**Chinese multinationals**

**Who’s afraid of Huawei?**

**The rise of a Chinese world-beater is stoking fears of cyber-espionage. Techno-nationalism is not the answer**

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* [imekeeper](http://www.economist.com/node/21559922)



CHINESE companies have started to win first place in global markets. Huawei has just overtaken Sweden’s Ericsson to become the world’s largest telecoms-equipment-maker. Even though many foreigners still cannot pronounce its name (some call it “Hawaii”, and the firm has even produced a video teaching people to say *hwah-way*), Huawei is becoming an increasingly powerful global player, capable of going head-to-head with the best in intensely competitive markets. It follows Haier, which is already the leading white-goods-maker; now Lenovo is challenging Hewlett-Packard as the world’s biggest PC-maker. Plenty more will follow (see [article](http://www.economist.com/node/21559894" \t "_self)).

Huawei, a private firm, is a standard-bearer in China’s long march into Western markets. Its founder, Ren Zhengfei, who served as an engineer in the People’s Liberation Army (PLA), at first struggled to win customers even in China. But his company followed Mao’s strategy of using the countryside to encircle and capture the cities, and it has moved on to win foreign markets too: in Europe it is involved in over half of the superfast 4G telecoms networks that have been announced, and it has become a strong competitor in mobile phones (see [article](http://www.economist.com/node/21559929" \t "_self)). The company is now a $32-billion business empire with 140,000 employees, and customers in 140 countries. It commands respect by delivering high-quality telecoms equipment at low prices.

**They did it Huawei**

But Huawei inspires fear too—and not just among its competitors. The company is said to be too close for comfort to the PLA. Westerners fret that the networks the firm is building are used by Chinese spooks to eavesdrop during peacetime and could be shut down suddenly during wartime. They see the firm as a potent weapon in China’s burgeoning cyber-arsenal.

It is a view that some governments are taking seriously. Earlier this year Australia blocked Huawei’s participation in a scheme to build a national broadband network in the country. The company has also faced opposition to its commercial expansion in India. And in America, where Huawei’s attempts to grow have often been stymied, a congressional committee that focuses on intelligence matters is putting the firm under a microscope; suspicions have been aggravated by a recent spate of cyber-attacks attributed to Chinese hackers.

Western governments are also suspicious of the subsidies, low-interest loans and generous export credits lavished on favoured champions, including Huawei. The European Commission is considering opening an investigation. Some people suppose that the Chinese government is helping Huawei win overseas contracts so that spies can exploit its networks to snoop on ever more of the world’s electronic traffic.

Arguments against imports always need to be viewed with caution, since they will be used by protectionists to keep emerging rivals out. Still, it is reasonable to worry about security in telecoms: recent reports have pointed to the efforts of Chinese state-sponsored hackers to vacuum up valuable Western commercial secrets on a massive scale. Western intelligence agencies are also alert to the risks of eavesdropping and cyber-attacks because they themselves are practitioners (a prime example being the Stuxnet virus, aimed at Iran’s nuclear programme). As for Huawei, a firm that controls a network’s creation and management is ideally placed to sneak in malware and sneak out sensitive data. Even though it is a private company with an awful lot to lose if it were caught spying, the power of the state in China’s version of capitalism means the West is right to be vigilant.

But banning Huawei from bidding for commercial contracts is wrongheaded, for two reasons. One is that the economic benefit of competition from China in general and Huawei in particular is huge. It boosts growth and thus wellbeing. Huawei’s cheap but effective equipment helped make Africa’s mobile-telecoms revolution possible.

**Distrust and verify**

The other reason for not banning Huawei is the dirty little secret that its foreign rivals strangely neglect to mention: just about everybody makes telecoms equipment in China these days. Chinese manufacturers and designers have become an integral part of the global telecoms supply chain. Blocking Huawei (or its rival Chinese telecoms giant, ZTE) while allowing gear from, say, Alcatel-Lucent or Ericsson on a network may make politicians feel good. But it is no guarantee of security. Huawei’s competitors have a vested interest in hyping concerns about it, while disguising their own reliance on Chinese subcontractors and on subsidies.

