



LAUDER  
BUSINESS SCHOOL

# Globale Arbeit – Globale Kämpfe? Krise und ungleiche Entwicklung in globalen Warenketten

Christian Reiner (Lauder Business School)

Theorien und Debatten in der Geographie

Universität Salzburg, 24.11.2021

# Made in the World

## Produktion & Zusammenbau

Forschung und  
Entwicklung

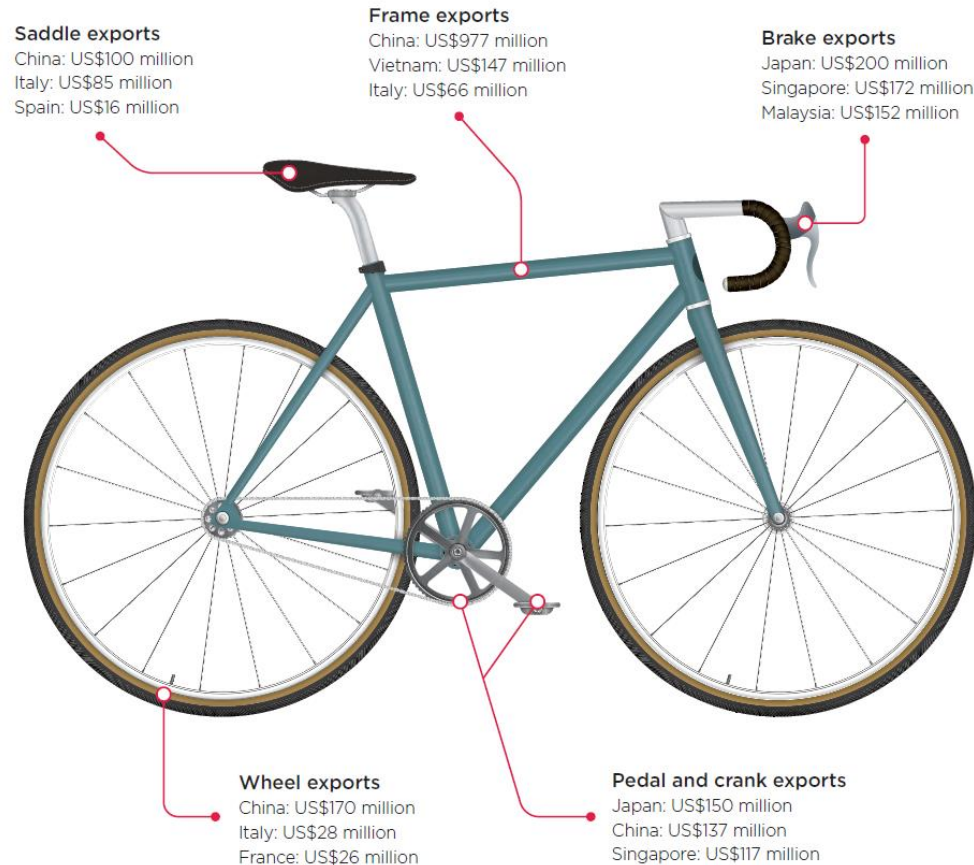
Italien

Design

Italien

Marketing

Italien



Vertrieb

OECD

Pre- und After-  
Sales-Services

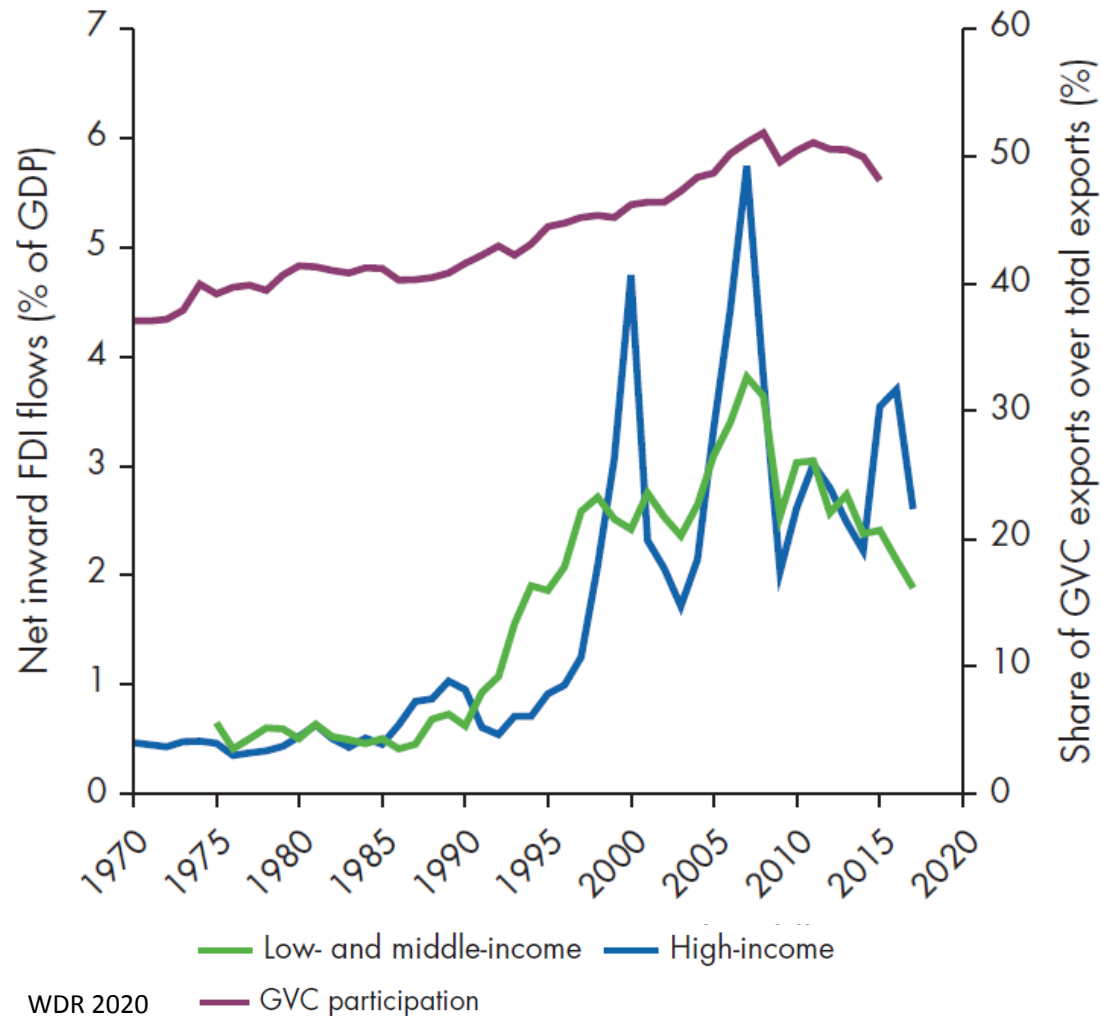
OECD

Marketing

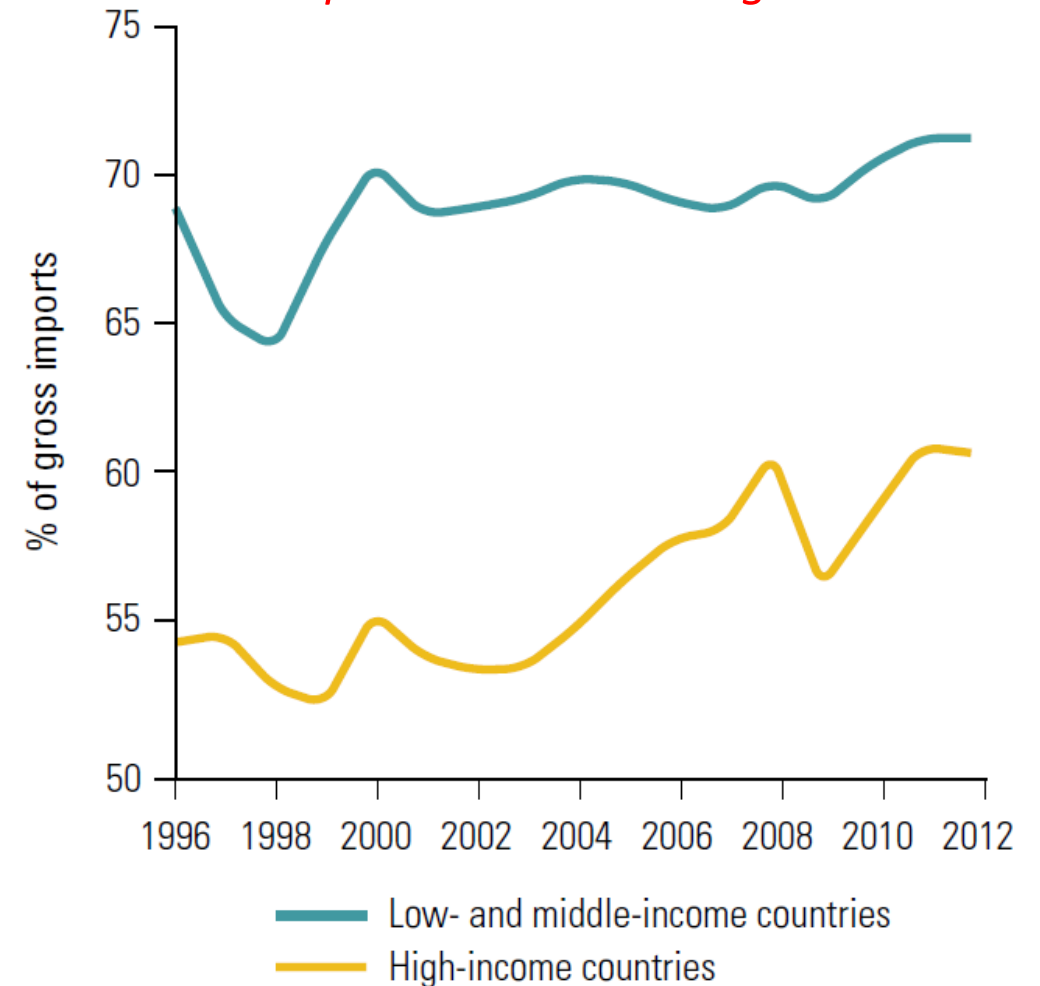
OECD

# Entwicklung von GWK

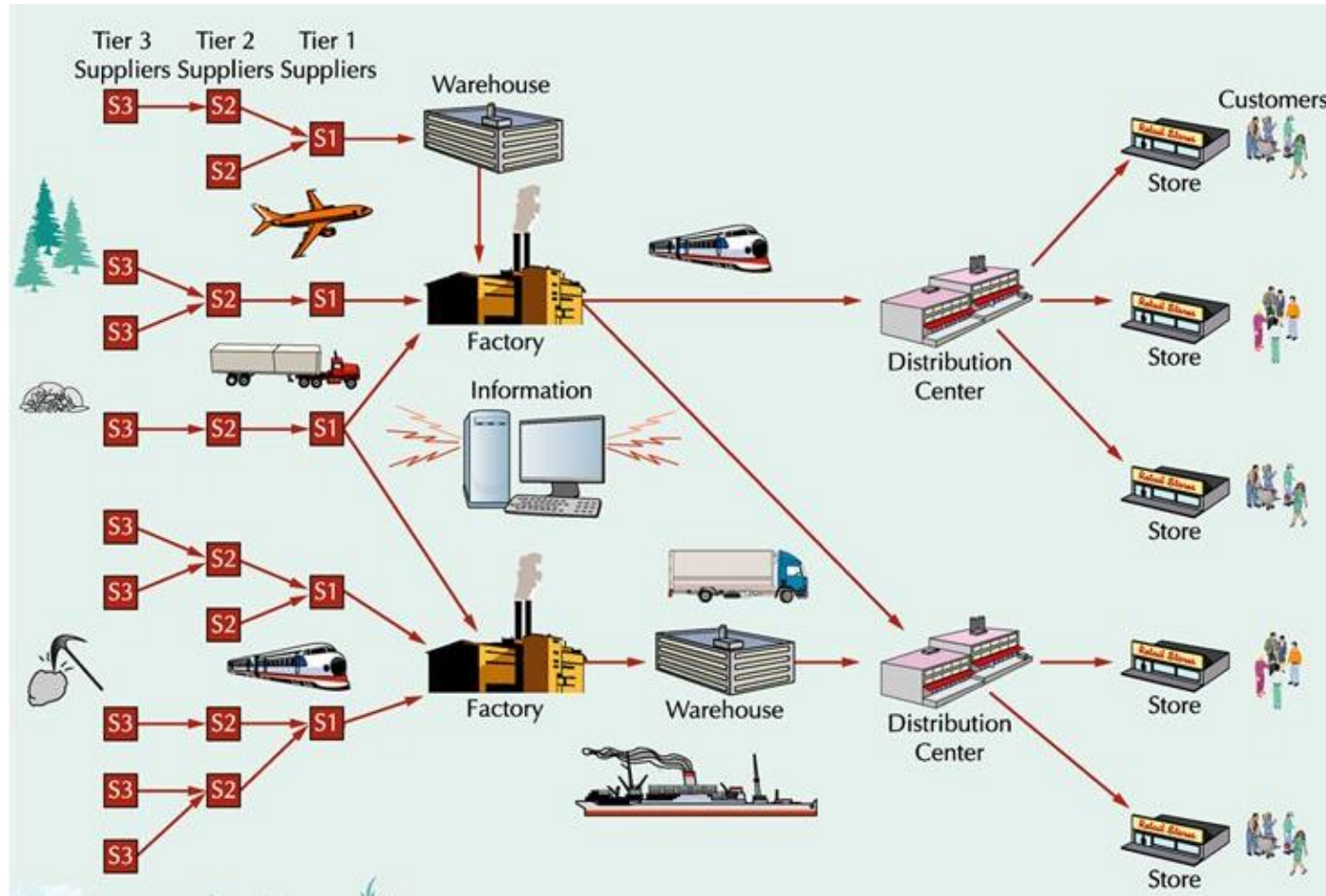
*Handel in GWK und ADI*



