

# CHINA CROSSROADS

Monday, May 25th, 2026, 19:30 – 21:00

**From Hype to Trust: An Insider's  
View of Chinese Tech Going Global  
from Helping 100+ Chinese Brands**

**Oliver Pearce**

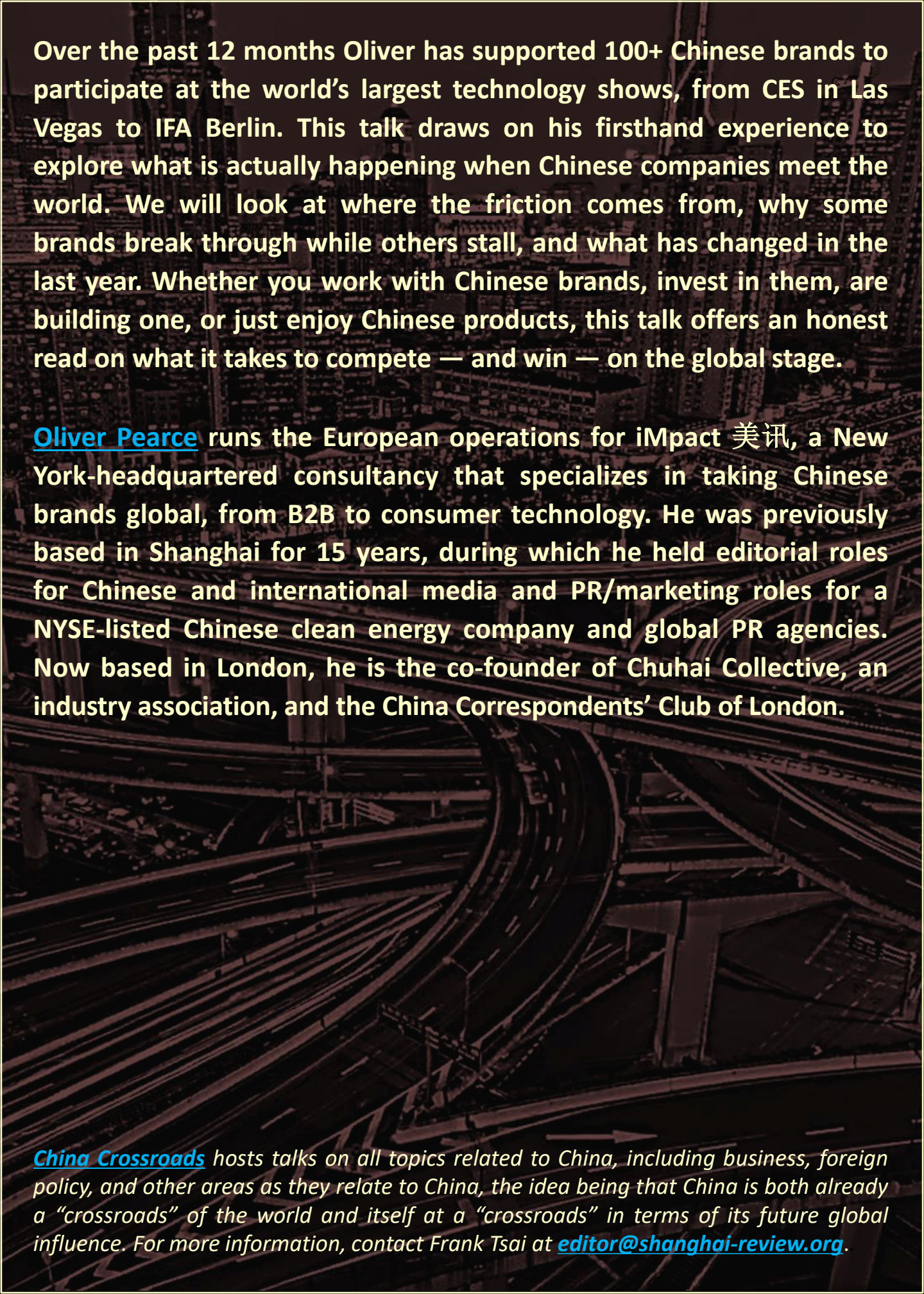
Executive Director for Europe at iMpact 美讯

Co-Founder of The China Correspondents' Club of Europe

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Over the past 12 months Oliver has supported 100+ Chinese brands to participate at the world's largest technology shows, from CES in Las Vegas to IFA Berlin. This talk draws on his firsthand experience to explore what is actually happening when Chinese companies meet the world. We will look at where the friction comes from, why some brands break through while others stall, and what has changed in the last year. Whether you work with Chinese brands, invest in them, are building one, or just enjoy Chinese products, this talk offers an honest read on what it takes to compete — and win — on the global stage.

[Oliver Pearce](#) runs the European operations for iMPact 美讯, a New York-headquartered consultancy that specializes in taking Chinese brands global, from B2B to consumer technology. He was previously based in Shanghai for 15 years, during which he held editorial roles for Chinese and international media and PR/marketing roles for a NYSE-listed Chinese clean energy company and global PR agencies. Now based in London, he is the co-founder of Chuhai Collective, an industry association, and the China Correspondents' Club of London.

[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).