The answer is to insist on greater scrutiny all round, not just of Chinese firms. Governments should be crystal-clear about what conditions telecoms firms need to meet to win business—something America’s secretive security-review process does not do today. They should also do more to ensure that equipment is secure, no matter who makes it. That means demanding to know where hardware components and software come from, and requiring intrusive random inspections of code and equipment. America has no effective system of supply-chain checks. In Britain, by contrast, where BT is a big customer, Huawei has established a unit (run in close co-operation with GCHQ, Britain’s signals-intelligence agency) with security-cleared personnel, including former employees of GCHQ, who vet gear from China before it is installed. Such scrutiny will drive up costs, but these pale in comparison with those imposed by bans on Chinese firms, which diminish competition and push up prices.

Huawei can also help allay foreigners’ fears. The company’s opaque ownership structure and secretive culture have damaged its reputation. It needs to be far more open. One way to achieve this would be for the closely held firm to seek a listing on a global stockmarket—if not in America, then at least in Hong Kong. Greater openness would also help clarify the real threat that Chinese firms such as Huawei pose to America and other countries: that they are starting to out-innovate the home-grown competition.

## Huawei

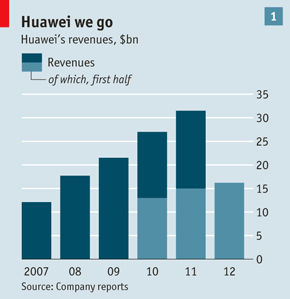
### The company that spooked the world

# The success of China’s telecoms-equipment behemoth makes spies and politicians elsewhere nervous

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BANBURY, a little English town best known for a walk-on part in a nursery rhyme and as the eponymous origin of a fruitcake, is an unlikely fulcrum for the balance of power in the world of telecoms. But the “Cyber Security Evaluation Centre” set up there by Huawei, a Chinese telecoms giant, in 2010 marks a new way of persuading purchasers, and the British government, that equipment from the manufacturer that runs it can be trusted. It operates in close co-operation with GCHQ, Britain’s signals-intelligence agency, located conveniently just over the Cotswolds in Cheltenham. Its security-cleared staff, some of whom used to work for GCHQ, are responsible for making sure that the networking equipment and software that the Chinese firm wishes to sell to British telecoms companies are reliable, will only do what customers want them to do and cannot be exploited by cybercriminals or foreign spies—including Chinese ones.

Over the past ten years or so, Chinese telecoms firms such as Huawei and ZTE, another telecoms-equipment provider, have expanded from their vast home market to become global players. This is a worry not just for the rich-world incumbents under threat but also for those responsible for the integrity of critical infrastructure such as phone systems. They fear that the companies’ networking gear and software could be used by China’s spooks to eavesdrop on sensitive communications, or that it might contain “kill switches” which would allow China to disable the systems involved in the event of a conflict. “I think it’s ridiculous to allow a Chinese company with connections to the Chinese government and the People’s Liberation Army (PLA) to have access to a network,” says Dmitri Alperovitch of CrowdStrike, a web-security outfit.



Several big Chinese firms, including ZTE and China Mobile, a giant mobile operator, have attracted scrutiny. But thanks to its size and its international reach it is Huawei that gets most attention. This July the firm’s revenues outstripped those of Ericsson, for some time the world’s largest supplier of telecoms equipment; Huawei clocked up 103 billion yuan ($16 billion) in the first half of 2012 (see chart 1) compared with the Swedish firm’s SKr106 billion ($15.5 billion). Because Huawei’s sales as one of the world’s ten largest mobile-phone manufacturers (a business Ericsson has left) account for about a quarter of that income, Ericsson is still the biggest supplier of network infrastructure. But probably not for long.

The question of whether to trust this new giant divides the world. In Africa Huawei is everywhere, and welcome almost everywhere; in India it has found itself under attack by government and media as both a security threat and an unfair competitor. In Canada and New Zealand it has won meaty contracts for work on big new networks; in Australia in March the government blocked it from taking part in a new national broadband system.

