

ONLINE ACCESS TO THE CHINESE CONSUMERS AND THE FIGHT AGAINST IPR INFRINGEMENT IN CHINA!

e-commerce platforms, cross-border e-commerce, trademark registration, IPR infringement, case stories of successful offline and online FMCG experiences in China

Venue: AWA Denmark A/S, Strandgade 56, 1401 Copenhagen K.

Date: 9 May 2019

Time: 12.00 - 16.30

Get online presence in China through cross border e-commerce platforms. Start testing, learning and selling your products on the world's largest e-commerce market and be alert on brand protection.

- Get online presence.
- Start testing your products.
- Gain knowledge about the Chinese market and its consumers.
- Digital marketing and driving sales in China.
- Trademark registration, IPR investigation and infringement.

AWA will guide you through the steps in gaining an international trademark as well as the trademark protection needed in order to sell your brand on cross-border e-commerce platforms in China.

PSU China and **Thomsen Trampedach** have teamed up in a cooperation that covers IPR related investigations, combining Thomsen Trampedach's expertise in Brand Monitoring/Market Screening and methodology of takedowns from Chinese E-Commerce, with PSU's expertise in gathering evidence of infringement "on the ground" in China. PSU and Thomsen Trampedach will provide us with case studies during the seminar.

Stelton will explain their journey to China with both online and offline experience.

Raunsborg will tell their story of why they have chosen to start online sales in China.

Program 9 May 2019

12.00: Registration, Networking & Coffee

12.20: Welcome, AWA Denmark & Danish-Chinese Business Forum

12.30: Key Changes in Legislation and How to Protect Your Brand in China. Charlie Liu, AWA Asia

13.00: Online Marketing in China, Deheng Xie, E-Commerce Consultant, DEXI Consulting.

13.20: Online Presence and Sales in China, Morten Poulsen, CEO, Ehub Nordic

13.40: Coffee & Networking

14.00: Case: Stelton – Their Experiences with China, Finn Gram-Jensen, Export Director, Stelton

14.20: Case: Raunsborg – Why Starting Online Sales to China? CEO, Charlotte Dinnie Jensen Raunsborg ApS

14.40: Coffee & Networking

15.00: IPR Related Investigations and Brand Monitoring, Andreas Juchli, Thomsen Trampedach and Hanna Severin, PSU China

16.00: Q&A – All Speakers

16.30: Thank You for Today + Networking and Light Refreshments

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For further information please contact Line Kathrine Langelund
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Charlie Liu

Company: AWA Asia
Title: Partner

Charlie has been advising clients on the protection and enforcement of intellectual property rights for over 15 years. His practice focuses on trademark portfolio management including searches, applications, oppositions, reviews and administrative appeals in the PRC. He assists MNCs and leading local companies from diverse industry sectors such as luxury brands, sportswear, automobile, pharmaceutical, media, wholesale and retail and eSports in enforcing trademark rights through customs, administrative and court actions. Charlie advises clients on various aspects of intellectual property laws including acquisition, transfer and licensing of intellectual property rights, customs recordals, assignment and licensing agreements, domain name registration and ownership disputes, and infringement of intellectual property rights.



Deheng Xie

Company: DEXI Consulting
Title: E-Commerce Consultant

Deheng has been working with eCommerce for various European brands in the Chinese market in the past 5 years from independent brand sites to Alibaba's platforms. Brands that he has worked on are: Daniel Wellington, Elfbeads, Redbalifrogs, Nordgreen, etc. He believes in effective marketing spending to optimize sales results for the Chinese market. He has solid experience in engaging consumers through the latest marketing and sales trends, especially KOL and social media management.



Morten Poulsen

Company: Ehub Nordic
Title: CEO

Morten has an extensive international commercial background within sales, marketing and general management that includes sales management, international business management, Mergers & acquisitions, turnaround management and performance improvements. Amongst others, he has been Business Unit Executive at IBM, responsible for the UNIX market in the Nordic region and High-Performance Computing. Morten holds a MSc and a MBA and is now CEO of Ehub Nordic.



Finn Gram-Jensen

Company: Stelton
Title: Export Director

Finn Gram-Jensen has more than 20 years of experience within high-end Danish Design products. He has been working with high-end quality products with sales and export, both in the Nordic region and internationally. He has previously worked at Georg Jensen as Nordic Sales Manager, at Menu as international Sales Manager, and now at Stelton, as Export Director, focusing on global export.



Charlotte Dinnie Jensen

Company: Raunborg
Title: CEO

Charlotte Dinnie Jensen has more than 25 years of experience in prestige cosmetics/retail/FMCG on an International and National level. Use to travel to all corners of the world, and adapt well to all cultures. Strong in negotiations, business development, relations and communications. Lived in Switzerland, Singapore and Vietnam for several years, working for multinational companies like La Prairie International, Sanofi Beaute, Phoung Phat in Vietnam. Previously worked for Matas A/S, who sells FMCG and prestige cosmetics among their categories. Has an in-depth knowledge of the cosmetic retail market and consumer behaviour, with focus on point of sales, developing key-account activities. Today working as CEO for the Danish beauty care brand Raunborg.



Hanna Severin

Company: PSU China
Title: Security Consultant

Hanna has been a part of the PSU team for soon three years and heads the PSU Shanghai office. Hanna is operationally responsible for Shanghai-based counterfeit investigations and business intelligence projects that supports PSU fraud and corruption investigations. Hanna Severin holds a bachelor in criminology with a major in Sociology of Law from the University of Lund, Sweden as well as a master in Criminology.



Andreas Juchli

Company: Thomsen Trampedach
Title: Business Development Manager

At Thomsen Trampedach Andreas is the product owner for Pliano, an online trademark enforcement automation tool used by in-house counsels, IP lawyers and other brand protection professionals.

In the past four years, he worked on global brand protection strategy and implementation with a focus on companies from the pharmaceutical, financial and manufacturing sector.

Unlike many of his colleagues, Andreas is not a China expert but he cycled to China along the Silkroad, so at least he knows how to get there.

Andreas is born in Switzerland and lived in Colombia, France and Russia before moving to Denmark in 2014.