*Importe von Zwischengütern*



# Komplexe Lieferketten



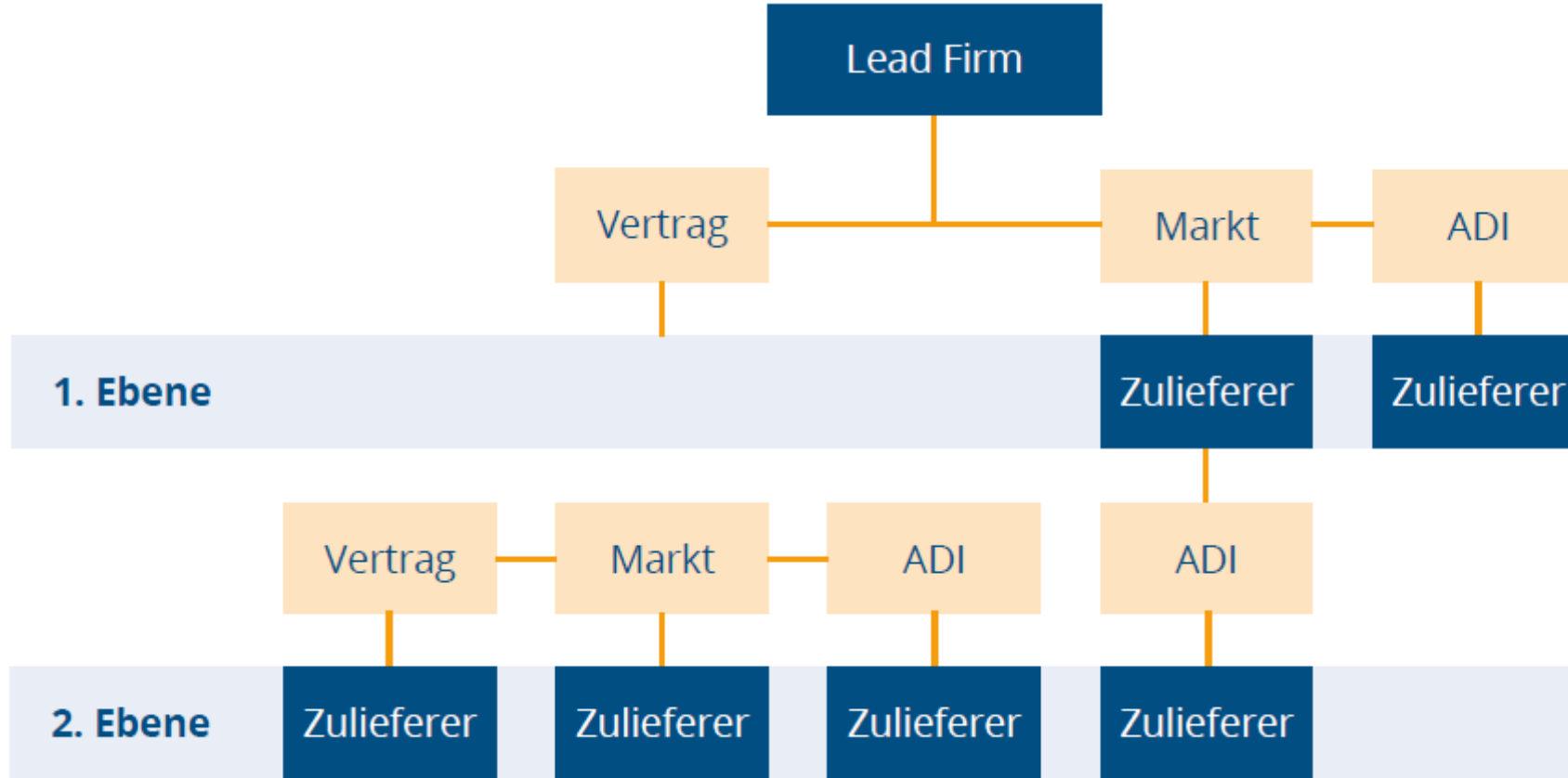
Russel and Taylor, Operations and Supply Chain Management, 8<sup>th</sup> ed

## Lieferkette von H&M

- We do business with **over 700** commercial product suppliers who manufacture products for our brands in **over 1600** tier 1 factories in Europe, Asia and Africa.
- **6 years** is the global average length of our relationship with a supplier since 2006, but some has been doing business with us for **over 25 years**.

<https://hmgroupp.com/sustainability/leading-the-change/transparency/supply-chain/>

# Wer steuert GWK?



# MNU als Leitunternehmen in GWK

Zusammensetzung der TOP 100 MNU weltweit nach Branche und Hauptsitz

Industry	2012	2017	Economy	2012	2017
Mining, petroleum and refining	19	13	United States	24	20
Automotive and aircraft	13	13	United Kingdom	17	14
Pharmaceuticals	10	12	France	13	12
Utilities	10	9	Germany	9	11
Wholesale and retail trade	10	6	Japan	9	11
Food, beverages and tobacco	9	8	Switzerland	6	5
Tech	7	15	Ireland	..	4
Telecom	6	7	<b>Other developed economies</b>	<b>22</b>	<b>23</b>
Other industry	12	13	<b>Developing economies</b>	<b>7</b>	<b>8</b>
Other services	4	4	China	3	4
<b>Total</b>	<b>100</b>	<b>100</b>		<b>100</b>	<b>100</b>

