

CHINA CROSSROADS

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Shanghai's Expat Population: Post-Covid Demographics, Trends, and Insights

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Everyone knows that Shanghai's expat population has been changing and decreasing since Covid-19, but exactly how and declining by how much? Using the unique and comprehensive data resources of SmartShanghai, Shanghai's largest English-language online magazine, Jacob Aldaco will discuss the demographics of foreigners in Shanghai, including trends in work permits, how many are stuck abroad waiting to return, etc. among other topics, and give us his insights on what this means for the future.

[Jacob Aldaco](#) is the Commercial Director of SmartShanghai. Jacob's career has been entirely a product of China. Venturing over here in 2007 with a US grad program (that he never finished!), he started out teaching English at Shanghai Normal University. It was only supposed to be a year, but then the 2008 financial crisis hit, and his parents changed from "when are you coming home" to "well... yea, if you can get a job there, then... do stay mijo!". Since then, he has been involved in digital transformation and innovation across several industries (including eCommerce, Gaming, Elite Education, Mass Media) and has held different functional roles (general management, global marketing, sales director, product owner, etc). His journey began with the data-driven revolution that took place in the marketing function in 2008. He became the Managing Director/Product Owner at Itemmania Network Technology, a subsidiary of billion-dollar Korean conglomerate, ItemBay Managing a P&L that transacted \$10mn USD within the first year and grew the company by doubling revenue within the next three years, expanding and optimizing teams in the process. He spent two years in the HR Tech industry as a Director, helping deploy and analyze AI related innovation projects for major companies such as L'Oreal, Sephora, Inditex, Li & Fung, and others. Jacob has been involved with SmartShanghai for over seven years, in different roles, starting out as a food contributor (he loves to eat, obviously), to now serving on the Board of Directors for the last three. Right now he focuses on commercial revenue work, as well as Branding services for clients. Because SmartShanghai is a hybrid media that works with a broad range of industries, he enjoys pulling disparate pieces of data together to for insights and trends into what we all know as "The Pearl of the Orient."

[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.