rzeczy.
Respondent (6673442)	Cena
Respondent (6673215)	Szybki zakup przez Internet
Respondent (6673147)	Różnorodność produktów
Respondent (6672237)	Piję chińską sporadycznie piłam zieloną herbatę i używałam chiński kre
Respondent (6672569)	Zawsze są w fajnej cenie

Respondent (6672365)	ciekawe przyprawy kulinarne
Respondent (6672280)	Lenovo znakomity laptop
Respondent (6671991)	Dobry sprzęt
Respondent (6672106)	Cena
Respondent (6671843)	Nie wiem
Respondent (6671771)	nie mam, chyba ze są to produkowane w Chinach produkty innych marek
Respondent (6671353)	Brak

28. Jakie masz negatywne doświadczenia dotyczące kupowania chińskich produktów?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	nie wiem
Respondent (6746460)	czasami słaba jakość
Respondent (6742926)	Problemy z jakością
Respondent (6739166)	zła jakość, brak smaku
Respondent (6738947)	Nie trafiony rozmiar
Respondent (6738896)	NIE MAM
Respondent (6736888)	niska jakość
Respondent (6736729)	nie pamiętam jaki produkt chińskiej marki ostatnio kupiłam
Respondent (6736452)	jednorazowe zabawki
Respondent (6736294)	zazwyczaj są to produkty niskiej jakości oraz żywotności
Respondent (6735685)	Koszulki rozpadają się po pierwszym praniu, buty są z plastiku który brzydko pachnie
Respondent (6733416)	Jak wyżej
Respondent (6732848)	Słaba jakość
Respondent (6711407)	Nie mam
Respondent (6729974)	była jaka jakość
Respondent (6724039)	Są tanie, a zdarza się że mają lepszą jakość niż zakładałam
Respondent (6723773)	niska jakość
Respondent (6722887)	tandeta
Respondent (6722780)	Czas przesyłki
Respondent (6721204)	nietrwałość
Respondent (6720815)	nie mam
Respondent (6719634)	Szybko ulegają zniszczeniu. Mało wytrzymałe.
Respondent (6719172)	Nie kupuję
Respondent (6718380)	Jakość
Respondent (6717941)	część produktów nie przychodzi

Respondent (6717913)	nie wiem, nie zwracam uwagi na kraj produkcji
Respondent (6710450)	jakość
Respondent (6709989)	słaba jakos, składniki niewiadomego pochodzenia
Respondent (6709558)	Często się niszczą, psują
Respondent (6707820)	Szybkie zużywanie się, kiepska jakość,
Respondent (6707608)	Jakosc
Respondent (6706402)	Niska jakość
Respondent (6705886)	Bardzo zła jakość, łatwo się psują, szkodliwe dla zdrowia
Respondent (6705501)	nie lubię chińskich produktów spożywczych
Respondent (6703716)	psuja sie
Respondent (6703468)	Te same produkty nie zawsze trzymają ten sam poziom jakości
Respondent (6703195)	rozmiary ubran niedekwatywne do europejskich
Respondent (6703242)	słaba jakość
Respondent (6699926)	Niska jakkść
Respondent (6698912)	zbyt twarde obuwie zrobione z syntetycznych materiałów, farbowanie bluzek
Respondent (6698433)	jakość
Respondent (6698491)	Brak
Respondent (6698411)	Brak
Respondent (6697205)	Produkty szybko się psują albo są toksyczne
Respondent (6697081)	Nic
Respondent (6696388)	zepsulo sie
Respondent (6695581)	niska jakość zabawek,
Respondent (6694286)	Zła jakość np ryżu
Respondent (6694277)	charakterystyczny charakterystyczny zapach plastiku/gumy
Respondent (6693068)	Kupiłam torebkę w hotelowym sklepie (hotel Sheraton) na wyspie Hainan w Chinach - okazała się podróbką
Respondent (6692885)	jakosc
Respondent (6692597)	ok
Respondent (6691121)	złe wykonanie
Respondent (6690464)	Beznadziejna jakość
Respondent (6690236)	często się psuły
Respondent (6690271)	Brak
Respondent (6689908)	Niebezpieczne elementy w zabawkach
Respondent (6689239)	zła jakość ; toksyczne materiały
Respondent (6689610)	przeciwieństwo powyższego
Respondent (6689523)	Nie mam
Respondent (6688957)	kiepska jakość

