



GLOBAL RESILIENCE
NETWORK

GRN Future-Proofing Series
AI++ Executive Immersion – China
British Chamber of Commerce Shanghai
May 30, 2026 | 14:00 – 18:45

This executive working session concludes the GRN China Immersion by translating insight into action. Following strategic framing (May 28) and direct exposure to the Alibaba ecosystem (May 29), this session focuses on the practical realities of operating within China's travel and digital landscape. It is designed as a high-level, interactive working forum with leading operators, platforms, and partners active in-market.

14:00 – 14:35 | Strategic Welcome & Market Reality

One on One Interview:

-Rajan Datar, Journalist/Host, BBC

- Stuart Dunn, Executive Director, British Chamber of Commerce Shanghai

Discussion Focus:

- Current UK–China trade dynamics and implications for travel & tourism
- Market access realities and regulatory considerations
- Strategic importance of China for international travel businesses
- Key opportunities and constraints for Western companies operating in China today

14:35 – 15:15 | Executive Reflection: What Changed After Alibaba?

One on One Interview with Rajan Datar, Journalist/Host, BBC

Speaker

*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*

Focus:

- What participants observed inside the Alibaba ecosystem
- Key surprises and misconceptions corrected
- Implications for destination strategy and distribution
- What is now clearly outdated in Western approaches to China
- Immediate strategic shifts participants are considering

15:15 – 16:00 | The Platform Reality: Distribution, Visibility & Conversion

Discussion

*Crystal Xiaohongshu, Head of Europe and North America, RedNote/Little Redbook
Jacob Aldaco, Director of Strategy & Development, Shanghai Daily Group*

Focus:

- How travel discovery and decision-making actually happens in China
- Role of content-commerce platforms vs traditional marketing
- Algorithmic visibility and influence

- KOL/KOC ecosystems and trust dynamics (Key Opinion Leader/Key Opinion Consumer)
- Integration between platforms, payments, and booking systems
- Why Western digital marketing models fail in China and why Eastern models are so far ahead of Western

16:00 – 16:50 | AFTERNOON ENGLISH TEA

Networking and informal exchange

16:50 – 17:30 | Who Is Getting It Right?

Speakers discuss with Rajan current and future situations in China around education, sports and relationships.

Kris van Goethem, MD, Destination Sport

Tom Lewis, Head of Development, Wild China Education

Focus:

- Real-world examples of successful China market engagement
- Investment required (time, cost, partnerships)
- What worked vs what failed
- Lessons learned from market entry and scaling
- Measurable outcomes and ROI considerations

17:30 – 17:50 | SPOTLIGHT

TBA, C-Trip

17:50 – 18:30 | Partnerships That Don't Work

Interviews with Rajan and selected speakers:

-Andres Rodriques, Market Development Global Director, Dragon Trail International

- Shu Zie, Founder, One Hundred Brands Club

Discussion and Focus:

- Structuring partnerships with Chinese entities
- Expectations vs reality in collaboration
- Governance, control, and decision-making differences
- Trust, speed, and cultural alignment
- Common pitfalls and how to avoid them

18:30 – 18:45 | Closing Synthesis of the Immersion Program

Speakers: Rajan Datar, Host/journalist, BBC

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

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Christian Delom, President, Global Resilience Network

Focus:

- Key takeaways from the three-day immersion
- Reinforcing the shift from market-entry thinking to system participation
- Strategic implications for global travel leaders

18:45 – Transfer to Langham Hotel and onward to Farewell Dinner – Imperial Banquet

Dine like an emperor/empress from the Tang Dynasty