

CHINA CROSSROADS

Thursday, April 17th, 2025, 19:30 – 21:00

Changing Perceptions of China in the UK and Europe: Opportunities for China, Inc.

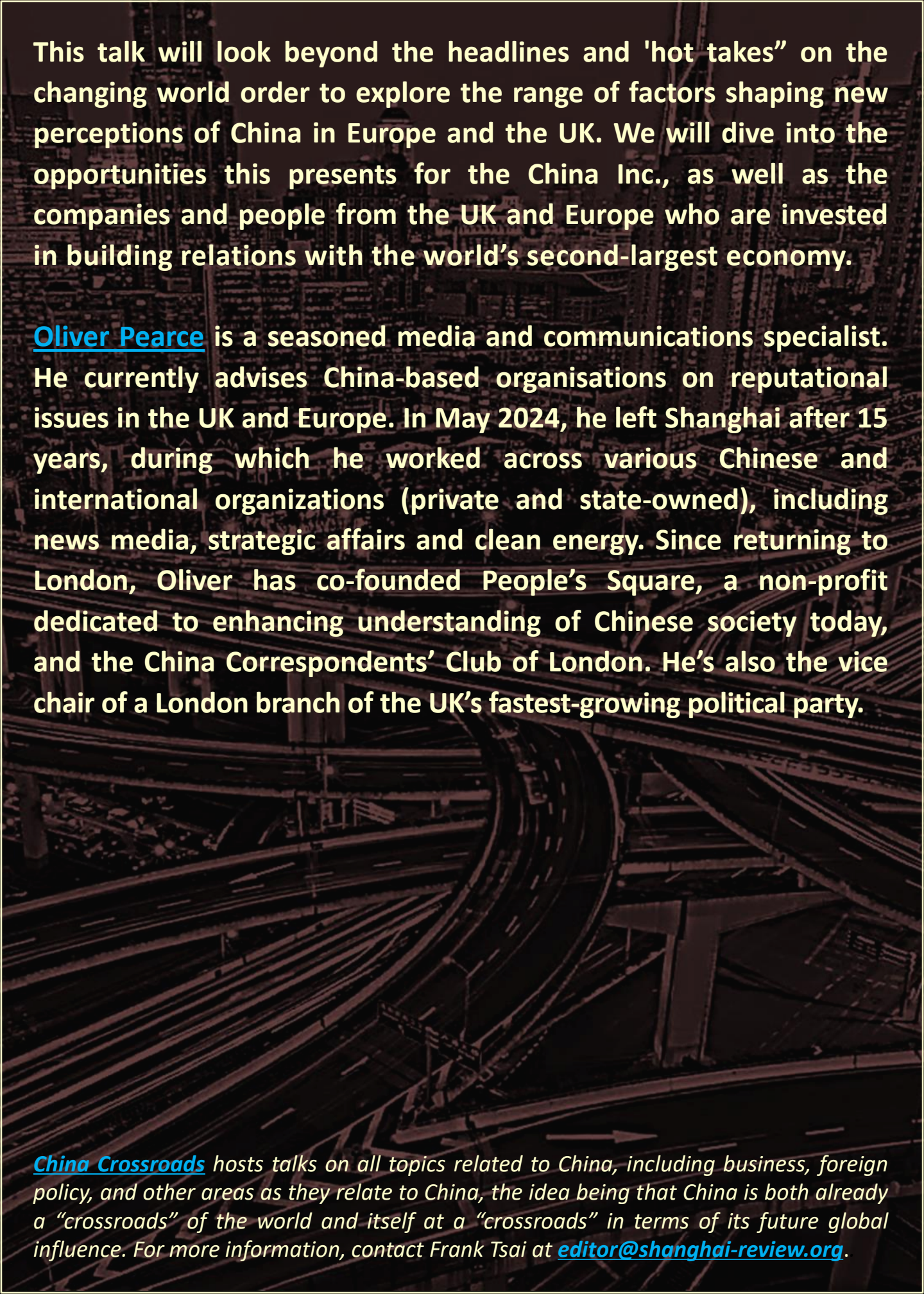
Oliver Pearce

Managing Director of Corporate Perspectives
Co-Founder

The China Correspondents' Club of Europe
People's Square in London

WhiteSpace | Jianing Building 5F | 500 Yanan Xi Lu
200rmb admission with drink | FREE for members
Scan to RSVP or email editor@shanghai-review.org





This talk will look beyond the headlines and 'hot takes' on the changing world order to explore the range of factors shaping new perceptions of China in Europe and the UK. We will dive into the opportunities this presents for the China Inc., as well as the companies and people from the UK and Europe who are invested in building relations with the world's second-largest economy.

[Oliver Pearce](#) is a seasoned media and communications specialist. He currently advises China-based organisations on reputational issues in the UK and Europe. In May 2024, he left Shanghai after 15 years, during which he worked across various Chinese and international organizations (private and state-owned), including news media, strategic affairs and clean energy. Since returning to London, Oliver has co-founded People's Square, a non-profit dedicated to enhancing understanding of Chinese society today, and the China Correspondents' Club of London. He's also the vice chair of a London branch of the UK's fastest-growing political party.

[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.