Respondent (6688653)	slaba jakosc, udawana bawelna
Respondent (6688537)	niska jakośc
Respondent (6688493)	nietrwałość
Respondent (6687497)	Nie zwracam większej uwagi na kraj pochodzenia produktów.
Respondent (6687283)	szybko się psują
Respondent (6686686)	nie kupuję
Respondent (6684188)	szybko się niszczą
Respondent (6686274)	Zła jakośc
Respondent (6685985)	Jakośc wykończenia
Respondent (6686185)	Słaba jakośc
Respondent (6685984)	-
Respondent (6685871)	słaba jakośc
Respondent (6685879)	czesto slaba jakośc
Respondent (6685482)	Zakup ubrań i dekoracji
Respondent (6683239)	Wadliwe
Respondent (6682865)	Odzież często po praniu ie nadaje się już do użytku
Respondent (6681514)	-
Respondent (6678471)	Kiepska jakośc samochodów
Respondent (6675859)	Zależy co kupuję Ubrania i obuwie krótko trwałe .
Respondent (6675460)	nie wiem, nie kupuję
Respondent (6675217)	Przepalenie się przewodów w sterowniku świateł LED.
Respondent (6675295)	Niska jakośc
Respondent (6675115)	Kiedyś kupiłam tomajajo i wszystko było po chińsku...
Respondent (6674465)	nietrwałe
Respondent (6673852)	Żadne
Respondent (6674304)	niska jakośc
Respondent (6673790)	Brak
Respondent (6673701)	Nie mam
Respondent (6673637)	Przysłali nie to co zamawiałem.
Respondent (6673661)	Słaba jakośc
Respondent (6673587)	Częste usterki
Respondent (6673531)	Zła jakośc produktów.
Respondent (6673442)	Jakośc
Respondent (6673215)	Brak
Respondent (6673147)	Kiepska jakośc
Respondent (6672237)	Alergie i niska trwałość
Respondent (6672569)	Jakośc niekoniecznie odpowiadająca standardom

Respondent (6672365)	nie mam
Respondent (6672280)	Odzież niedbale uszyta
Respondent (6671991)	Kiepska jakość ubrań
Respondent (6672106)	Jakość
Respondent (6671843)	Słaba trwałość
Respondent (6671771)	nie mam
Respondent (6671353)	Miesiąc temu kupiłem przewód prysznicowy w chińskim sklepie, rozwałił się po tygodniu.

29. Czy Twój znajomi kupują produkty chińskich producentów?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Jedna odpowiedź		procentowo	ile głosów
Tak		48%	50
Nie		5%	5
Nie wiem		48%	50

30. Czy poleciłbyś ostatnio kupiony chiński produkt swoim znajomym ?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Jedna odpowiedź		procentowo	ile głosów
Tak		40%	42
Nie		26%	27
Nie wiem		34%	36

31. Czy sądzisz, że Chińskie marki są popularne na świecie?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Jedna odpowiedź		procentowo	ile głosów
Tak		58%	61
Nie		11%	12
Nie wiem		30%	32

32. Co mają inne produkty, czego nie mają chińskie?

Odpowiedzi: 105
(100%)
Pominięć: 0 (0%)

