



CEO and Co-Founder of Sinolytics
Expert on China and Geopolitical Developments in the US,
Europe and Asia

Björn Conrad is a renowned expert on China and the geopolitical shifts in the balance of power between China, the US and Europe. His many years of experience in China and his excellent connections in the US enable him to offer an informed perspective on the various interests and strategies at play, and their implications for companies operating internationally.

Björn Conrad studied Chinese Studies, Political Science and Economics at the University of Trier and Beijing University. He also obtained a Master of Public Policy from the Harvard Kennedy School. His career has taken him, amongst other places, to the World Bank in Washington D.C. and to a joint programme run by the World Bank and the Food and Agriculture Organisation of the United Nations (FAO) in Rome. There, he evaluated and designed numerous projects in China. He has also worked for the Boston Consulting Group, the Federal Foreign Office in Berlin and the UN Secretariat in New York. He was Deputy Director and part of the founding team at the Mercator Institute for China Studies (MERICS), a member of several China expert commissions for the German Federal Government, and headed the 'Rising Powers and Global Governance' division at the Global Public Policy Institute (GPPI), which he helped to establish.

As CEO and co-founder of Sinolytics, a leading European strategy consultancy specialising in China, Conrad now advises European and US companies. Together with partners in the USA and India, he analyses geopolitical developments and their impact on markets and businesses. Conrad has more than two decades of experience with China and has spent much of his professional life in almost every province of the country. His areas of expertise include technology, economic and industrial policy, the US-China technology conflict, relations with the EU, and China's global economic expansion. Through his frequent exchanges with partners and decision-makers in the US, he also incorporates the American perspective into his analyses.

In his lectures, Björn Conrad combines his in-depth knowledge of China with a geopolitical perspective on the US and Europe. He provides a clear framework for understanding complex political and economic developments and highlights the impact that shifting global power dynamics have on companies operating internationally.

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