

Reaching the Chinese Consumer

WFOE Set-up & Management



Understanding the Chinese consumer, how to reach them and efficient ways of marketing towards Your target segment is becoming increasingly important for brands. In addition, in order to attract more foreign direct investment, China has recently been pushing through new FDI reform policies that have made it easier, quicker and cheaper to establish and operate in China. This offers many new business opportunities and expands the number of options available to foreign SMEs considering entry into the Chinese market.

Key-note speaker Noam David Stern from China-direct.biz will focus on some of the most important advantages and issues You must consider when establishing a WFOE in China and delve into critical factors such as accounting & reporting, repatriation of profits, Export VAT refund and recruiting local staff.

Speakers from IFU, Rena Chen in Copenhagen and Anders Nellemose in Aarhus (TBC), will then go through a few company cases where SME's can learn from the experiences of larger enterprises within the FMCG-area, how they have done in relation to setting up in China with respect to selling to the Chinese.

In Copenhagen, Franklin Yao, managing partner at SmithStreet and managing director at Yext Greater China will give a presentation on the evolution of the Digital Chinese Consumer and working with Chinese platforms. In Aarhus, Niels-Christian Flinholm from EF Consult will go through how to navigate the different market platforms in China and share his experiences with setting up in China.

You can also register for a One2One session with Noam Stern from China-Direct.biz, Franklin Yao from SmithStreet and the team from Yext, or Niels-Christian Flinholm from EF Consult for discussions relevant to Your specific situation.

Practical Information:

Aarhus

Date: Monday 28 May 2018

Time: 9:00 - 12:30

Venue: Bech-Bruun,
Værkmestergade 2
8000 Aarhus C

[SIGN UP Aarhus](#)

Copenhagen

Date: Friday 1 June 2018

Time: 9:00 - 12:30

Venue: Bech-Bruun,
Langelinie Allé 35,
2100 København Ø

[SIGN UP Copenhagen](#)

Featuring



Noam David Stern
Co-Founder
China-direct.biz

Noam has been project managing the set-up and start-up of 60 overseas companies in China which has given him solid know-how and hands-on experience with the most critical success factors of operating in China. As former Head of Sales & Marketing at the 'Nordic Industrial Park' in Ningbo, China (2005-2013), Noam provided company advice and promoted in-house business services and commercial real estate to mostly Scandinavian SMEs that sought company establishment and market entry in China. He then joined PTL Group in Shanghai (2013-2014) where he was responsible for developing and promoting the industrial incubator 'CI3' in Changzhou that was targeting technology driven overseas SMEs within high-end, small-scale manufacturing.

Noam continued as Commercial Advisor & Team Leader at the 'Trade Council, Royal Danish Consulate General in Shanghai' (2014-2016) where he provided business advice and consultancy services to Danish companies within the maritime, construction and machinery sectors.

Today, Noam is co-founder of 'China-direct.biz' in Shanghai that offers practical advice and on the ground support to Scandinavian SMEs that seek market access or want to develop their China businesses further.



Franklin Yao
Managing Partner
SmithStreet

Franklin's expertise is in developing successful business strategies around selling to the Chinese consumer. His insights into the China market have been featured in The Economist, the Wall Street Journal, The Deal, Crain's New York Business, FOX Business News and Jyllands-Posten. He has also been a keynote speaker at Yale, NYU, Imperial College Business School and the Wharton China Forum. As Managing Partner and co-founder of SmithStreet, a China-focused strategy consulting firm, Franklin advises global clients on their China market entry, market growth, value chain optimization, customers, and e-commerce strategies.



Niels Christian Flintholm
Partner
EF Consult

Niels Christian has more than 9 years experience working with marketing in both Chinese and Danish companies, specializing in online Go-to-Market strategies in the FMCG sector. Niels Christian is considered an authority on market entry strategies for FMCG products to China, and has been closely involved in conceptualizing and executing several Danish FMCG companies online China strategy. Niels Christian is based in Aarhus and operates the consulting company EF Consult together with Rasmus Bengtsen who is based in Shanghai. The company focuses on helping small and medium sized Danish companies penetrate the Chinese market through e-Commerce and Social Media Channels.



