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GOTO Copenhagen 2023

#GOTOcph

WAKE UP CALLS

TRENDS FROM THE WORLD'S LARGEST DIGITAL ECONOMY

GOTO Copenhagen 2023

Christina Boutrup, China Analyst & Author

FROM CHINA

WAKE UP CALLS



FROM CHINA

WAKE UP CALLS



FROM CHINA

WAKE UP CALLS



FROM CHINA

WAKE UP CALLS



MOBILE FIRST

Seamless integration of
online and offline

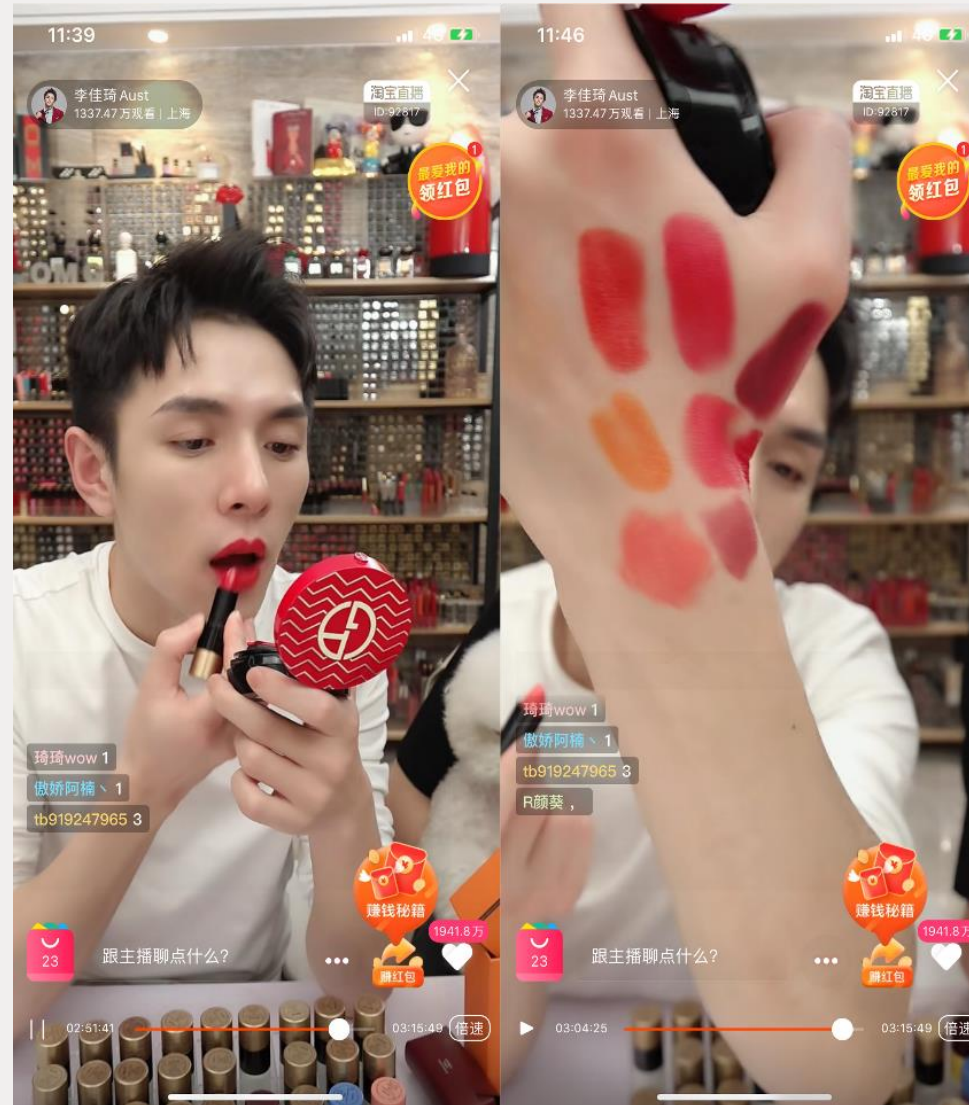
Extended reality

FROM CHINA

WAKE UP CALLS

AUSTIN LI - THE LIPSTICK KING OF CHINA

\$1,7 billion
in 12-hours
marathon sales
on Taobao