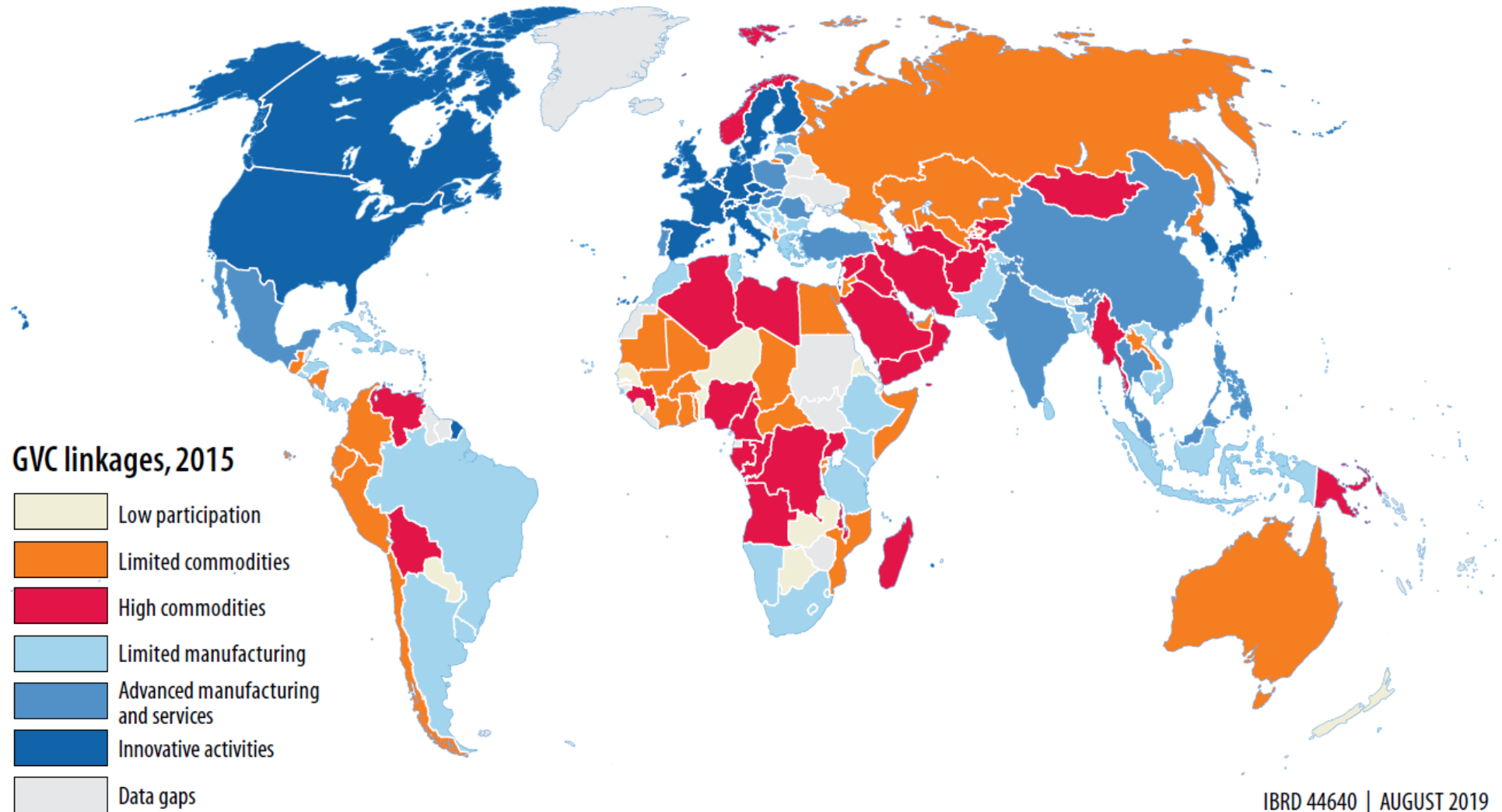
UNCTAD 2018




# Ungleiche Verhandlungsmacht in GWK



# Ungleiche Integration von Ländern in GWK



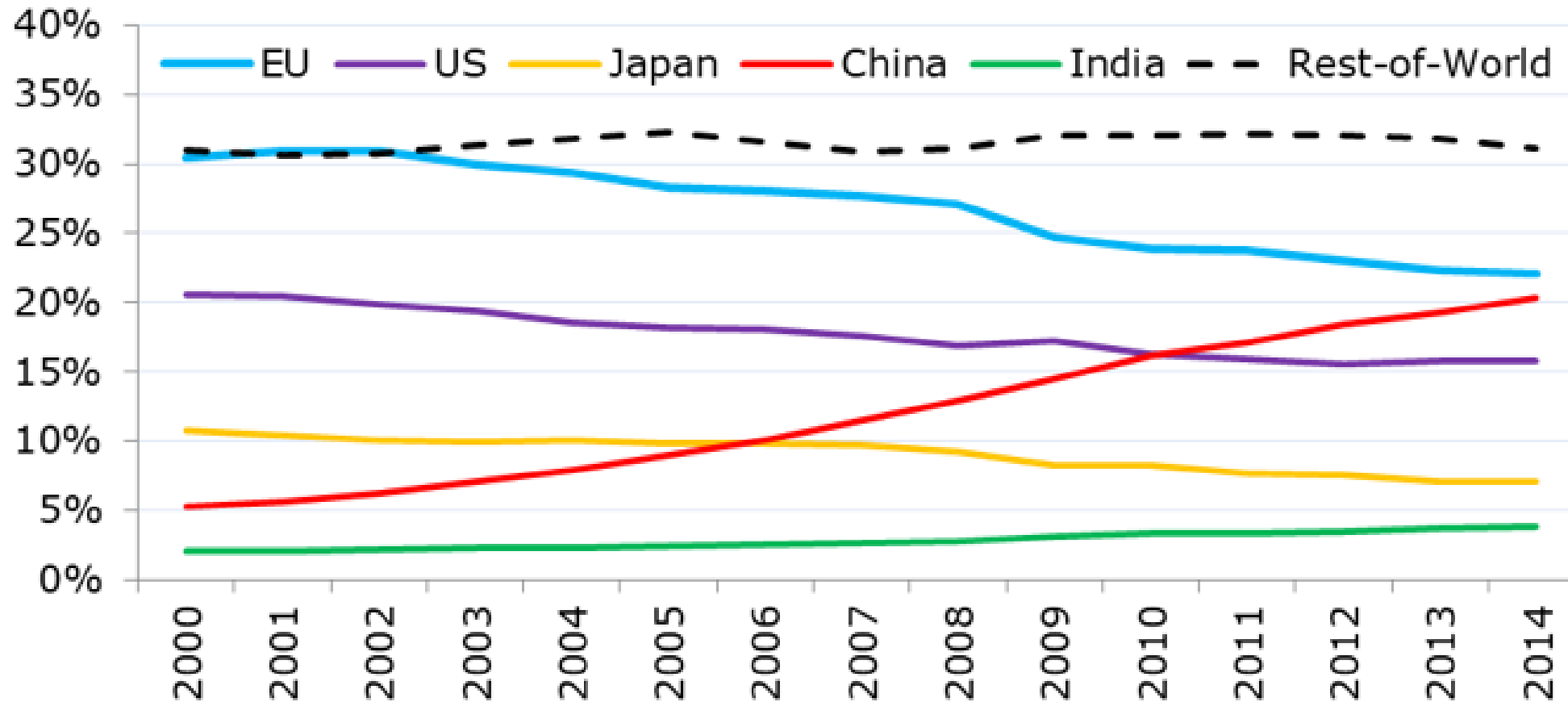




