



CHINA CROSSROADS

China Crossroads

cordially invites you to:

Comparing Chinese and Indian Consumers: Culture, History, and Demographics

Ashok Sethi

Head of the Illuminera Institute

Former Managing Director of TNS China and GfK China

Author of [*Chinese Consumers: Exploring the World's Largest Demographic*](#)

supported by:



Confederation of Indian Industry

Thursday, November 15th, 2018

19:15pm – 20:30pm

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 for one drink

19:00 – Doors Open

19:15 – Lecture

20:00 – Q&A

20:30 – Mixer

RSVP to Frank Tsai of [China Crossroads](#) at editor@shanghai-review.org.



The speaker, the author of the book [Chinese Consumers – Exploring the World’s Largest Demographic](#), will share his analysis of the Chinese consumers in comparison to their counterparts in other emerging markets, with a focus on his native country of India. His book offers a comprehensive analysis of Chinese consumers from multiple perspectives, from the megatrends to their values and psychological changes. The book examines in detail the digital and mobile transformation of the consumers, the way their lifestyle, social interactions, and shopping habits have changed, and the opportunities they offer to marketers.

[Ashok Sethi](#) leads the Illuminera Institute in Shanghai, an organization dedicated to skill-building, consultancy, and thought leadership in the area of consumer insights and marketing. Ashok has over 30 years of experience in providing consumer insights and marketing advice to a wide range of multinational and local companies. He has been studying Chinese consumers for the last 15 years and hence had the privilege of observing firsthand the vast change in the consumer and marketing landscape. Ashok has held a number of senior-level positions including Managing Director of TNS China, Regional Director of Methodology and Consumer Insights at TNS Asia-Pacific, and Managing Director of GfK China—Consumer Experience.

[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.