Access to Experts

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David Hoffman is responsible for development, thought leadership, and programming for The Conference Board of Asia, and for China-related business and policy-community engagement worldwide. His areas of expertise include:

- MNC success factors, operating challenges, and best practices for China market development;
- Navigating political economy influences and regulatory dynamics in China, risk mitigation;
- China-related exposures and impacts on the other countries, regions, and markets; and
- Strategy, business planning, and market development for China and Asia.

David is responsible for development strategy, research program definition and delivery, and partner relationships for The Conference Board of Asia, and for value delivery to members of The Conference Board globally. He leads numerous research projects and outreach activities; oversees a team of researchers in China, Singapore, and New York; and coordinates a network of eminent local and global advisors and scholars from The Conference Board who undertake research or engage in programs of The Conference Board of Asia. Assessing political economy developments in China and the rise and evolution of China as a key marketplace and geo-economic power are current focal topics for Hoffman.

David boasts 30 years as a resident analyst and business developer in China and as thought leader, strategy advisor, and top management consultant on a wide range of China and Asia business development and organizational effectiveness issues.

Prior to joining The Conference Board, David led the technology-infocomms-entertainment advisory practice of PricewaterhouseCoopers in China for 21 years. He is a lifelong student of contemporary Chinese political science and economics and a graduate of Chinese Studies from UC San Diego.

David has served as an independent, nonexecutive director for both Eastern Broadcasting Corporation in Taiwan and Kakao Corporation in Korea.

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Publications by David Hoffman

China Center Publications

- **US-China Trade Deal — Getting the**
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  21 December, 2018
- **China Center Quick Note: Mind the Gaps**
  15 November, 2018
- **Assessing the trajectory of the RMB**
  22 August, 2018
- **China CEO Council Session Report: Digitalizing China—what business impacts are foreseeable?**
  22 August, 2018
- **Deep Dive Exchange Session Report: China's Cybersecurity Law**
  14 June, 2018
- **China Center Research Brief: ‘Huge’ Trade Deficit Smaller than Thought**
  05 April, 2018
- **China Center Deep Dive Exchange Session Report: Military Tensions in Northeast Asia and the South China Sea**
  29 September, 2017
- **China CEO Council session report: Will the world change China, or will China change the world?**
  21 August, 2017
- **China Center Deep Dive Exchange Session Report: The Party Returns - Assessing the New Government Relations Challenges**
  13 July, 2017
- **China Center Quick Note: New China Model(s) -- Revisiting the MNC Playbook for a Rapidly Changing China**
  17 November, 2016
- **China CEO Council Session Report - Getting through to 2022**
  16 August, 2016
  08 April, 2016
- **China CEO Council Session Report - Masters vs. Markets**
  11 January, 2016
- **The China Human Capital Planning Roundtable -- Session Report**
  06 December, 2015
- **China Center Quick Note: One Belt, One Road, Lots of Questions**
  09 September, 2015
- **China Center Quick Take: Financial Market Volatility**
  26 August, 2015
- **China Center Quick Take: The New Third-Party Payments Regulations**
  14 August, 2015
- **China Center Quick Note: Beijing’s Pyrrhic Victory Over the Equity Rout**
  27 July, 2015
- **China CEO Council Session Report -- Getting to a**
  20 July, 2015
- **Deep Dive Exchange Series: The New Face of the Compliance Function in China**
  05 June, 2015
- **China Center Chart of the Week: China’s FDI numbers are not adequate for gauging foreign investor sentiment**
  11 May, 2015
- **Deep Dive Exchange Series: Managing Information Security Risks in China**
  24 March, 2015
- **China CEO Council Session Report -- The China Dream for MNCs**
  08 December, 2014
- **China CEO Council Session Report -- Facing Change: Sustaining and driving growth during uncertain times in China**
  06 August, 2014
- **Deep Dive Exchange Insights: State of Attack - Preparing for and Responding to Attacks from State Media**
  14 May, 2014
- **China CEO Council Insights: The Gateless Gate -- The Future for Foreign Investors in China**
  14 November, 2013
- **Deep Dive Exchange Insights: Wage Escalation in China -- What Assumptions Make Sense for the Future?**
  10 October, 2013
• China Center Quick Note: Protecting the "home team" -- the flagging and flogging of the foreign-invested dairy sector
  11 September, 2013
• China CEO Council Insights: Reality Check -- MNC Prospects for the Next Wave of Reform
  13 June, 2013
• China Center Quick Note: Barring the unexpected, China's economy to downshift considerably, as a natural consequence of both size and maturation
  21 February, 2013
• China Center Quick Note: China's “Elections” and the Future of Reform
  21 November, 2012
• China Center Quick Note: The Missing Tea Leaves
  17 August, 2012
• China Center Quick Note: China’s Consumption Paradox
  16 July, 2012
• China’s 12th Five-Year Plan – Implications for Human Capital
  18 April, 2012
• China Productivity: Labor Productivity by Ownership Type
  20 March, 2012
• China Center Quick Note: Planning for opportunities in the event of over-slowing in China
  08 August, 2011

Executive Action Report

• Under Pressure The Widening Wage Gap between China's Haves and Have-Not
  22 November, 2010

Key Business Issues

• Responding to the Coronavirus Crisis: Selected Ideas and Learnings for Asia's Finance Management Leaders
  04 March, 2020
• The Long Soft Fall in Chinese Growth: Business Realities, Risks, and Opportunities
  16 October, 2014

Publication

• No More Tiers: Navigating the Future of Consumer Demand across China's Cities (CHRO Strategic Implications)
  14 December, 2015
• No More Tiers: Navigating the Future of Consumer Demand across China's Cities (CFO Strategic Implications)
  11 December, 2015
• No More Tiers: Navigating the Future of Consumer Demand across China's Cities (CMO Strategic Implications)
  19 November, 2015
• The Long Soft Fall in Chinese Growth: Implications for the CFO
  16 December, 2014
• The Long Soft Fall in Chinese Growth: Implications for the CHRO
  16 December, 2014
• The Long Soft Fall in Chinese Growth: White Paper
  17 October, 2014

Research Report

• Business and Sustainability in China: Company Responses to a National Priority
  01 December, 2011