

CHINA CROSSROADS

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Understanding the US-China Public Opinion Trends That Will Shape 2025

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Brunswick Group has been conducting ongoing sentiment research about critical business issues for companies operating in China since 2016. This research brings together public opinion data from within China and key global markets to provide an evidence-based assessment of emerging risks and opportunities for business leaders. Brunswick's latest research explores key economic and geopolitical trends that will shape the business environment in 2025.

[Peter Zysk](#) leads Brunswick's evidence-driven advisory capabilities for the APAC region. He is an authority on creating powerful engagement campaigns rooted in data. He employs a wide variety of methodologies, opinion research, and analytics capabilities to advise multinational companies on their positioning in Asia and Chinese companies on their international expansion strategies. Peter is a leading voice on US-China public opinion trends and has led Brunswick's China sentiment tracking program since 2016. His research is the longest-running program surveying audiences inside China and globally about topics at the intersection of geopolitics and business. He is a frequent commentator and speaker on this topic globally, and is a regular guest lecturer at the China Europe International Business School.

[St. John Moore](#) provides counsel to Chinese and foreign companies on matters related to public affairs, issue and crisis management, cross-border mergers and acquisitions, and long-term corporate reputation management. He has been based in Beijing since 1999 and through that time has worked with a wide variety of foreign companies operating in China and Chinese companies going global. St. John joined Brunswick in 2008 following seven years at APCO Worldwide where he advised foreign multinationals on investment, public affairs, government engagement, and corporate communications issues across China. Recent issue and crisis counsel includes high profile environmental incidents; multi-jurisdictional product recalls; food and safety recalls; anti-corruption investigations; intellectual property litigation; bankruptcy and criminal matters; class action cross-border lawsuits; and corporate espionage matters. He has advised on Chinese companies going global, including the acquisition of key assets and integration matters, as well as foreign companies acquiring assets in China.

[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.