



**Webinar**

Supported by  
INSEAD China Initiative

**Between a Rock and a Hard Place: MNEs (and INSEAD) in the New Cold War**

*Friday  
16 April 2021  
4.30pm – 5.30pm (SGT)*

Duration: 60 mins

**Michael Witt**  
*Senior Affiliate Professor of Strategy  
and International Business*

Supported by the China Initiative, the presentation by Professor Michael Witt was held successfully on Friday 16 April 2021.

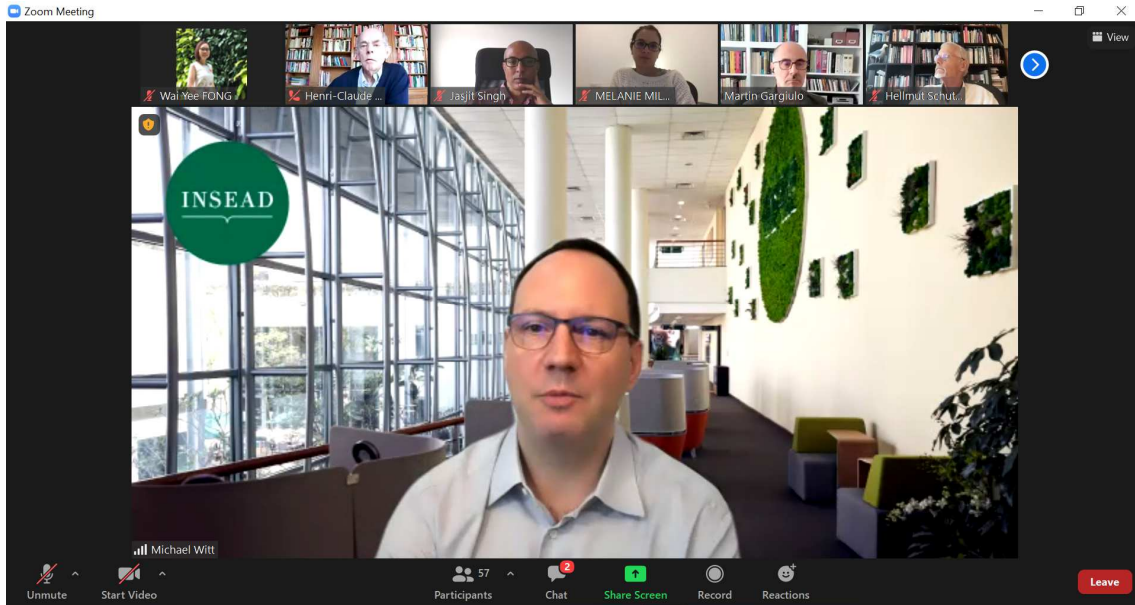
#### Presentation abstract:

On 25 March 2021, H&M ceased to exist—at least for app users in China. Caught up in the growing tensions between China and the West, the Swedish retailer lost its online presence in China within a day, wiped from e-commerce platforms, ride-hailing applications, and maps alike.

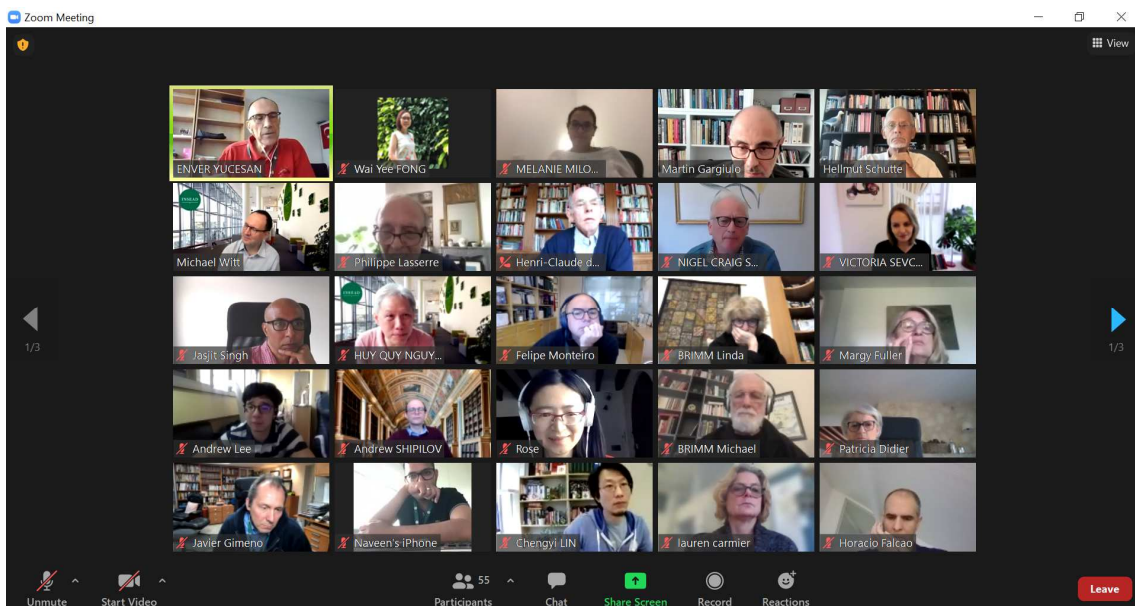
What drives these tensions, and how can companies respond? What do they imply for INSEAD? Drawing on a stream of publications and ongoing research, this seminar gives a brief introduction to the underlying political dynamics before opening up a discussion of possible organizational responses.



