The Conference Board is the member-driven think tank that delivers trusted insights for what’s ahead. To be durably successful in China, you need continuous and reliable foresights on China’s economic trends, political economy influences, consumer market shifts, trade and geopolitical factors, and business environment dynamics specific to MNCs in this market.

Our independence, deep China experience, and hardnosed data work yield unique insights that inform and improve your business planning.

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Challenges you may be facing:

› Forecasting the trajectory and features of China’s ongoing slowdown and momentous economic transition
› Navigating the uncertainties and sensitivities of intensifying trade and geopolitical tensions
› Creating regulatory space in an ever-more restrictive playing field, especially in digital operations
› Assessing the demand outlook amidst volatile economic conditions and limited data resources

ACCESS TO TRUSTED EXPERTS
Tap our thought leaders for insights and strategic information inputs to inform your China strategy.

BRIEFINGS
Request live presentations or brainstorming sessions for your company’s leaders and visiting C-Suite executives.

RESEARCH & INSIGHTS
Receive rigorous data work and on-the-ground primary research on six mission-critical areas for MNCs:
› China’s Global Impact
› Consumption Drivers
› Economic Trends
› Labor Market Shifts
› Political Economy
› Sustainability Leadership

PEER LEARNING
Attend exclusive China Center meetings and join China Councils — validate your ideas and assumptions with peers and make valuable new connections.

Optimize your decision making with our knowledge, knowhow and network.
YOU ARE AT THE CENTER
Your annual membership includes:

Peer Exchange at the Highest Level
- Two full-day China CEO Councils a year on topics defined by members, including exclusive workshop materials and expert input from The Conference Board
- Three Deep-Dive Sessions a year on tactical topics and business challenges defined by you
- Annual Economist and Business Planners’ Roundtable that explores macroeconomic and policy assumptions for the global and China economy
- Preferential pricing and access to The Conference Board Council program in Asia – an unparalleled platform for developing high-potential leaders

Thought Leadership
Our research is deep, direct, and written for executives to inform strategic, business, and organization planning. Members receive 50-60 regular, exclusive reports such as:
- Thought Pieces – Short, succinct analyses providing foresight on emerging China topics
- Special Briefing Papers – Empirical reports on structural factors shaping the Chinese economy
- Beachhead Studies on topics of critical importance for MNCs in China

Access to Experts
The Conference Board experts are available on request, in-person or virtually for:
- Briefings – Up to four tele/videoconference briefings, tailored for audience requirements
- C-Suite Engagement – Up to two briefings for executives, board members, or company events
- Data/Analytical Support – Customized cuts/analyses of China Center data sets
- Quarterly “China Huddles” to discuss hot topics and brainstorm company-specific implications

Meet Your Center Leader
"Multinationals can be durably successful in China if information inputs are accurate, knowledge and resources are effectively shared, and key lessons are learned quickly."

David Hoffman
Senior Vice President, Asia Pacific

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