



# WEBINARS

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A COLLABORATION BETWEEN DCBF,  
DANISH CHAMBER OF COMMERCE CHINA,  
AND DANISH CHAMBER OF COMMERCE  
HONG KONG

# WEBINARS

**TIME: 09.00-10.00 (DENMARK) / 15.00-16.00 (CHINA)**

**26 OCT., 2021**

## **Empowering Remote Experts for Auditing and Production Inspection with Extended Reality**

BY: Kasper Kronmann Nielsen, Advisory Director at NNIT Consulting

Kevin Helge Hansen-Schwartz, XR Business & Solution Consultant at NNIT Consulting

Frederik Sparre Willumsen, Associate Digital Business Consultant at NNIT Consulting

Martin Næsby Hansen, Associate Digital Business Consultant at NNIT Consulting

**TIME: 09.00-10.00 (DENMARK) / 16.00-17.00 (CHINA)**

**02 NOV., 2021**

## **Expansion as a Venture: How to Break into the Chinese Market. An Investor Perspective**

BY: Nick H. Laursen and Gerard van Swieten, Managing Partners at Laursen van Swieten

**09 NOV., 2021**

## **How to Get Customers Without Advertising – Building Digital Success in China through Local Search Engine Optimization**

BY: Bart Burggraaf, Partner at MediaGroup

# OCTOBER

## Empowering Remote Experts for Auditing and Production Inspection with Extended Reality

26 OCT.

This webinar will focus on how to utilize Microsoft HoloLens 2 for remote auditing and production/facility inspection as an integrated part of operations and to cope with the restrictions caused by Covid-19. Especially, the Chinese market has had to cope with travel restrictions and closed borders, which has yielded problems of getting expert knowledge in and out of the country. This problem can be mitigated with Extended Reality by empowering experts to be available and present, digitally, at all times. NNIT will share their experiences with remote auditing and inspection based on recent practical cases and conducted proof of concepts using the technology.



# NOVEMBER

## **Expansion as a Venture: How to Break into the Chinese Market. An Investor Perspective**

02 NOV.

“Expansion as a venture” means that multinationals should see themselves as a venture again when entering China. This means starting small, looking closely at the market, being entrepreneurial, adapting constantly, hedging bets, keeping the burn-rate low, moving fast etc. Basically, it means to be a young company again and to grow up in a challenging but rewarding environment. Seeing “Expansion as a venture” is simple in theory, but hard in practice. At LvS Partners, they apply this approach in the pre- and post-investment expansion of their portfolio companies (their value-added strategy). In this webinar they will share some of their experiences and are open to discuss expansion strategies contemplated by the participants.



## **How to Get Customers Without Advertising – Building Digital Success in China through Local Search Engine Optimization**

09 NOV.

Bart Burggraaf, partner at MediaGroup, will discuss how to build awareness and sales in China - without necessarily advertising - by employing Search Engine Optimization aimed at local search engines. This webinar goes into detail on the search landscape in China, differences with SEO in the west, the technical requirements for a Chinese website, the content efforts needed and how to build a strong 'link profile' - all with a view of gaining significant organic traffic locally. During the presentation, Bart will also show a case study with details on an SEO success story.

