

CEM's Inaugural China Series

# China's Move from Imitation to Innovation

**Webinar**

**June 23rd, 9-10am**

China's increasing business challenge to the West is now based more on innovation than on low cost. Learn about this startling development from both an academic expert who has conducted in depth research about innovation at dozens of Chinese companies and from a top executive who has led innovation at one of the leading Chinese tech company, DJI.



**George Yip**, Emeritus Professor, Imperial College London, Distinguished Visiting Professor and Distinguished Faculty Fellow, CEM, Northeastern U, and co-author of *China's Next Competitive Advantage* and *Lessons From China's Innovators*



And **Arnaud Thiercelin**, Auterion (former Head, US R&D, DJI, China's top drone company)

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