



# Interesting Business Flash

FUNG BUSINESS INTELLIGENCE

## FAQ: What are the major business buzzwords in China?



- With reference to the flow of venture capital funds, mega investment projects of business giants and market trends, several business buzzwords in China have been identified for the past five years, reflecting an evolving focus on business opportunities and shedding some light on future investment directions
- The lifespan of a buzzword is affected by technology breakthroughs, consumer behavior and expectation, regulatory changes and the flow of capital funds. Some buzzwords are gaining more and more attention over the past five years (e.g. big data, fintech, etc.), while the popularity of several buzzwords is fading (e.g. unmanned stores, P2P, etc.).
- What will be the upcoming buzzwords in China in 2020?

\* Abbreviations:  
 AI = Artificial Intelligence; IOT = Internet of Things; KOC = Key Opinion Consumers; KOL = Key Opinion Leaders; O2O = Online2Offline/Offline2Online; P2P = Peer-to-peer funding; SAAS = Software-as-a-service  
 # Weishang (微商): e-sellers on WeChat

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