

# JOINT CHAMBER WEBINARS

**A Collaboration Between**

**Danish Chamber of Commerce Hong Kong**

**Danish Chamber of Commerce in China**

**Danish-Chinese Business Forum**

**H2**

**2023**

# JOINT CHAMBER WEBINARS

All activities in this programme are for members of *Danish-Chinese Business Forum*, *Danish Chamber of Commerce in China*, and/or *Danish Chamber of Commerce Hong Kong*.

If your organisation is a member of one of these organisations, but you have not received the **sign-up links**, please contact [info@dcbf.dk](mailto:info@dcbf.dk) to receive the Webinar Programme for Members.

# PROGRAMME

## August

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- 15 August**      **Saxo's Q3 Quarterly Outlook | AI: The Good, the Bad, and the Bubble**  
*By Redmond Wong, Market Strategist, Saxo*
- 22 August**      **Counter-Espionage Law: Decoding the Impact on Foreign Businesses in China**  
*By Philip Lazare, Foreign Counsel, Shaohe Law Firm*
- 29 August**      **Digital Marketing in China: How to Reach the Right Audience?**  
*By Jonathan Kullman, Founder & CEO, NBH & Richard Hårdänge, Partner & CCO, NBH*

## September

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- 7 September**      **The Green Supply Chain – Powering Sustainability in Supply Chain Management**  
*By Johan Annell, Partner, ARC Consulting*
- 12 September**      **A New Path for Personal Information Exports in China – The Chinese "Standard Contractual Clauses"**  
*Samuel Yang, Partner, AnJie Broad Law Firm*
- 19 September**      **From Compliance to Excellence: Harnessing the Power of China's CCPS Framework**  
*By Maxime Oliva, Co-founder & CEO, TEKID*

## October

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- 10 October**      **How to Strengthen Danish-Chinese Intercultural Collaboration: From Business Visits to Crisis Management**  
*By Xia Zhang, PhD Intercultural Interaction & Cross-Cultural Management, Principal Consultant & Owner, CBC X-Consulting*

# AUGUST 2023

**15<sup>th</sup> August 2023**

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

## **Saxo's Q3 Quarterly Outlook | AI: The Good, the Bad, and the Bubble**

AI has undoubtedly captured the spotlight recently, serving as a significant force shaping markets this year. Amidst the excitement surrounding artificial intelligence and its potential to revolutionize businesses, it's important to acknowledge the potential disruption it may bring to everyday lives. Additionally, the sharp gains witnessed in key AI stocks may have led us into bubble territory, paving the way for a potentially challenging path ahead.

With all this in mind, we invite you to a webinar, where **Redmond Wong, Market Strategist at Saxo** will explore ways to navigate the AI theme and discuss investment ideas. Following the presentation, there will be a live Q&A session, providing you with the market insights you need for Q3 and beyond.

Don't miss out on this opportunity to gain a better understanding of the market landscape. Join us by registering for our webinar today!

Please contact [info@dcbf.dk](mailto:info@dcbf.dk) if you have any questions.



*Redmond Wong is a Market Strategist at Saxo Markets Hong Kong with a long career in hedge funds, private equity, investment management, institutional sales, and proprietary trading. When working as a senior portfolio manager at a leading European private bank in Hong Kong, he served as a voting member on the bank's global investment committee, contributing to the formulation of investment strategies and portfolio grins.*

*Prior to joining Saxo, Redmond managed a multi-strategy hedge fund, which included long-short equities and global macro-trading as its core strategies.*

**SAXO**  
BE INVESTED

# AUGUST 2023

**22<sup>nd</sup> August 2023**

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

## **Counter-Espionage Law: Decoding the Impact on Foreign Business in China**

The recent investigation of consulting and advisory firms, appearing to be part of an anti-spy campaign, have unsettled the foreign business community in the country and hit the Western media headlines. The campaign seemingly well-timed with the adoption of the revised Anti-Espionage Law on April 26, 2023 provided fodder for the "de-risking" debate.

In this engaging 1-hour webinar we will provide insights around the new law and suggestions from both macro and micro perspectives on foreign business in China. At the end of the webinar, there will be a live Q&A, that will give you the opportunity to ask more in-depth questions.

Please contact [info@dcbf.dk](mailto:info@dcbf.dk) if you have any questions.



*Philip Lazare, Foreign Counsel at Shaoh Law Firm, has advised European companies with their China investments and acquisitions for over two decades. His work covers a large spectrum of industries and legal disciplines including corporate structuring, M&A/JVs, competition, real estate, tax, data security & privacy, financial services and others.*

*Philip's clients are typically European SMEs and large corporates with operations in China.*



# AUGUST 2023

**29<sup>th</sup> August 2023**

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

## **Digital Marketing in China: How to Reach the Right Audience?**

The digital landscape in China differs significantly for B2B compared to other markets. Moreover, the pandemic has brought about substantial changes, accelerating the digital transformation within B2B in China over recent years. As a result, this now demands a fresh understanding of the right marketing channels for communicating with potential Chinese customers.

The sales process has become more digital, providing increased opportunities to find new customers in China through digital platforms. Consequently, the significance of visibility and controlling how your company and its products/services are presented has grown and, at the same time, become more challenging. This is because everything digital needs to be tailored for China, in China.

If you want to learn more about China's new digital landscape and the opportunities for your company to enhance its visibility, join our webinar where the **speakers from NBH** will provide an overview of the digital landscape in China and how businesses can leverage digital channels to create business opportunities. We will also have a company share their experiences and approaches to increasing visibility.

