



CHINA CROSSROADS

China Crossroads and

c space jigsaw

cordially invite you to:

***Intimate Portraits of China's Consumers:
Kids and Fresh Graduates***

Elisabeth de Gramont

**Managing Director
C Space Jigsaw**

Francesca Hansstein

**Assistant Professor
Shanghai University of Finance and Economics**

**Thursday, June 7th, 2018
19:15pm –20:30 pm**

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: 100MB for one drink

19:00 – Doors Open
19:15 – Lecture
20:00 – Q&A
20:30 – Mixer/Dinner

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

In *China's Evolving Consumers: 8 Intimate Portraits*, published by Earnshaw Books and recently launched at [M Talks China](#), eight senior professionals and academics each contribute a chapter on China's evolving consumer groups. In tonight's talk, we will discuss in more depth two related groups, fresh graduates and kids, their aspirations, lifestyles, identities, and ultimately consumption behavior, in today's China. This discussion will be of interest to both marketers and those with a general interest in Chinese society.

[Elisabeth de Gramont](#) is the Managing Director of [C Space Jigsaw](#), one of China's leading consumer insights agencies. She is responsible for leading a team of ethnographers and consultants to better understand the motivations and preferences of Chinese consumers. In the last 12 years, Elisabeth has spent countless hours interviewing, observing and getting to know Chinese consumers about lifestyle and products—from snacks to luxury goods. As a thought leader in translating cultural insights from East to West, her expertise is bringing to light deep insights and trends for global corporations on brand strategy, positioning, and innovation.

[Francesca Hansstein](#) is a Research Assistant Professor at Shanghai University of Finance and Economics. She has been teaching and living in China since 2013. She has a background in applied statistics and her research is on the modeling and analysis of consumer behavior. She holds a PhD from the University of Bologna.

[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.