

WEBINARS

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Q2 2021

WEBINARS

Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)

Pls. Note that the events 8th Apr., 20th Apr., and 11th May have a duration of more than one hour!

April

- 8 Apr., 2021**
Sino-Danish Joint Working Program and Government-to-Government Cooperation within Health, Research and Education
Time: 9:00-10:30 DK / 15:00-16:30 CN
By Henriette Kristensen, Team Leader / Thierry Hoppe, Minister Counsellor and Trade Council China Coordinator / Nanna Cathrine Birk Hollensen, Sector Counsellor, Health / Thomas Trøst Hansen, PhD, Innovation Attaché
- 13 Apr., 2021**
China's 14th 5-Year Plan
By Jørgen Delman, Professor emeritus, China Studies, University of Copenhagen and Co-Founder of ThinkChina
- 15 Apr., 2021**
Pinduoduo - Agriculture Tech and Sustainability Development
By Don Tan, Director, Corporate Affairs, Pinduoduo
- 20 Apr., 2021**
AI within Health
By Ran Zhao, Senior Tech Innovation Officer, Innovation Centre Denmark, Shanghai
- 27 Apr., 2021**
Sino-Danish Government-to-Government Cooperation within the Energy and Maritime Sectors
Time: 9:00-11:00 DK / 15:00-17:00 CN
By Morten Kruse, Team Leader / Sune Kåre Sørensen, Energy & Climate Attaché / Emrah Öztunc, Sector Counsellor, Energy / Hans Peter Glipman Jørgensen, Sector Counsellor, Maritime
- 29 Apr., 2021**
Screening and Approval of Foreign Investments – New Strict Rules proposed by the Danish Government
Time: 10:30-11:30 DK / 16:30-17:30 CN
By Nikolaj Juhl Hansen, Partner, Magnusson Law Firm

May

- 6 May, 2021**
IP Protection at Online Trade Fairs
By Matias Zubimendi, IP Business Advisor, China IP SME Helpdesk
- 11 May, 2021**
Sino-Danish Government-to-Government Cooperation within Food, Agriculture & Fisheries and Environment & Water and Sustainable Urban Development
Time: 9:00-11:00 DK / 15:00-17:00 CN
By Marie Louise Flach de Neergaard, Minister Counsellor & Team leader / Jeppe Juul Petersen, Sector Counsellor, Food and Agriculture / Anne Jensen, Sector Counsellor, Environment and Water / Christina Anderskov, Sector Counsellor, Sustainable Urban Development
- 18 May, 2021**
China Growth Strategy in the 'Decoupling' Era
By Tony Wang, Partner, Nordic Match
- 25 May, 2021**
Entering the Chinese Market through Cross-border E-commerce during COVID-19
By Chenli Ke, Brand Development Manager, EC Storm

June

- 1 Jun., 2021**
The Era End of Certain IIT Preferential Policy - What's next?
By Brenda Qin, Head of HR & Payroll, North China TMF Group
- 8 Jun., 2021**
Online Chinese Consumer Trends in Food and Beverages
By Kevin Dai, Partner, Smart Path

April



Sino-Danish Joint Working Program and Government-to-Government Cooperation within Health, Research and Education

8 April, 2021 – Time: 9:00-10:30 (Denmark) / 15:00-16:30 (China)

This first webinar (in a series of three) will give participants an introduction to the Sino-Danish Joint Work Programme and elements of relevance to the Danish business community, not least the Strategic Sector Cooperation (SSC) that comprises government-to-government cooperation in areas where Denmark has experiences and competencies – often linked to knowhow and solutions developed by the Danish business community.

Following the introduction, participants will be introduced to the SSC programme within healthcare. Sector counsellor Nanna Hollensen will outline the overall objective of the project and present the two project tracks: regulation of medicines and medical devices, and the role of the primary healthcare sector in early detection and treatment of chronic diseases and mental health diseases. She will explain how a close bilateral cooperation within the SSC Health framework between Danish health authorities and Chinese health authorities such as the National Medical Products Administration (NMPA) and the National Health Commission (NHC) can be important or beneficial for Danish companies.

