

Preparing Businesses for Localisation Trends in China



Speaker:

Kent D. Kedl, Partner & Head of Greater China and North Asia, Control Risks

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Localisation has been a central theme for foreign businesses in China for years. It will continue to evolve and almost certainly expand in sectors and scope in the

future, alongside ongoing geopolitical developments, China's technological advances and the maturation of domestic competitors. How should multinational companies prepare for the trends that will increasingly shape their future competitiveness in the country?

During this webinar, Kent D. Kedl, Partner and head of Greater China and North Asia at Control Risks, will share the main drivers of the trends, the risks of inaction (while most focus is on the risks of localising), and how companies should develop the right localisation strategy after weighing the risks and opportunities.

About the speaker



Kent D. Kedl is a Partner and head of Control Risks' Greater China and North Asia practice. He is responsible for all of Control Risks' work across mainland China, Hong Kong, Macau, Taiwan, the Koreas and Mongolia. Kent has been living and working in China for more than 35 years.

Kent has consulted with multinational and Asia-based corporations on a range of risk and strategy issues, such as M&A and organic growth strategy, crisis management, compliance, and strategic and organisational development programmes.

Pricing

- Member: HK\$140
- Non-Member: HK\$250

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