Respondent (6746237)	nie wiem
Respondent (6746460)	-

Respondent (6742926)	Innowacyjność
Respondent (6739166)	oryginalny styl
Respondent (6738947)	Dobrej jakości
Respondent (6738896)	SOLIDNOŚĆ
Respondent (6736888)	jakość
Respondent (6736729)	renomę, prestiż, poczucie dobrej jakości
Respondent (6736452)	firmową metkę
Respondent (6736294)	"Markowości", często są podróbkami a co za tym idzie nie są zbyt dobrej jakości
Respondent (6735685)	Są dobre jakościowo
Respondent (6733416)	Większe zaufanie, czyli MARKĘ
Respondent (6732848)	Jakość wyrobu
Respondent (6711407)	Lepszą jakość (czasami) i lepszą reputację ;)
Respondent (6729974)	jakość
Respondent (6724039)	Są przeznaczone do bardzo masowej sprzedaży
Respondent (6723773)	gwarancje jakości
Respondent (6722887)	jakość
Respondent (6722780)	Czasami jakość
Respondent (6721204)	mają więcej doprych opinii
Respondent (6720815)	produkty spożywcze inne niż chińskie są pewniejsze i bardziej znane
Respondent (6719634)	Nie umiem odpowiedzieć na to pytanie.
Respondent (6719172)	Jakość,
Respondent (6718380)	Brak
Respondent (6717941)	Nie wiem
Respondent (6717913)	nie wiem
Respondent (6710450)	renomę
Respondent (6709989)	nie wiem
Respondent (6709558)	Jakość
Respondent (6707820)	Dobłą jakość, dobrą renomę, dobry marketing
Respondent (6707608)	Jakość
Respondent (6706402)	Często jakość
Respondent (6705886)	Dobłą jakość, lepszy design, wysokiej jakości serwis posprzedażowy
Respondent (6705501)	lepszą jakość
Respondent (6703716)	dobra jakość
Respondent (6703468)	Przewaga jest już niewielka, a czasem nie istnieje i tylko bariery administracyjne chronią europejskich czy amerykańskich producentów
Respondent (6703195)	made in europe - pomagają lokalnym przedsiębiorcom

Respondent (6703242)	nie wiem
Respondent (6699926)	Często jasny sposób produkcji, jasne instrukcje obsługi
Respondent (6698912)	nie wiem
Respondent (6698433)	markę
Respondent (6698491)	Jakość
Respondent (6698411)	Gwarancja dobrej jakości do ceny,
Respondent (6697205)	Jakość, przede wszystkim jakość.
Respondent (6697081)	Jakość
Respondent (6696388)	jakosc, mysl
Respondent (6695581)	wyższą jakość
Respondent (6694286)	Bezpieczeństwo
Respondent (6694277)	rozpoznawalność
Respondent (6693068)	Trudno powiedzieć
Respondent (6692885)	sa lepiej wykonane. mam na mysli zabawki dla dzieci
Respondent (6692597)	ok
Respondent (6691121)	Lepsze wykonanie
Respondent (6690464)	Nie jestem pewien ale wydają mi się, że jest to gwarancja.
Respondent (6690236)	dobry materiał, jakość wykonania
Respondent (6690271)	Pozytywną opinię o jakości
Respondent (6689908)	Nie kojarzę
Respondent (6689239)	do ich produkcji często są używane bardzo złej jakości materiały
Respondent (6689610)	przeważnie wyższą cenę
Respondent (6689523)	Nie wiem
Respondent (6688957)	są rozpoznawalne przez kupujących
Respondent (6688653)	jakosc
Respondent (6688537)	wysoka jakość
Respondent (6688493)	dobrą jakość
Respondent (6687497)	Lepszy PR.
Respondent (6687283)	pozytywne opinie od lat
Respondent (6686686)	lepszą jakość
Respondent (6684188)	dokładność w wykończeniu
Respondent (6686274)	-
Respondent (6685985)	Niekiedy jakość, dopracowanie designu,
Respondent (6686185)	Dobra opinie
Respondent (6685984)	-
Respondent (6685871)	brak stereotypu
Respondent (6685879)	wytrzymałosc lepsza jakość

