

CHINA CROSSROADS

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Reputation Capital: How To Build the Business Asset That Travels Across Borders

Emma Smith

Founder and CEO

Sandpiper Communications



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Sandpiper Communications

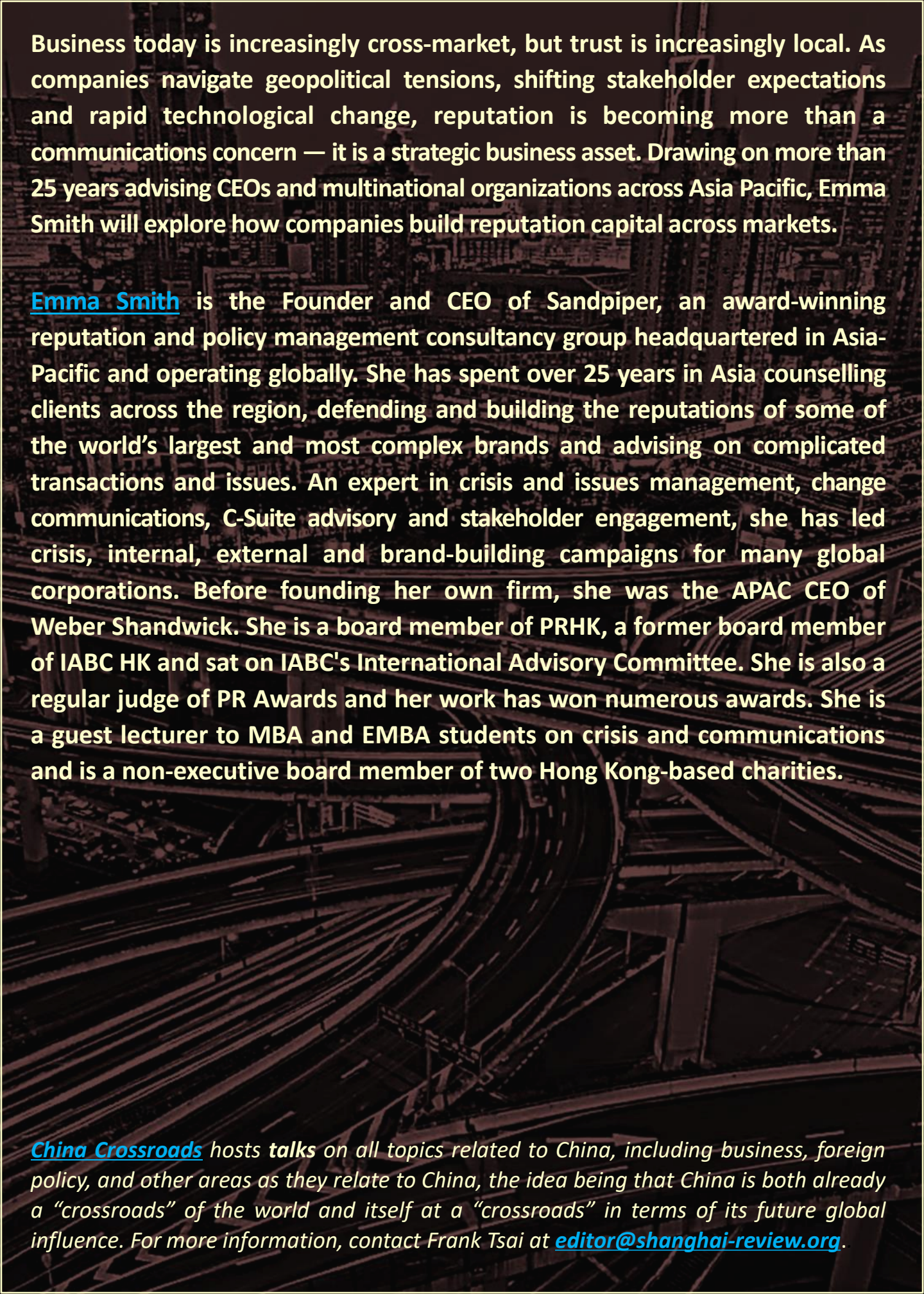
Award-Winning Reputation and Policy Consultancy

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Business today is increasingly cross-market, but trust is increasingly local. As companies navigate geopolitical tensions, shifting stakeholder expectations and rapid technological change, reputation is becoming more than a communications concern — it is a strategic business asset. Drawing on more than 25 years advising CEOs and multinational organizations across Asia Pacific, Emma Smith will explore how companies build reputation capital across markets.

[Emma Smith](#) is the Founder and CEO of Sandpiper, an award-winning reputation and policy management consultancy group headquartered in Asia-Pacific and operating globally. She has spent over 25 years in Asia counselling clients across the region, defending and building the reputations of some of the world's largest and most complex brands and advising on complicated transactions and issues. An expert in crisis and issues management, change communications, C-Suite advisory and stakeholder engagement, she has led crisis, internal, external and brand-building campaigns for many global corporations. Before founding her own firm, she was the APAC CEO of Weber Shandwick. She is a board member of PRHK, a former board member of IABC HK and sat on IABC's International Advisory Committee. She is also a regular judge of PR Awards and her work has won numerous awards. She is a guest lecturer to MBA and EMBA students on crisis and communications and is a non-executive board member of two Hong Kong-based charities.

[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.