

# CHINA CROSSROADS

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## Why De-risking and De-coupling from China Won't Work

**Kent D. Kedi**

**Blue Ocean Advisors**

**Former Head of Control Risks Greater China**



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Political and business communities in the US and Europe have popularized “de-coupling” and “de-risking” as a way to deal with a perceived threat from China. Though sometimes effective shorthand, Kent believes that these phrases fall far short of dealing with the real issue — risk — and can be dangerously distracting in dealing with very real issues. In this talk, Kent will explore a new concept he calls “re-risking” as a way to process the relatively new geopolitical and business risks facing companies today. Among other topics, Kent will discuss (1) what is a “risk” and what are viable — and effective — responses, (2) why de-coupling and de-risking don’t make sense (and are in fact leading us away from the real issue), (3) why “re-risking” may be a better way to process what’s happening in the world today, and (4) how a company should actually go about re-risking in China.

[Kent D. Kedi](#) has consulted with multinational and Asia-based corporations on a range of risk and strategy issues, such as M&A and organic growth strategy, crisis management, compliance, and strategic and organizational development programs. Kent has been working across Asia and living in China for nearly forty years. Kent was previously the Managing Partner for Control Risks’ Greater China and North Asia practice and, prior to that, was a partner with Technomic Asia, a market strategy and M&A consulting firm. He serves on a number of advisory boards for both for-profit and non-profit organizations. Kent has worked as a journalist and is a frequent contributor to Asia-based media outlets. Kent has a bachelor’s degree in English and a master’s degree in East Asian studies from the University of Minnesota. He also completed graduate studies in journalism and mass communication at the China Times Centre for Mass Media and Social Studies.

*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).