



New Opportunities for Chinese-European Cooperation

- Including “One Belt, One Road” Initiative

8th FCPAE Europe Forum

18th - 20th August 2016, Greater Copenhagen, Denmark



Welcome to the 8th FCPAE Europe Forum

In 2016, the Europe Forum of the Federation of Chinese Professional Associations in Europe (FCPAE) will take place in Hillerød, Greater Copenhagen, Denmark.

The purpose of this Forum is as follows:

- to explore new opportunities for Chinese-European cooperation under “One Belt, One Road” development strategy and framework and attract investment;
- to create a networking and knowledge exchanging platform for Danish and European company and organisation representatives and high-level Chinese professionals working in Europe;
- to create an opportunity for visiting Chinese company representatives and entrepreneurs to meet each other and exchange ideas with high level European and Chinese professionals working in Europe;
- to conduct business matchmaking for potential business partners;
- to dialog with more than 300 high-level experienced professionals/talents;
- to understand Chinese business manners and working culture in depth.

The participants shall have the opportunity to learn more about business opportunities in Europe particularly in Denmark as well as China through five discussion tracks: Investment; Talent Strategy; Smart City & Innovative Design; Modern Agriculture & Food Technologies; and Education, Culture & Tourism.

Speakers will be high-level representatives from the Danish Government and the Chinese Government as well as well-respected business leaders and scholars.

We expect more than 300 attendees to join us at the event. Apart from high-level Chinese professionals working in Europe, participants will also include Danish, European and Chinese government officials, company representatives, business leaders, entrepreneurs and scholars.

The FCPAE Europe Forum 2016 is organised by the Federation of Chinese Professional Associations in Europe and the Association of Chinese Experts in Denmark (ACED). Co-organisers include: Invest in Denmark of Ministry of Foreign Affairs of Denmark, Hillerød Municipality, Copenhagen Capacity and Copenhagen Business Confucius Institute of Copenhagen Business School (CBS).

On behalf of the Organising Committee, We, ACED kindly invite you to attend the 8th FCPAE Europe Forum.

On behalf of the Organising Committee

Zhiguang Deng

Chairman of the Federation of Chinese Professional Associations in Europe, FCPAE
President of the Association of Chinese Experts in Denmark, ACED

15th August 2016



About FCPAE

The Federation of Chinese Professional Associations in Europe, FCPAE, is an independent and non-profit association of fifty-two Chinese professional associations in more than a dozen European countries. FCPAE has a total number of more than 20.000 members, whose expertise covers a wide range of professional fields. Previously, FCPAE has held its Europe Forums in Paris, Copenhagen, Brussels, Vienna, The Hague and Frankfurt. In 2016, the Association of Chinese Experts in Denmark (ACED) is the Chair of FCPAE.

About ACED

Association of Chinese Experts in Denmark, ACED, was established in 2000. ACED is an independent and non-profit organization for Chinese professionals working and living in Denmark. ACED is a bridge between Chinese professionals working in Denmark and the Danish society. It is the aim of ACED to enhance the shared advantage of Chinese talents in Denmark and strengthen the Sino-Danish collaboration within technology and business.

Members of ACED bring to the association a variety of professional backgrounds. They work in Danish companies, international companies in Denmark, or research organizations. Our motto is "To communicate, engage and develop". We bring Chinese talents who have made significant contributions to the Danish society together with Danish and international experts to convene themed seminars. We also stay updated on the latest technological and business development in China. We promote Sino-Danish collaboration through dialogue with Danish companies and organisations. We are an integral part of mutual understanding between China and Denmark.

About "One Belt, One Road"

"One belt, one road" (OBOR) is a development strategy and framework proposed by the Chinese government in 2013 and focuses on the connectivity and cooperation among countries primarily at Eurasian continent. In its largest definition, OBOR involves 65 countries and covers 4.4 billion people, accounting for 63% of global population. The aggregate economic value of these countries amounts to US\$21 trillion, with share in the global trade 29%. China is backing the plan with considerable resources, setting up a New Silk Road Fund of US\$40 billion to promote private investment along OBOR. The New Silk Road Fund is sponsored by China's foreign exchange reserves, as well as government investment and lending arms. In addition, the China Development Bank said it would invest almost US\$900 billion into more than 900 projects involving 60 countries to bolster the initiative.

One Belt, One Road is an expression which indicates China's wish to further integrate itself into the world economy. OBOR specifically refers to the New Silk Road Economic Belt, which will link China with Europe through Central and Western Asia, and the 21st Century Maritime Silk Road, which will connect China with Southeast Asian countries, Africa and Europe. The two are also known as the New Silk Road Initiatives.

