

CHINA CROSSROADS

Thursday, June 29th, 2023, 19:30 – 21:00

Selling to China: Stories of Success, Failure, and Constant Change

Ker Gibbs

Editor of [Selling to China](#) (2023)

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This talk on [Selling to China](#) is on the opportunities and challenges facing foreign companies operating in China. The U.S. and China seem locked in conflict, but many American businesses have been doing well in what is the largest growth market in the world for many products. Today, GM sells more cars in China than in the U.S.; Tesla also does well but faces intense competition from Chinese EV makers. The book on which this talk is based, [Selling to China](#), is a collection of essays written by C-suite executives managing foreign companies in China. Each brings a unique perspective and explains the issues in a different industry.

[Ker Gibbs](#) is the editor of [Selling to China](#) (2023) and immediate past president AmCham Shanghai, where he focused on US-China relations and business issues facing American companies operating in China. He has lived in Asia for more than 20 years, working for the Boston Consulting Group in Shanghai in the early 1990s and also as a banker with HSBC. He was a founding investor in the Crystal Orange Hotel Group, helping grow the company to 130 properties and 1,500 employees before selling the business to China Lodgings. He also led successful investments in e-commerce, real estate, and medical technology companies.

[Bill Russo](#) is the Shanghai-based Founder and CEO of Automobility Limited, a strategy and investment advisory firm helping its clients to create the future of mobility. His 40 years of experience includes 15 years as automotive executive with Chrysler, where he was Regional Head for North Asia, and 19 years in China and Asia. He has also worked nearly 12 years in the electronics and information technology industries with IBM and Harman. He currently serves as Chair of the Automotive Committee at the American Chamber of Commerce in Shanghai.

[Jean Liu](#) is the Executive Vice President and Chief Corporate Affairs Officer at EF, Education First, the world's largest privately held education company. She leads corporate affairs functions, which include government relations, public relations, internal communications, and corporate social responsibility. Prior to EF, she led the Cloud marketing team for IBM's Growth Market Unit with a worldwide team under her leadership. She later went on to lead IBM China's marketing team for Cloud and for the technology services business. She holds a BA in Economics and Political Science from Wellesley and an MBA from the University of Chicago.

[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.