

# CHINA CROSSROADS

Monday, June 17<sup>th</sup>, 2024, 19:30 – 21:00

## “Corporate Public Diplomacy” in China’s Belt and Road Initiative

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The success of the Belt and Road Initiative (BRI) will be determined by the enthusiastic acceptance of China's neighbors, so communicating the BRI to the world matters in China's international strategy. Chinese transnational corporations will be responsible for implementing specific projects in the countries along the BRI routes. This talk will focus on the case of China's international push for its high-speed railways, both its achievements and setbacks, and illustrate the importance of corporate public diplomacy.

[Yang Yifan](#) is an Associate Professor in International Politics at East China Normal University. He holds a PhD degree in IPE from King's College London, and his research lies in the field of Chinese Foreign Policy, EU-China Relations and the impact of ICTs on Chinese Politics and Society.

[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).