

## The Kraft-Cadbury takeover: does national ownership matter?

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Locations	Birmingham Business School - University House Main Lecture Theatre - G12
Date(s)	Thursday 31st January 2013 (17:30-18:30)
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The Kraft take-over of Cadbury in 2010 met with huge public unrest. Yet another of the UK's best known brands and most successful large multi-national companies had been bought up. For many it hit home that the UK could become a nation of SMEs with no large multi-nationals to its name. But does this matter? Aside from a dent to national pride, what are the negative consequences of increased foreign ownership? And do these outweigh the arguments for foreign direct investment, competition and a free market?

More than two years on, our panel will revisit the Kraft take-over of Cadbury to ask what this has meant for the company, and examine the wider questions of national ownership in the UK in terms of employment, wealth creation and the effect on government tax generation.

### The Panel

- Chair: Simon Collinson, Dean of the Business School and Professor of International Business
- Sir Dominic Cadbury, Chancellor of the University of Birmingham and former CEO and Chairman of Cadbury Schweppes plc
- Dr Ian Clark, Reader in HRM at Birmingham Business School