The doubts run deepest in America. Huawei has worked on networks for a number of smallish mobile operators there, but its repeated attempts to buy American tech firms have been scuppered by official opposition. The Intelligence Committee of the House of Representatives is taking an interest in both Huawei and ZTE. Last year the Committee on Foreign Investment in the United States, chaired by the treasury secretary, Timothy Geithner, opposed Huawei’s purchase of assets from 3Leaf, a server-maker that had gone bankrupt, on the basis of unspecified security concerns. Huawei abandoned the attempt.

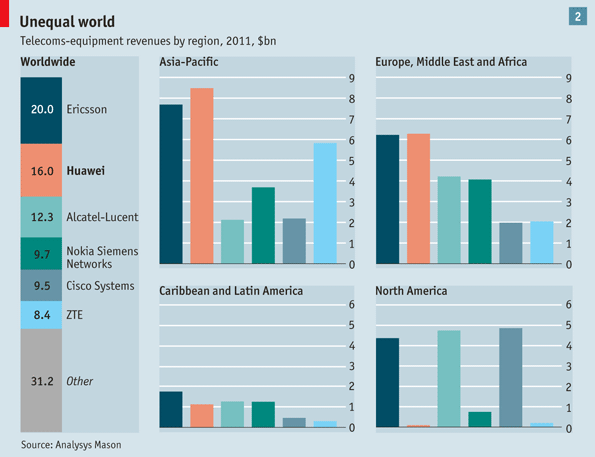
Even in America, though, opinion is divided. One former member of the joint chiefs of staff dismisses the fears about Huawei as China-bashing; another says, “We’d be crazy to let Huawei on our networks, just crazy.”

**A Maoist approach to markets**

The giant causing all this angst rose from humble roots. Although the company is not as forthcoming as it might be about the background of Ren Zhengfei, its founder, he is not the princeling scion of an elite family. He attended the Chongqing University of Civil Engineering and Architecture in the 1960s and served in the PLA’s engineering corps, reportedly in its information-technology research unit. Huawei says he rose to the position of deputy director, but did not hold military rank. After cuts to the armed forces he left the army in 1983 and moved to Shenzhen, a boomtown near Hong Kong.

Mr Ren set up Huawei in 1987 with just 21,000 yuan, a bit more than $5,000 at the time. It mostly sold telephone-exchange equipment imported from Hong Kong. Five difficult years later, the firm made its first breakthrough with its C&C08 digital telephone switch, which had a greater capacity than any other on the Chinese market. That positioned Huawei perfectly to ride the wave of China’s telecoms-infrastructure boom of the 1990s.

Excluded from China’s lucrative coastal markets, which were reserved for the better-connected, Mr Ren put to new purpose Mao’s strategy of using the countryside “to encircle and finally to capture the cities.” He encouraged his salesmen to undercut competitors in markets deemed minor. Huawei went on to use a similar approach overseas, initially targeting peripheral markets. It priced competitively: in Africa it undercut Ericsson and Nokia by 5% to 15%, according to a report by Wharton Business School. It also showed tenacity and daring. Its engineers soldiered on through civil wars and natural disasters; by 2006 sales in Africa were over $2 billion.



Huawei’s customers now serve several billion people in over 140 countries (see chart 2). Its revenues in 2011 topped $32 billion, up nearly 12% on the previous year and ten times what they were a decade previously. It is involved in over half the rollouts of super-fast 4G mobile networks so far announced in Europe. In the past few years, the firm has consistently been one of the world’s leading generators of intellectual property, and has filed for some 47,000 patents. It led the way on “dongles” for connecting laptops to phone systems, and on software that allowed operators to run different wireless standards cheaply and flexibly. “The company’s equipment is now world-class,” says Jim Lewis of the Centre for Strategic and International Studies (CSIS), an American think-tank, who has studied Huawei’s rise.



It has over 140,000 employees, and says 44% are in R&D, many of them in its shiny corporate campus in Shenzhen. The site boasts a buzzing “Tower of 10,000 engineers”, meeting rooms designed as Zen gardens and an espresso bar with first-class baristas. Just across the road is the massive factory complex where Foxconn makes Apple’s iPhones and iPads—and some of Huawei’s equipment, too. Though it could manufacture its own kit in-house, Huawei, like the Western giants with which it now competes (see chart 3) outsources much of its manufacturing to specialists. It sees itself as the new face of Chinese technology: an innovator, a sales force and a global brand.

