



CEO and Co-Founder of Sinolytics
One of the most renowned Experts on China

Björn Conrad is one of Germany's most renowned experts on China. He is the CEO and co-founder of Sinolytics, Europe's leading strategy consultancy on China.

He has more than two decades of experience in and on China and has spent large parts of his career working across nearly all provinces of the People's Republic. Conrad is widely recognized as a leading authority on Chinese technology, economic, and industrial policy. In addition, he is an expert on geopolitical and geo-economic issues, with a particular focus on the U.S.-China "technology war," EU-China relations, and China's global economic expansion. With Sinolytics he operates at the intersection of politics, business, and technologies and advises European and U.S. corporations on China's economic, industrial, and technology policies. Besides he also provides analyses and forecasts of geopolitical disruptions and their implications for globally operating enterprises.

Previously, Conrad served as Deputy Director and part of the founding team of the Mercator Institute for China Studies (MERICS), one of the world's largest think tanks for applied research on contemporary China. In this capacity, he was appointed to several China expert commissions of the German Federal Government. Before joining MERICS, he worked with the World Bank in Washington, D.C., and at its joint program with the Food and Agriculture Organization (FAO) of the United Nations in Rome, evaluating and designing numerous projects in China. Prior to his time at the World Bank, Conrad co-founded and led the "Rising Powers and Global Governance" program at the Global Public Policy Institute (GPPi). Earlier career stages include positions at the Boston Consulting Group, the German Federal Foreign Office in Berlin, and the United Nations Secretariat in New York.

Conrad earned his M.A. in Chinese Studies, Political Science, and Economics from the University of Trier and the prestigious Peking University, as well as a Master in Public Policy from the Harvard Kennedy School.

Having engaged with China on an almost daily basis for more than two decades, Björn Conrad delivers captivating talks that paint a precise picture of modern China. He explains its political and economic structures, its fascinating technological progress, and offers unique insights into Chinese society. His presentations open entirely new perspectives on China and leave a lasting impression with their depth and clarity.

Topics (Selection):

- From DeepSeek to Unitree: China's Path to a High-Tech Superpower
- Geopolitics "Made in China": China's Geo-Economic Strategy
- At the Center of Geopolitics: The U.S.–China Technology War
- Critical Raw Materials and Smart Manufacturing: China and the Future of the Global Economy
- The Spider in the Web: China's Role in Global Supply Chains
- Faster, Higher, Stronger: Chinese Competitors Inside and Beyond China