



B2B Digitalisation

Grow and Sustain Your Business in China

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Practical Information

Date & Time

23. May 2023, 9:00-10.30 CEST
(Registration begins at 8:30)

Venue

AWA Denmark A/S
Strandgade 56, 1401 København K

Speakers



Niels Christian Flintholm
Leaf Digital



Jens Henne Hansen
Imangu ApS

About the Event

The last couple of years have seen great changes in the way businesses use digitalisation and online services. The pandemic has turbo charged the digitalisation of many Danish businesses, making online meetings, cloud computing, and (perhaps soon) AI an integrated part of our daily work-life.

Join us for this event, where we will look at topics such as creating visibility towards potential Chinese customers, the need for the notorious ICP license, The Great Firewall, and other relevant aspects of the digitalisation process for Danish businesses in China.

If you have any questions regarding the event, please feel free to contact Communications & Project Manager Rasmus Sehested Thormann at rst@dcbf.dk

Members of DCBF & DI can participate in this event for free.



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Programme

- 8:30 **Registration & Networking** - Incl. Coffee & Refreshments
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- 9:00 **Welcome**
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- 9:05 **B2B Marketing in China** - Niels Christian Flintholm
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- 9:30 **Launching a Digital B2B Solution in China** - Jens Henne Hansen
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- 9:55 **Q & A**
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- 10:25 **Concluding Remarks**

About the Speakers



Niels Christian Flintholm, from the China focused branding and marketing agency Leaf Digital, will be looking at topics such as creating visibility towards potential Chinese customers, pros and cons of website vs WeChat, Baidu SEM, online knowledge sharing, employee branding and much more.



Jens Henne Hansen partner at imangu ApS Copenhagen, will show real world examples of Chinese websites and WeChat Mini Programs currently operating in China. In short, what are the possible pitfalls and practical steps to ensure ownership, compliance and the ICP license when successfully launching a digital solution in China.