

JOINT CHAMBER WEBINARS

A Collaboration Between

Danish Chamber of Commerce Hong Kong

Danish Chamber of Commerce in China

Danish-Chinese Business Forum

Q1

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JOINT CHAMBER WEBINARS

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PROGRAMME

February

7 February

How to Approach Your Target Audiences and Expand Brand Awareness in China Today

By Siyu Ma, Head of Marketing, Georg Jensen China

March

7 March

Upping Your Game Within Cross-cultural Communication!

By Annette Dahl, Managing Director, C3 Consulting ApS

21 March

Hoyer in Asia - Localization

By Michael Andersen, Sales Director Asia, Hoyer Motors

28 March

Litigating Trademarks in China: Bad-Faith, Well-Known Protection and Damages

By Ai-Leen Lim, Chief Executive Officer and Principal Counsel of AWA Asia & Claus Marcussen, Partner and European Trademark and Design Attorney, AWA Denmark

FEBRUARY

7th February 2023

(9:00-10:00 a.m. DK / 4:00-5:00 p.m. CN)

How to Approach Your Target Audiences and Expand Brand Awareness in China Today

By Siyu Ma, Head of Marketing, Georg Jensen China

Amongst a sea of brands, and endless content, one of the biggest challenges brands face today is effectively connecting with their target audience, both online and offline. Often, marketing initiatives can feel like marketing into the void, without direct and tangible results. With an ever-changing communicational landscape, and ever-increasing number of touchpoints, what we aim to explore is how to avoid exactly that. In this webinar we will try and provide some insights around how to effectively reach your target audience, in a cost-efficient way through "KOL Grass Planting" and "Circling Effect".

Siyu is the Head of Marketing, Georg Jensen China. Before joining in Georg Jensen, Siyu has more than 9 years of experience in PR and EPR in the fashion industry. Siyu has extensive experience in both luxury branding as well as fast fashion brands, as both in-house, as well as with a number of top tier agencies.

Guest speaker: Stefano Censi, GM Georg Jensen China.

MARCH

7th March 2023

(9:00-10:00 a.m. DK/4:00-5:00 p.m. CN)

Upping Your Game Within Cross-cultural Communication!

By Annette Dahl, Managing Director, C3 Consulting ApS

Have you ever felt puzzled about by the behavior of a global colleague and thought something along the lines of: Why didn't they say no if they meant no? Why didn't they say that they couldn't meet the agreed deadline? Why didn't they just say it like it is???

The explanation is most likely that they actually did say this! They just said it in a different way than what you're used to.

If you want to avoid ending up in these kinds of situations in the future, the first step is to become aware of how you and your global colleagues typically prefer to communicate.

During the short webinar I'll introduce you to the term 'Low-high context communication' and by using many real-life-examples and cases we will take our departure point in the difference btw DK and CN communication and you will walk away with insight and a few practical things to do and not to do to maximize your output in your cross-cultural communication.

21st March 2023

(9:00-10:00 a.m. DK/4:00-5:00 p.m. CN)

Hoyer in Asia - Localization

By Michael Andersen, Sales Director Asia, Hoyer Motors

Despite the predicted economic slowdown, China is still growing relatively rapidly, and continues playing an important role globally, as a market, producer and R&D operations.

What are the factors you should take into consideration when investing in Asia, and what adjustments you need to make in order to succeed in investing in markets that differs from your home market.

We have invited Hoyer to give us an insight on their China strategy, and how they reached peak sales during one of the toughest years for many businesses in China.

Outline:

Hoyer's footprint in Asia and market adjustment

Corporate strategy localization

Technical Strategy Adjustment

Localized sales strategies – avoid/one-size fits all

Agile and flexible adaption with focused strategy for different segments/sub segments

MARCH

28th March 2023

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

Litigating Trademarks in China: Bad-Faith, Well-Known Protection and Damages

By Ai-Leen Lim, Chief Executive Officer and Principal Counsel of AWA Asia & Claus Marcussen, Partner and European Trademark and Design Attorney, AWA Denmark

In the past foreign companies have shied away from litigation in China, but all this is changing as significant progress has been made throughout the judicial system. Join Ai-Leen Lim, CEO & Principal Counsel of AWA Asia in Beijing, for this webinar highlighting critical cases that showcase how foreign businesses are actively litigating in China – and often successfully.

We will cover cases detailing instances of bad-faith trademark registration, securing China's coveted well-known trademark status, and significantly higher compensation and punitive damages overall. Ai-Leen will also highlight best practice tips as we look at each case in closer detail that will inform your China trademark strategy early on.