

# DIGITAL B2B MARKETING IN CHINA

## HOW TO REACH THE RIGHT AUDIENCE

With speakers from NBH



Wednesday 6th of March 2024, 12:15 – 16:00 (DK)



Location: Danish Export Association, Lysbrohøjen 24, 8600 Silkeborg, Danmark

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### About the Event

Interested in **lead generation for your business in China**? Discover how the sales process has shifted towards **digital platforms**, presenting **abundant opportunities** for businesses to connect with **new Chinese customers**. Join us for this event, hosted by Danish Export Association in Silkeborg, where the speakers from NBH will provide an overview of crucial **strategies for enhancing visibility** and controlling your company's online presence in a landscape that demands tailored digital content.

*After the event, NBH offers one-on-one consultation tailored to your company.  
Please register in advance when filling out the registration form.*

### Agenda

- 12:15 Networking**  
*Incl. sandwiches*
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- 13:00 Welcome**  
Hans Henrik Pontoppidan, *DCBF*  
Ilse Korsvang, *Danish Export Association*
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- 13:10 Digital B2B Marketing in China**  
Jonathan Kullman  
Richard Hårdänge  
*NBH*
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- 14:00 Experiences from the Chinese Market**  
Hoyer Motors
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- 14:30 Q&A**
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- 15:45 Closing Remarks**

### Learn More About

- **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?

NBH

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

**Jonathan Kullman**  
*Founder & CEO of NBH*

With 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**  
*Partner & CCO of NBH*

Richard Hårdänge has over 12 years of experience, both commercial and cultural, working with China and is responsible for the commercial aspect of NBH and its B2B segment growth.