Respondent (6685482)	Lepsza jakość, prestiż marki,
Respondent (6683239)	Nie wiem
Respondent (6682865)	Wyższe ceny i trwałość
Respondent (6681514)	Marketing
Respondent (6678471)	Ugruntowaną pozycję na rynku europejskim
Respondent (6675859)	Wielorakość
Respondent (6675460)	dobrą reklamę
Respondent (6675217)	Niską cenę przy wysokiej jakości (Xiaomi).
Respondent (6675295)	Dobra jakość
Respondent (6675115)	Bardziej jakościowe materiały
Respondent (6674465)	inne produkty są trwałe
Respondent (6673852)	Nie wiem
Respondent (6674304)	dobre opinie
Respondent (6673790)	Marka
Respondent (6673701)	Nie wiem
Respondent (6673637)	Nie są opatrzone stereotypami o chińskich produktach.
Respondent (6673661)	Dobra reklama
Respondent (6673587)	Są wytrzymalsze
Respondent (6673531)	Zdecydowanie lepszą jakość.
Respondent (6673442)	Różnorodność
Respondent (6673215)	Znane i rozpoznawalne marki
Respondent (6673147)	Renomę
Respondent (6672237)	jakość, rozpoznawalność i trwałość
Respondent (6672569)	Niestety w większości wyłącznie renomę i zrozumiałe etykiety ;)
Respondent (6672365)	jakość
Respondent (6672280)	Nie wiem
Respondent (6671991)	Pozytywną ocenę konsumentów
Respondent (6672106)	Cena
Respondent (6671843)	jakość, styl
Respondent (6671771)	marki
Respondent (6671353)	jakość wykonania, poczucie pewności i niezawodności.

作者在攻读硕士学位期间公开发表的论文

1. Wozniak, Mikolaj. “老，新的生物炭。” Ekologia, vol. 3, 2016. index: 35 2950 ISSN 15074994, 09.2016 (适用环境经济学)
2. Wozniak, Mikolaj. “在欧洲并购市场的国家和中国的经济西游记的前景。” 波兰外交部发展。08.22.2016.

作者在攻读硕士学位期间所做的项目

1. Wozniak, Mikolaj. 一本科学书的编辑,发表关于企业兼并的文章。 5.2017
2. Wozniak, Mikolaj. 上海市学生联合会第十六次代表大会代表了上海大学。 12.2016
3. Wozniak, Mikolaj. 我与波兰发展部合作,担任中国企业顾问,发表关于对于一带一路的看法。 8-9.2016

致谢

在中国有一句话。就是，“学而不思则罔，思而不学则祸”。如果我们没有思想地学习，我们什么都不学。这是因为我们没有理解这个教训，只是记住了这一点。同样，当我们只想到，但不学习的时候，我们可以很容易地误解。我们可以因为没有适应而迷路。只有结合学习和理解才能取得成功。在我的教育过程中，很多人帮助我获得适当的知识水平。我要向大家表示感谢。中国人有另一个很聪明的说法：当局者迷，旁观者清。感谢您成为我的观众，帮助我成为我今天的人生。

我想感谢所有这些人，没有这篇文章不会被创造。首先，我感谢我的父母，因为他们永无止境的支持和爱。我要感谢我的主管，王红教授。她的洞察力和聪明的言论。我也要感谢 Czesław Śleziak 先生，Krzysztof Łęcki 教授和 Krystyna Lisiecka 教授，他们发现与我分享他们的知识。我要感谢帮助我进行调查的所有人，因为没有他们的意见，这将是无意义的。最后，我还要感谢 Andrzej Pieczonka 先生教我经济学。

中国有另一个谚语。读万卷书不如行万里路。图书提供知识，但它只是理论。理论不是生命。生活就是练习。生活是关于经验。人生正在尝试和失败。因为失败，我们学习谦卑。我们也学会成功。是的，只有经验可以教我们如何生活。再次，当我学到的时候，谢谢大家和我在一起。谢谢你帮我站立，没有力量，激励我继续前进。不仅仅是与这篇论文，而且与一切。