

# Navigating the geopolitics



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## Two key points on navigating the geopolitics from IR perspective

1. The US-China cold war sentiment is here to stay
  - a. China is only country that can challenge the US
  - b. China has clear potential to surpass US in economic size
  - c. Many countries in Global South share Chinese wish to change global order
  - d. China's system is unlikely to change – deeply rooted in culture
  - e. US is unlikely to see its power reduced without a 'fight'
  - f. Key area of (dangerous) tension is Taiwan
  
2. Western businesses in China need to balance the different sentiments
  - a. In **China**, increased sensitivity around Taiwan (maps, listing or mention as country), "meddling in internal affairs" (Tibet, Hong Kong, Xinjiang) – as well as ads seen as disrespectful.
  - b. In **West**, sensitivity around human rights issues
  - c. In **Asia**, sensitivity around South China Sea



Basketball

### Former NBA star Howard stirs Chinese anger by calling Taiwan a country

Reuters

May 12, 2023 8:22 AM GMT+2 · Updated 4 months ago



TIME

SPORTS • BASKETBALL

### How a Quickly-Deleted Tweet About China Got Pretty Much Everyone Mad at the NBA

The Guardian

### Studio defends Barbie movie after controversial map prompts Vietnam ban



# Other examples where geopolitics / culture caused clashes



CULTURE

## Dolce & Gabbana Ad (With Chopsticks) Provokes Public Outrage in China

December 1, 2018 · 7:00 AM ET



FASHION NETWORK

### H&M under pressure over forced labour cotton

QUARTZ

A year-old H&M statement about Xinjiang cotton is getting fierce blowback in China

