

# CHINA CROSSROADS

Tuesday, July 23<sup>rd</sup>, 2024, 19:30 – 21:00

**Engage OR Derisk? Engage AND  
Derisk? Multinational Companies  
in Search of a New China Playbook**

**Pierre Cohade**

**China Chairman of IMA Asia**

**Non-Executive Director at Johnson Controls**

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Multinational companies need an approach to China more nuanced than disengagement from China or doing things the old way in hopes that they still work or the geopolitical environment has not changed. Seasoned business leader Pierre Cohade will discuss how multinational companies can continue to succeed while adapting to new realities.

[Pierre Cohade](#) has lived and worked globally in four continents, including the past 20 years in China. He has built and led multi-billion dollars consumer Branded businesses, at the juncture of Consumer Goods and Industrial Products. Pierre has developed deep Board experience within Fortune 200 companies, particularly in audit committees. He currently serves as Non Executive Director on the boards of Johnson Control International and CEAT. He has just reached the regulatory term limit as Non Executive Director at Deutsche Bank China (Chair of the Audit Committee, Chair of the Related Party Transaction Committee). He is also Chairman of IMA's CEO forum for China, Asia's largest peer to peer Chatham House style organization. Most recently, Pierre was the CEO of Triangle Tyre, China's largest private tire manufacturer. Pierre focused on preparing Triangle Tyre for its IPO, modernizing its management processes and governance and accelerating its globalization. As one of the very few Western CEO of a Chinese-owned business, Pierre was operating at the heart of China Inc, a tight web of business, government and Party interfaces. Between 2004 and 2011, Pierre was the President of Goodyear Asia Pacific. He led the turnaround, repositioning and fast expansion of this critical part of the company. Under Cohade's leadership, Goodyear Asia Pacific earned recognition beyond its record financial success, receiving numerous third party awards for its product innovation, brand building, branded retail network and numerous "Employer of the Year" accolades. Cohade holds a degree in business management from the SKEMA Business School and an MBA from Penn State University.

*[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).*