

ZAK DYCHTWARD

AUTHOR OF YOUNG CHINA,
FOUNDER AND CEO OF YOUNG CHINA GROUP



ABOUT ZAK

Zak Dychtwald is the author of *Young China: How the Restless Generation Will Change Their Country and the World* and founder of Young China Group, a market insights firm based in Beijing dedicated to bridging the world and China.

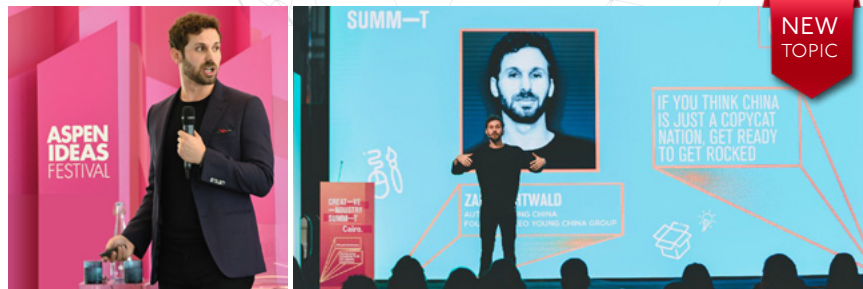
Past clients include Google's Next Billion Users, Colgate, and Schroders.

Zak has been invited to share his expertise for audiences on five continents and at events such as the Aspen Ideas Festival and the Wall Street Journal CEO Summit. A 30 year old Columbia graduate from California, he is a fluent Mandarin speaker splitting time between China and the US.

UNDERSTANDING YOUNG CHINA

Zak provides market insights focused on identity questions impacting China's most impactful and misunderstood generation. His book has been published in the USA, China, Vietnam, and Germany. It offers an up-close look at the Chinese generation born after 1990 and the touchstone issues they face.





NEW
TOPIC

YOUNG CHINA IN A POST-COVID WORLD

CONSUMER, COMPETITOR, COLLABORATOR

China was the first to be hit by Covid-19 and among the first to recover. Today, while much of the Western world remains mired in a half-on/half-off limbo, offices, restaurants, retail spaces, and even night clubs are filling up in China.

But not all sectors have rebounded equally, and the young generation's outlook on consumption, work, and government has been impacted to its core.

In this keynote, Zak explores how young China – the engine of China's consumer and innovation economies – has reacted to the punch of Covid-19 and how they are shaping up as global consumer, competitor, and collaborator.

THIS SESSION WILL EXPLORE:

- WHAT IS SEEN AS “WORTH IT” IN A POST-COVID WORLD? HOW HAS YOUNG CHINA'S FINANCIAL OUTLOOK, RETAIL, TRAVEL, AND EDUCATION BEEN IMPACTED BY THE PANDEMIC? WHAT HABITS HAVE CHANGED IN THE SHORT TERM, AND WHAT SHIFTS MIGHT BECOME THE NEW NORMAL?
- HOW RESILIENT WERE YOUNG CHINESE ENTREPRENEURS IN REACTING TO THE “NEW NORMAL” OF COVID? CASE STUDIES.
- HOW HAVE ATTITUDES TOWARDS GOVERNMENT – BOTH THEIR OWN AND THE US – CHANGED AMIDST THE POST-COVID FALLOUT? IS NATIONALISM STILL A SOCIAL AND CONSUMER THEME? HOW HAS IT EVOLVED?
- WHAT LESSONS CAN WE LEARN FROM THE “NEAR FUTURE” OF CHINA'S REOPENING FOR THE GLOBAL CONSUMER?



THE YOUNG CHINA OPPORTUNITY

MYTHS AND REALITIES IMPACTING ALL GLOBAL BUSINESS

China is nearly impossible to know from the outside, and most organizations are limited by stereotypes around 'old China' and a focus on government. In this keynote, Zak pushes audiences to get past the headlines and really get to know Chinese millennials on the ground level. Outnumbering American millennials by 5x, Young China is redefining every market they touch. Zak's insight into the people, culture, and systems are a must-understand for global businesses and investors.

WHAT AUDIENCES WILL LEARN

- KEY MYTHS THAT BLIND INVESTORS AND MEDIA TO THE REALITIES OF CHINA'S BIGGEST CONSUMER CLASS.
- HOW GROWING UP AT "CHINA SPEED" INFLUENCES SPENDING HABITS, ATTITUDE TOWARDS NEW TECHNOLOGY, FAMILY, SOCIETY, AND GOVERNMENT.
- WHAT CHINESE MILLENNIALS WANT THAT IS DIFFERENT IN THEIR PRODUCTS AND WORKPLACE.

RECENT SPEECHES



FROM IMITATION TO INNOVATION

HOW WILL YOUNG CHINA COMPETE WITH THE US?

