

The Rise of China and Global Business

Public Affairs Council

Ogilvy

December 5, 2018

Ancient Capital Modern City



Ogilvy China Public Affairs



Scott Kronick

Chief Executive, PR & Influence



Joe Zhou

Managing Partner, Public Affairs



Chris Gragg

Director, Public Affairs

1 Understanding

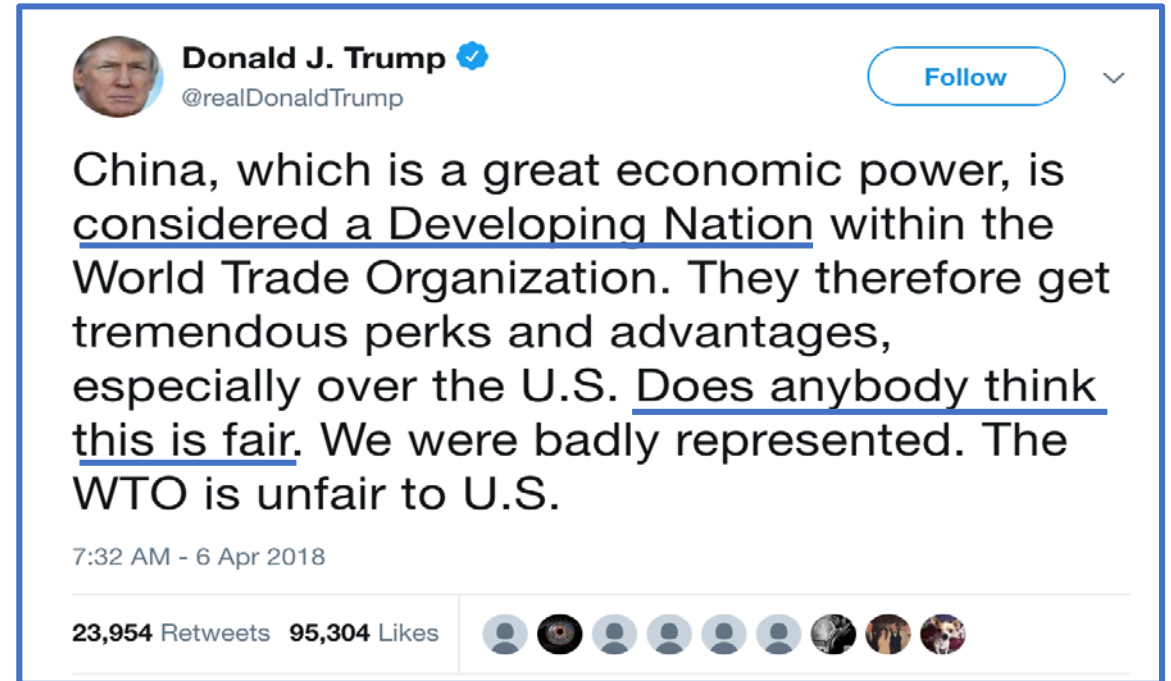
2 Messaging

3 Defense

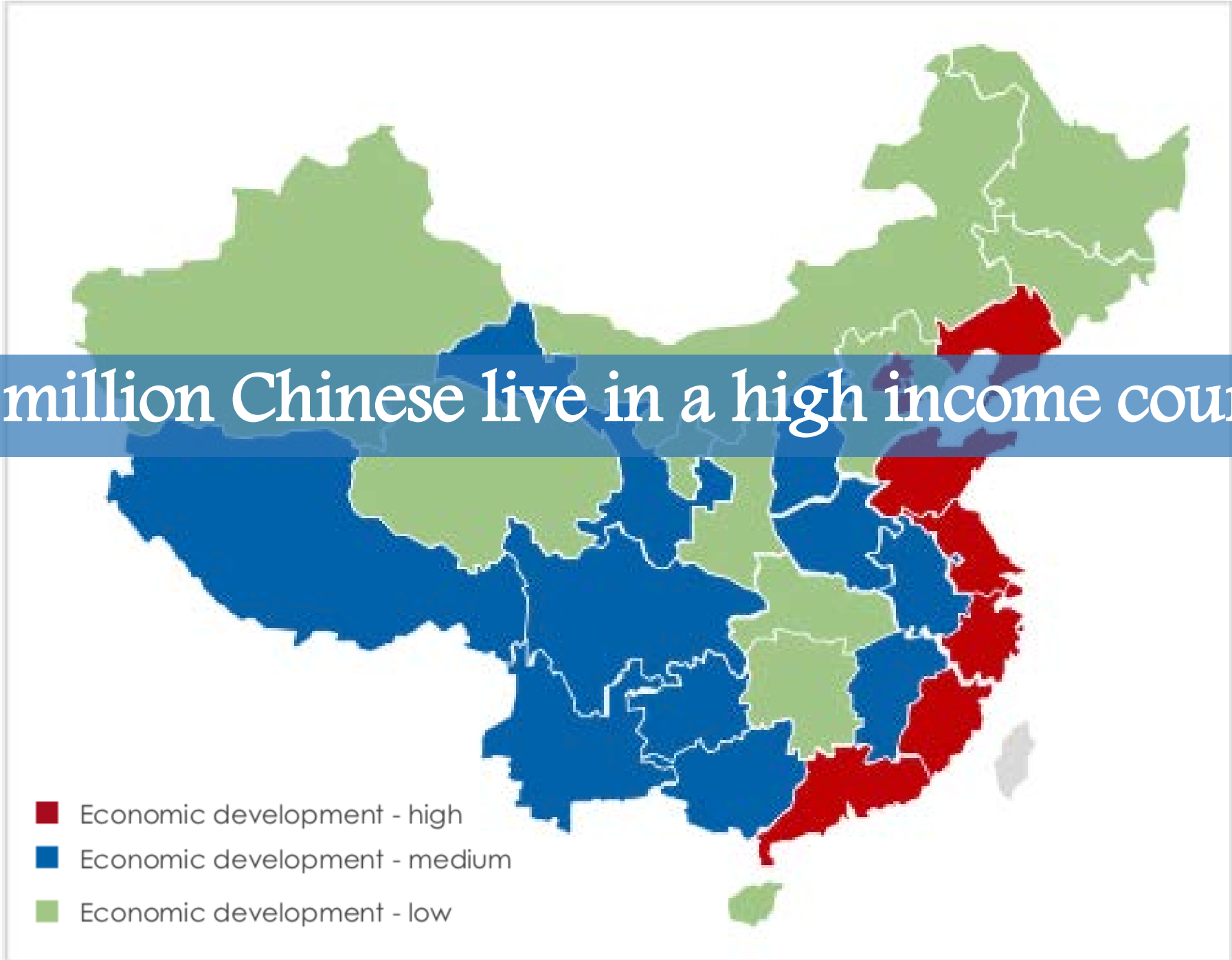
4 Opportunities

5 Engagement

Developed vs. Developing Debate



200 million Chinese live in a high income country.

- 
- The map displays the provinces of China, color-coded to represent three levels of economic development. The eastern coastal provinces, including Beijing, Tianjin, Hebei, Shandong, Jiangsu, Zhejiang, Fujian, Guangdong, and Hainan, are colored red, indicating high economic development. The central and western provinces, such as Shaanxi, Sichuan, Yunnan, Guizhou, Inner Mongolia, Gansu, Qinghai, Ningxia, Shanxi, Henan, Hubei, Hunan, Anhui, Jiangxi, Henan, and Xinjiang, are colored blue, indicating medium economic development. The northern and western provinces, including Tibet, Qinghai, Xinjiang, and Inner Mongolia, are colored green, indicating low economic development.
- Economic development - high
 - Economic development - medium
 - Economic development - low



1 Understanding

2 Messaging

3 Defense

4 Opportunities

5 Engagement

Getting the Message Right



In China For China

1 Understanding

2 Messaging

3 Defense

4 Opportunities

5 Engagement

“Look at situations from all angles,
and you will become more open.”

-Dalai Lama



#MondayMotivation

Political Correctness



Increasing Geopolitical Risk



Project Dragonfly



1 Understanding

2 Messaging

3 Defense

4 Opportunities

5 Engagement

Technology



Social Priorities

Poverty Alleviation



Healthy Lifestyle



Green Development



Chinese Outbound



1 Understanding

2 Messaging

3 Crisis Management

4 Opportunities

5 Engagement



Top Line Recommendations

1. Be a part of the conversation

2. Focus on high-priority issues

3. Know your stakeholders & messages



Thank you!