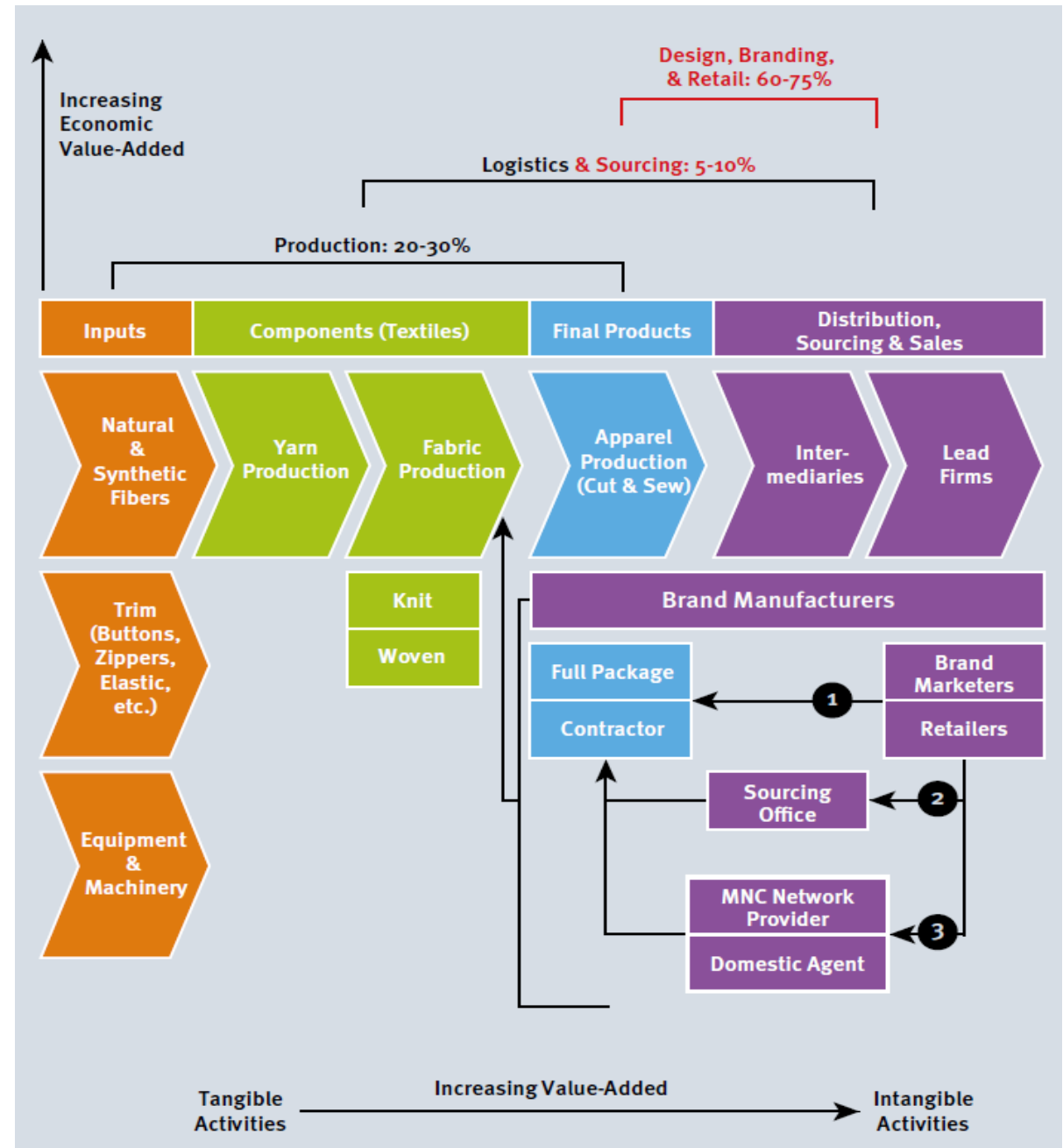
Wohnheim in Chinas  
iPhone-Stadt, Foxconn (li)

Apple-Headquarters in  
Cupertino, Kalifornien (re)

