COMMUNIQUÉ DE PRESSE - LUNDI 13 DÉCEMBRE 2021

"Chine-États-Unis : le grand découplage, notre nouvelle réalité?"

A l'occasion du vingtième anniversaire de l'entrée de la Chine dans l'OMC et dans un contexte de boycott diplomatique de certains pays, dont les États-Unis, des Jeux Olympiques d'hiver de Pékin, l'AmCham France, en collaboration avec HEC Paris, publie son nouveau Livre Blanc : "Chine-États-Unis : le grand découplage, notre nouvelle réalité?".

Ce Livre Blanc a été le fruit d'un travail et d'une réflexion lancés en septembre 2020. Les membres de l'AmCham, avec le concours de plusieurs experts, révèlent et analysent l'avènement d'une "mondialisation fragmentée", qui interroge sur les mutations des rapports de forces de l'ensemble des acteurs à l'échelle de la planète.

Le découplage économique fait référence à la possibilité que les États-Unis et la Chine puissent adopter des normes et des technologies très différentes et s'appuyer sur des chaînes d'approvisionnement de plus en plus distinctes et séparées à l'avenir. Cela conduirait à une ère de mondialisation fragmentée, où deux systèmes mondiaux mais relativement indépendants co-existeraient.
Dans ce scénario, les turbulences et les perturbations dont nous avons été témoins depuis le début de la pandémie pourraient devenir structurelles plutôt que temporaires. Le découplage économique pourrait remettre en question la gestion des entreprises internationales et la manière dont celles-ci exercent leurs activités dans cinq domaines critiques : les chaînes d'approvisionnement, les normes technologiques et les business model, l'attraction et la rétention des talents, les solutions commerciales et cadres réglementaires mondiaux.

Le Livre Blanc recueille les points de vue de cinq experts dont Martin Wolf, Commentateur Économique en chef du Financial Times et Elvire Fabry, chercheur senior à l'Institut Jacques Delors, en charge de la politique commerciale, l'Europe dans la mondialisation et le Brexit, sur les enseignements et les implications possibles du découplage économique pour les entreprises et les politiques publiques.

Recommandation N°3: Renforcer l’Europe et prioriser une stratégie diversifiée d’exportation

Un monde plus fragmenté appelle à une Europe plus forte. L'Union européenne a été construite sur une logique sous-jacente d'intégration économique mondiale. Pour qu'elle puisse prospérer dans un contexte de résurgence du protectionnisme de la part de superpuissances mondiales telles que la Chine ou les États-Unis, il est de plus en plus nécessaire pour l'UE de renforcer son marché intérieur afin d'encourager et de faciliter le commerce intereuropéen. L’AmCham France propose donc une harmonisation plus poussée des règles du marché unique et une diversification plus forte de la structure des exportations pour limiter les chocs politiques et économiques provenant de Pékin.
En fin de compte, l'Union européenne doit adopter une approche et une stratégie plus homogènes vis-à-vis de la Chine et des États-Unis.

Recommandation N°4: La rétention des talents “Espérer le meilleur, prévoir le pire”.

Les technologies de l'information et de la communication facilitent l'accès au vivier de talents. Simultanément, cette réserve de talents est menacée par les tensions géopolitiques.
En effet, l'accès aux talents pourrait devenir plus difficile dans un monde découplé. Si les pays devaient limiter la mobilité de leur main-d'œuvre, les conséquences pour les entreprises pourraient être néfastes. En effet, les grandes entreprises du monde entier dépendent fortement des talents étrangers. Il est donc essentiel que les pays travaillent de concours à l'élaboration de cadres juridiques et réglementaires qui protègent la mobilité des talents en cas de montée du protectionnisme.
Aujourd’hui, la numérisation et l'intelligence artificielle artificielle font contrepoids à une résurgence potentielle du protectionnisme sur le marché du travail.
Par conséquent, si les nations et les entreprises devraient rester optimistes quant à l'évolution positive
des marchés du travail mondiaux, elles devraient également se préparer à de graves perturbations en
en investissant davantage dans la formation et la qualification professionnelle dans des secteurs clés pour l’économie nationale.

EXECUTIVE SUMMARY

Economic decoupling refers to the possibility that the United States and China could adopt very different standards and technologies, and rely on increasingly distinct supply chains in the future. This would lead to an era of fragmented globalization.

It could challenge the way businesses grow, strategize, operate, allocate resources and hire across the globe. The purpose of this White Paper looks to define economic decoupling and to discuss implications for business and for policy.

After providing a definition and an overview of economic decoupling today, the paper offers a case study that explores five manifestations of economic decoupling, namely changing supply chains, diverging tech standards and business models, shifting approaches to talent attraction and retainment, increasing geopolitical tensions and the continuous reliance on extraterritorial law in global politics, and the development of new business solutions. It then collects the insights of X experts on the lessons of the case study and the possible implications of economic decoupling for policy and business. The last section of the white paper offers policy options and recommendations for businesses and policymakers.

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INTRODUCTION: A LOOMING BREAK-UP ?

Twenty years ago, China entered the World Trade Organization. Western strategists and political figures, including then-US president Bill Clinton, believed at the time that allowing China to join the organization was the best way to pressure Beijing to implement democratic reforms and to transform the country from within.

Two decades later, China’s transformation is undeniable on the economic front, but certainly not on the political front. In addition, China’s membership in the organization has not alleviated tensions with Western countries and with the United States. On the contrary, today, headlines about the possible break-up in the economic relationship between the United States and China are worrisome for business leaders. This is particularly true in a context in which global stakeholders often feel Washington and Beijing may not be playing the same game, having both different rules and time horizons in mind – making the potential for miscalculation and misunderstanding between the two world powers significant.