Can China's young people be innovative? This is the question defining China's future. Zak debunks the stereotypes of 'Copycat China' and provides a deep dive into China's emerging innovative firepower. In this keynote, Zak focuses on the social psychology of innovation that could tip the scales in China's favor in the coming decade. Based on his upcoming **Harvard Business Review** feature, Zak takes you to the trenches of the country's tech and investment scene to look at how China is becoming a world-class innovator.

WHAT AUDIENCES WILL LEARN

- HOW CHINA TODAY STACKS UP AS A GLOBAL ENGINE OF INNOVATION.
- FOR CHINA'S MILLENNIALS, HOW A LIFETIME OF RAPID GROWTH LEADS TO A HYPER-ADAPTIVE AND ADOPTIVE INNOVATION ECOSYSTEM.
- THE CUTTING-EDGE COMPANIES AND IDEAS THAT ARE COMING FROM CHINA TODAY.
- INNOVATION EDUCATION AND SHIFTING SYSTEMS OF THOUGHT IN CHINA.
- HOW CHINA'S GENERATION GULFS IMPACT WORLD PERCEPTION.

FEATURED IN

The Washington Post

Traveller

npr

Bloomberg
Television

WORLD
NEWS

THE WALL STREET JOURNAL

CNBC

CGTN

NEW YORK POST

WHAT AUDIENCES SAY

"Zak was the **highlight of our conference**. His talk was personalized and engaging from the start. He has the unique ability to build understanding between two cultures through powerful storytelling. His takeaways were so clear that we had speakers quoting him throughout the day in relation to their other sessions. We cant wait to have him back!"

**KEVYN KLEIN, GLOBAL DIRECTOR, COMMUNITY,
VIPKID (EDTECH STARTUP VALUED AT ~\$3B)**



"Zak gave one of the best talks in the history of our investment group. His presentation changed the way many in our group approach China."

**ERIC SIPPEL, CO-CHAIR,
INVESTMENT AND LIFE PLANNING GROUP**

"Zakary Dychtwald is an **extraordinarily gifted communicator of ideas**. His passion to understand China together with his deep research to uncover the country's 400 million millennials – their aspirations, fears, interests, habits, and choices – helps inform audiences of the opportunities brought about by this demographical cohort. For people wanting to understand the dynamics shaping the world's future, they should speak with Zak."

**GRACE H., GLOBAL CONTENT DIRECTOR,
CLSA LIMITED, A CITIC BANK CO.**

"Zak Dychtwald is an incredible speaker. He has the charisma, charm and people's skills to catch the audience's attention and captivate them. Zak brings **talent, insight, and positivity**, and we cannot think of anyone better than him to take the stage."

MAI SALAMA. HEAD OF TALENT, THE WORLD YOUTH FORUM, EGYPT

"Brilliant...I'm glad I didn't have to follow him!"

PETER HARRELSON, GLOBAL CEO, SCHROEDERS

"Business leaders who are concerned about the future of China should engage Zak Dychtwald... Zak's presentation draws the audience in and makes a difficult topic approachable and understandable. My colleagues have been discussing his fascinating presentation for weeks and weeks."

DANIEL KAPLAN, FORMER PRESIDENT OF THE NEW YORK 92Y

"Extremely impressive! Young China is set to change the way much of our world operates and Zak is the perfect communicator. Zak's bold and new perspectives dazzled and challenged a room of pre-eminent policy experts at Beirut Institute Summit at Abu Dhabi. I would absolutely recommend Zak as a need-to-hear keynote speaker for those interested in the future."

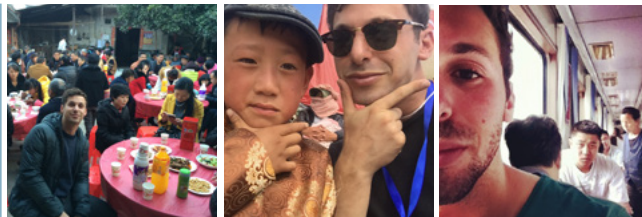
RAGHIDA DERGHAM,

FOUNDER AND EXECUTIVE CHAIRMAN OF BEIRUT INSTITUTE

"Zak is a hoot, and worked well with both the large general audience and the more intimate business audience...He infused a good mix of information, humor and flow for both presentations. I have already gotten some effusive praise for him."

**JESSICA SQUIRES, ASSISTANT DIRECTOR, GLOBAL PERSPECTIVES OFFICE,
UNIVERSITY OF CENTRAL FLORIDA**

GET IN TOUCH



WWW.YOUNGCHINAGROUP.COM

ZAK DIVIDES HIS TIME BETWEEN CHINA AND THE USA.

EMAIL: HELLO@YOUNGCHINAGROUP.COM