



GLOBAL RESILIENCE
NETWORK



上海英国商会
BritCham
Shanghai

140
共掘启新
Legacy in Motion
1949-2022

AI++ Executive Immersion China British Chamber of Commerce Shanghai, 30th May



EUROPEAN
TRAVEL
COMMISSION

ATOUT
FRANCE
France Tourism Development Agency

Fluggy





GLOBAL RESILIENCE
NETWORK



Agenda

14:00 – 14:35

Strategic Welcome & Market Reality

14:35 – 15:15

Executive Reflection: What Changed After Alibaba?

15:15 – 16:00

The Platform Reality: Distribution, Visibility
& Conversion

16:00 – 16:50

AFTERNOON ENGLISH TEA

16:50 – 17:30

Who Is Getting It Right?

17:30 – 18:00

Partnerships That Don't Work

18:00 – 18:15

Closing Synthesis of the Immersion Program

18:30

Transfer to Langham Hotel and onward to
Farewell Dinner – Imperial Banquet





GLOBAL RESILIENCE
NETWORK



上海英國商會
BritCham
Shanghai

110
扶振啟新
Legacy in Motion
1910-2020

Welcome


Alibaba

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Master of Ceremonies

Rajan Datar

**Journalist and Host,
The Travel Show, BBC**



One on One Interview

Strategic Welcome & Market Reality

Rajan Datar, Journalist/Host, BBC

Stuart Dunn, Executive Director, British Chamber of Commerce Shanghai





Stuart Dunn

**Executive Director
British Chamber of
Commerce Shanghai**



One on One Interview

Executive Reflection: What Changed After Alibaba?

Rajan Datar, Journalist/Host, BBC

Gilbert Reveillon, CEO Digital Transformation, Quantum Tech & Quantum AI, FinTech, Web3, DeFi, Tokenization
Chevalier de l'Ordre National du Mérite – Knight of French National Merite Order





Gilbert Réveillon

CEO Digital Transformation

Quantum Tech & AI | FinTech |

Web3 | DeFi | Tokenization



Discussion

The Platform Reality: Distribution, Visibility & Conversion

Crystal Pang (Pangmanyin), Head of Europe and North America, Xiaohongshu (RedNote / Little Redbook)

Jacob Aldaco, Director of Strategy and Development, Shanghai Daily Group





Crystal Pang (Pangmanyin)

Head of Europe and North America

Xiaohongshu

(RedNote / Little Redbook)



Young and Energetic Users Can All be Found on

Xiaohongshu

< Audience Size >

Gen Z, along with young and middle-aged adults, form the main force.

35%

Post-2000 generation

50%

Post-1995 generation



Young people's size ↗ max

Crowd size in key industries



120 million+

Monthly active users for maternal and infant category



190 million+

Monthly active users for beauty products category



190 million+

Monthly active users for health supplement category

Subdivided size ↗ max

< Audience Quality >

Cities at the second tier and above account for 52%

13%

First tier

20%

New first tier

19%

Second tier

48%

Third tier and under



Higher tier

Average daily usage time

16 times

Average daily usage time



More active



Everyone [searches]



Finding the most genuine answers to life

小红书

250 billion Searches in 2025 totaled



73%

Monthly Average Search Penetration

90%

Proactive Search Percentage

52%

Search Growth Rate for Long Words (>8 characters)



Xiaohongshu is the Top "Seeding" Community

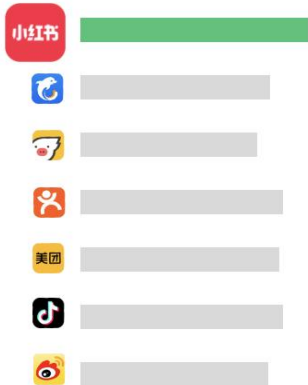
Not only the first stop for inspiration, but also the "full-journey companion"

User Spent Time

In a Human-to-Human "seeding" context, users' travel demands are stimulated

TOP1

Rank of browsing time by traveler



Seeding Stimulates Demand

Search Matches Demand

Order Fulfills Demand

Sharing Creates New Demand

User A Shares

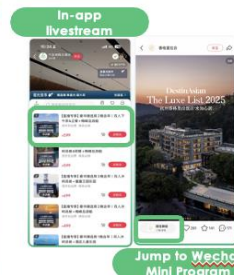
Brings B's demand

Trigger searches

B is "seeded"

