

The Transnational M&A Tactics of Automobile Industry The Example of The Taiwanese Automobile Parts Enterprises in China

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ABSTRACT

With the maturing of the market of America, Europe and Japan, the supply exceeds the demand gradually. In addition, the growing of emerging market and the expansion of area-protection measures accelerate the global merger & acquisition (M&A). Therefore, the global auto industry re-integrates. The auto industry in Taiwan also faces the circumstances of slow market growth and oversupply. After Taiwan participated in WTO, the auto parts industry in Taiwan faces a strike even greater than the auto makers. However, most companies of the auto parts industry in Taiwan are qualified with the ISO9000 and QS9000. The quality control system meets the international standard. With long development in the mode of small batch production, the auto parts companies in Taiwan have established a flexible manufacture management and supply control. The manpower and the specific production mechanism they developed for the small batch and regional production is competitive in the world. M&A has become an important strategy for business to grow and improve the competitive position. Facing with the growth in China, the businesses seek to shorten the delivery time through M&A. This study is a case study and uses both theory detective and phenomenon induction to analyze the secondary data and the interview data and to conduct an exploratory qualitative study. The study discusses the M&A in China and takes a well performed company for example. Therefore, several topics were established to explore M&A and provided to auto parts industry as references.

Keywords : Merger & Acquisition, M&A, Cross-Border mergers and acquisitions, Auto Industry, Auto Parts Industry

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