Zak Dychtwald

China Expert, Millennial Explorer, & Cultural Futurist

Young China Rising: From Imitation To Innovation.
When we think of China, we too often think of “old:” 5,000 years of history and tradition, outdated leadership, and an imitative, sluggish economic model. But a large and utterly unique generation is creating a new Chinese culture with a fresh set of needs, desires, fears, expectations, and dreams. Young China is rising—take a dive into the people and trends that will impacting the world now and into the future. Zak Dychtwald explains and illustrates how China’s future will impact your marketplace, your workplace, and your life.

Are You China Ready? The Five Things You Absolutely Must Know If You Want To Sell To Young China.
Among China’s Millennials, there is a tremendous thirst for Western products and services—from laptops to lipstick from snack foods to university degrees. However, this proud, aspirational, product-hungry Millennial market does not necessarily equate “product cool” with Americanization. A new hybrid of east/west, past/future appetites are emerging. In this unique presentation, Zak Dychtwald will outline the five things you absolutely must know if you want to sell your products and/or services to China’s 400 million young consumers.

The East/West Millennial Mindset.
The worldwide millennial generation is the most globally connected, aware, and cosmopolitan in human history. Their unique way of seeing the world is transforming the way all generations think, interact, and consume around the world. In this speech, Dychtwald compares and contrasts the US and Chinese millennial markets and defines opportunities in technology, consumption, and branding that will decide if your company sinks or swims in the 21st century.

A Boomer/Millennial Smackdown: Presented By Zak and Ken Dychtwald.
Son and father duo, Zak and Ken Dychtwald (Age Wave, Boomer expert), together present a fun, mind-stretching and actionable analysis of how much money and time Boomers and Millennials have to spend and how they envision family, friends, work, money, success, and purpose. They will explore what keeps each cohort up at night, the ideal role of tech in their lives and what they’re looking to do, buy and be at this point in their lives.