

Neo-Liberal Challenge - Apple in China

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Abstract : Press articles opining on how China has become the West's biggest threat have become so common as to feel like old news. Since the United States shifted diplomatic recognition from Taiwan to the People's Republic of China in 1979 the relationship between the world's two largest economies has been at best a brittle one. This coiled tension has grown as trade between the two countries snaked ever upwards. As a byproduct of globalization Apple have focused much of their production and assembly in China. This has left the U.S. Big Tech company with several challenges. This paper focusses on the tightrope Apple now has to traverse. The majority of the data and analysis within this paper is sourced from my current ongoing PhD research on the influence of Big Tech lobbying on U.S. foreign policy. One of the main conclusions from this analysis is Apple has to adopt a carefully nuanced strategy of appeasement to avoid friction, with both the governments of China and the United States.

Keywords : apple, China, Taiwan, war

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