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China's Auto Industry: The Race to a Sustainable Future

Bill Russo

Founder and CEO of Automobility Limited Co-Author of Selling to China (2023)

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The automotive industry has historically been a major driver of innovation and economic development. We are currently facing a shift in the center of gravity for the industry, as new trends and technologies have commercialized at scale faster in China. Policymakers and industry leaders need to pay attention to this in order to sustain leadership in mobility innovation, which has historically been a key driver of economic growth and job creation.

Bill Russo is 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 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.

<u>China Crossroads</u> 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 <u>editor@shanghai-review.org</u>.