



## Pascal Coppens

[Author](#), keynote speaker, sinologist and [technology](#) entrepreneur

Pascal Coppens has lived and worked in China and Silicon Valley for over 20 years. He is an international speaker at nexxworks and gives keynote speeches and [workshops](#) about [innovation](#) in China.

### Pascal's biography

#### Pascal Coppens' background

Pascal Coppens is the expert in all things innovation and Day After Tomorrow in China, rooted in his deep understanding of the country as a sinologist. He is an entrepreneur at heart with more than 20 years of experience in China and Silicon Valley.

Pascal has employed, partnered and competed with hundreds of Chinese innovators. Armed with a degree in Business Engineering from Solvay Business School he started his career with Alcatel in Shanghai, and – after an intense period in Silicon Valley at Wind River Systems and Polycore Software (which he co-founded) – he returned to China and later founded Letsface to build the first offline digital community platform for premium brands.

Currently, Pascal is an inspiring international keynote speaker and partner at nexxworks and [author](#) of the book *China's New Normal*, which offers sensational insights into business and technology in China and their potential for the rest of the world.

### Pascal's talks

- **China's New Normal**

- How China sets the standard for innovation**

- By 2030, China wants to become the world leader in innovation. This leaves Western companies with some 10 years to gear up. Pascal's keynote "China's New Normal" gives clear insights into the modern China, and reveals new potentials and superpowers coming from the fast and furious innovators of China. As ever more radical innovation will soon be inspired by China, this eye-opening keynote is a treat to anyone who is concerned with [disruption](#) and excited about the

opportunity.

This keynote will elaborate on the six waves of innovation in China, and how China is now ready to take on the challenge to become a global leader in innovation by 2030.

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