Case Study Series

University of St.Gallen

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# Shanzhai Swiss-Style: Bühler's Partnering Strategy in China




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This case was written by Tomas Casas i Klett (Assistant Professor at the Research Institute for International Management at the University of St. Gallen, FIM-HSG) and Michael Hilb (Lecturer in Strategy and Entrepreneurship at the University of Fribourg and at the University of St. Gallen). The case is exclusively intended as the basis for class discussion rather than to illustrate either the effective or ineffective handling of a business situation. The case was compiled from interviews, internal documents, and publicly available sources. The case was developed without external funding.

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