# Wertschöpfungsanteile an GWK für industrielle Güter



# Verteilung von Wert in der Textilkette

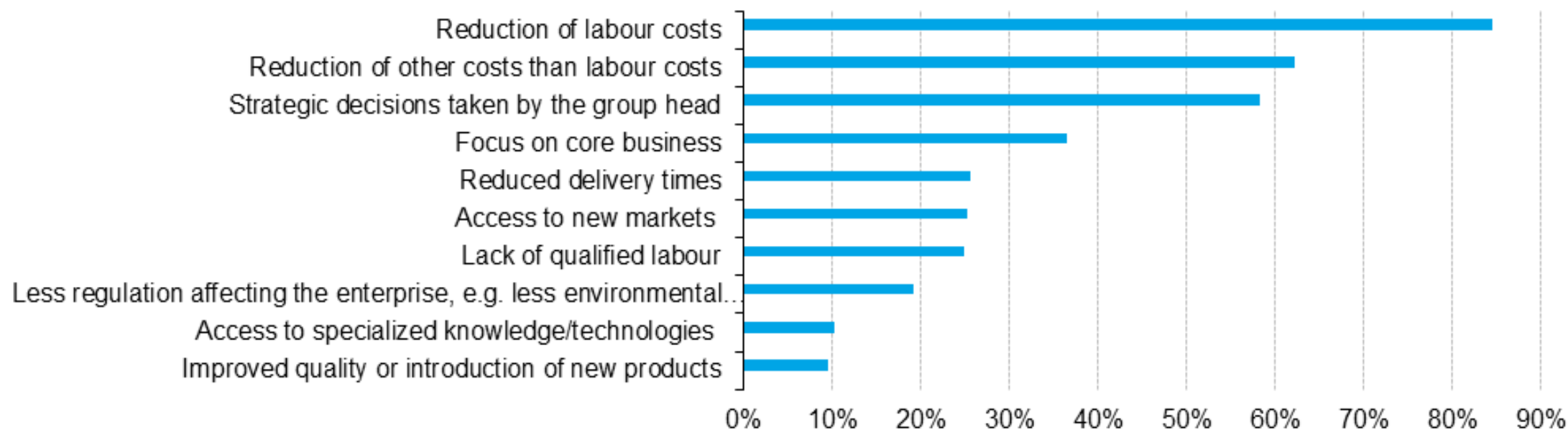






# Einsturz der Textilfabrik Rana Plaza, Dhaka 24.04.2013

# Motive für internationale Beschaffung (EU)





# Upgrading in La Laguna?

**1994:** Gründung NAFTA

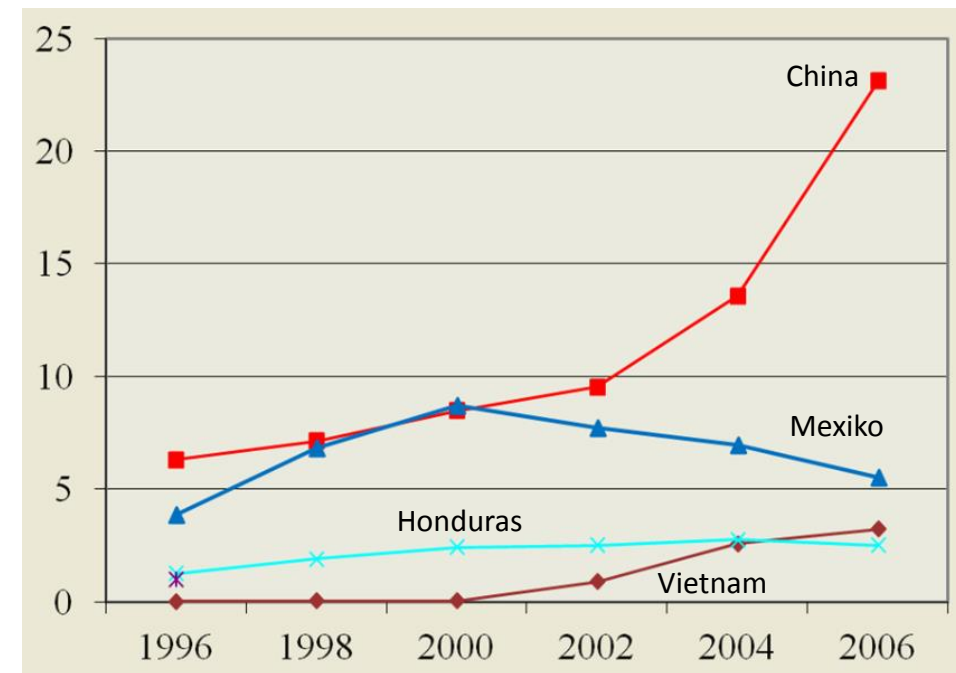
**2004:** Ende Multifaserabkommen bzw. Welttextilabkommen

*Funktionen der Bekleidungsindustrie in Torreón*

	Textiles	Accessories	Cutting	Sewing	Washes & Finishes	Distribution	Marketing	Retail
1993								
1996								
2000								

Gereffi & Fernandez-Stark 2016

*Bekleidungsimporte USA*



Bair 2010: <https://slideplayer.com/slide/3903292/>

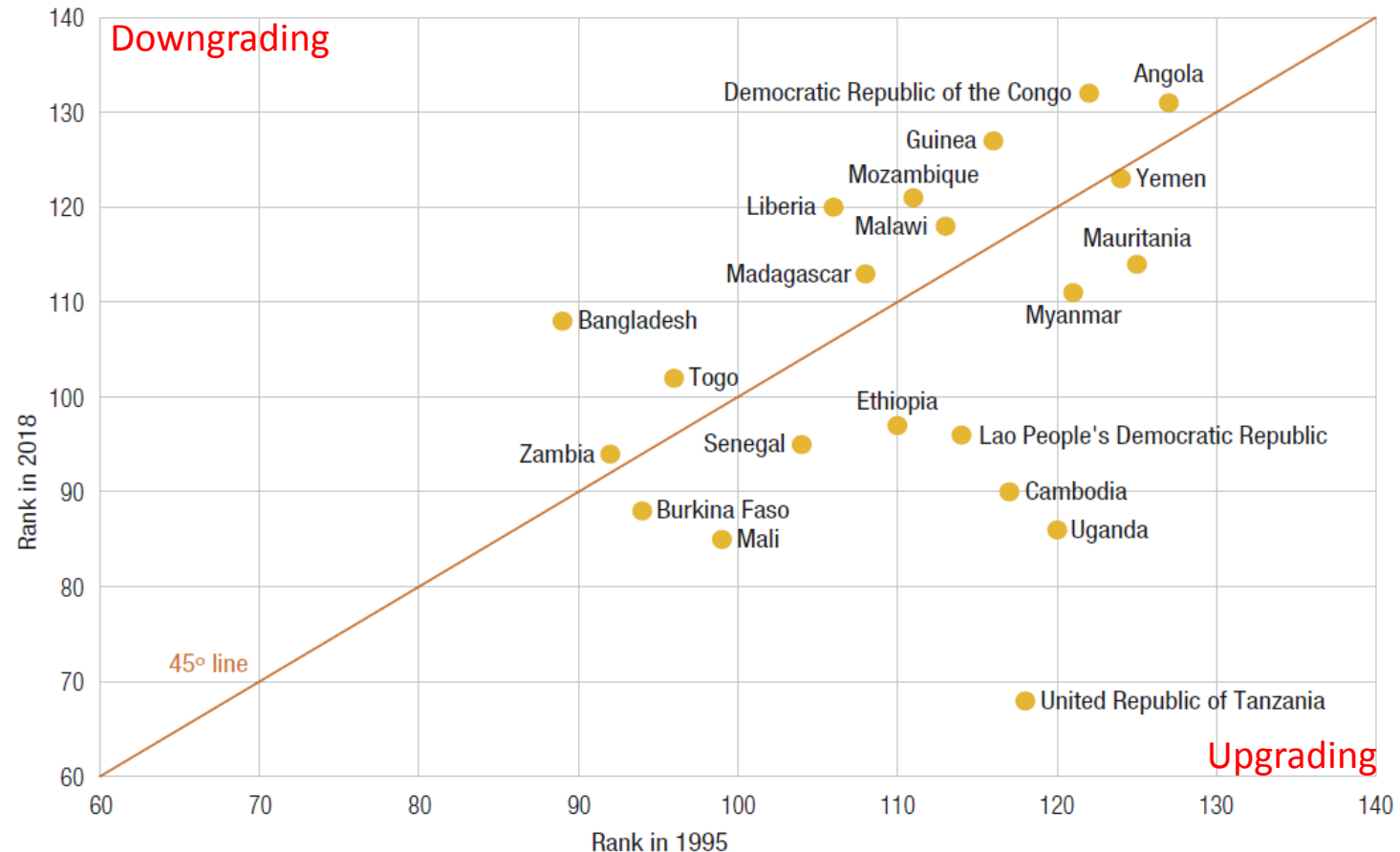
# Erfolgreiche Integration von China in GWK