B places orders

B use and share



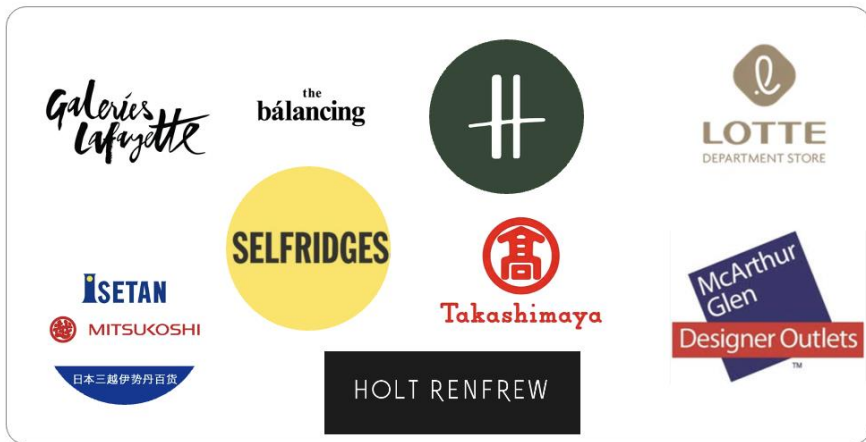
Stimulates new demands for new users



As the Bridge Connect Brands and Consumers

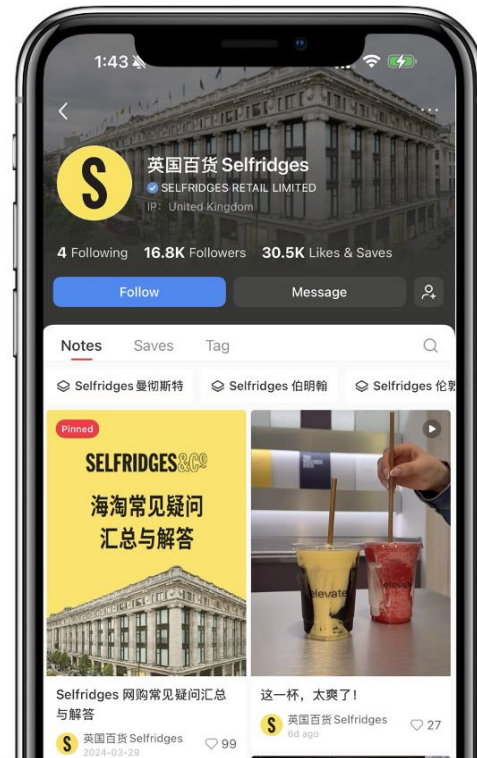
Travel and shopping Brands

set up official account in Xiaohongshu



Business account

- Clearly define the brand's core values (Function, reliable services) and target audience
- Showcase Authentic Content Aligned with Users' Lifestyles, Evoke Emotional Resonance
- Data insights for learning about market and followers



THANK YOU



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Jacob Aldaco

Director of Strategy

&

Development Shanghai Daily Group

上海日报
ShanghaiDaily.com





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Shanghai



Afternoon English Tea


Alibaba

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Speakers discuss with Rajan

Who Is Getting It Right?

Kris Van Goethem, Managing Director, Destination Sport

Tom Lewis, Head of Development, Wild China Education





Kris Van Goethem

Managing Director

Destination Sport China





Tom Lewis

Head of Development

Wild China Education



Interviews with Rajan and selected speakers

Partnerships That Don't Work

Andres Rodriques, Market Development Global Director, Dragon Trail International

Shu Zie, Founder, One Hundred Brands Club





Andrés Rodriques

Global Head of Market Development

Dragon Trail International



Dragon Trail
INTERNATIONAL





Shu Xie

Founder

One Hundred Brands Club

&

**Shanghai Yan Yue Culture
Communication**



Closing Synthesis of the Immersion Program

Rajan Datar, Journalist and Host, BBC

Gilbert Réveillon, CEO Digital Transformation, Quantum Tech & Quantum AI, FinTech, Web3, DeFi, Tokenization
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