

# PUBLIC AFFAIRS IN CHINA

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PUBLIC AFFAIRS COUNCIL  
DECEMBER 2, 2015

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CARACAL STRATEGIES  
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# Agenda

State of US-China Relations

Basics

Best Practices

Five Year Plan

Q&A

# State of US-China Relations

**“Where you sit is where you stand.”**

# Players

DC elites + Ol' China hands

Big business + big market seekers

Military + protection industrial complex

Governors + mayors + economic development

American voters + candidates

# Basics

**“Public affairs is more important than ever.”**

# Environment

More competition

Chinese government is ambivalent

More nationalism

What happens in China doesn't stay in China

US leadership in unknown territory



# Assets

Know your stakeholders

Organize public affairs both locally + globally

Commitment by leadership

Tell your story

Third party allies

# Best Practices

**“The Chinese government is always there.”**

# Regulatory + Policy Environment

Party doctrine

Regulations

Government policy

Administrative interpretation

Overlapping jurisdictions

# Public affairs tasks

Research + executive education

Policy inspection + action

Government relations

Advocacy

Corporate social responsibility

# Five Year Plan

**“Leaner and greener.”**

# Goals

Encourage innovation

Financial reform

Balance economic development + market forces

Consolidation of government agencies

End one-child policy



# Sector Impacts

Education

Healthcare

Technology

Commanding Heights

Agriculture

# Next steps

Internal consultations with ministries

News released to shape direction

Final to be released in March, 2016

# Q&A

# Contact

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# Bonus

Unmade in China

<http://bit.ly/UnmadeinChina> Excerpt

# CARACAL STRATEGIES

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BEIJING  
BRUSSELS  
WASHINGTON, DC

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