

# CHINA CROSSROADS

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## Sustainability in China: What It Means for Consumers and How It Impacts Brand Positioning

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the **silk** initiative

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Sustainability is difficult to define. Ask ten people their opinion and you'll get 100 different responses. This is even more complicated when it comes to the world's most dynamic market, China. Yet, nobody has been able to nail down what sustainability means to Chinese consumers -- until now. Come join Eric Lin of the brand consultancy The Silk Initiative as he discusses their data-rich findings when it comes to the unique perspective Chinese consumers have towards sustainability. That includes how they define sustainability, how this impacts product choices, and what it means in daily life. While there are similarities with global consumers, there are always aspects unique to the market, as with everything in the China.

[Eric Lin](#) is Director for Client Services on the Silk Initiative's Insight & Strategy team, leading client engagements across China and Asia-Pacific. Eric uniquely straddles agency and client-side experience, which enables him to have first-hand knowledge in translating insights into executable plans for marketing, sales, and R&D. Originally from Taiwan, Eric graduated with an MA in Applied Law and a BA in Marketing. With over 7 years of experience with Kantar and 5 years client-side marketing and category building experience in China and Australia, Eric has a proven record of transforming categories and portfolios across high-demand Asian markets.

[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).