Finally, Innovation Attaché Thomas Trøst Hansen, PhD will present an overview of existing collaborations between Denmark and China within higher education and science. He will also present an analysis of the Chinese R&D-system and highlight areas, where Danish companies should look towards China for world-leading ecosystems, especially relevant to green transition. Following the presentation there will be an open discussion at which any related questions and/or comments are most welcome.

Program

- Welcome and introduction to SSC and the Sino-Danish Joint Work Programme by Henriette Kristensen, Team Leader, and Thierry Hoppe, Minister Counsellor, incl. Q&A
- Introduction to the SCC in Health by Sector Counsellor Nanna Cathrine Birk Hollensen, incl. Q&A
- Introduction to Sino-Danish collaboration within higher education and science by Innovation Attaché Thomas Trøst Hansen, PhD, incl. Q&A

China's 14th 5-Year Plan



13 April, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)

The Five-Year Plan is a comprehensive policy blueprint for the overall economic and social development in China. Jørgen Delman, Professor emeritus, China Studies, University of Copenhagen and Co-Founder of ThinkChina will contextualize and present highlights from China's 14th Five-Year Plan incl. key economic and green policies and what to expect next. Participate in this webinar to get a first-hand update on the new Five-Year Plan, and understand what it can be used for and how to include it in your business strategy. Read an analysis of China's National People's Congress by Jørgen Delman [here](#).

Following the presentation there will be an open discussion at which any related questions and/or comments are most welcome.

Pinduoduo - Agriculture Tech and Sustainability Development



15 April, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)

The Chinese e-commerce giant Pinduoduo with 788 million active users and agricultural GMV of RMB 270 billion in 2020, is a key player in the new era of transformation and upgrading of agriculture in China. To fully implement digital agriculture in rural areas, it is necessary to strengthen agricultural technological innovation and create new engines for the modernization of rural areas. Don Tan, Director, Corporate Affairs at Pinduoduo will share Pinduoduo's agriculture tech innovation development and its impact on sustainability, food safety, e-commerce, and supply chain. Furthermore, Don will briefly walk through Pinduoduo's latest development and strategy.

Following the presentation there will be an open discussion at which any related questions and/or comments are most welcome.



AI within Health

20 April, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)

AI development is progressing rapidly within health. This is especially evident in China, as they have placed a strategic focus on AI in healthcare. An aging population is driving an urgent need for easy access and high-quality health services – AI is here to support the development. In this Webinar Ran Zhao, Senior Tech Innovation Officer at Innovation Centre Denmark - Shanghai will take you through an analysis of AI segments - such as AI imaging, health management, and disease protection - within healthcare in China. It will more specifically undergo challenges, application scenarios, status and development of each segment.

Following the presentation there will be an open discussion at which any related questions and/or comments are most welcome.



Sino-Danish Government-to-Government Cooperation within the Energy and Maritime Sectors

27 April, 2021 – Time: 9:00-11:00 (Denmark) / 15:00-17:00 (China)

As part of the Comprehensive Strategic Partnership between Denmark and China, a joint work programme has been established which builds upon elements of the development strategies of the two countries and covers various areas and mechanisms of ongoing bilateral cooperation. On climate and energy the cooperation intends to engage in government-to-government cooperation to promote the common climate agenda and the transition to a low carbon pathway. Furthermore, the Embassy together with the Danish Energy Agency and the Danish Maritime Authorities also engages in two strategic sector cooperations within the Energy & Maritime sector.

