

# CHINA CROSSROADS

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## First Time in History: The Scale and Scope of China's Economic Transformation since 1978

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Since 1978, when 18 villagers in Xiaogang, Anhui Province, risked their lives to change their world for the better, and when Deng Xiaoping visited Tokyo, the transformation that has occurred in China is unquestionably a “first time in history” phenomenon in both scale and scope. Join us for a look from the demographic, infrastructure and technology perspectives on these epochal 40 plus years, and consider how all three of these macro factors converge on China's new retail environment, already leading the world and likely to increase the lead.

[John Darwin Van Fleet](#) is the Director of Corporate Globalization at the Antai College of Economics and Management of Shanghai Jiaotong University. He has extensive experience throughout the region in corporate strategy, business development, marketing, and consultancy, especially in the education sector. Prior to his current role, he served as Assistant Dean of the USC Marshall School of Business and Executive Director of the USC-SJTU Global Executive MBA in Shanghai. Before starting his career in academia in 2003, he led two marketing consultancies, one in Taipei and one in Shanghai, and served as APAC marketing and communications manager for General Electric's healthcare division, based in Tokyo, from 1996 to 2000. A regular reviewer for the *Asian Review of Books* and reviewer/contributor to the *Journal of International Business Education*, John speaks and writes often about business, education and society in China and East Asia. John is also fluent in Japanese and afloat in Chinese, and holds both undergraduate and MBA degrees from the University of Southern California. John is also author of [Tales of Old Tokyo](#), published in 2015.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and 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](mailto:editor@shanghai-review.org).