

Joe Studwell

Best-Selling Author and Expert On China & The Asian Marketplace

Joe Studwell has worked as a writer, journalist, and broadcaster around the world. His work has appeared in publications including *The Economist*, titles of the Economist Intelligence Unit (EIU), *The Financial Times*, the *Asian Wall Street Journal*, the *Far Eastern Economic Review*, the *Observer Magazine*, Asia Inc., and the *Evening Standard* as well as on television and radio outlets. Joe was the founding editor of the *China Economic Quarterly* and a founder of the Asian macro-economic research firm, Dragonomics, now Gavekal Dragonomics.

Joe was based in China throughout the 1990s, where he wrote or co-wrote 10 books under the EIU imprint. These include the best-sellers, *Multinationals in China: Winners and Losers* and *Operating in China: A Survivor's Manual*. In 2002, he published the book, *The China Dream: The Quest for the Greatest Untapped Market on Earth*, which *The Financial Times* concluded "will redefine the debate on the nature of the China market."

Throughout the 2000s, Joe continued to work in China and across the major economies of the East Asia region. He is well known in South-East Asia for his 2007 book, *Asian Godfathers: Money and Power in Hong Kong and South-East Asia*, after which *The Financial Times* declared: "Joe Studwell should be named chief myth-buster for Asian business... his myth-busting is as merciless as it is enlightening." *The Wall Street Journal* named *Asian Godfathers* one of the year's 10 best books on Asia, and *Business Week* named *Asian Godfathers* one of the world's 10 best business books.

In 2013, Joe published his pan-Asian best-seller, *How Asia Works: Success and Failure in the World's Most Dynamic Region*, which was named a Book of the Year by both *The Economist* and *The Financial Times*. Bill Gates named *How Asia Works* as one of his five favourite books, and it became mandatory reading for policy makers at the Gates Foundation.

In 2017, Joe completed the manuscript for his next book, which looks at accelerated technology acquisition in Chinese manufacturing firms. The product of six years of fieldwork, the book identifies optimum strategies for the best firms in Fast-Developing Countries (FDCs), and for their governments. Joe also considers how the world's best multinationals respond to and benefit from the rise of new FDC competitors. The case studies in the book are drawn from China's outstanding thermal, wind turbine and photovoltaics electricity-generating equipment companies, and reflect unrivalled research access to Chinese business leaders active from 1978 to 2017.

In 2018, Joe begins his next research project, looking at 'break-out' FDCs in Africa that are consciously replicating the East Asian policies that brought sustained 10% per annum growth to Japan, South Korea, Taiwan, and China. His focus is Ethiopia—a market of almost 100 million people—and six other transforming states. Joe was invited to Ethiopia and Rwanda in 2017 by political leaders who had read his work on East Asia.

Since 1997, Joe has also been the editor-in-chief of the *China Economic Quarterly* (CEQ), the leading journal of the Chinese economy and foreign investment in China. The CEQ, and its much-praised and practical online database of Chinese statistical methodologies, historical data series, and presentation materials, is much valued by its subscribers and regularly cited in the international business press.

Joe's interests include FDCs in East Asia and Africa, agriculture, manufacturing, financial system development, fast strategic decision-making, leadership, entrepreneurship, the nature of technological learning, business strategy, and global portfolio investing. He also has a weakness for music and comedy.