## *Chinesische Wertschöpfung in chinesischen Exporten*



# Upgrading in den Least Developed Countries?

Position der LDC im Economic Complexity Index, 1995, 2018



Source: UNCTAD Secretariat calculation based on data from Atlas of Economic Complexity database [accessed May 2021].

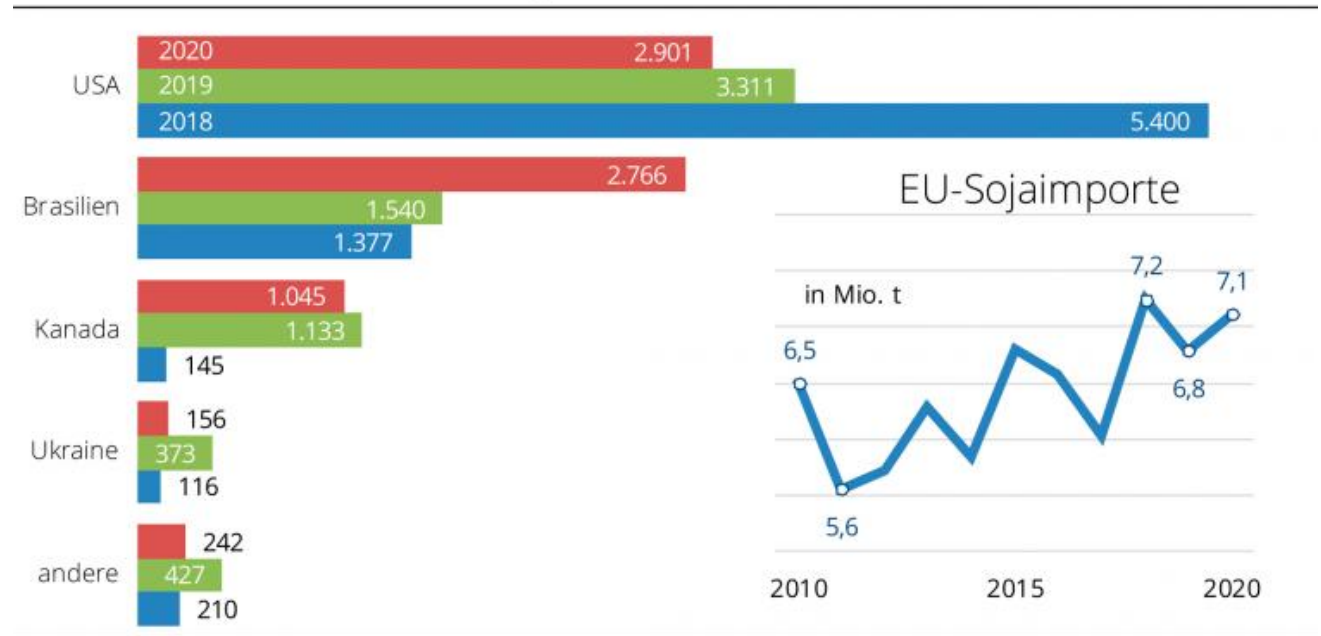
# Die politische Ökologie der Sojakette

Sojatransporte in Brasilien



[Paralaxis/Shutterstock](#)

