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.
Publications by David Hoffman

China Center Publications:

- Beyond the COVID-19 Crisis - Local Mobility Controls Point to a Re-Fragmentation of the China Operating Environment for MNCs
  16 April, 2020
- Tighter Mobility and Socioeconomic Controls at the City Level Will Likely Feature in the China's Post-Coronavirus Business Environment
  03 April, 2020
- Should Foreign Companies in China Be Worrying About China's Corporate Social Credit System Now?
  06 March, 2020
- New Capital Constraints May Spell Opportunity for MNCs
  08 October, 2019
- US-China Trade Deal — Getting the
  16 April, 2019
- China CEO Council Session Report: Looking Beyond the Regulatory Trees to Assess the Regulatory Forest
  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
  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
Executive Action Reports

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

Key Business Issues

- The Long Soft Fall in Chinese Growth: Business Realities, Risks, and Opportunities
  16 October, 2014

Publications

- Responding to the Coronavirus Crisis: Selected Ideas and Learnings for Asia's Finance Management Leaders
  04 March, 2020
- 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 Reports

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