The strategic sector cooperation within energy has two tracks on clean heating and quality offshore wind both focusing on sharing Danish regulatory and framework experiences in an effort to support a path towards a green transition in China. For example by identifying means on how to replace heavy coal dependent systems with green and clean sources within district heating as well as sharing Danish authorities experiences in implementing offshore wind in a cost-efficient manner. The maritime strategic sector cooperation promotes cooperation with the Chinese authorities on safe and green shipping through e.g. exchange of best practice and cooperation on international regulation within maritime safety, green shipping as well as green shipbuilding. In addition, it aims to improve the framework conditions for Danish shipping companies and promote opportunities for Danish maritime companies in China. Participants will be introduced to the various programme activities and hear how the business community plays a role in and benefits from the cooperation.

Program

- Welcome by team leader Morten Kruse
- The joint Danish-Chinese cooperation on Climate and Energy by Energy & Climate Attaché Sune Kåre Sørensen
- Introduction to the SSC in Energy covering Offshore Wind and Clean Heating by Sector Counsellor Emrah Öztunc
- Introduction to the SSC in Maritime covering Maritime Safety & Green Shipping and Green Shipbuilding by Sector Counsellor Hans Peter Glipman Jørgensen
- Conclusion by team leader Morten Kruse
- Q&A

April



Screening and Approval of Foreign Investments – New Strict Rules Proposed by the Danish Government

29 April, 2021 – Time: 10:30-11:30 (Denmark) / 16:30-17:30 (China)

Nikolaj Juhl Hansen, Partner, Nordic/Baltic law firm Magnusson's Corporate M&A team will give an introduction to the Danish government's proposal for new legislation concerning screening and approval of foreign investments, which will apply to any transaction where a foreign entity or person acquires control of 10% of a Danish business, to greenfield investments and "special economic agreements" (e.g. JV and R&D agreements) in a diversified list of sectors including a range of technology businesses, energy, defence, data processing and storage as well as critical infrastructure.

Following the presentation there will be an open discussion at which any related questions and/or comments are most welcome.

May



IP Protection at Online Trade Fairs

6 May, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)

Since the coronavirus pandemic is still hindering mass gatherings, trade fairs around the world, including in China, have moved online. While online trade fairs are an excellent means to promote SMEs' products, there are also specific IP risks involved. Matias Zubimendi, IP Business Advisor at China IP SME Helpdesk, has attended online trade fairs in China, including the Canton Fair and can provide IP tips for attending online fairs. During this webinar, Matias will cover what to pay attention to when attending an online trade fair.

Following the presentation there will be an open discussion at which any related questions and/or comments are most welcome.

May

Sino-Danish Government-to-Government Cooperation within Food, Agriculture & Fisheries, Environment & Water and Sustainable Urban Development



11 May, 2021 – Time: 9:00-11:00 (Denmark) / 15:00-17:00 (China)

The area of food, agriculture & fisheries has traditionally been highly regulated and governed by government policies and trade barriers. In order to promote the cooperation in these areas between China and Denmark and overcome the barriers many protocols and agreements have been signed between China and Denmark. To this comes the continuous seeking of common areas where China and Denmark can cooperate in order to create the basis for the introduction of Danish solutions for a more sustainable, safe and efficient food production. To enhance this cooperation the SSC-project on Food and Agriculture was introduced 5 years ago and is now in its second phase. It has two tracks: One on improving food safety and another on resource efficiency and food loss and waste.

Within the policy areas of environment, water and sustainable urban development the goal of the Sino-Danish government cooperation has been to create Chinese interest for the Danish solutions and also to contribute to the green development of the environment in China. The areas are also governed by cooperation agreements between the Danish Ministry of Environment and the Chinese Ministry for Environment (MEE) and Ministry of Water Resources (MWR). The Sector cooperation on environment has focus on water resource management and wastewater management working particularly with the provincial level in Hebei, Fujian, Beijing and Jiangsu. The sector cooperation on Sustainable Urban Development is carried out between Beijing and Copenhagen and focuses on circular construction, climate change adaptation, waste water management, and energy efficiency in existing buildings.

