



Pascal Coppens

Pascal Coppens, author of the bestseller *China's New Normal*, is a leading expert on modern China. Known worldwide as a go-to speaker and trusted by top business leaders, he offers rare insights on China's future in innovation, politics, and leadership.

KEY TOPICS

- China's new normal: How China sets the standard for innovation
- Can We Trust China? A different view on a country in transition.
- LEADERSHIP: How to survive in times of change and what we can learn from China.
- AI BEHIND THE GREAT WALL: How the GenAI coming from China can unleash our imagination.

BIOGRAPHY

Pascal Coppens: Unpacking China's Global Role

Pascal's story is a long one, *weaving his early fascination with Chinese culture into a career that spans two continents*. His deep understanding of both Eastern and Western perspectives has given him a nuanced and fresh perspective on China's economy, global trade, and the business landscape. This bicultural journey has been key to his approach as a **Sinologist and tech entrepreneur**, allowing him to connect the dots that others don't—especially in understanding the broader China context and China's global impact. His insights shed light on how China aims to position itself among global market leaders, a trajectory made possible by the factors that have enabled China to experience what many refer to as China's miracle growth in recent decades.

Entrepreneur and Sinologist

As a **serial tech entrepreneur**, Coppens has lived through the tech world, especially in China's tech scene. His experiences, combined with his **Sinological knowledge**, give him a special view on China's technological developments and its global impact. He co-founded **Polycore Software**, and his entrepreneurial spirit and academic background—including studies at Solvay Business School in business engineering—make him a unique voice in understanding Chinese business leaders and grasping business interactions within China's business landscape. *Coppens has also collaborated with global product marketing managers to bridge market insights between Asia and Western business leaders, often working alongside Chinese partners from innovation hubs like San Francisco.*

Decoding China: Storyteller and Strategist

Coppens is known for decoding China's business and political strategies. *His storytelling, based on his books "China's New Normal" and "Can We Trust China? ", mesmerises audiences, translating complex Chinese policies and market dynamics into plain language.* Pascal addresses common misunderstandings through compelling narratives that reflect his deep grasp of business interactions and the Chinese perspective. In addition to his role as a storyteller and rapid innovator in cross-cultural communication, Pascal maintains a significant social media presence. Through this, he empowers others to own a sustainable future by understanding China's long-term vision. Pascal is also a speaker on offline digital community platform trends and has collaborated with global tech firms like **Wind River Systems** to analyse how Chinese innovation impacts global industries.

China Navigation

In today's world, China is not a choice — it's a necessity. Coppens talks about the balance of risks and rewards in the Chinese market and offers business leaders valuable guidance for navigating business dealings in the region while drawing comparisons to **Silicon Valley** and other innovation hubs. His expertise will demystify the Chinese business environment and show you how to leverage the opportunities while mitigating the risks through a China lens — including strategies for hostile home market dealing, adapting to the evolving supply chain ecosystem, and creating complex innovation ecosystems that thrive in a global context. He also highlights how to cover Chinese ecosystems effectively and draws attention to the rise of Chinese innovators and the broader China trend shaping global markets.

China's Global Impact

Coppens doesn't shy away from talking about the Chinese government's political and economic power. But he goes further and explains how Chinese innovation, resilience, and collaboration are changing global practices—benefiting economies worldwide. His insights will help you understand how "Made in China" is not just a label but a symbol of global trends to come—especially as the country demonstrates its ambitions in the **global AI race**. These developments also raise questions about whether we are heading toward a bipolar or multipolar world, particularly as the Chinese government builds strategic technological infrastructure and other nations have started restricting China's access to critical **AI technologies**.

Book Pascal to Speak at Your Next Event!

Pascal Coppens' unique combination of Sinologist and entrepreneur makes him the go-to expert on how China creates global impact and influence. As an inspiring **international keynote speaker**, his insights are valuable for anyone looking to navigate the complexity of China's global influence and understand how Chinese companies operate in today's current socio-economic environment. *His keynote compares China with the strategies of successful Western CEOs, helping audiences understand the contrasting mindsets shaped by a Cold War mentality.* He also explores how China creates alternative models that often leave Western companies struggling to adapt. Pascal equips business leaders with the knowledge they need to understand China's fast-evolving landscape. Contact us for more information or to book Pascal Coppens for your event.

WHAT PEOPLE SAY

"It was great to work together with Pascal who combines decades of practical hightech experience, entrepreneurship and market insights in China with deep analysis of intercultural aspects and the definition of new cultural standards. Besides that, he's a fantastic presenter."

— Carsten Senz, Vice President Corporate Communications, Huawei Technologies Deutschland GmbH

"Pascal Coppens was an outstanding speaker at our annual event. His presentation on China's innovation landscape was informative, engaging, and thought-provoking. Pascal's unique perspective on innovation and his passion for the subject left a lasting impression on our audience. We highly recommend Pascal as a speaker for any event."

— Jan De Nul Group

"I would like to thank you for your participation as a speaker to the International business Coaches Meeting earlier this week. Your amazing presentation has been very much appreciated!"

— Maria Collura. Senior Country Advisor at BNP Paribas Fortis