

CHINA CROSSROADS

Thursday, January 25th, 2024, 19:30 – 21:00

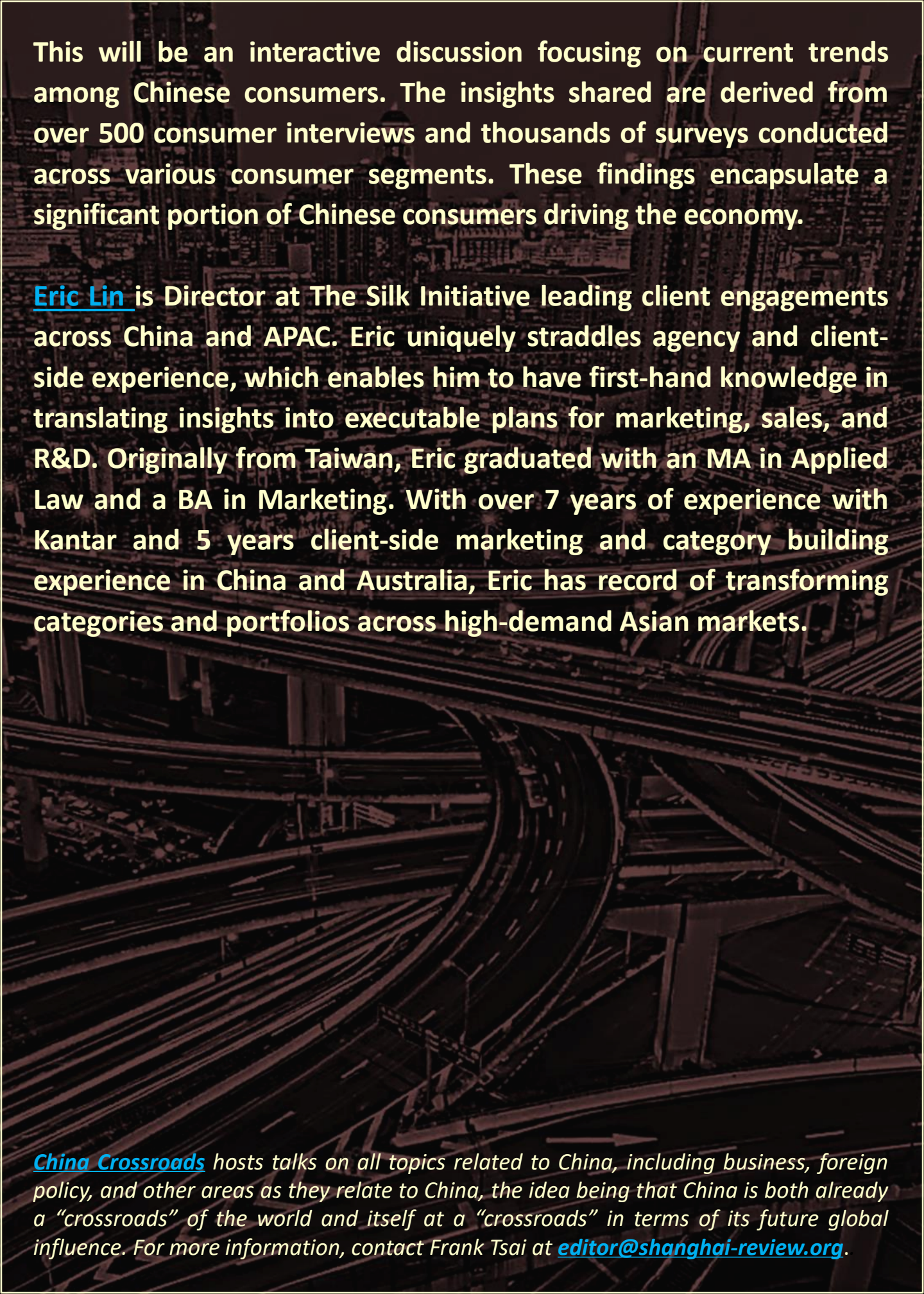
Chinese Consumers Pre- and Post-Covid: Comparison and Discussion

Eric Lin

Director at The Silk Initiative

WhiteSpace | Jianing Building 5F | 500 Yanan Xi Lu
150rmb admission with drink | FREE for members
Scan to RSVP or email editor@shanghai-review.org





This will be an interactive discussion focusing on current trends among Chinese consumers. The insights shared are derived from over 500 consumer interviews and thousands of surveys conducted across various consumer segments. These findings encapsulate a significant portion of Chinese consumers driving the economy.

[Eric Lin](#) is Director at The Silk Initiative leading client engagements across China and APAC. 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 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.