FROM CHINA

WAKE UP CALLS

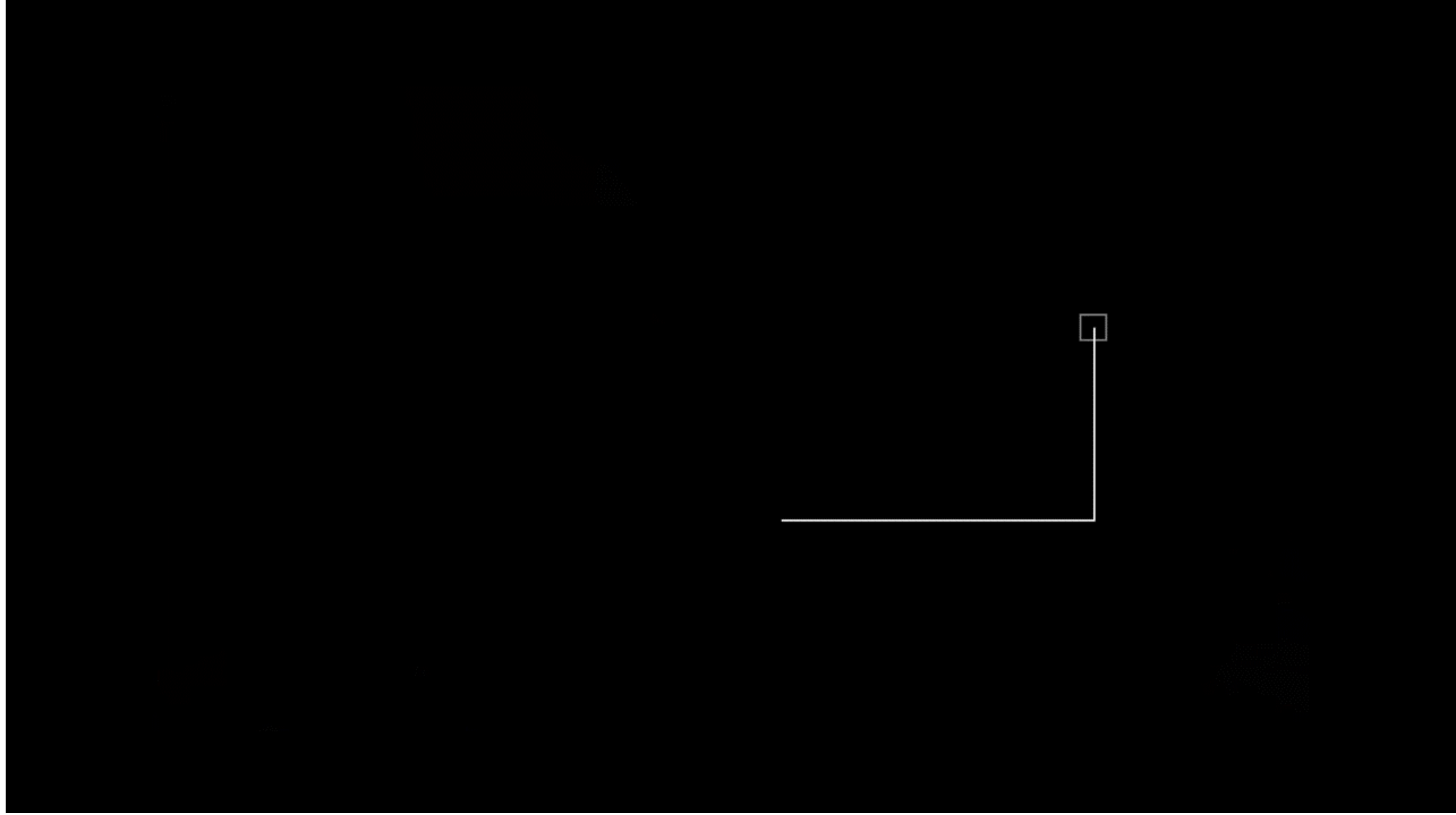


FROM CHINA

WAKE UP CALLS



WAKE UP CALLS



FROM CHINA

WAKE UP CALLS

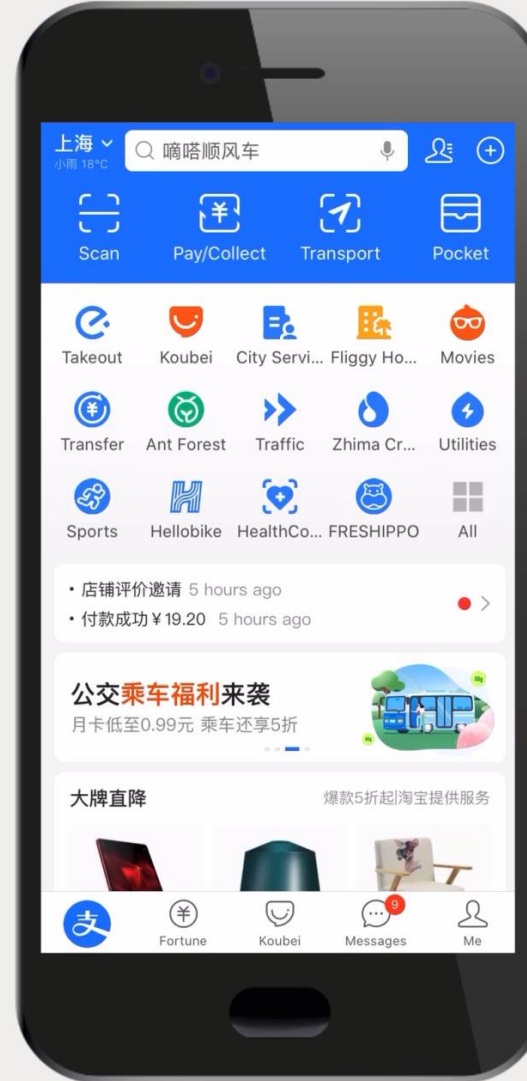


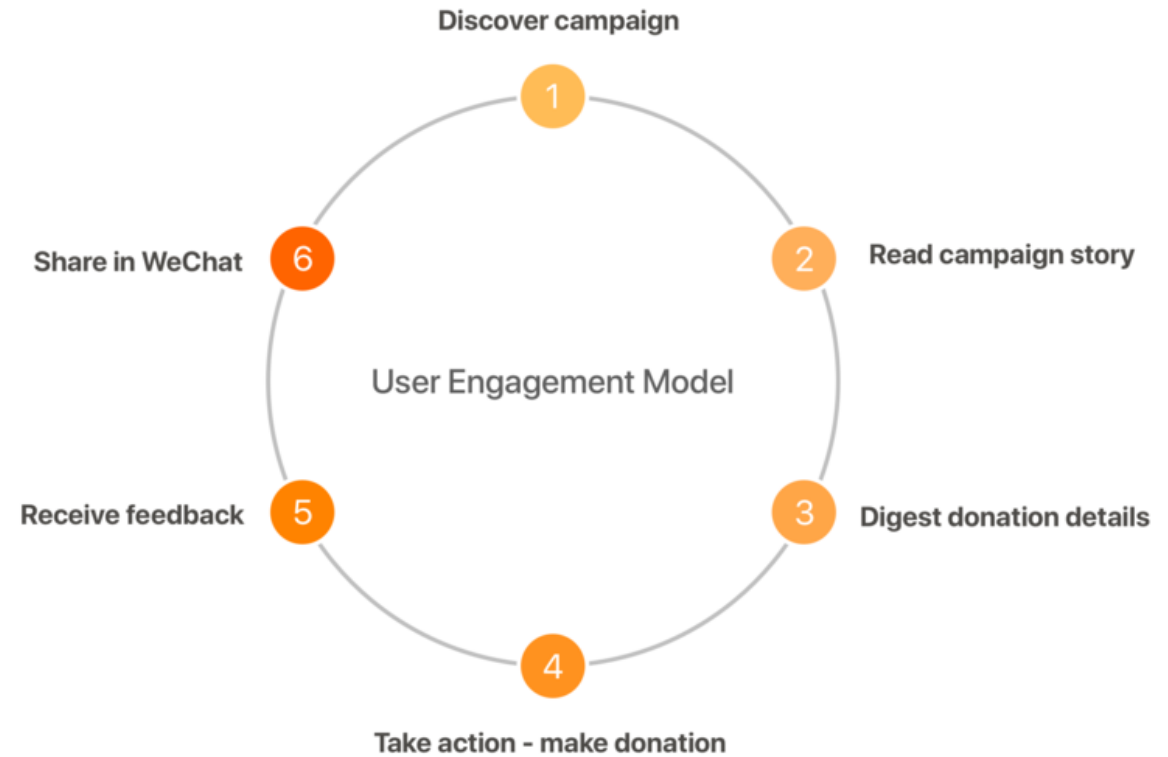
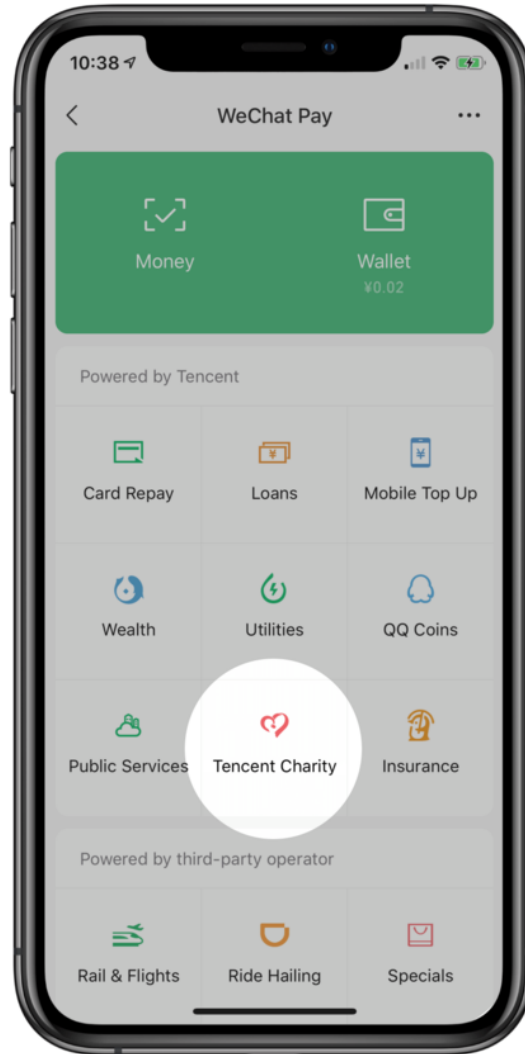
FROM CHINA

