



JOINT CHAMBER WEBINARS

A Collaboration Between

Danish-Chinese Business Forum

Danish Chamber of Commerce in China

Danish Chamber of Commerce Hong Kong

PROGRAMME



JULY

5 July

**EXTRAORDINARY PARTNER WEBINAR:
Roundtable: How will Shanghai Support Companies
to Recover From the Lockdown?**

*By AAK, Danfoss, Danish Crown, Nine United, WE-
Dragons & Wrist China*

[Register here](#)

AUGUST

23 Aug.

**Becoming Local Champions: Achieving “In China for
China” through M&A**

*By Tony Wang, Partner and Klaus Björkgren, VP
Nordic Match*

SEPTEMBER

6 Sep.

Termination of Employees in Challenging Times

*By Robin Tabbers, Principal
R&P China Lawyers*

13 Sep.

**Brand Protection on Chinese Social Media Platforms:
Monitoring and Enforcement**

*By Zuzanna Seczkowska, IPR Management Consultant
Thomsen Trampedach*

20 Sep.

**Cross-border Data Transfer: Recent Regulatory
Developments in China and Impact on MNC's'**

*By Samuel Yang, Partner
AnJie Law Firm*

27 Sep.

**Future-Proof Upskilling and Reskilling of
Tomorrow's Workers in China**

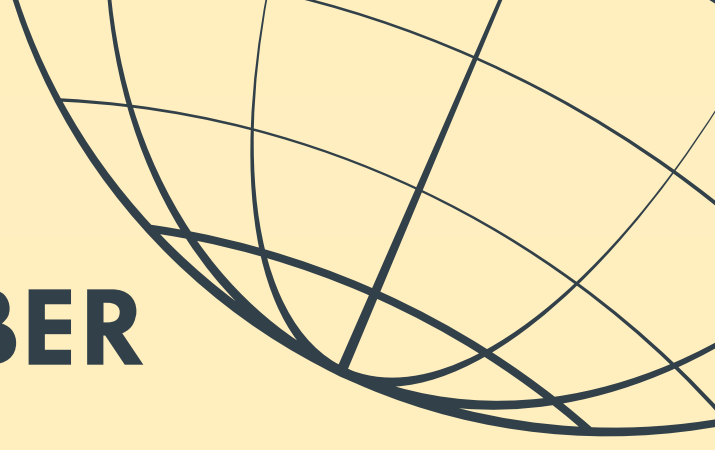
*By Khurram Jamil, Co-founder & President of Strategic Initiatives
Area9 Lyceum*

27 Sep.

**'The Shanghai lockdown is over – what is next for
Danish business in China'**

*By DI Sense China, PWC, NTG Nordic Transport Group and Anta
Sports*

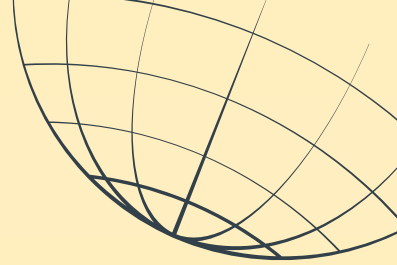
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JOINT CHAMBER WEBINARS

All activities in this programme, with the exemption of the extraordinary webinar, are for members of *Danish-Chinese Business Forum, Danish Chamber of Commerce in China, and/or Danish Chamber of Commerce Hong Kong.*

If your organisation is a member of one of these organisations, but you have not received the **sign-up links**, please contact info@dcbf.dk to receive the Webinar Programme for Members.



JULY

5th July 2022

(9:00-11:00 a.m. DK/3:00-5:00 p.m. CN)

EXTRAORDINARY PARTNER WEBINAR: Roundtable: How will Shanghai Support Companies to Recover From the Lockdown?

