



CHINA CROSSROADS

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cordially invite you to:

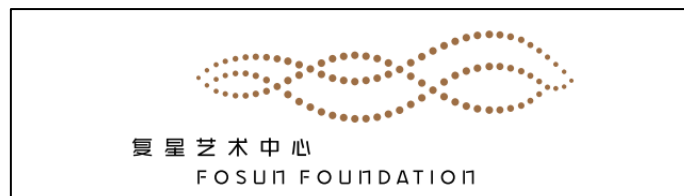
Small Steps, Run Fast: Global Chinese Brands and How They Engage with the World

Sacha Cody

Former Global Account Director for Huawei at Kantar
Anthropologist of China

Saturday, March 31st, 2018

16:15pm – 17:30pm



复星艺术中心 / 中山东二路 600 号近枫泾路
600 Zhongshan Dong Er Lu near Fengjing Lu

Admission: 100RMB / one drink

16:00 – Doors Open

16:15 – Lecture

17:00 – Q&A

17:30 – Mixer

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

The growth of global Chinese brands compels us to rethink how China engages with the world. Brands are built on “enduring and shared perceptions” via mass marketing, and thus require an understanding of other cultures. Drawing on interviews and ethnographic data collected while consulting for global Chinese brands, this talk will share insights on how Chinese expatriates take successful domestic brands overseas and the actual dynamics of how employees of global Chinese brands work with the world.

[Sacha Cody](#) is an Anthropologist and China Studies scholar, and was mostly recently the Global Account Director for Huawei at [Kantar](#), a global consulting firm. He completed his Ph.D. in Anthropology at the Australian National University in 2016 on food safety and organic food in China, and has lectured at East China Normal University, Fudan University, and NYU Shanghai. His most recent publications can be found in *East Asia Forum* and the *Asia Pacific Journal of Anthropology*, and his monograph on organic food is forthcoming. In addition, he has contributed a chapter on China's wealthy in the upcoming book, *Eight Chinese Consumers: Intimate Portraits in a Fast-Changing Society*, to be published in 2018 by [Earnshaw Books](#). His current research explores international Chinese firms from an anthropological perspective.

[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.