



TRANSFORMATION OF THE GLOBAL AUTOMOTIVE INDUSTRY: OPPORTUNITIES AND RISKS FOR CHINA



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China has emerged as a global leader in the transition to “green” and “digital” cars, reshaping the technologies, production systems and global geography of the automotive industry. With new models of production and innovation, Chinese NEV makers are challenging established traditions of “Fordism” and “Toyotism”, while rapidly expanding across Europe, North America, Southeast Asia and Latin America.

This transformation is unfolding amid growing tensions: global carmakers face declining market shares and profits in China, while Chinese manufacturers confront rising protectionism in Western markets. This talk offers a fact-based analysis of China’s NEV “revolution”, exploring the changing productive system, the globalization strategies of Chinese firms, and the implications for industrial and labor policy.



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Boy Luethje is a research fellow at the Institute for Social Research, Frankfurt. He previously worked at the Institute for Public Policy at South China University of Technology in Guangzhou and held the Volkswagen Endowed Chair for Industrial Relations and Social Development at Sun Yat-sen University School of Government. Luethje has authored numerous papers and books on global production networks, digitalization, and industrial relations in the electronics, automotive and other manufacturing industries in China.