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[1]哈佛与 IVEY 毅伟案例库: The Qingdao International Beer Festival (9B20M081\_P)

[2]哈佛与 IVEY 毅伟案例库: Hisense-Hitachi Joint Venture: Expanding in Southeast Asia (9B16M220\_P)




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The Catalog International Case Studies



Case

YEAR CASE

## The Qingdao International Beer Festival

By Yu Su, Alex Boonin, Hailing Xu

Holding an inclusive beer festival brings the Chinese city of Qingdao and Tsingtao Beer Co. Ltd., China's most famous beer brand, closer to consumers and public awareness. Inquiries: [through this link](#)

Length: 14 pages

Publication Date: July 18, 2020

Product ID: HBS2020-045

Subject(s): Strategy

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**Case Study**

**Hisense-Hitachi Joint Venture:  
Expanding in Southeast Asia**

By Paul M. Schwartz, PhD

Hisense, joint venture of the Southeast Asian markets (2015), the Hisense joint venture mainly used the well known Hitachi brand to expand overseas markets. After the JV had accumulated enough...

Length: 1 hour  
Publication Date: Jan 14, 2017

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
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Hisense-Hitachi is a new JV?  
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## Hisense-Hitachi Joint Venture (A): Expanding Internationally

By Paul W. Hirsch, Jr. et al.

In June 2014, Hisense of China and Hitachi of Japan were considering whether they "Japanized" and went into 2014 had no major responsibility for its international sales. After developing...

Length: 1 (pages)

Publication Date: 01/11/2015

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Case Study

## The Pearl Industry: Is There a Market Opportunity?

By Lisa A. Allen, University of Mississippi, Victoria W.

In May 2015, a Chinese Internet entrepreneur, being an executive since at a startup event in Dapeng, China, presented a good market opportunity in...

**Length:** 13 pages  
**Product ID:** 55544P2G0  
**Subject(s):** Entrepreneurship

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[6]IVEY 毅伟案例库: The Qingdao International Beer Festival's Pandemic Predicament (9B21M030)

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**Hewlett's Internationalization Dilemma: Co-Operations with Lenovo**  
 COTLWYM, M  
 Su Liu; Paul W. Deeman  
 Case (PDF) • 11 pages

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▼ About This Product

Hewlett Co., Ltd. (Hewlett) was the fourth-largest television maker in the world, but its market share and brand recognition remained low in Europe. Therefore, strengthening its branding and improving its sales were vital priorities for the Chinese company. In 2013, Hewlett was considering whether to establish a strategic alliance with the German high-end television manufacturer Lenovo AG (Lenovo). Despite having a great reputation, Lenovo was suffering severe financial distress and facing possible bankruptcy. If Hewlett cooperated with Lenovo, it would gain access to Lenovo's distribution network in Europe and obtain valuable insight into the European market. However, there would be risks from Hewlett's long-term technical support and gain access to the premium Asian market. Should they proceed?

▼ Learning Objective

This case can be used in undergraduate or MBA courses in international business, strategy management, and organizational marketing. The case allows students to discuss the critical success of a strategic alliance. After completion of this case, students will be able to

- identify the strategic performance issues, as well as strategic and operational considerations regarding potential co-operations;
- analyze the parties' different resource strengths and weaknesses;
- discuss the possible benefits and risks for each alliance party if adopting a product extension strategy; and
- evaluate Hewlett's potential strategies and operational challenges, if it proceeds with this decision.

| Additional Details                                      | Supplemental Products | Support Link Materials |
|---|-----------------------|------------------------|
| Publication Date: 2017-01-20                            |                       |                        |
| Source: Ivey  |                       |                        |
| Disciplines: Management/Strategy/International Business |                       |                        |
| Includes: Information/Media & Telecommunications        |                       |                        |
| Setting: Germany, China, JUKU                           |                       |                        |

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**The Qingdao International Beer Festival's Pandemic Predicament**  
(Simplified Chinese version)

WUJIAO  
Su Lin, Paul W. Dearnish  
Case (HSA) - 36 pages

Your price: **\$9.00**

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▼ About This Product

In early 2020, the organizer of the Qingdao International Beer Festival (QIBF) faced a predicament: Is the QIBF even an annual festival held every August in Qingdao, China? However, due to the COVID-19 pandemic, the organizer had initially abandoned the idea of holding the QIBF in 2020. By the end of March 2020, the spread of the pandemic in China had been basically contained. The organizer then decided to restart the next preparations, however, on June 12, 2020, a second COVID-19 outbreak occurred in Qingdao. Could the QIBF still be executed in August 2020? What should be done to control the pandemic's spread and coordinate the planning and design work of the festival? Based on this predicament, could the organizer meet the festival's goals while safeguarding the health of all participants?

