



CHINA CROSSROADS

China Crossroads and



HARVARD CLUB
OF SHANGHAI
上海哈佛大学校友会

The Harvard Club of Shanghai

cordially invite you to:

Digital China: Powering the Economy to Global Competitiveness

Jonathan Woetzel

Director, McKinsey Global Institute

Jeongmin Seong

Senior Fellow, McKinsey Global Institute

Saturday, January 27th, 2018

16:15pm – 17:30pm

café sambal authentic malaysian
cuisine & bar

259 Jiashan Lu, Jiashan Market, Block A, No 37, near Jianguo Xi Lu
嘉善路 259 弄 37 号嘉善老市 A 栋, 近建国西路, 地铁九号线嘉善路站

Admission: 100RMB / one drink

16:00 – Doors Open
16:15 – Lecture
17:00 – Q&A
17:30 – Mixer/Dinner

Please RSVP to Frank Tsai of China Crossroads at editor@shanghai-review.org.

China has become a force to be reckoned with in digital technologies at home and around the world. As a major investor in digital technologies and one of the world's leading adopters of the technologies, it is already shaping the global digital landscape and supporting and inspiring entrepreneurship far beyond its own borders. But there is much more to come. As China digitizes, industries will experience huge shifts in revenue and profit pools across the value chain. This creative destruction is happening globally as the world digitizes, but is likely to happen more quickly and on a relatively larger scale in China given a combination of inefficiencies in traditional sectors and massive potential for commercialization.

[Jonathan Woetzel](#) is Senior Partner in McKinsey's Shanghai office and Asia Director of the McKinsey Global Institute. In addition to his work advising domestic Chinese and multinational businesses on their strategic issues, he also co-leads the Urban China Initiative (UCI), a think tank devoted to transforming China's urban future, and is a lecturer at the Beijing University's Guanghua School of Management, the China-Europe International Business School (CEIBS), and an honorary lecturer at Jiaotong University's Antai Business School. He is co-author of [The One Hour China Consumer Book: Five Short Stories That Explain the Brutal Fight for One Billion Consumers](#) (2015), and [The One Hour China Book: Two Peking University Professors Explain All of China Business in Six Short Stories](#) (2014). In addition, he is co-author of [Operation China: From Strategy to Execution](#) (2007) and the author of [Capitalist China: Strategies for a Revolutionized Economy](#) (2003). Woetzel holds a PhD in Political Science from the University of Southern California.

[Jeongmin Seong](#) is Senior Fellow at the [McKinsey Global Institute](#) (MGI), McKinsey & Company's business and economics research arm. He leads MGI research teams in China, working on global as well as China-focused themes. His recent publications on China business include "[China's Choice: Capturing the 5 trillion Productivity Opportunity](#)," "[The China Effect on Global Innovation](#)," and "[China's Digital transformation](#)." Prior to joining MGI, Jeongmin was Associate Partner at McKinsey Greater China, serving consumer-facing industries including consumer electronics, retail, and automotive. Jeongmin also led McKinsey's emerging market growth service line. Prior to joining McKinsey, Jeongmin worked as a product marketing manager at Dell China. Jeongmin is a 2007 graduate of [Harvard Business School](#), where he earned his MBA degree.

[China Crossroads](#) hosts lectures and panels on all topics related to China, including foreign policy, business, and society, as well as those on other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.