By AAK, Danfoss, Danish Crown, Nine United, WE-Dragons & Wrist China

Business sentiment in China has taken a hit with the recent COVID lockdowns in Shanghai. It is therefore more important than ever to engage with Shanghai authorities to understand how the city can help you move forward in your China business with confidence. With this in mind, we welcome our members to join us for this roundtable discussion where 6 Danish companies will address some of their concerns with the Shanghai Municipal Commission of Commerce, followed by the opportunity to ask questions to the Shanghai Authorities.

Agenda:

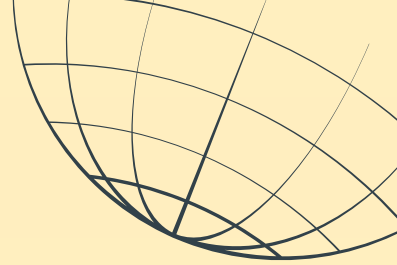
- Opening remarks by Chinese Embassy in Denmark, Danish Consulate in Shanghai and the Shanghai Municipal Commission of Commerce
- Introduction by DCCC Chair Simon Lichtenberg
- Questions by 5 Danish companies: AAK, Danfoss, Danish Crown, Nine United, WE-Dragons & Wrist China with answers by departments from Shanghai Municipality
- Opportunity to ask Questions to Shanghai Authorities

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**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
The Trade Council





AUGUST

23rd August 2022

(9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)

Becoming Local Champions: Achieving “In China for China” through M&A

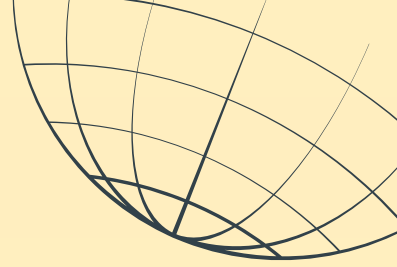
By Tony Wang, Partner and Klaus Björkgren, VP, Nordic Match

As foreign companies in China need to navigate through increased competition, fluctuating supply chain dynamics and shifting demand behaviours, corporate executives in both HQ and in China are facing the questions how to become more agile, achieve resilience towards competition and winning clients in China.

Drawing from discussions with Nordic corporate leaders in China and project experiences in the past 12 months, Nordic Match is delighted to share how M&A can be used as a useful strategic tool for decision-makers, to stay ahead and accelerate their businesses in China despite ambiguities for the long haul.

Key topics to be covered include:

- How changing market landscape affects foreign businesses in China
- Why developing an aligned strategy for China is critical for success
- Identifying the “right” opportunities
- Why M&A can be used as tool to achieve “In China for China”
- Case examples: Different flavors of “In China for China”



SEPTEMBER

6th September 2022

(9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)

Termination of Employees in Challenging Times

By Robin Tabbers, Principal, R&P China Lawyers

Many businesses are facing economic and operational difficulties as a result of the global pandemic and local lockdowns. The unpopular solution of terminating employees is sometimes necessary evil.

Robin Tabbers will talk about legal and practical strategies for terminating employees, Chinese HR policies during economic difficulties, suspended operation, and other related circumstances.

13th September 2022

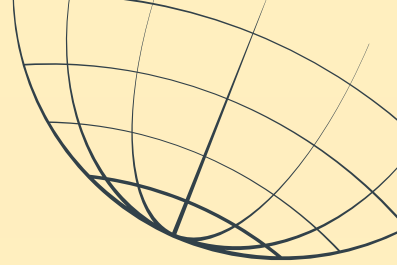
(9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)

Brand Protection on Chinese Social Media Platforms: Monitoring and Enforcement

By Zuzanna Seczkowska, IPR Management Consultant, Thomsen Trampedach

In 2020, there were around 926.8 million social media users in China. It is estimated that this year this number will go up to over 1 billion (Statista, 2022). When dealing with the country with most social media users in the world, it is important for brand owners to have a good grasp of the complexity of social media landscape in China and know how to detect and tackle any instances of IP infringement and brand abuse. This webinar will cover the following topics:

