

CHINA CROSSROADS

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China Big Tech Going Global: Careers at the Frontier of Corporate Bridge-Building

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China's major technology companies are no longer purely domestic champions — they are expanding globally at scale. This shift represents a new reality for professionals building careers today, where they need to operate at the front lines of global growth, competition, and adaptation. This lecture explores what this transformation means for career inside “China big tech”, and how globally minded professionals can position themselves within it.

[Katia Houle](#) is a Senior Corporate Affairs Manger at Temu, where she supports the company's rapid international expansion across global markets, particularly Europe. With prior experience as Global Implementation Manager at Trip.com Group, she led high-impact cross-border initiatives spanning AI-powered content systems, global marketing operations, and strategic brand projects backed by C-suite leadership. A joint MBA graduate of Université Paris 1 Panthéon-Sorbonne and UIBE, her research focused on the global expansion of Chinese tech companies. Katia has previously lectured on Chinese tech globalization, has been featured twice in China Daily, and is passionate about building bridges between China and the world through digital trade, governance and cross-cultural leadership.

[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.