GREEN NUDGING

Alipay is encouraging consumers to collect "green points" and plant trees.

Gamification and social feature is key





Kilde: RitaChou.com

WAKE UP CALLS

Recipient's real photo

Showing their lives after getting help from program

Recipient's audio

The real audio expressing recipient's dream

Call-to-action

Making donation by simply clicking the button



Recipient's profile

Name, age and location

The realistic results

Where will the money being used

Source: RitaChou.com

FROM CHINA

TECHNOLOGY = SOLUTION



MADE IN CHINA 2025



China is leading in 37 of 44 Critical Technologies

Advanced materials and manufacturing	
1. Nanoscale materials and manufacturing	China
2. Coatings	China
3. Smart materials	China
4. Advanced composite materials	China
5. Novel metamaterials	China
6. High-specification machining processes	China
7. Advanced explosives and energetic materials	China
8. Critical minerals extraction and processing	China
9. Advanced magnets and superconductors	China
10. Advanced protection	China
11. Continuous flow chemical synthesis	China
12. Additive manufacturing (incl. 3D printing)	China
Artificial intelligence, computing and communications	
13. Advanced radiofrequency communications (incl. 5G and 6G)	China
14. Advanced optical communications	China
15. Artificial intelligence (AI) algorithms and hardware accelerators	China
16. Distributed ledgers	China
17. Advanced data analytics	China
18. Machine learning (incl. neural networks and deep learning)	China
19. Protective cybersecurity technologies	China
20. High performance computing	USA
21. Advanced integrated circuit design and fabrication	USA
22. Natural language processing (incl. speech and text recognition and analysis)	USA

Energy and environment	
23. Hydrogen and ammonia for power	China
24. Supercapacitors	China
25. Electric batteries	China
26. Photovoltaics	China
27. Nuclear waste management and recycling	China
28. Directed energy technologies	China
29. Biofuels	China
30. Nuclear energy	China
Quantum	
31. Quantum computing	USA
32. Post-quantum cryptography	China
33. Quantum communications (incl. quantum key distribution)	China
34. Quantum sensors	China
Biotechnology, gene technology and vaccines	
35. Synthetic biology	China
36. Biological manufacturing	China
37. Vaccines and medical countermeasures	USA
Sensing, timing and navigation	
38. Photonic sensors	China
Defence, space, robotics and transportation	
39. Advanced aircraft engines (incl. hypersonics)	China
40. Drones, swarming and collaborative robots	China
41. Small satellites	USA
42. Autonomous systems operation technology	China
43. Advanced robotics	China
44. Space launch systems	USA

Source: ASPI's Critical Technology Tracker 2023

WAKE UP CALLS

ELECTRIC CARS ARE

MADE IN CHINA!