**Back-door imbroglios**

Critics are convinced that there is more to Huawei’s rise than strategy, guts and Mr Ren’s devotion to innovation. They think it has stolen vast amounts of intellectual property and that it has been heavily subsidised in its expansion by the Chinese government, eager to use it as a Trojan horse with which to infiltrate itself into more and more foreign networks. Huawei rejects all these allegations.

John Chambers, the boss of Cisco, an American supplier of network equipment, recently claimed that Huawei does not always “play by the rules” on intellectual property; many in America are convinced that Huawei stole the design of one of its early products from Cisco, though the Chinese company hotly denies this. Cisco settled a lawsuit it had brought against Huawei in 2004 in a way that both sides spun as vindication.

Then there is the question of whether China’s government bankrolled Huawei’s undercutting of its rivals. In 2011 Huawei acknowledged that its customers did benefit from access to $30 billion in potential “export financing”, though apparently only a fraction of that has been used. Pressed for details, the firm says that “in 2011, the financial support that Huawei provided to customers came to 5.86% of total contract sales,” a figure not specified.

At the end of June, Chinese and European officials met in a bid to avert a trade war over subsidies. Avoiding a formal confrontation may suit all concerned. Pierre Ferragu of Sanford C. Bernstein, an investment bank, reckons that Huawei’s rivals have used the same sort of inducements. He adds that everyone will do it less in the future, because customers who can buy only if subsidised are poor prospects for future earnings: “You can’t up-sell higher-margin follow-on work to them later because they can’t afford it.”

This leaves the most troubling criticism: that the firm might be a creature of China’s security services. Mr Ren’s past in the PLA fuels such suspicions, as does a reasonable perception that privately held Chinese companies are often in cahoots with the powers that be. The firm’s dealings with unsavoury regimes such as Iran, where its salesmen boasted that their equipment makes it easier to spy on potential troublemakers, are taken as supporting this view.

Such dealings are not unknown in the world of telecoms. An investigation by Wired magazine found Cisco’s salesmen making similar claims in efforts to win contracts with a repressive government—ironically, that of China. And American telecoms-equipment companies have a degree of cosiness with America’s national-security apparatus; the former head of the National Security Agency, America’s GCHQ, sits on the board of Motorola Solutions, a telecoms-equipment provider. But such symmetry hardly means there is no need to worry about Huawei. American fears may be based on the fact that its leaders know from experience that telecoms companies can be helpful espionage assets. American officials have in the past demanded the installation of “back doors” in some exports, through which the devices can be accessed on the quiet.

Huawei clearly might do such things; the question is whether it does. Evidence was presented at DefCon, a big hackers’ convention held in July, of security vulnerabilities in a couple of Huawei’s smaller routers. But such flaws are common. Several years ago, the American government gave warning of similar vulnerabilities found in kit made by Cisco and other Western firms. Years of intense scrutiny by experts have not produced conclusive public evidence of deliberate skulduggery, as opposed to mistakes, in Huawei’s wares. BT, a British telecoms company that buys products vetted in Banbury, says it has not had any security issues with them (though it rechecks everything itself, just to be sure).

Huawei seems open to such scrutiny, at Banbury and elsewhere. “Believe no one and check everything,” is the right attitude for dealing with Huawei or anyone else, says John Suffolk, now Huawei’s global cyber-security officer, previously the British government’s chief information officer. Huawei equipment for America and Canada, he says, is independently vetted by Electronic Warfare Associates, an American defence contractor well supplied with security clearances and experience.

But absence of evidence is not evidence of absence; flaws in telecoms gear, whether put there deliberately or accidentally, are hard to find. “Most security problems we encounter are due to very subtle bugs in code that even the original programmers may miss,” says Steven Bellovin of Columbia University. “Identifying back doors in hardware is also a really, really hard challenge.” So doubts remain.

**The charmless offensive**

Part of Huawei’s problem is that it gets lumped in with its rival, ZTE. America’s FBI has investigated whether that firm illegally sold American technology to Iran and then lied about the matter, something Huawei is not accused of. Back doors that might have allowed remote access appear to have been found on some ZTE mobile-phone handsets. Huawei itself is suing ZTE for stealing intellectual property (perhaps with the caution of the poacher-turned-gamekeeper, it takes piracy very seriously now it is a technology leader).

