

CHINA CROSSROADS

Saturday, August 21st, 2021, 15:30 – 17:30

How Fosun Built a Global Chinese Investment Brand: The Inside Story

Chen Bo

Former Assistant President

Former GM for Corporate Communications

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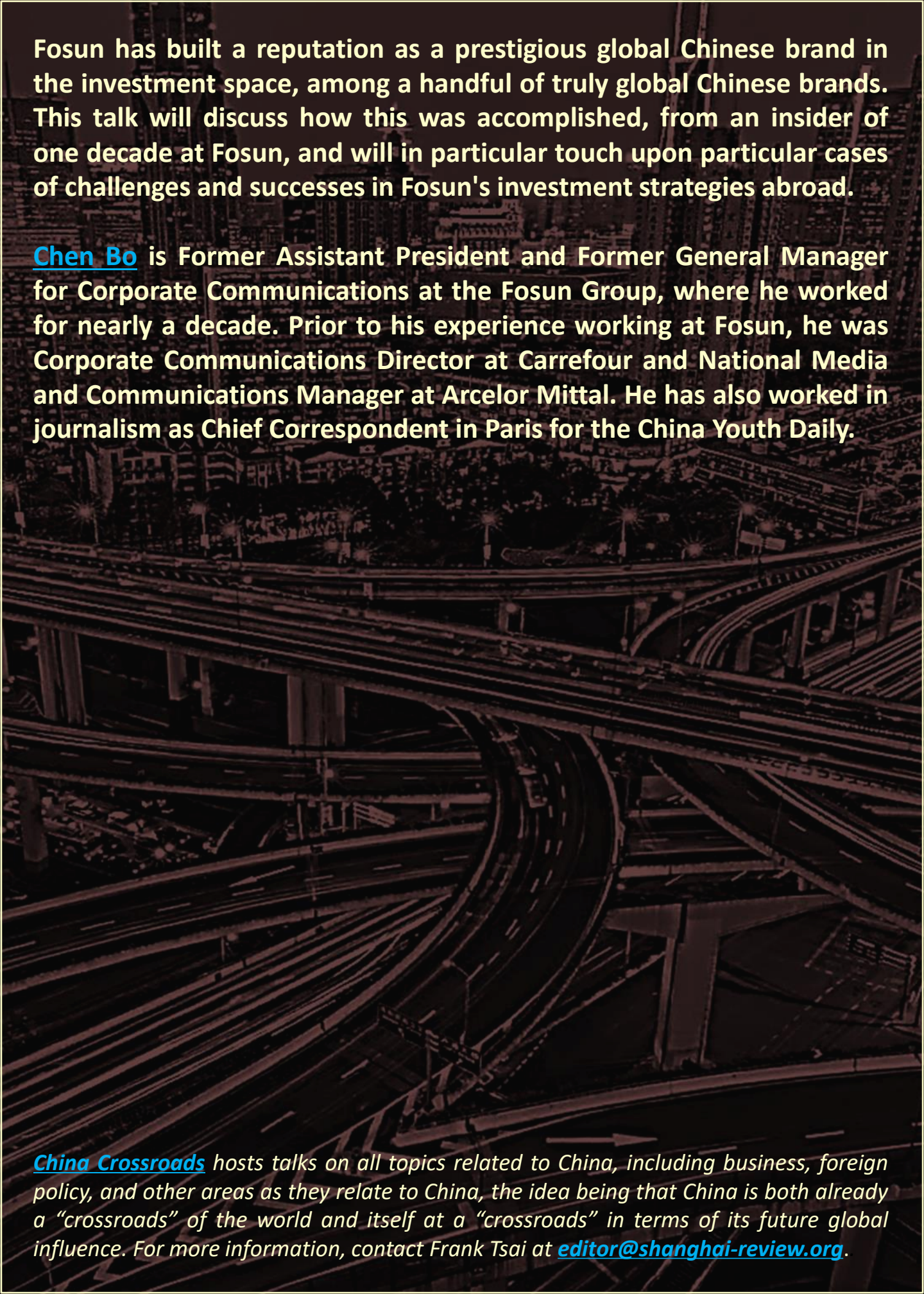
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Fosun has built a reputation as a prestigious global Chinese brand in the investment space, among a handful of truly global Chinese brands. This talk will discuss how this was accomplished, from an insider of one decade at Fosun, and will in particular touch upon particular cases of challenges and successes in Fosun's investment strategies abroad.

[Chen Bo](#) is Former Assistant President and Former General Manager for Corporate Communications at the Fosun Group, where he worked for nearly a decade. Prior to his experience working at Fosun, he was Corporate Communications Director at Carrefour and National Media and Communications Manager at Arcelor Mittal. He has also worked in journalism as Chief Correspondent in Paris for the China Youth Daily.

[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.