Rena Chen
Investment Director
IFU

In Copenhagen, Rena Chen from IFU will then go through a few company cases where SME's can learn from the experiences of larger enterprises within the FMCG-area, how they have done in relation to setting up in China with respect to selling to the Chinese.



Anders Nellemose
Investment Director
IFU

In Aarhus, Anders Nellemose (TBC) from IFU will then go through a few company cases where SME's can learn from the experiences of larger enterprises within the FMCG-area, how they have done in relation to setting up in China with respect to selling to the Chinese.



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BECH-BRUUN

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Featuring



Jakob Kristensen
Partner
Bech-Bruun

Advises primarily on M&A transactions, fund investments as well as corporate restructurings and is highly experienced in Chinese matters. He assists Danish as well as foreign clients, such as industrials and private equity funds, in connection with the purchase and sale of companies and related financial issues. Jakob is particularly experienced in rendering advice on cross-border transactions and over the last couple of years have been involved in transactions involving buyers from most major Asian, American and European jurisdictions. Jakob also advises on the general aspects of business and company law.



Jakob Østervang
Partner
Bech-Bruun

Advises Danish and foreign clients on M&A, private equity transactions, restructurings, mergers and demergers, including in particular renewable energy transactions and Chinese matters. Jakob has particular experience in the establishment, development, financing, purchase and sale of Cleantech businesses. He has advised developers, sellers and buyers in connection with transactions involving wind turbines and solar cell plants in Germany, Italy, China, the USA, Poland, Estonia, Sweden and the Netherlands. Jakob has many years' experience in alternative energy, including wind turbines, and represents Bech-Bruun in the trade organisation Danish Wind Industry Association.



Daniel Prytz
Senior Director - Nordic
Yext



Alexandra Masierowska
Senior Account Executive
Yext

Daniel Prytz and Alexandra Masierowska is representing Yext in Scandinavia and is available to join for a roundtable discussion around how to help you control your brand experience across the digital universe. When it comes to how consumers experience your brand, your website is only the beginning. Today, consumers use a diverse list of maps, apps, voice search tools, digital assistants, search engines, GPS systems, and social networks to find and engage with information about your business. Are you in control of the answers they see across all these platforms? Yext's mission is to give you control over your brand experiences across the digital universe of maps, apps, search engines, voice assistants, and other intelligent services that drive consumer discovery, decision, and action.

The rise of intelligent services — like voice search, artificial intelligence, and driverless cars — demands new information from brands, new skills from marketers, and a new way of thinking about marketing itself. Today, thousands of businesses including brands like Marriott, T-Mobile, and Taco Bell use the Yext Knowledge Engine™ to manage their digital knowledge in order to boost brand engagement, drive foot traffic, and increase sales. To learn more and schedule a roundtable at the event with Yext and Franklin, feel free to reach out:

Daniel Prytz

dprytz@yext.com

Alexandra Masierowska

amasierowska@yext.com

Agenda

Reaching the Chinese Consumer - WFOE Set-Up and Management in China

9:00	Registration
9:15	Welcome <i>Danish-Chinese Business Forum</i>
9:20	Welcome <i>Jakob Østervang, Bech– Bruun - Aarhus</i> <i>Jakob Kristensen, Bech-Bruun - Copenhagen</i>
9:30	WFOE Set-up and Management in China <i>Noam David Stern, China-direct.biz</i>
10:00	Case Presentations <i>IFU, Rena Chen - Copenhagen</i> <i>IFU, Anders Nellemose - Aarhus (TBC)</i>
10:20	Break
10:30	The Conveniences of the Digital Chinese Consumer - Copenhagen <i>Franklin Yao, SmithStreet Solutions and Yext</i> Navigating Digital Platforms to Reach the Chinese Consumer - Aarhus <i>Niels-Christian Flinholm, EF Consult</i>
11:00	Q&A
11:30	Break-Out One2One Sessions and Networking and refreshments
12:30	Thank You for Joining us!