Huawei is also in part the author of its own misfortune. The China head of a Western management consultancy insists that Huawei is not controlled by the PLA, and deserves to be treated as the private-sector firm that it is. But because of the secretive way Mr Ren has run it, it is hard for others to be so sure. Belatedly, and under pressure from outsiders, the firm is trying to modernise and open up, embarking on what it thinks is a charm offensive. It has hired lobbyists and public-relations consultants, and assembled well-paid advisory bodies of the great and the good in important countries. It is even publishing something resembling an annual report.

This has not yet paid off. The firm talks of corporate-governance reforms, for example, but remains murky to the core. Its handling of its leadership succession is revealing. Mr Ren reportedly wanted his son to take over from him, but in April he was forced instead to agree that three colleagues should share the chief-executive job with him on a rotating basis. The chairman of a big Western firm with intimate knowledge of Huawei quips, “it looks like how the Communist Party frequently rotates bosses among state-owned industries.” The congressional committee has asked the company to clarify its links with the Chinese Communist Party—including the role of an internal “party committee”. If Huawei wants to win America’s trust, argues Claude Barfield of the American Enterprise Institute, a conservative think-tank, it should list on an American stock exchange and embrace international guidelines on state aid and trade.

Moving towards openness would leave Huawei better positioned to work on a new set of international rules and guidelines for sourcing telecoms networking gear and code—something that many industry insiders think is sorely needed. In a paper published last year two Microsoft executives, Scott Charney and Eric Werner, called for governments and companies to come up with much better standards for supply chains, to mitigate all sorts of risks including some that pertain to security.

Mr Charney acknowledges that governments will not find it easy to trust stuff designed and deployed by firms from countries considered adversaries. But knee-jerk nationalism could have dire consequences. Simply banning stuff on the basis of a firm’s nationality “could blow global trade away and balkanise the world of IT,” he says.



Ross Anderson, a professor of security engineering at Cambridge University, points out that banning equipment from Chinese firms would give a false sense of security: equipment from everyone else has Chinese components anyway. Bryan Wang of Forrester, a consultancy, notes that Alcatel-Lucent makes nearly its full range of products in China, except for some high-end routers, and that Nokia Siemens Networks makes its mobile base stations and its switches there.

Greater international co-operation in another area could help to defuse the tension. One reason that Huawei and other Chinese firms are being scrutinised so closely is that study after study has shown that many of the cyber-attacks mounted on Western companies and government departments originate in China. If China’s government were to commit itself to identifying the perpetrators, and to confound sceptics by actually shutting hacking operations down, American attitudes towards firms such as Huawei might improve.

And it might be in China’s interests in other ways. The Chinese are as worried about digital Trojan horses as the Americans are. As a statement that came out of a recent meeting convened by CSIS, the American think-tank, and the China Institutes of Contemporary International Relations, an influential Chinese counterpart, put it: “Both [countries] believe that the other will seek to exploit the supply chain to introduce vulnerabilities into networks and infrastructures.”

“We need to drain the swamp,” says Mr Anderson. If China wants Huawei to become truly global it should take the lead on the clean-up effort. If it does so, America would have an incentive to welcome Huawei—and no more reason to vilify it.

## Schumpeter

### Brand new

# Emerging-market companies are trying to build global brands

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* [imekeeper](http://www.economist.com/node/21559894)



AMERICANS can stop worrying about China’s plans to take over their country. The worst has already happened: on July 25th Lenovo, a Chinese computer firm, announced a deal to sponsor the National Football League. America will continue to provide muscle-bound linebackers, but the Chinese will provide the clever laptops and desktops that make their tussles possible.

Lenovo was founded in 1984 by 11 engineers at the Chinese Academy of Sciences who wanted to supplement their meagre stipends. It spent years building its business in China. But then in 2005 it burst onto the global scene—and rattled America’s Congress—when it bought IBM’s ThinkPad personal-computer business. The company is now the second-largest PC maker in the world and hopes to grab the top spot from Hewlett-Packard soon.

