

Weekly China Insight

Beijing, 21 November 2025

The Netherlands suspends state control over Nexperia, but disputes remain unresolved

On 20 November, the Dutch government formally suspended its supervisory order over Nexperia, marking the first tangible de-escalation in a protracted geopolitical dispute that has fractured the Chinese-owned chipmaker's operations. The decision followed two rounds of bilateral talks between Dutch and Chinese officials in Beijing, and came shortly after China's commerce ministry (MofCom) lifted export restrictions on Nexperia's civilian-use components. While both sides welcomed the move as a constructive step, Chinese authorities stressed that true resolution requires the Dutch side to fully revoke the order and reverse the court ruling that stripped Nexperia's Chinese parent company's management rights.

Despite the suspension, the Dutch Enterprise Chamber's 7 October ruling remains in effect. Nexperia's Chinese parent company's voting rights in Nexperia are still suspended and its CEO Zhang Xuezheng remains barred from his post. Nexperia's European management, now under interim CEO Stefan Tilger, continues to report severe disruption, accusing Nexperia China of operating outside corporate governance, including setting up unauthorized bank accounts and refusing wafer payments.

While the Dutch government's suspension eases immediate political tensions, the Nexperia crisis remains deeply entrenched in legal and operational limbo. The separation of Nexperia's European and Chinese branches and unresolved leadership conflict threaten the chip supply chains vital to the global automotive and electronics sectors.

Double 11 sets new records as instant retail and AI pricing reshape China's e-commerce battlefield

On 11 November, China's major e-commerce platforms wrapped up the 2025 "Double 11" shopping festival with record-breaking sales across the board. Tmall reported its strongest full-cycle Double 11 growth in four years, with nearly 600 brands surpassing RMB 100 million in sales and over 13,000 brands more than quintupling their sales y/y. JD.com saw its transaction volume reach a new high, with order volume up nearly 60% y/y. Instant retail surged as a new growth driver, with Tmall's on-demand retail orders up 198% from September and Meituan Flash Sales posting record highs in transaction volume, users, and per capita spending.

The promotional landscape evolved too, with AI-driven precision pricing becoming more prominent. Tmall utilized AI tools to optimize coupon distribution, increasing conversion rates by 15% y/y.

The shopping festival's continued growth marks a shift from pure volume expansion to strategic competition centered on AI pricing, instant delivery, and service differentiation.

China-EU cooperation summit in Chengdu highlights innovation, green growth, and trade resilience

On 20 November, the 18th Europe-China Business and Technology Cooperation Fair convened in Chengdu, drawing more than 600 representatives from government, business, diplomatic, and academic circles across multiple countries. The event spotlighted enhanced bilateral cooperation in emerging fields such as green energy, biopharmaceuticals, digital culture, and intelligent robotics.

Among the leading voices, Tuomas Tierala, Executive Vice President of Kreab Worldwide and Managing Partner of Kreab Brussels, shared his insights on how global enterprises can navigate the intricate regulatory landscape in the EU.