

# CHINA CROSSROADS

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## International Brands in China: Don't Get Lost in Translation

**Natalie Lowe**

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An aerial, high-angle photograph of a complex, multi-level highway interchange in a city at night. The roads are illuminated by streetlights, creating a network of light and shadow. The background shows a dense urban skyline with many lit-up buildings.

Localisation for international brands in China's fast-moving markets is not enough. Activating localisation strategies requires a deeper-level understanding of local markets. Natalie Lowe shares deeper insights into how to successfully craft international brand DNA in China so that localisation isn't lost in translation.

[Natalie Lowe](#) is CEO and Founding Partner of The Orangeblowfish, an award-winning international creative and branding agency headquartered in Shanghai with a global team, where she leads strategic vision and global expansion plans, and advises CEOs, and C-suite executives on business growth, innovation, brand strategy, and communications. Natalie is a speaker, mentor, and community volunteer. She is Chair of the Creative Industries and Marketing Committee at BritCham Shanghai, a Forbes Agency Council Member, and a Board Advisor to the Business School of the University of New South Wales. She is a TEDx speaker and is regularly featured in publications. Her client portfolio includes Hilton Hotel Group, Conrad Hotel, Melia Hotel, W Hotel, Chow Sang Sang, Anta Sports Group, L'Oréal, and more.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org).