Furthermore, whereas technology could have once been a force of cooperation and convergence among great powers relying on a common set of tools and standards, it could now feed new political ambitions of independence and self-reliance, including in some global economies looking to digitalize and localize some of their activities. Rather than being a hurdle to the break-up, technology could become an enabler of it in the future.

This white paper explores the consequences that a US-Chinese breakup would have for business and for policy.

A changing paradigm ?

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NOTRE PERFORMANCE

Un rapport annuel est un rapport complet sur les activités de l'année précédente d’une entreprise. Les rapports annuels sont destinés à fournir aux actionnaires et aux autres personnes intéressées des informations sur les activités et les résultats financiers de la société. Elles peuvent être considérées comme de la littérature grise. La plupart des juridictions exigent des sociétés qu'elles préparent et divulguent leurs rapports annuels, et beaucoup exigent que le rapport annuel soit déposé au registre de la société. Les sociétés cotées en bourse sont également tenues de faire un rapport à des intervalles plus fréquents (en fonction des règles de la bourse concernée).

RAPPORT MENSUEL DE VENTES 2021

Dans un essai, un article ou un livre, une introduction est une section du début qui énonce le but et les objectifs de ce qui suit. Elle est généralement suivie de parties puis de la conclusion. L'introduction décrit généralement la portée du document et en fournit une brève explication ou un résumé. Elle peut également expliquer certains éléments qui sont importants pour l'essai.

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Message from our leaders

This section is an opportunity to demonstrate how top management is taking the lead and giving direction to the company's sustainability efforts.

An authentic, sincere and mission-driven statement from the chair, CEO or president signals commitment and sets the tone for the rest of the report. It can include an overview of the vision, direction and strategy the organization is committed to take, to help move the needle on the SDGs to meet the global 2030 deadline.

This message demonstrates the company's understanding of its impact and responsibility to people and the planet. Importantly, it also builds the audience's trust and confidence in the organization.

Catch your reader's eye by highlighting one of your main points in this space.

Priority SDGs

There are 17 SDGs and 169 targets in total. While they are all important and interrelated, some will be more relevant to your business than others. This section can identify the specific SDGs and targets your organization is prioritizing, and demonstrate how they align with your own business strategy and goals.

01. Priority SDG

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.

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Measuring Progress

Performance goals are a good way to monitor and measure progress. Reporting performance can include details such as indicators identified, data collected and SDG-related activities accomplished. Clear and concrete performance goals make it easier to generate relevant, consistent and comparable data over time, in formats that your audience can understand and appreciate.

Key Indicator	Activity / Project	Data / Outcome
Your Key Performance Indicator goes here	Add a few details describing the related activities	• What results did you obtain from your project? • Write them here.
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What's your Infographic Title?

Here, you can add a brief line explaining your data.

100

readers appreciate accurate information

100

readers appreciate accurate information

What should you be including in your SDG progress report? While there is no standard way of reporting on the Global Goals as of yet, here are a few methods to consider when presenting your data:

- Key statistics - your most important quantitative data
- Key findings - qualitative results from SDG-related projects or activities
- Report cards - criteria and grade assessments for transparent reporting
- Infographics - an organized snapshot of relevant data
- Timelines - a visual way to track progress over time

100% Catch your reader's eye by highlighting one of your main points in this space.

Next Steps

Where do you go from here? Sustainability reports are not just about looking back, but also looking forward. This SDG Progress Report is a continuous work in progress - a way for your organization to track its impact and improvements over time. This section outlines your strategy for continuing the good work done so far.

01. Action or Commitment

Include a brief description, rationale and intended impact. It helps to keep it concise yet concrete!

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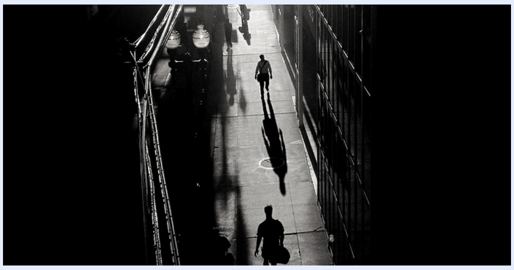
Conclusion

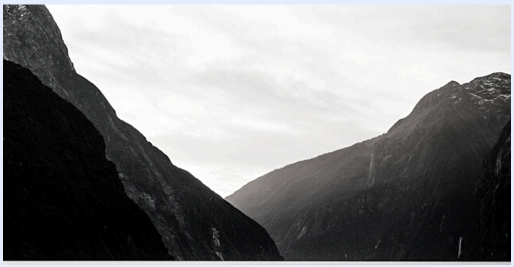
End your report with a review of the highlights, and a renewed commitment to continue working on making the SDGs attainable by 2030.



Highlight 01.

Summarize the key points here.

- Bullet points help!
- Bullet points help!



Highlight 02.

Summarize the key points here.

- Bullet points help!
- Bullet points help!

Highlight 03.

Summarize the key points here.

- Bullet points help!
- Bullet points help!

A vision statement, call-to-action or quote from your leaders are powerful ways to conclude your progress report. Leave your audience inspired, and motivated to help your organization achieve its SDG-aligned goals!

Acknowledgements

Most reports conclude with a page acknowledging the contributions of the people who worked tirelessly on the projects mentioned within. Below, list down the names of those committed to these projects, such as:

- Those responsible for concept and coordination
- Your group of researchers
- The writers behind the impact report
- The designers of the impact report
- Your colleagues from Local and Partner Organizations
- Your contributors

We thank you for your continued support in our efforts to contribute to the SDGs.

Contact

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