During the webinar, we will highlight the following topics:

- **WeChat:** How can companies gain thousands of relevant followers from their own industry?
- **Website:** How can you optimize your company's website for speed and visibility to your Chinese target audience?
- **Baidu SEM:** How can businesses create business opportunities through China's largest search engine?
- **Industry Articles (PR):** How can companies get dozens of Chinese media outlets within their industry to cover their company?

Please contact [info@dcbf.dk](mailto:info@dcbf.dk) if you have any questions.



**NBH**

*NBH is a prominent digital marketing agency specializing in supporting companies with marketing, strategy, and digital setup in China-*

*Jonathan Kullman is the Founder & CEO of NBH. He has over 9 years of experience in developing international brands in China, Jonathan oversees NBH's strategic growth and operations in Europe and China.*

*Richard Hårdänge is Partner & CCO at NBH. He has over 12 years of experience working with both commercial and cultural viewpoints related to China. Richard is responsible for the commercial aspect of NBH and its B2B segment growth.*

# SEPTEMBER 2023

7<sup>th</sup> September 2023

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

## The Green Supply Chain – Powering Sustainability in Supply Chain Management

ARC Consulting has been conducting extensive sourcing surveys for the last decade, measuring the perception of Asian sourcing markets and how it changes over time. This year, the survey focuses on companies looking to diversify their supply chain to alternative sourcing markets, as well as the development and drivers of sustainable supply chains.

Join us for this webinar with **Johan Annell, Partner at ARC Consulting**, where he will present this year's report and key findings. Gain insights on key trends that can help your company create better strategies with CSR monitoring.

During the webinar we will discuss:

- What is the current sourcing situation in China and Southeast Asia and Europe?
- Sourcing outlook after the global pandemic: What are the trading patterns with War disruptions?
- How can companies diversify their supply chain to avoid future risks?
- Which are the most attractive sourcing countries and regions when China is still the world's top sourcing destination?
- How could companies handle the increasing demand for supply chain sustainability?
- How could companies re-assess the rapidly shifting costs and risks following ESG challenges to drive sustainable brand growth?

Please contact [info@dcbf.dk](mailto:info@dcbf.dk) if you have any questions.



*Johan Annell is Partner at ARC Consulting, a consultancy focused on helping international enterprises with business services and advisory in market expansion, sourcing, supply chain, M&A, investment etc.*

*Johan's expertise lies in business transformation, restructuring, and manufacturing operations. He has long worked with large Swedish companies in enhancing operations, executive strategy and establishing partnerships in China. He is experienced in automotive, sustainable materials, industrial equipment, communications technology and industrial applications of IoT.*

**ARC**  
CONSULTING

# SEPTEMBER 2023

**19<sup>th</sup> September 2023**

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

## **From Compliance to Excellence: Harnessing the Power of China's CCPS Framework**

In this webinar, we will delve into the critical aspects of China's Cybersecurity Law (CSL) and the China Cybersecurity Classified Protection System (CCPS – formerly known as MLPS)

China's CCPS is a comprehensive regulatory framework designed to safeguard critical information infrastructure and ensure cybersecurity compliance. It is essential for businesses and organizations operating in China to understand and navigate the complexities of CCPS to protect their operations and reputation effectively. Furthermore, CCPS is a mandatory framework that must be enforced by every company with some companies (CIIO) required to be certified.

Join this webinar with **Maxime Oliva, Co-founder and CEO of TEKID**, where we will explore the latest developments in China's cybersecurity landscape. You will gain a deeper understanding of the legal obligations, industry best practices and implementation strategies, and you will be equipped to navigate the CCPS effectively and ensure the resilience and compliance of your critical information systems.

Gain valuable insights into:

- Compliance requirements
- Risk management
- Practical steps to align cybersecurity practices with the CCPS

Please contact [info@dcbf.dk](mailto:info@dcbf.dk) if you have any questions.



**Maxime Oliva is Co-founder and CEO of TEKID**, a leading Digital Risks & Security advisory firm bridging Tech and Legal. They enable organizations to safely embrace the benefits and opportunities of digital technologies while effectively mitigating associated risks. With a diverse range of highly valued services, TEKID stands out due to its unique tri-expertise in legal, security and operations.

In addition to his role at TEKID, Maxime serves as a member of the Vigitrust Asian advisory board, and furthermore, he is also the co-founder and co-chairman of the International Association for Privacy Professional.

**TEKID**



# OCTOBER 2023

**10<sup>th</sup> October 2023**

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

## **How to Strengthen Danish-Chinese Intercultural Collaboration: From Business Visits to Crisis Management**

Business leaders, managers and employees are traveling across borders to identify and develop potential business opportunities for innovation and growth, as the borders reopened after the pandemic. In this context, an in-depth and nuanced understanding of the intercultural differences and challenges is of vital importance for both Danish and Chinese business professionals, to ensure the success of strategic international collaborations.

With real life business cases, **Xia Zhang, PhD in Intercultural Interaction and Cross-Cultural Management & Owner of CBC X-Consulting** will provide advice on how to undertake some of the common intercultural challenges from management, culture and communication perspectives.

In this webinar you will be introduced to:

- The differences of trust and relation building across cultures.
- The major cross-cultural pitfalls in perception, communication and interaction during business visits, negotiation meeting and crisis management.
- Tools and strategies to manage and mitigate potential intercultural challenges.

Please contact [info@dcbf.dk](mailto:info@dcbf.dk) if you have any questions.



**Xia Zhang, PhD in Intercultural & Cross-Cultural Management, Principal Consultant and Owner of CBC X-Consulting**, has extensive experience helping organizations and leaders to bridge Danish-Chinese cultural differences during international strategic collaborations, intercultural crises and within multicultural teams since 2014.

She currently offers training, strategic and operational intercultural advices to organizations. She also serves as censor corps member for China Studies programs.

**CBC**  
X-Consulting