

CHINA CROSSROADS

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How Global Investment Giants Tap Into China: Opportunities, Challenges, and Prospects

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Global investment firms like BlackRock and Allianz have unique opportunities and challenges in tapping into the China market with China's ongoing financial sector reform. This talk will give a general idea of how financial sector reform affects the global asset management sector specifically. Topics to be discussed will include (1) a brief introduction to China's financial sector reforms, (2) the gap between high-level government intentions and challenges in on-the-ground execution (e.g. license applications, data localization and security issues, short-term horizons of local investors, etc.), (3) "cutting red tape" through successful navigation of the policy environment, (4) benefits from geopolitical tension as the government accelerates reform (e.g. unlike the tech industry), (5) challenges in localizing global business and the need to be humble in China, (6) projection of the big picture in the next five years. What will be role of global investment giants in China's asset management industry? And who ultimately benefits?

[Lu Wenjie](#) is BlackRock's China Investment Strategist and Head of Investment of BlackRock China Fund Management. He joined the firm in February 2017 and now leads China onshore investment team across multiple asset classes. Wenjie is also responsible for formulating in-depth local market insights, presenting these as well as views from investment team externally and internally, and developing BlackRock's global investment capability on Chinese assets. Prior to joining BlackRock, Mr. Lu was a China Equity Strategist at UBS Securities based in Shanghai, where he led the China H-share strategy research team which was awarded in polls organized by Institutional Investors and AsiaMoney. He first started his career at Deutsche Bank Hong Kong as an analyst in the China macro research team. He also previously worked at Ping An Insurance and China International Capital Corporation. Mr. Lu holds a B.S. and an M.Sc degree from Shanghai Jiaotong University, and M.Eng degree from Ecole Centrale de Paris.

[Sybil Zhu](#) is Business Development Lead at Allianz Global Investors. She started her career in one of China's government think tanks as Policy Research Analyst. Switching to asset management, she the worked for top global investment firms including Fidelity, Robeco, Azimut and now AllianzGI. With extensive experience of cross-border business and the China strategy mapping of global firms, she has also witnessed the rising wave of China's opening to foreign asset managers.

[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.