

# Understanding & Navigating **THE DIGITAL LANDSCAPE IN CHINA**

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**Date:** 02.12.2022

**Time:** 9:00 - 10:30 CET (Registration from 8:30)

**Venue:** AWA Denmark A/S, Strandgade 56, 1401 København K

## Why Participate?

Foreign companies are more than ever required to understand the political circumstances affecting the online marketplace in China in order to leverage the various Chinese platforms and grasp the opportunities they hold when it comes to getting in touch with Chinese consumers. Join this DCBF Signature Event to gain insights on how to navigate the increasingly regulated Chinese digital landscape and learn from case stories of successful brands on the Chinese online marketplace.

## Introduction

The Chinese digital landscape has developed independently during the past 10 years. With its own social media-, livestreaming- and e-commerce platforms, as well as a myriad of apps and other digital tools, the Chinese online marketplace has always been a hard nut to crack. The almost complete closure of the Chinese borders has made a successful entry even harder. Furthermore, the internet and the Chinese tech giants have been under political pressure from the party and the Chinese authorities, and therefore foreign companies are required to pay attention to the political circumstances affecting the online marketplace. Nonetheless, the online ecosystem in China holds big opportunities for Danish companies.

## Speakers

**Casper Wichmann**  
Coordinator at ThinkChina &  
Co-founder and Editor at Sinolytica



**Niels Christian Flintholm**  
Partner at LEAF Digital



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08:30

[Registration & Networking](#)

09:00

**Welcome**

[Danish-Chinese Business Forum and AWA Denmark](#)

09:10

**The Possibilities and Pitfalls of the Chinese Digital Landscape**

[Casper Wichmann - ThinkChina](#)

Casper Wichmann, Coordinator at ThinkChina, University of Copenhagen's China-focused think tank, and Co-founder & Editor of Sinolytica, will talk about the possibilities the Chinese digital landscape holds. Furthermore, he will talk about what to be aware of, when navigating the Chinese online ecosystem considering the significant political pressure and regulations from the party and the Chinese authorities that the large Chinese tech-giants have been under.

09:35

**Driving Online Success in China - Examples from the real world**

[Niels Christian Flintholm - LEAF Digital](#)

Niels Christian Flintholm from the China focused branding and marketing agency Leaf Digital will share his insights on how Scandinavian brands can leverage the unique Chinese online ecosystem to make successful inroads in the market. The presentation will mainly be based on Leaf Digital's own successful cases from the Chinese market, among them the leading Danish fashion brand Hummel.

10:00

Q&A

10:25

Concluding remarks

10:30

Networking