▼ Learning Objective

- This case can be used in an advanced undergraduate or graduate-level course on event management to help students learn how to identify economic benefits, current challenges, and potential risks. It can also be used in a risk management course to identify and evaluate the risk factors in holding a festival and to focus on identifying risk management solutions during a pandemic, or in a strategic management course as a section on stakeholder analysis. After working through the case and assignment questions, students will be able to do the following:
  - Analyze the organizer's motives for holding an event during the COVID-19 pandemic.
  - Analyze the key stakeholders in this event and their possible considerations and viewpoints.
  - Estimate a client's health risks and identify possible countermeasures the organizer could take in response.
  - Assess the strengths and weaknesses of the various options for holding this event during a pandemic.

| Additional Details  | Supplemental Products | Supporting Materials |
|---|-----------------------|----------------------|
| ▼<br><br>Publication Date: 2020-11-02<br><br>Source: Ivey<br><br>Disciplines: General Management/Strategy<br><br>Industries: Other Services<br><br>Setting: Fandom Asia, 2020 |                       |                      |

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[8]中国管理案例共享中心 2021 年百优案例: STR-1405 《Gorenje 命悬一线: 新东家海信能否助其渡劫》

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### Shandong Gold's Proposed Acquisition of TMAC in the High Arctic

002IM059

Su Lu, Paul W. Dearnish, Alex Dearrish

Case (PDF) • 24 pages

Your Price: \$9.00

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**About This Product**

In May 2010, Ontario-based Shandong Gold Group announced its intention to acquire the Canadian gold mining company TMAC Resources, whose gold mines were located in the High Arctic. If the acquisition goes through, it would be the first time Shandong Gold Group would operate a gold mine outside of China. However, it would be a challenge for Shandong Gold Group to operate a mine in such a hard-to-manage poor environment. As well, there are other interesting questions about how would the company handle the relationship with the indigenous Inuit people during the development stage of the project? Would Shandong Gold Group's potential acquisition of TMAC Resources be successful, considering the Canadian government's recent strengthening of its measures of foreign ownership of Canadian companies? Would Shandong Gold Group's state-owned identity increase the uncertainty of this potential transaction?

**Learning Objectives**

- This case can be used in advanced undergraduate and graduate level courses on strategic management, international business, and risk management.
- The unique setting of the case allows students to discuss critical issues of corporate involvement in resource-rich but low-strategic-management regions.
- The case introduces students to the topic of internationalization strategy. Instructors can focus on identifying opportunities, risks, and challenges while improving their own understanding of international acquisitions in an international business course.
- Stakeholder analysis can be useful to understand the dynamic and volatile nature of the information network and will provide students with a framework for assessing an international acquirer's objectives and responding to conflicting stakeholder values. These conflicts can include moral, cultural differences, in a risk management course. Students need to identify and recognize Shandong Gold's key stakeholders and consider risk solutions, based on information provided in the case on TMAC's production and management.
- After working through the case and assignments questions, students will be able to:
  - discuss Shandong Gold's motives for attempting to acquire Canada's TMAC;
  - assess the strengths and weaknesses of different financing methods for overseas mining rights;
  - evaluate key stakeholders in this deal and their possible considerations and consequences; and
  - evaluate the level of risk types, and consider the potential countermeasures that Shandong Gold could take in response.

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| Additional Details | Supplemental Products                         | Supporting Materials |
|--------------------|---|----------------------|
| Publication Date   | 2010-05-31                                    |                      |
| Source             | Ivey  |                      |
| Disciplines        | International Business Strategy               |                      |
| Industries         | Mining, Quarrying, and Oil and Gas extraction |                      |
| Settings           | Canada, China, 2010                           |                      |

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