

# CHINA CROSSROADS

Wednesday, December 15<sup>th</sup> 2021, 19:30 – 21:00

## Understanding China's Social Media Landscape in 2022

**Alex Duncan**

Co-Founder of KAWO



Supported by:

KAWO

China Social Media Management Platform

---

Kartel | 1 Xiangyang Lu 5th Floor corner of Julu Lu  
150rmb including drink ticket | FREE for members  
RSVP to Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org)





Come join Alex Duncan for his discussion of KAWO's newly-launched *Ultimate Guide to China Social Media Marketing in 2022*. He will lay out the coming social media landscape and discuss using Chinese social media for digital marketing.

[Alex Duncan](#) is a British entrepreneur with fourteen years of experience in China. Eight years ago, Alex identified a market niche and co-founded KAWO, a leading marketing software as a service (SaaS) player in China. KAWO helps international brands like The NFL, Vera Wang and Nike to plan, manage and analyse their content across WeChat, Weibo and Douyin, the three major social media channels in China. Alex's core skill set is UX design and programming but running KAWO for several years has also given him a good understanding of the Chinese social media landscape.

*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).