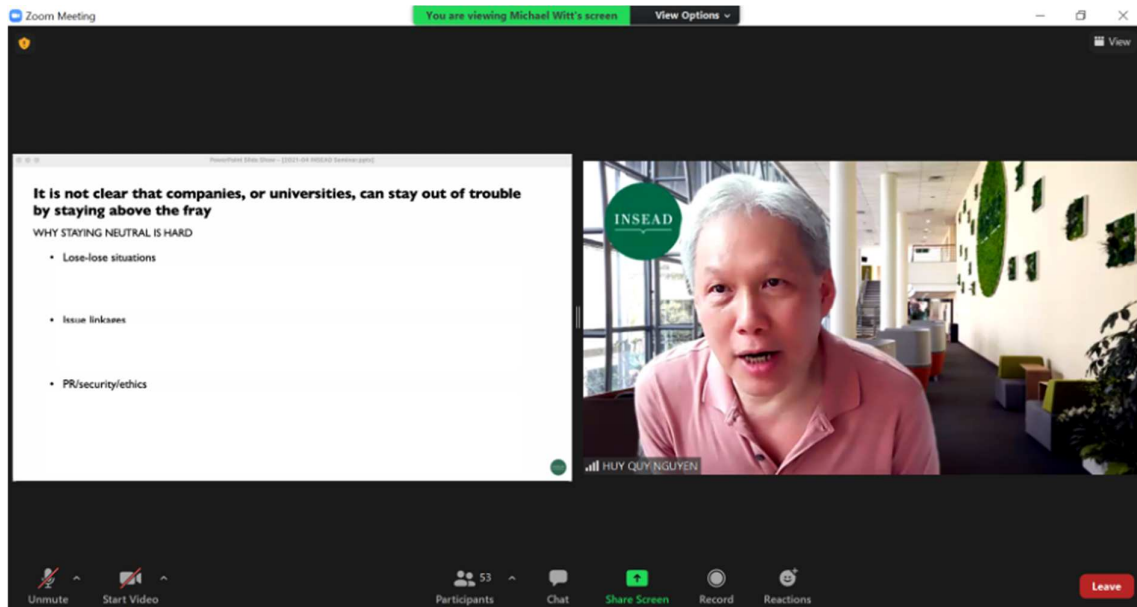
## Meeting pictures:



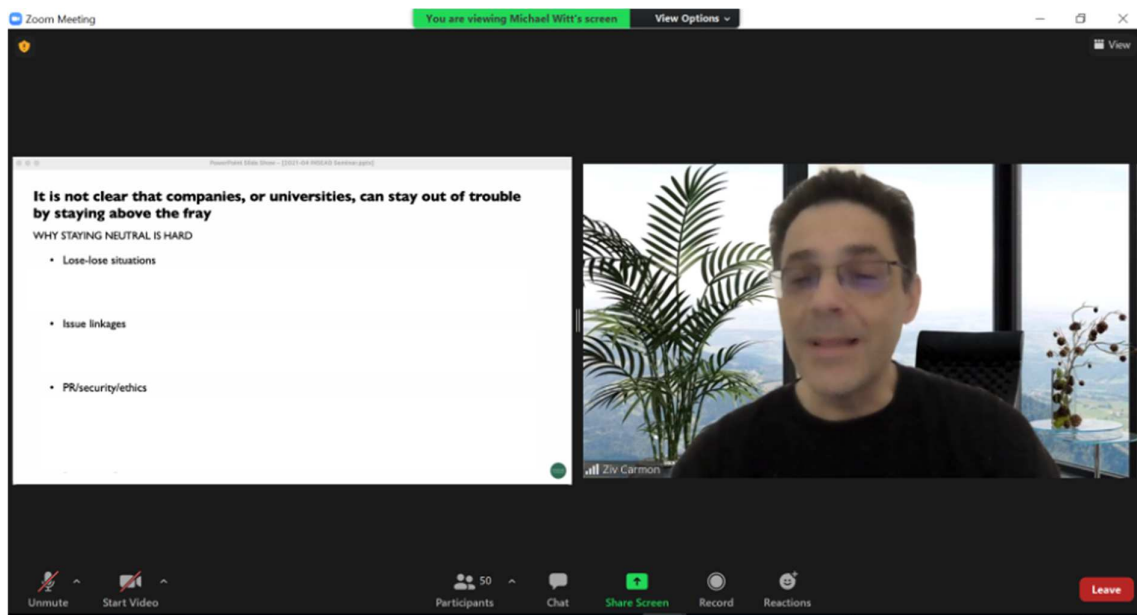
*Michael made his presentation to 65 INSEAD faculty, PhD students and staff.*



*A lively and engaging discussions among the meeting participants.*



*Quy reiterated a key goal of China Initiative to the meeting participants, which is to create platforms to facilitate conversations on topics and latest issues related to China.*



*Ziv thanked Michael for his insightful presentation as well as the participants for their diverse inputs and thoughts.*