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we anticipate change

we catch trends before
they become news

patterns before they
become policy

rules before they become
barriers

we bring clear insight into
China's policy process

on-the-ground knowledge
of what drives it

penetrating analysis of its
impact on the world

our company

China Policy is a globally recognised research and strategic advisory, headquartered in Beijing.

Building strategic thinking on policy process and risk, we work with corporate clients, governments, multilateral agencies, universities and non-profits.

Our strength lies in our macro approach spanning economics, governance and geopolitics; the breadth of our Chinese-language evidence base; our principals' decades of first-hand China experience.

We see emerging patterns, identify the interests driving them, and extrapolate trends.

a record of results

Our analysis supports our clients' strategic decisions. On our evidence

- a resource MNC tests its long-term market movement assumptions
- a financial services provider has early warning of regulatory shifts
- an agricultural industry association maps future Chinese demand
- a global conservation foundation recasts its engagement strategy
- a national broadcaster grounds its China coverage
- a university tracks R&D trends to promote cross-border commercialisation
- government agencies monitor legislative moves affecting national interests

client packages

putting you in the picture

Our analysis draws on our comprehensive policy tracking informed by local commentary, debate and opinion.

Our 20-strong team of analysts deliver succinct, accessible intelligence, giving clients the tools to map, analyse and respond to China's changing domestic and geopolitical landscape.

fast, direct contact

Booking a meeting or conference with our teams is a call away. Clients also enjoy

- prompt response to phone and email queries
- custom policy alerts
- regular intelligence and briefs
- access to all material online: mobile-friendly, fast and searchable

online knowledge base

- *policy ticker*: daily feed of policy measures and opinion: the essential building blocks of our approach
- *cp.positions*: weekly scan and forecast of major policy moves
- *cp.signals*: regular probes into emerging policy trends
- *cp.focus*: longer-format deep dives into topical issues
- *cp.observer*: monthly roundup of major events and trends

tailored services

financial regulation

Our financial services clients receive daily sector summaries of new and changing financial regulation, minus the noise of the financial press.

food, agriculture and fisheries

With expertise in fisheries, aquaculture, resources and ecology, we guide clients' assessment of China's impact on global commons and resources.

In agriculture, we watch domestic efforts to meet China's food demand, and project effects on global markets.

We advise local and overseas clients on developing safe and reliable China-based production and food processing. We assist clients in assessing PRC interests in overseas agricultural sectors.

commissioned research

We map and analyse specific policy areas and developments, forecasting risks and opportunities in clients' sectors.

workshops

We conduct in-house workshops with executive teams to test their assumptions and models against priorities, contingencies and policy risk.

We also run workshops on China's policy process for government, MNCs and international agencies.

directors

Philippa Jones, managing director

Through a career in research and diplomacy, Philippa found that better access to the breadth of China's own robust policy debates and personalities could boost business and strengthen dialogue between China and its key partners. Philippa set up China Policy in 2009 to bridge the gap. A trade policy specialist, she has served as expert witness in international trade cases.

David Kelly, head of research

David models policy risk using a three-dimensional approach: historical legacy issues; 'deep troubles' that all policies seek to address; and China's official belief system, the unspoken accompaniment of policy development. A PhD in Chinese studies, his immersion approach to Chinese sources inspires the company culture. A visiting professor at Peking University, David regularly appears in global media.

John Chapple, agriculture & fisheries

A trained agronomist and Asian agriculture specialist, John leads China Policy's food, agriculture and fisheries practice based in Qingdao. His practical experience includes supervising farming and processing facilities in China and across Southeast Asia. John founded Sino Analytica, one of China's leading food testing laboratories.