- The current social media landscape in China
- Major challenges for brand owners when it comes to infringement detection and takedowns
- Real experiences of online brand protection issues
- Tips on good practices and proactive measures



SEPTEMBER

20th September 2022 (9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)

The Impact of DSL and PIPL on Foreign Businesses in China

By Samuel Yang, Partner, AnJie Law Firm

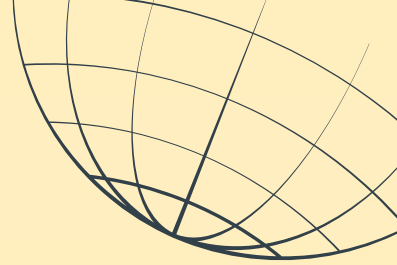
The Cyberspace Administration of China (“CAC”) and others have recently issued a series of regulations, draft regulations and guidelines that will change the cross-border data transfer regulatory environment in China. Join this webinar to get insights into how the new regulations and guidelines will affect foreign business in China.

We have invited Samuel Yang, Partner of AnJie Law Firm, to share his thoughts and advice to us in this regard. Samuel will bring

An overview of the recent changes taking place in relation to Chinese cross-border data transfer regulations.

How to choose from the different legal mechanisms for cross-border data transfers

Security assessments by the CAC: Key things that you should know to prepare your submission documents



SEPTEMBER

27th September 2022

(9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)

Future-Proof Upskilling and Reskilling of Tomorrow's Workers in China

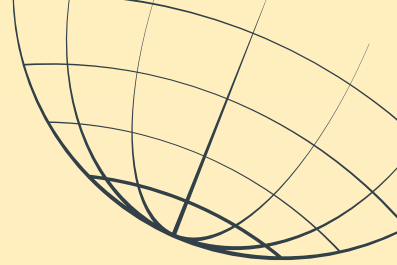
By Khurram Jamil, Co-founder & President of strategic initiatives, Area9 Lyceum

With the availability of AI-powered Adaptive Learning, we can now rethink how we want to develop our organization. For the first time, we can use technology to upskill an entire group of people and have everyone receive the personal attention they need. The need for this technology has been further accelerated by the effects of COVID-19, especially in relation to China, where travel restrictions and closed borders have caused barriers relating to knowledge transfer across borders.

In this webinar, Khurram Jamil, Co-founder & President of Strategic Initiatives at Area9 Lyceum will introduce the concept of adaptive learning for workforces and explore how this technology for example can be used to ensure that workers build adequate product knowledge. Furthermore, Khurram will go through case examples of companies where the technology is applied, such as Audi and Lockheed Martin. Starting last year, companies with teams in China can use Area9's technology thanks to local cloud hosting and support.

Join the webinar to explore how the technology will help ensure your learning organization is ready for the next decades.

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SEPTEMBER

27th September 2022 (10:00-11:30 a.m. DK/4:00-5:30 p.m. CN)

'The Shanghai lockdown is over – what is next for Danish business in China'

DI Sense China, PWC, NTG Nordic Transport Group and Anta Sports

Shanghai is open again – but what is the consumer sentiment after 2,5 years of COVID19 and will business be back to normal? What are the predictions for the rest of the year? Get the absolute freshest briefings from business leaders on the ground in China followed by Q&A.

Briefings:

'Looking ahead to the party congress in October' by Peter Bøgh Hansen, China Policy Director, DI Sense China

'The impact on the Chinese consumer market' by Jacob Johansen, Principal & head of user-centricity practice, PWC

'The sharp decline of transportation rates, demand shock and resurgence of China as production base' by Steffen Schioetz-Christensen, MD China & HK, NTG Nordic Transport Group

'Business outlook remains mixed' by Aldo Spaanjaars, EVP Anta Sports (Outdoor)

Moderation by Jesper Halle, Commercial Consul, The Royal Danish Consulate General, Shanghai

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