

By PwC Deutschland | 07. April 2026

# Webcast April 16: Webcast - How to China? Reconfiguring Chinese-European Relationships in Automotive

Sino-European economic relations continue to be marked by tensions. European OEMs are rapidly losing market share in the Chinese market, where they have earned good money for decades. Chinese OEMs now dominate both the value chain and the e-mobility ecosystem. At the same time, they have built up enormous overcapacity (both in terms of brands and production) and are seeking new sales markets outside of China. The battle for access to critical raw materials and rare earths is becoming increasingly intense and is accelerating the shift away from the principles of free global trade. In addition, European manufacturers are increasingly feeling the consequences of the power and economic policy dualism between the US and China.

In this complex situation, Western automotive must readjust their relationships with and within China, restructure supply chains, and reassess partnerships and market potential.

In a joint webcast with Automobilwoche, we want to shed light on the following topics:

- How successful are German/European OEMs in regaining market share in China? How do they assess future opportunities in the Chinese market?
- How are Chinese OEMs progressing in their entry into the European market?
- What are the long-term goals the Chinese central government is expecting the Chinese auto industry players to achieve?
- How can the two largest automotive regions work together to fight protectionism and create global value chains for innovation, growth and customer benefit?

The webcast will be moderated by Douglas Bolduc, Managing Editor, Automotive News Europe.

**Further details and registration.**

**Schlagwörter**

Veranstaltungen