

“Quality Made in China – is this the New Normal?”

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Based on the findings of his book “How successful can you be in China? A recipe for success”, Geert Roelens will elaborate on the historical, contemporary and future aspects of the quality mindset of the Chinese organization. Cheap and substandard materials and services, aggravated by so-called copies of Western brands, are no longer the way in which China wants to position itself. A new wave of home-made products is ready to not only lure the Chinese consumer, but also to be the change of image of Chinese Quality. Companies like Alibaba or Huawei are the “*New Normal*”. Global ambitions, innovations at the forefront of technology, aggressive marketing and a “*can-do*” mentality are the foundations of Chinese champions. And in the next decade, we will all witness the change from “*Made in China*” to “*Created by China*”.

In this talk, the speaker will elaborate on the changes that are happening in China. The crucial steps of changing the quality image of China will be illustrated by several examples.