

Webinar with Public Affairs Council: Public Affairs in China

US-China Business Council

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The US-China Business Council

- Founded in 1973, 47-year history
- Private, non-government, non-partisan
- Mission to build beneficial US-China commercial relationship
- 230 American member companies
- Global reach with headquarters in Washington, DC and regional offices in Beijing and Shanghai
- Global-based membership, CEO-level board of directors
- Information services and policy advocacy



I. Chinese business environment from the perspective of GA/PA portfolio

- Increasing Impact from Bilateral Relations
- Competition with Chinese Companies
- Institutional Reform and Personnel Changes
- Rapidly Changing Regulatory Environment

Top 10 Challenges

1. US-China relations
2. COVID-19 impacts
3. Competition with Chinese companies
4. Tariffs
5. Cost increases
6. Licenses and approvals
7. IPR enforcement
8. Data flows
9. Innovation policies
10. Investment restrictions on foreign companies

II. Why is it important to identify your government stakeholder in China?

And how?

- Locate your stakeholder: central government or local government?
- Define your stakeholder more specifically
- What if you have more than one stakeholders?
 - ☐ Identify a scenario where you can leverage a high-level initiative
 - ☐ Find your “allies”



III. Policy advocacy in a new age

- Interpret policy from a wholistic view
- Be constructive, not complaintive
- Finding a niche



Thank you

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