

CHINA CROSSROADS

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The World Cup: Business, Politics, and China's Role

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Threatened boycotts, record ticket prices, visa difficulties for teams and supporters, FIFA awarding a “Peace Prize” to Donald Trump: these are of some of the off-the-pitch issues that have plagued this year’s football World Cup. And while China did not qualify (again) for the tournament, Chinese brands continue to be important sponsors of FIFA and the World Cup. This talk will address the political and business issues surrounding the tournament and the possible impacts on not only this year’s tournament, but the future of international football and other major sporting events, such as the 2028 Los Angeles Summer Olympics.

[Cameron Wilson](#) is a Chinese Football Writer and was the Founding Editor of Wild East Football, a Chinese football website (now no longer in operation). He is also International Media Relations Manager at CEIBS. He has been a Shanghai Shenhua season ticket-holder for over 20 years.

[Zarko Krkeljas](#) is a sports and education professional currently leading the Athletics Department at Duke Kunshan University, China. As a sport scientist, Dr. Krkeljas has worked with elite sports teams and high performers across the USA, Africa, Europe, and Asia, and his research has been published in international peer-reviewed journals. He brings this unique, cross-disciplinary perspective to leadership and performance in his work with some of the world’s leading corporations through DKU’s Executive Education programs.

[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.