Collaboration of experts makes sense of the world’s most dynamic economy: China

By Felicia Ho

Singapore, 28 November 2007 – In almost every industry, China has assumed critical - if not dominant - positions as a producer, competitor, investment location, market and investor making her the world’s leading market. However, China remains an enigma despite being one of the most discussed in contemporary writings.

*China into the Future: Making sense of the World’s Most Dynamic Economy* seeks to go beyond the various abridged analysis of China to present a volume that assembles the experiences and insights of the world’s leading China scholars and analysts.

Edited by topmost experts of China – W. John Hoffman and Micheal Enright, *China into the Future* is built on the editors’ and contributors’ extensive experience as consultants, researchers and analysts of China.

The list of prominent contributors includes:

- Jonathan Anderson, Managing Director and Chief economist at UBS.
- Robert Broadfoot, Founder and Managing Director of Political & Economy Risk Consultancy (PERC).
- Kenneth J. DeWoshin, Independent senior consultant for Pricewaterhousecoopers in China.
- Cheng Li, Professor of government at Hamilton College.
- Tony Saich, Daewoo Professor of International Affairs.
- Robert A. Scalapino, Founder of Institute of East Asian Studies.

“We have seen interest in China grow dramatically. However, the more we worked on China-related strategies, the greater disconnect we found between what is available and
what is useful. We concluded that while China is much studied, it is not well-understood.” says Hoffman and Enright.

**China into the Future** examines the complexities of its circumstances, forces and pressures that determine China’s evolutionary path. At the same time, it tries to avoid preconceived notions and generalized hypotheses of the country.

The papers in the collection cover topics such as demographics, social imbalances, regional disparities, environmental degradation and corruption. By providing scenarios for China’s future, **China into the Future** becomes an indispensable guide for businessmen, analysts, policy makers and other around the world.

Hoffman adds. “It is crucial to focus on what China is today, the driving forces that have shaped its past and its future. It is the ability of companies to understand these forces that will determine the overall performance of enterprises in China-related activities in years to come.”

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**About the Editors:**

**W. John Hoffman**

W. John Hoffmann is a Co-Founder and Principal of the Exceptional Resources Group (XRG), a China-based strategy and transactional consultancy, and a Co-Founder of the China Dialogues Network (CDN), a network of leading China scholars, analysts, consultants, and business people that provides information and bespoke advice on China. The third generation of his family to live and work in China, with over 27 years China-specific experience, Hoffmann’s areas of expertise are breakthrough strategy development and venture negotiation, party and government relations and relationship building, project finance, mergers & acquisitions, and restructuring/workouts. Since 1986, he has advised government and multinational clients on their China projects. Hoffmann received his AB in modern Chinese politics from Harvard, and spent several years working in London before moving to Hong Kong in 1980.

**Micheal J. Enright**

Called “one of the world’s leading strategy gurus” by the Academy of International Business, Michael Enright is Sun Hung Kai Professor, University of Hong Kong; Director of Competitiveness Programs, Hong Kong Institute of Economics and Business Strategy; Director of Enright, Scott & Associates, an economic and strategic consulting firm; a Director of two Hong Kong listed companies; and a Founder Core Associate of the China Dialogues Network (CDN). Enright has advised numerous firms, governments, and multilateral agencies on competitiveness and strategy; has published extensively; and has appeared as an invited speaker in 35 countries. Enright received his AB, MBA, and
PhD from Harvard, and spent six years on the faculty of the Harvard Business School before moving to Asia in 1996.

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