

Johan Björkstén is the founder of Eastwei Relations, China's leading local strategic PR consultancy with more than 100 employees in four cities serving some major multinationals including P&G, IKEA, SONY and Porsche. He is also the co-founder and vice president of the Swedish Chamber of Commerce in Beijing, and has retained the post since he was first elected in 1998. Fluent in Chinese, Johan is a well-known media personality with his own weekly programs and frequent guest appearances as a business commentator on Chinese television.