Sojabohnenimporte der EU-27+VK  
in der 2. Jahreshälfte in 1.000 t

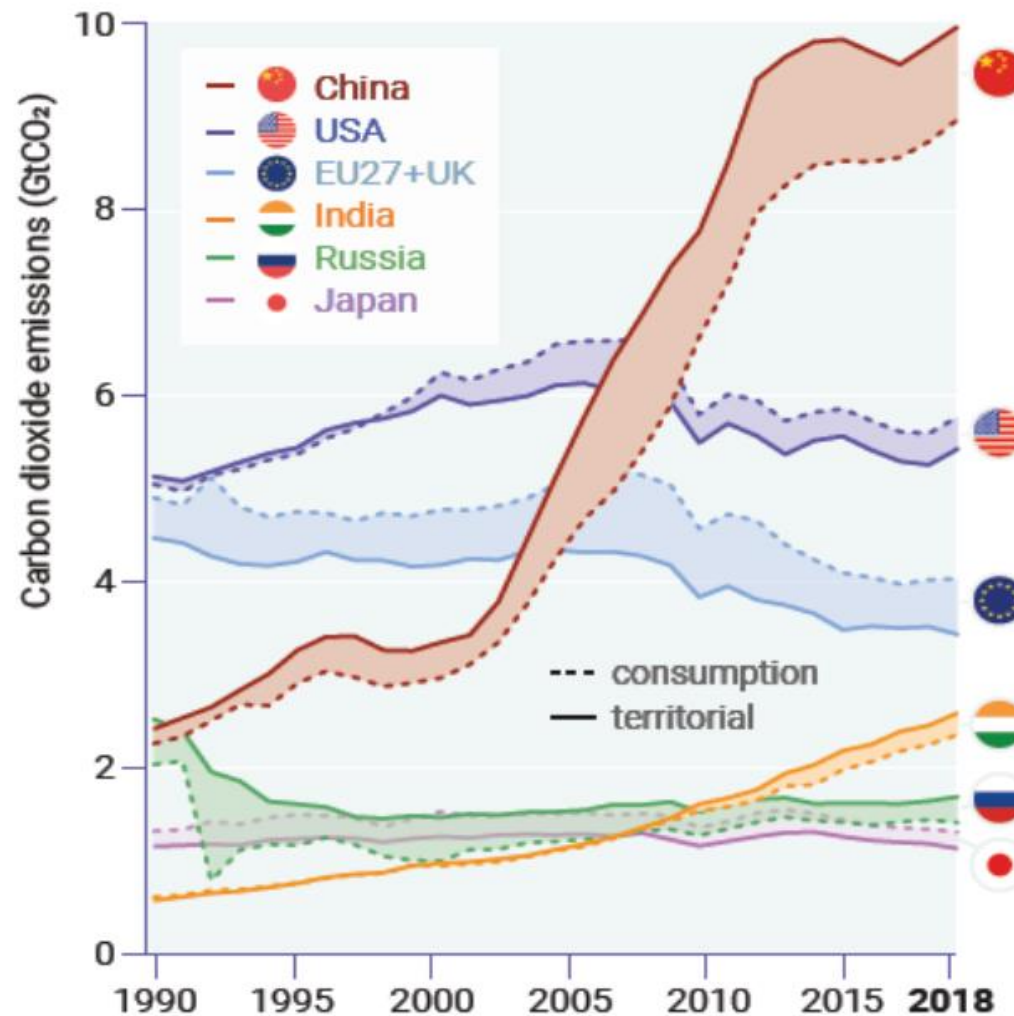


Anmerkung: EU-Importe im Juli/Dezember

Quelle: EU-Kommission, AMI



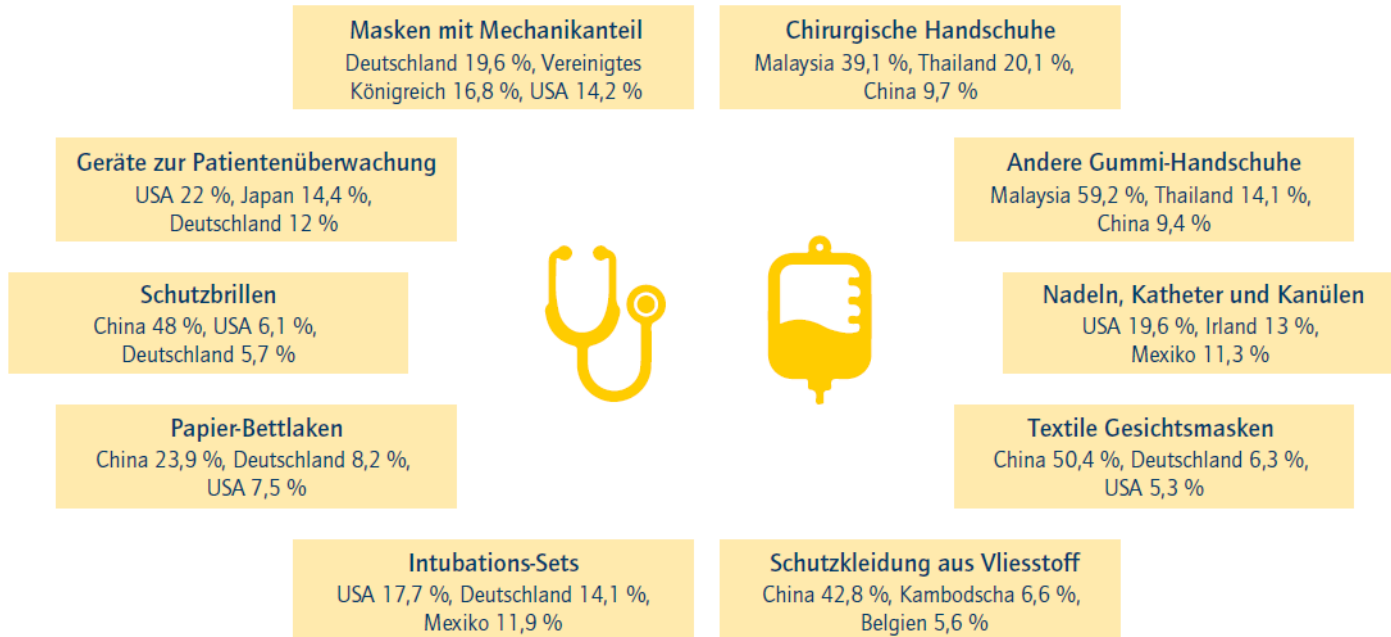
# Ungleicher ökologischer Tausch





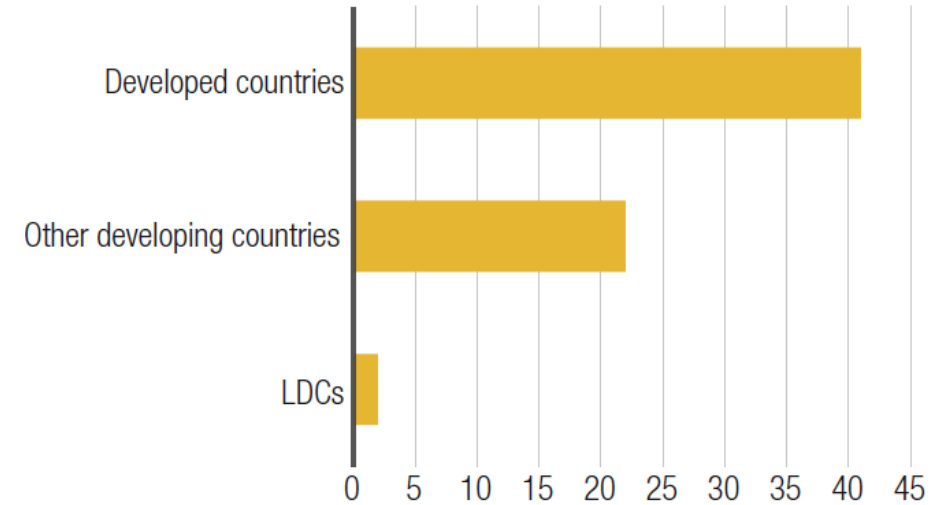
# Auswirkungen von Covid-19 auf GWK

*Medizinprodukte zur Versorgung von COVID-19 Patienten  
Führende Exportnationen (Länderanteil am globalen Exportmarkt in %)*



OECD (2020)

*Covid-19 Impfraten, Mitte 2021 (%)*



Source: UNCTAD secretariat calculations, based on data from Out World in Data website [accessed June 2021].

UNCTAD (2021)

K. Fischer, C. Reiner, C. Staritz (Hg.)

# Globale Warenketten und Ungleiche Entwicklung

Arbeit, Kapital, Konsum, Natur  
mandelbaum *verlag*

