



JOINT CHAMBER WEBINARS

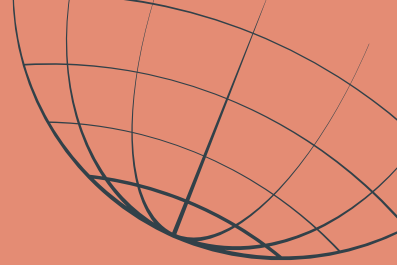
A Collaboration Between

Danish-Chinese Business Forum

Danish Chamber of Commerce in China

Danish Chamber of Commerce Hong Kong

PROGRAMME



October

11th
October

Careers in APAC: Are Asian women aspiring to bigger professional roles in APAC?

By Boyd and Moore Executive Search

25th
October

Digital Marketing for Business Growth: Approaches and Tactics for Marketing in China Today

By Rixin Jiang, CEO, Nordic Friend Agency

November

8th
November

Distance Maintenance, Training and Quality Control with HoloLens

*By Thomas Bassøe, Head of Asia, CUBIC
& Kevin Chang, Production manager, CUBIC*

15th
November

Sales & Operations Planning in China: Case from TAJCO

By Jan Sass Hvass, Group Director, Supply Chain & Procurement, TAJCO Group

29th
November

The Continued Clone War of the LEGO Group in China

By Ada Geng, Corporate Counsel, The LEGO Group

December

6th
December

Localisation, Localisation, Localisation!

By Michael Andersen, Sales Director Asia, Hoyer Motors

13th
December

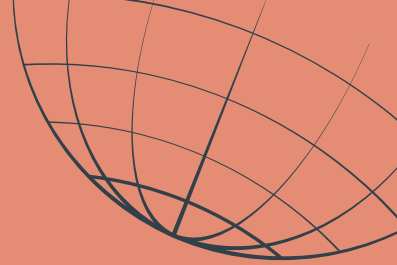
Compliance as Core for Strategic Business Development

By Søren B. Jensen, Managing Director, Mictory Management

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OCTOBER

11th October 2022

9:00-10:00 CET

Careers in APAC: Are Asian women aspiring to bigger professional roles in APAC?

By Boyd and Moore

Kay Group's Partner and Executive Coach, Karin Wellbrock, will come together with Managing Director BMES Greater China, Anne Zhang, and Gender Researcher and Executive Coach Dr. Bettina Al-Sadik (MCC) to discuss the situation regarding women in leadership in Greater China and Japan with focus on the lack of diversity. BMES's BD Manager for APAC and Japan, Amrit Warraich, will be moderating the event.

The points of discussion will tackle how to ensure diversity and equal opportunity within executive suites throughout APAC:

- How can women in leadership build their careers and what strengths do they have?
- What are some differences and commonalities from a gender research perspective?
- How can female leader profiles appear in more executive searches, and what will the implications of that be regarding multinational leadership roles?
- What happens when female leaders take on CxO positions? What are the challenges, and how does reality match up to the expectations they are facing?

25th October 2022

9:00-10:00 CET

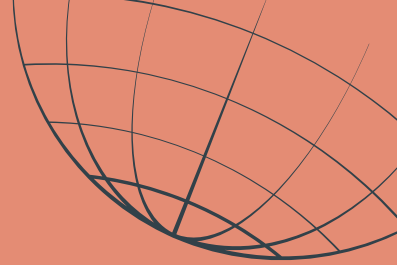
Digital Marketing for Business Growth: Approaches and Tactics for Marketing in China Today

By Rixin Jiang, CEO, Nordic Friend Agency

After several years of the pandemic affecting business activities, companies are exploring more cost-efficient and result-oriented approaches to how digital marketing can help and support business growth, how to stand out among competitors, and how to avoid unnecessary spending.

The webinar will provide insights and suggestions from both macro and micro perspectives on marketing in China. Key topics will include:

- The overall Chinese digital and social landscape changes in 2022
- Tactics and suggestions on how different types of businesses can gain more visibility through marketing (including both consumer brands & B2B businesses)
- What expectations should you have for various marketing efforts, and how to measure the results
- Outlook and trends for the near future.



NOVEMBER

8th November 2022

9:15-10:00 CET

Distance Maintenance, Training and Quality Control with HoloLens

By Thomas Bassøe, Head of Asia, CUBIC, and Kevin Chang, Production Manager, CUBIC China.

HoloLens is a self-contained holographic device that projects 3D holograms onto the lenses. Some companies have called HoloLens a "gamechanger" in a post-pandemic world with international travel restrictions.

CUBIC will introduce the fundamentals of Microsoft HoloLens and give examples on where CUBIC has benefitted from use of the technology for cross-border use for maintenance, training, quality checking, product development and IT support.

15th November 2022

9:00-10:00 CET

Sales & Operations Planning in China: TAJCO Case

By Jan Sass Hvass, Group Director, Supply Chain & Procurement, TAJCO Group

Group Director, Supply Chain & Procurement, Jan Sass Hvass, TAJCO Group A/S will introduce how SIOPI (Sales, Inventory and Operations Planning) can be implemented in a 'light' version, and not least what opportunities this offers in terms of "quick wins".

29th November 2022

9:00-10:00 CET

The Continued Clone War of the LEGO Group in China

By Ada Geng, Corporate Counsel, The LEGO Group

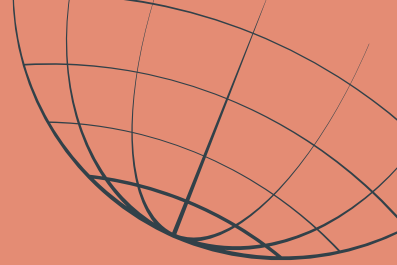
The webinar will concern three main points:

- The very first criminal service trademark case in the China history
- A big raid against copycat brand based on copyrights
- our trademark campaign to raise brand awareness.

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DECEMBER

6th December 2022

9:00-10:00 CET

Localisation, Localisation, Localisation!

By Michael Andersen, Sales Director Asia, Hoyer Motors

More information will follow.

Please contact info@dcbf.dk if you have any questions.

13th December 2022

9:00-10:00 CET

Compliance as core for strategic business development.

By Søren B. Jensen, Managing Director, Mictory Management

Compliance and transparency are hard to implement and fully control in China, which is why the area frequently hides untapped and substantial business potential.

Through actual cases, experiences, and results, Søren will take us through the benefits of applying enhanced compliance measures and fully integrate them in general business strategies. The presentation will include examples and causes, where standard compliance measures failed to uncover existing risks and which had a significant impact on the business.

The cases presented will be from big and small organizations within various areas, such as finance, sourcing, quality, supply chain, logistics, admin, and HR.