

# CHINA CROSSROADS

Thursday, February 29<sup>th</sup>, 2024, 19:30 – 21:30

## Leaving, Derisking, or Staying? What the Western Media Misses about Business in China Today

**Sven Agten**

President and CEO of Rheinzink Asia-Pacific  
Co-Host of Crossroads TV

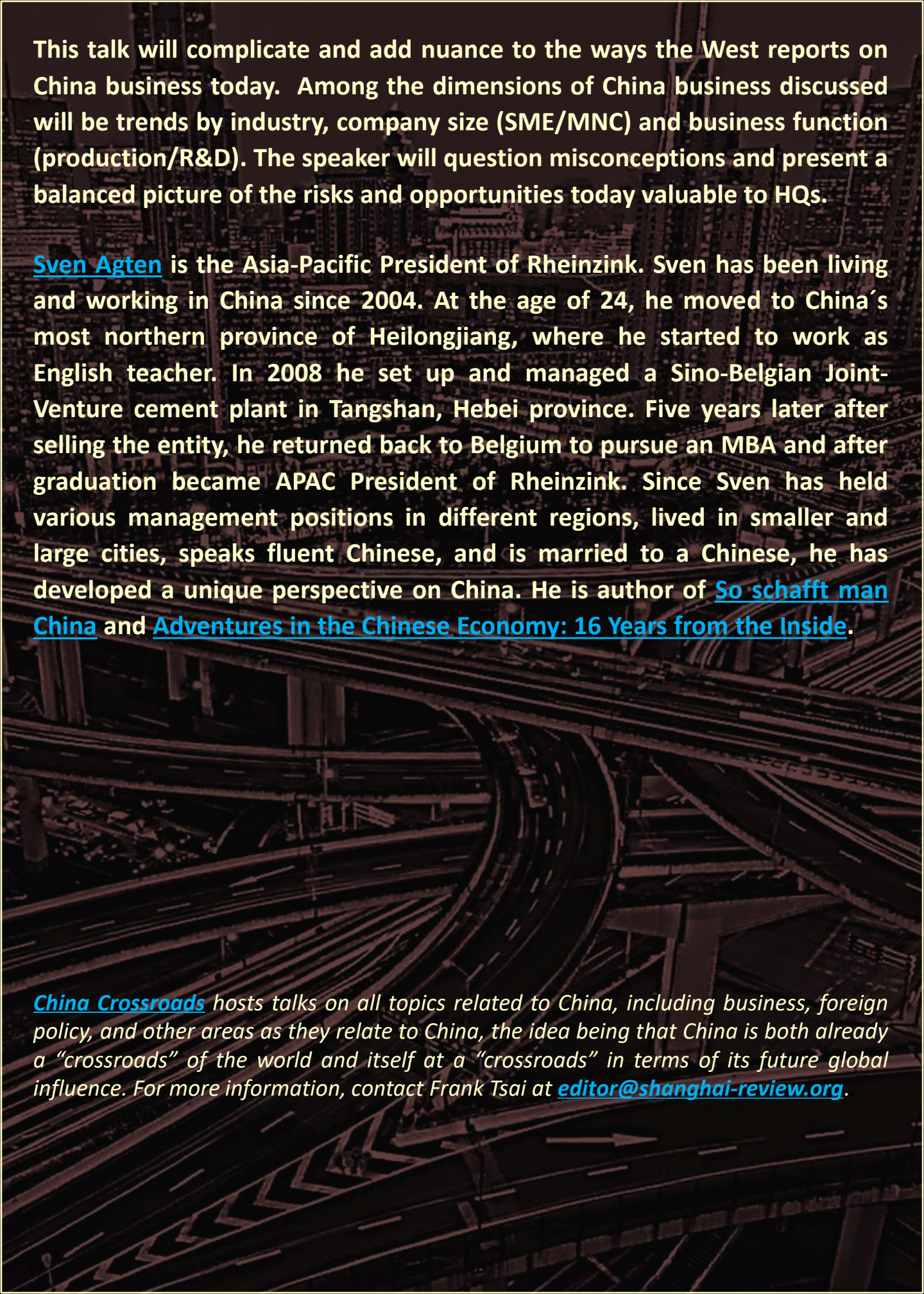
Author of [Adventures in the Chinese Economy](#)

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This talk will complicate and add nuance to the ways the West reports on China business today. Among the dimensions of China business discussed will be trends by industry, company size (SME/MNC) and business function (production/R&D). The speaker will question misconceptions and present a balanced picture of the risks and opportunities today valuable to HQs.

[Sven Agten](#) is the Asia-Pacific President of Rheinzink. Sven has been living and working in China since 2004. At the age of 24, he moved to China's most northern province of Heilongjiang, where he started to work as English teacher. In 2008 he set up and managed a Sino-Belgian Joint-Venture cement plant in Tangshan, Hebei province. Five years later after selling the entity, he returned back to Belgium to pursue an MBA and after graduation became APAC President of Rheinzink. Since Sven has held various management positions in different regions, lived in smaller and large cities, speaks fluent Chinese, and is married to a Chinese, he has developed a unique perspective on China. He is author of [So schafft man China](#) and [Adventures in the Chinese Economy: 16 Years from the Inside](#).

[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).