Online B2B Sales in China

SIGN UP HERE

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

Recent years have seen great changes in the way Chinese businesses use digital solutions. This also applies to business-to-business sectors where many companies now apply strategies and procedures previously reserved for consumer industries.

Join us for this seminar, where we examine how to create a digital presence towards Chinese corporate customers. You will receive valuable inputs about choice of online platforms, employee branding, how to deal with China's "Great Firewall", and other aspects of B2B digitisation 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.

leaf DIGITAL imangu DCBF 丹中商会 DANISH-CHINESE BUSINESS FORUM DI Dansk Industri SENSE CHINA AWA

Online B2B Sales in China

Programme

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

About the Speakers

Niels Christian Flintholm from the China focused branding and marketing agency LEAF Digital, will be sharing his experiences and business cases from digital marketing projects in China.

Jens Henne Hansen partner at Imangu Copenhagen, will show the correct steps, and how to avoid potential pitfalls, when launching a digital solution in China.

leaf DIGITAL imangu DCBF 丹中商会 DANISH-CHINESE BUSINESS FORUM DI Dansk Industri SENSE CHINA AWA