FROM CHINA

WAKE UP CALLS



FROM CHINA

WAKE UP CALLS

TIANJIN PORT

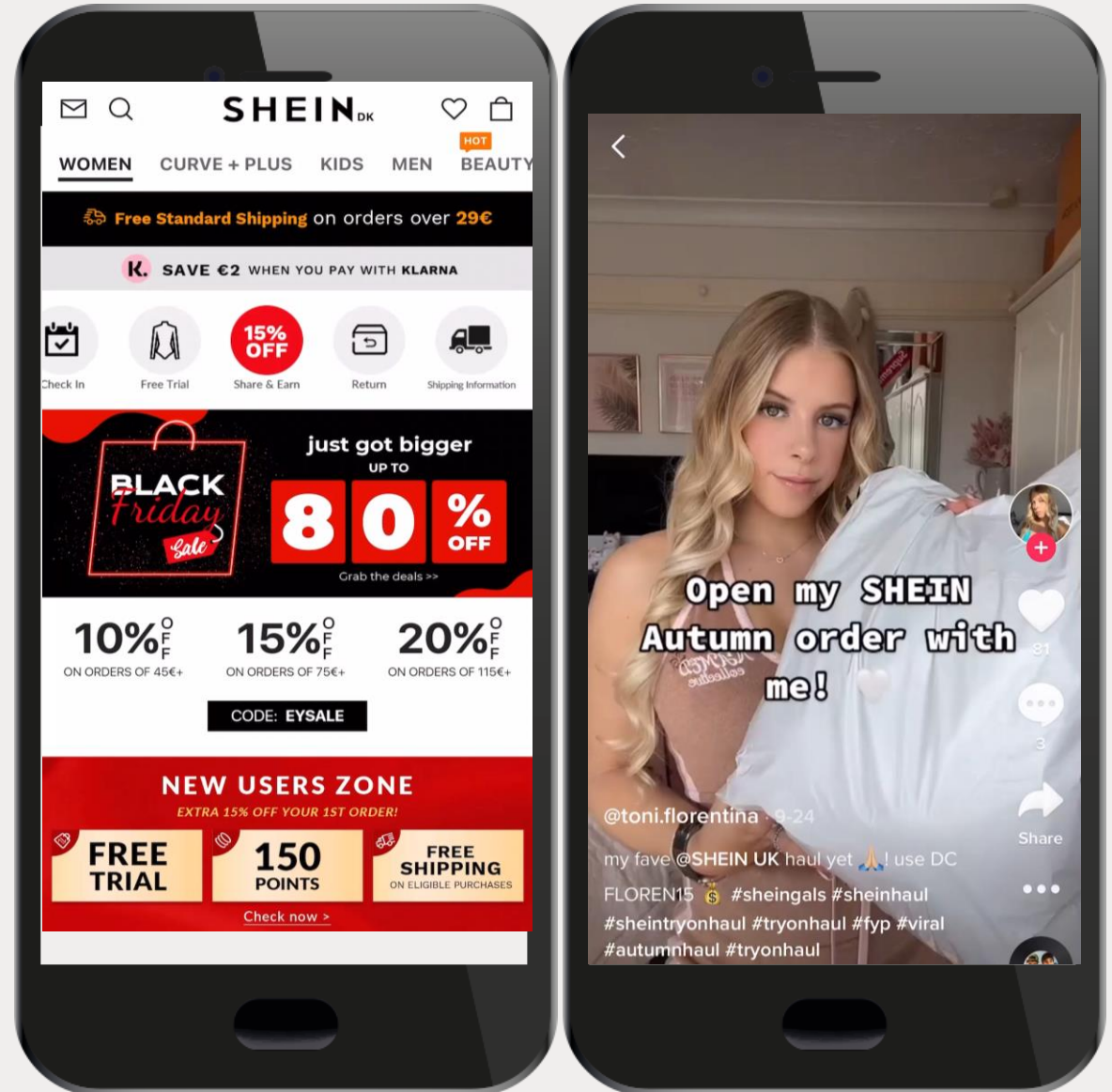
Huawei Digital Twin
Powered by 5G +
L4 Autonomous Driving

FROM CHINA

SHEIN

The Tik Tok of shopping!

- Superior user experience
- Agressive user aquisition
- Real-time data analytics
- Vertically integrated supply chain





TEMU

Shop like a billionaire!

