



Mr. Fang Jiayi

Founder & CEO
Kunpeng Global

房家毅

创始人兼首席执行官
鲲鹏出海

Mr. Fang Jiayi was graduated from Waseda University, with 6 years of study and work experience in Japan, and 8 years of research and investment experience in the domestic consumer sector. He has served as a strategic consultant for multiple retail and consumer technology companies. Before founding Kunpeng Global (a research-based organization providing overseas expansion consulting and investment services), he worked at Challenger Capital, JD Group's Strategic Investment Department, and Nomura Research Institute in Japan.

Major public works

"New Consumer Era 1 — Crossing the River by Feeling Japan"

"The Evolution of Japanese Consumer Society — A Glimpse of China's Next 20 Years"

"After the Bubble Burst, What Companies have risen in Japan?"

"Examining Strategies for China-US Trade War from the Perspective of Japan-US Trade War"

房家毅先生毕业于日本早稻田大学，拥有丰富的跨国工作经验。他在日本工作生活6年，曾就职于野村综合研究所；回国后，先后在京东集团战略投资部、挑战者资本等机构任职，积累了8年消费领域研究和投资经验，并为多家零售和消费科技公司提供战略咨询服务。目前，房先生创立并担任鲲鹏出海首席执行官，致力于为企业提供海外扩张咨询和投资服务。凭借其在中日两国的深厚经验，他对跨境商业发展和消费领域的创新具有独特见解。

主要著作：

1. 《新消费时代1——摸着日本过河》
2. 《日本消费社会的演进——管窥中国未来20年》
3. 《泡沫破裂后，日本哪些企业崛起了？》
4. 《从日美贸易战视角看中美贸易战的应对之策》