Lenovo is one of several emerging-market firms striving to become global brands. They are no longer content to do the grunt work for Western firms, for two simple reasons: non-branded companies typically earn gross margins of 3-8% and are constantly at risk of being undercut by cheaper rivals. Branded firms enjoy fatter margins (15% or more) and more loyal customers.

Yet becoming a global brand is exceedingly hard. Emerging-market firms must struggle with limited budgets and unlimited prejudice. GfK, a consumer-research company, found that only one-third of Americans were willing even to consider buying an Indian or Chinese car. Wipro, a successful Indian outsourcer, points out that its total sales are roughly the size of IBM’s marketing budget. Only four emerging-market brands make Interbrand’s list of the world’s 100 most valuable: Samsung and Hyundai of South Korea, Mexico’s Corona beer and Taiwan’s HTC.

How can others make the leap? “The New Emerging-Market Multinationals”, a book by Amitava Chattopadhyay, of INSEAD, and Rajeev Batra, of the University of Michigan’s Ross School of Business, offers some clues.

First, they must exploit their two basic advantages—economies of scale and local knowledge—to expand into new markets. Some have become so dominant in their home markets that they can hardly avoid expanding abroad. Turkey’s Arcelik, for example, controls 50% of the Turkish market for domestic appliances and is now expanding rapidly in Europe. Lenovo gets 42% of its sales from China and has 40 times more stores there than Apple has worldwide. Some firms use their understanding of local markets to expand globally: India’s Marico produces shampoo suited to the highly chlorinated water that flows from Middle Eastern taps. Others move swiftly to exploit opportunities: Turkey’s Evyap established itself as a leading seller of cheap soaps and scents in Russia when the Soviet Union collapsed.

Messrs Chattopadhyay and Batra argue that emerging-market companies need to add three more ingredients to these basics. The first is focus: they should define a market segment in which they have a chance of becoming world-class. Natura Cosméticos, a Brazilian cosmetics-maker, zeroed in on the market for “natural” cosmetics with ingredients extracted from the rainforest. Lenovo focused on computers for corporate clients before expanding into the consumer market. Haier, a Chinese maker of dishwashers and fridges, focuses on consumers that many of its rivals neglect, such as students.

The second ingredient is innovation: firms need new products and processes that generate buzz. HTC produces 15-20 new mobile-phone handsets a year. Natura releases a new product every three working days. Haier keeps producing new ideas such as fridges with locks on them (to keep dormitory mates from snaffling your tofu), compact washing machines (for clothes for pampered Japanese pets) and freezers with compartments that keep ice-cream soft (for impatient gluttons). Ranbaxy, an Indian drug firm, has developed controlled-release systems that allow patients to take only one pill a day instead of several small doses.

The third ingredient is old-fashioned brand-building. Emerging-market bosses must grapple with many traditional branding puzzles. Should they slap the company’s name on the product (as Toyota does) or another name (as Procter & Gamble does with its stable of brands, from Gillette razors to Pampers nappies)? How can they market themselves effectively in multiple countries without busting the budget? Lenovo has hired an expensive American marketing boss, but saves money by doing most of its advertising work in Bangalore.

It is easy for companies to botch brand-building. The quickest way to build a brand is to buy one—but bought brands can be difficult to integrate (as Lenovo discovered with IBM’s ThinkPad) or can take a long time to pay off (as Tata Motors is discovering with Jaguar). Building a brand from scratch can take decades. And managing a portfolio of brands is complicated and demanding: people who made their fortunes manufacturing things may not be suited to the airy-fairy world of brand management.

**Will the next Toyota be Chinese, or Indian?**

Still, there is little doubt that emerging-world brands are on the rise. HTC is one of the biggest-selling smartphones in America. Huawei, a Chinese firm, has just overtaken Sweden’s Ericsson to become the world’s largest maker of telecommunications equipment. BYD, another Chinese company, produces 85% of the world’s lithium-ion batteries for mobile phones.

Emerging-market firms are evolving in much the same way as Japanese firms did in the 1960s and 1970s, from humble stitchers to master tailors. In 1985 Philip Kotler of Northwestern University’s Kellogg School of Management observed that Japanese companies had shifted from “injuring the corners” of their Western competitors to attacking them head-on. The same pattern is beginning to repeat itself, but on a much larger scale.