- Super Bowl 2023
- APP Surpassed Amazon
- Owned by Pinduoduo
- Gamification
- Moved HQ to Ireland

MANAGEMENT HYPE IN CHINA: “MIDDLE END”

Front end: All customer and partnership interfaces and interactions.

Back end: Long term assets such as critical databases, warehouses, and production plants.

Middle end (Middle office): Linking the front end to back-end resources, centralizes shared services, data, codes, and capabilities to enable decentralized decision-making.

Harvard Business Review: DEDA (Digitally Enhanced Directed Autonomy)

WAKE UP CALLS



Ping An Inclusive Finance

FROM CHINA

WAKE UP CALLS



FROM CHINA

DATA EXCHANGES

Purpose: Trading massive amounts of data like commodities

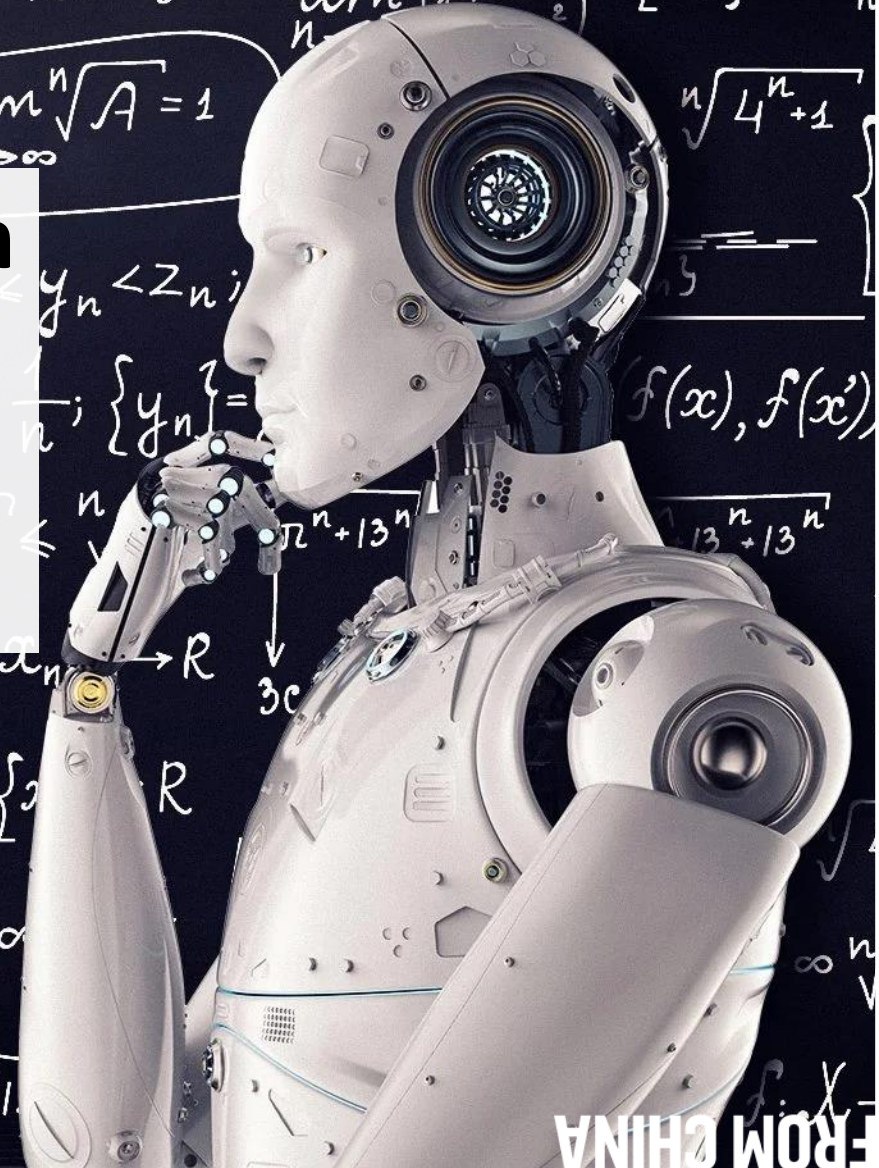
Data = Factor of production
(like land, labour, capital and technology)

China – a pioneer in AI regulation

2021: Regulation on recommendation algorithms

2022: Rules for deep synthesis (synthetically generated content)

2023: Generative AI Measures



FROM CHINA

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www.christinaboutrup.com

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