Participants will be introduced to the government cooperation with the two areas, the various programme activities and hear how the business community can play a role and benefit from the cooperation.

Program

Food, Agriculture & Fisheries (1 hour)

- Welcome and introduction to the Sino-Danish government-to-government cooperation within food, agriculture & fisheries by Marie Louise Flach de Neergaard, Minister Counsellor & Team leader
- Introduction to the Strategic Sector Cooperation (SSC) on Food and Agriculture by Jeppe Juul Petersen, Sector Counsellor
- Q&A

Environment & Water and Sustainable Urban Development (1 hour)

- Welcome and introduction to the Sino-Danish government-to-government cooperation within Environment & water by Marie Louise Flach de Neergaard, Minister Counsellor & Team leader
- Introduction to the SSC on Environment and Water by Anne Jensen, Sector Counsellor
- Introduction to the SSC on Sustainable Urban Development by Christina Anderskov, Sector Counsellor
- Q&A

China Growth Strategy in the 'Decoupling' Era



18 May, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)

Nordic companies have been grappling with the fallout from ongoing trade tensions and the EU-China agreement on investment. As a result, there is one critical question on the minds of most Nordic CEOs: How do we make sense of China and formalize a proper strategy for the middle kingdom? As an important topic for the strategic and capital agenda of any global firm, Tony Wang, Partner at Nordic Match would like to present a strategic framework for planning your China expansion strategy.

Following the presentation there will be an open discussion at which any related questions and/or comments are most welcome.

May



Entering the Chinese Market through Cross-border E-commerce during COVID-19

25 May, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)

During COVID-19 and its economic fallout, how can a brand expand its market and possibly enter the Chinese market? Cross-border e-commerce might be a good choice. Chenli Ke, Brand Development Manager, EC Storm will cover the following aspects during the webinar: 1. What is cross-border e-commerce / 2. The development and scale of cross-border e-commerce / 3. Policies and regulations for cross-border e-commerce / 4. TMall Global, a typical platform for cross-border e-commerce / 5. Cross-border E-commerce vs General Trade / 6. The impact of COVID-19 on cross-border e-commerce and new opportunities.

Following the presentation there will be an open discussion at which any related questions and/or comments are most welcome.

June

The Era End of Certain IIT Preferential Policy - What's next?

1 Jun, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)



Are you aware that the preferential Individual Income Tax (IIT) policy would be ceased by the end of 2021? What does that mean for the company and the employee? In partnership with TMF Group, we are pleased to invite you to a webinar dedicated to the regulatory environment and the challenges & opportunities from a HR perspective. Brenda Qin, Head of HR & Payroll of North China TMF Group, will address practical topics such as the impact on such preferential IIT policy termination and how to be compliant and which implications it has on your tax payments.

Brenda has in-depth knowledge of HR & Payroll operations, employee equity incentive management and Individual Income Tax (IIT) planning. With more than 15 years working experience in providing services to multinational companies, she has demonstrated her solid strengths as being a critical thinker and adept negotiator who can apply extensive knowledge of local markets and technology domain expertise to ensure the efficiency and compliance of HR & Payroll processes in China.

Following the presentation there will be an open discussion at which any related questions and/or comments are most welcome.

Online Chinese Consumer Trends in Food and Beverages

8 Jun, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)



China's online market is dynamic, particularly after Covid-19. Products in food & beverage are those that consumers purchase the most online. By observation over years, Smart Path have noticed a movement in segments within the category, indicating online consumers' behaviour or preference have changed. Understanding such movements are helpful for companies and organizations to understand China's online market as well as online consumers' behaviour – insights that may have business potential and can be valuable for further growth in China. Kevin Dai, Smart Path will present the audience to a cross categories comparison and experiences from the market, and a helicopter view on the positioning of each category and development in online trends.

Following the presentation there will be an open discussion at which any related questions and/or comments are most welcome.