**Focusing Questions**

**Forces Affecting the Future of Chemistry in China**

These are questions which might be asked about China to better understand its three horizons trends, possibilities, and uncertainties, focused on the 2-10 year future timeframe. They are drawn from the ACS China strategy, the ongoing global environmental scan, and early interviews. They have been prioritized by the project team.

1. What is the **climate for associations** in the country? What competition do they face?[[1]](#footnote-1) What are the political obstacles? How do other U.S.-based or global associations provide value to members in the country?[[2]](#footnote-2)
2. What is the current **state of professional societies** for chemistry (and other sciences) in China? How is it changing?
3. What are the **unmet professional needs** of Chinese scientists?[[3]](#footnote-3)
4. What is the impact of **changes in government intervention** on the chemistry enterprise?
5. What are other **potential partners** (e.g., universities, companies, and governments) interested in, and potentially helpful to, the ACS strategy?
6. How do chemistry professionals and managers **view the American approach** to science and innovation?
7. How are the **employment prospects** for recent scientific graduates in China and the match between supply and demand?
8. How is the **expanding middle class** and consumer culture affecting the chemistry enterprise?
9. How do Chinese scientists see their role in **addressing global challenges**?
10. How is the country handling pollution, **environmental concerns**, and sustainability?
11. How are Chinese scientists dealing with the **explosion of available information**?
12. How much is **college enrollment** growing or declining in the country for science degrees?
13. How many of those doing chemistry in the country don’t call themselves chemists as their **professional scientific identity**?
1. This part of the question is part of ongoing M&SA-led marketing research, which will be incorporated in the report. [↑](#footnote-ref-1)
2. Aspects of this question impacting pharma (patents) & personal care are part of ongoing M&SA-led research, which will be incorporated in the report. [↑](#footnote-ref-2)
3. Part of ongoing M&SA-led marketing research, which will be incorporated in the report. Research & Brand Strategy has some sub-questions that will help us to get at the answer to this question. [↑](#footnote-ref-3)