

Rethinking China

How Deloitte can work with you to help understand and appraise the changing China business environment and opportunity set.

Many multinational business leaders see their China opportunities changing and their China business at an inflection point. Changing geopolitical, policy, economic, and market contexts require new thinking and approaches to protect and maximize future opportunities. Difficult choices are likely involved, demanding updated and fully informed views on critical issues. Today's highly uncertain planning environment—at home, in China, and globally—can complicate this exercise.



Deloitte's China advisors collaborate to help you inform and align on revised China views and update planning processes for enhanced agility. Our advisors bring the deep China experience, knowledge base, and facilitation capabilities needed to help shorten learning curves, establish common understanding, and align leadership.



Helping work toward a more agile C-suite planning and response process for China



Deeply experienced China professionals who are available on call, to regularly discuss pressing China issues at the macro and company levels



Organized to provide quick, critical, strategic information to guide and support C-suite thinking



An independent "sounding board" to help clients vet, validate, and refine key planning assumptions



A powerful workshoping capability to facilitate common understanding and alignment across the C-suite—at company headquarters and in China

Creating confidence

Factors in focus with China



High business stakes plus sensitive economic, political, and social issues



Difficult decisions that may be consequential for the business



Potential necessities for a reset in business and operating models



Need for strong C-suite alignment, at headquarters and in China—a crucial success factor

Understanding the challenge

Many business leaders are struggling with an expanding China issue set and scenario possibilities that are unusually diverse.

Topline issues include:

- ✓ Sino-Western geopolitical relations and regional stability
- ✓ US and EU sanctions, as well as export and investment restrictions
- ✓ China economic transition and slowdown in household consumption
- ✓ Supply chain dependencies and de-risking imperatives
- ✓ Localization and indigenous innovation pressures
- ✓ Local competition preferences: unlevel playing fields
- ✓ Cyber regulations and risks
- ✓ ESG and other global alignment expectations
- ✓ Compliance requirements: costs and conflicts

What to expect when you work with Deloitte

Our approach concentrates on sparking new ideas, solutions, and strategies through candid conversations focused on your questions, your ambitions, and the specific, dynamic realities shaping your business in China. Through our China Conversations program, we take you through that process via three steps. What we do:



Contact us

Connect with Deloitte senior leaders to learn more about our China Conversations program and Deloitte capabilities, get additional insights on China, or discuss a specific business challenge your organization is facing.

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