

# CHINA CROSSROADS

Thursday, January 29<sup>th</sup>, 2026, 19:30 – 21:00

## China in the New World: Why Global Companies Must Put China at the Core of Their Global Plans

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Author of China in the New World (2025)

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In the book, Dr. Edward Tse offers a compelling analysis of how China rose to economic prominence, what its expanding global role means for businesses worldwide, and why companies must rethink their strategies in a world where China's influence is impossible to ignore.

**Edward Tse** is Founder and CEO of Gao Feng Advisory Company, Adjunct Professor of School of Business Administration at Chinese University of Hong Kong, Professor of Managerial Practice at Cheung Kong Graduate School of Business, and Advisory Board Member cum Adjunct Professor of Institute for China Business at the University of Hong Kong. He is a member of Global Future Council on China at the World Economic Forum, as well as a member of advisory boards for private equity and venture capital companies. He has over 30 years of strategy and management consulting and senior executive experience, in 20 of which he started and led the China practice of two leading international consulting firms, first as Managing Partner, China for the Boston Consulting Group and later as global Senior Partner as well as Managing Partner and Chairman, Greater China for Booz Allen Hamilton/Booz & Company, having started his strategy consulting career with McKinsey & Company in San Francisco in 1988. Dr. Tse holds a SM and a SB in Civil Engineering from MIT, as well as a PhD and an MBA from UC Berkeley.

**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).