

# CHINA CROSSROADS

Saturday, July 24<sup>th</sup>, 2021, 15:30 – 17:30

## Adventures in China's Economy: 16 Years of Business Deals and Operations from Tier 5 and Up

**Sven Agten**

President and CEO

Rheinzink Asia-Pacific

Author of [Adventures in the Chinese Economy](#)

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Wooden Box | 9 Qinghai Lu close to Nanjing Xi Lu  
150rmb including drink ticket | FREE for members  
RSVP to Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org)



This talk is based on the speaker's new book, [Adventures in the Chinese Economy: 16 Years from the Inside.](#), which provides an overview of the social-economical trends in modern China, their global influence, and the disrupting consequences for businesses and countries all over the world. It is a fresh look at the business conditions that Western firms face in China, poised to become the world's largest and most dynamic economy. Using a vast array facts and data, combined with personal stories and experiences, the author provides an accessible and entertaining glimpse at Chinese megatrends, such as the development of the middle class, innovation and upskilling, digitalization of Chinese society, rising labor costs and more.

[Sven Agten](#) is the Asia-Pacific President of Rheinzink, a world leader in zinc manufacturing and a German SME typical of Germany's Mittelstand. Sven has been living and working in China since 2004. At the age of 24, he moved to China's most northern province of Heilongjiang, where he started to work as English teacher. In 2008 he set up and managed a Sino-Belgian Joint-Venture cement plant in Tangshan, Hebei province. Five years later after selling the entity, he returned back to Belgium to pursue an MBA and after graduation became APAC President of Rheinzink. Since Sven has held various management positions in different regions, lived in smaller and large cities, speaks fluent Chinese, and is married to a Chinese, he has developed a unique perspective on China. He is author of [So schafft man China](#) on economic and social trends in modern China and [Adventures in the Chinese Economy: 16 Years from the Inside](#), published just this May.

[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).