[Why 8th FCPAE Europe Forum:](https://youtu.be/1op1RFkmkDA)
<https://youtu.be/1op1RFkmkDA>

[Why Greater Copenhagen:](http://www.greatercph.com/why?_cldee=ZWhwQGM0LmRr&urlid=0)
http://www.greatercph.com/why?_cldee=ZWhwQGM0LmRr&urlid=0



Agenda:

1st Day: 18 August, 2016

18:00 - 24:00 Reception, Slotssø Mansion
Dress Code: Business

2nd Day: 19 August, 2016

08:15 - 17:30 Frederiksborg Center
Milnersvej 39, 3400 Hillrød
Dress Code: Business
Please see page 4 - 6 for detailed programme
18:30 - 22:00 Gala Dinner
Dress Code: Black tie optional/Semiformal

3rd Day: 20 August, 2016

09:00 - 11:45 Frederiksborg Castle tour
13:00 - 15:00 Reception at the Embassy of P.
R. of China in Denmark
Dress Code: Business



Registration

Please register the event online:
<http://conferencemanager.events/FCPAE2016>

Organizers:

Organizer:

Federation of Chinese Professional
Associations in Europe (FCPAE)

Local Organizer:

Association of Chinese Experts in
Denmark (ACED)

Co-organizers:

Invest in Denmark of Ministry of Foreign
Affairs of Denmark
Hillerød Municipality
Copenhagen Capacity
Copenhagen Business Confucius
Institute of CBS

Advisory Committee:

Embassy of The P. R. of China in The
Kingdom of Denmark
China Association for Science and
Technology

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Morning Sessions (08:15 - 12:10)

08:15 - 09:00 Registration

09:00 - 09:10 Welcome

Mr. Zhiguang Deng, Chairman of FCPAE and President of ACED

09:10 - 09:20 Welcome

Ms. Dorte Meldgaard, Mayor, Hillerød Municipality

09:20 - 09:25 Opening Speech

H. E. Mr. Kristian Jensen, Minister for Foreign Affairs of Denmark

09:25 - 09:35 Opening Speech

Ms. Susanne Hyldelund, Head of the Trade Council at Ministry of Foreign Affairs of Denmark

09:35 - 09:50 Opening Speech

H.E. Mr. Biwei Liu, Ambassador of Embassy of The People's Republic of China in The Kingdom of Denmark

09:50 - 10:00 Opening Speech

Ms. Sophie Hæstorp Andersen, Chairman of the Capital Region

10:00 - 10:10 Current Situation of Overseas Talents Introduction of China

Mr. Zhaohua Sun, Vice President, State Administration of Foreign Experts Affairs in China

10:10 - 10:15 Signing Ceremony I

10:15 - 10:20 Group Photo I

10:20 - 10:30 Coffee Break



10:30 - 10:35	Speech	Mr. Linggang Feng, Director at Gong Mansion
10:35 - 10:40	Speech	Ms. Mette Skougaard, President of Museum of Danish National History
10:40 - 10:45	Video: Museum Education Program	
10:45 - 10:50	One Belt One Road – Museum Education Program Introduction	Mr. Changjiang Gu, Presedent of China Culture and Art Foundation
10:50 - 11:00	On-the-Spot Video	Gong Mansion
11:00 - 11:15	GN and China	Mr. Steen Frentz Laursen, Vice President, GN Store Nord A/S
11:15 - 11:30	Novo and China	Ms. Susanne Hundsbæk – Pedersen, Senior Vice President, Novo Nordisk
11:30 - 11:45	LEO Pharma's Strategy Working with China	Ms. Mette Vestergaard, Senior Vice President, LEO Pharma
11:45 - 12:00	Signing Ceremony II	
12:00 - 12:10	Group Photo II	
Lunch (12:10 - 13:00)		
Afternoon Sessions (13:00 - 17:30)		
13:00 - 14:30	Session 1: Investment	
13:00 - 14:30	Session 2: Smart City & Innovative Design	
13:00 - 14:30	Session 3: Talent Strategy	
14:30 - 15:00	Coffee Break	
15:00 - 16:30	Session 4: Modern Agriculture & Food Technologies	
15:00 - 16:30	Session 5: Education, Culture & Tourism	



15:30 - 17:00 Business Matchmaking Event

16:30 - 17:00 Coffee Break

17:00 - 17:20 Award Ceremony of 10 Leading Chinese Scientists in Europe

17:20 - 17:30 Closing Remarks

Dr. Zhou Shengzong, Executive Chairman of FCPAE

Gala Dinner (18:30 - 22:00)

FCPAE Annual Meeting (22:00 - 24:00)

Speakers in the morning sessions



Zhiguang Deng, Chairman of FCPAE and President of ACED. He is Senior System Manager and Senior Expert at LEO Pharma. He has many years' experience in full life cycle pharmaceutical system management and compliance in international environments. Previously, he worked for Novo Nordisk IT and Motorola.



Dorte Meldgaard is the Mayor of Hillerød Municipality since 2014, representing the Conservative People's party. Dorte Meldgaard has been a member of Hillerøds councilors since 2010. She holds a BA degree in bilingual languages in German and Spanish.



Kristian Jensen is Minister for Foreign Affairs. Previously he was Minister for Taxation and he has been Member of Parliament since 1997.



Susanne Hyldelund is Head of the Centre for the Trade Council, Danish Ministry of Foreign Affairs. She was Danish Consul General to Shanghai from 2009 to 2012 and has previously served in Warsaw and Washington. Susanne Hyldelund is a board member at the Danish Export Credit Agency, the Investment Fund for Developing Countries (IFU) and Danish-Chinese Business Forum. She holds a Master of Science degree from Aarhus Business School.



Biwei Liu is Ambassador of Embassy of the People's Republic of China in the Kingdom of Denmark. He was Vice President of Aluminum Corporation of China and has previously served as Ambassador of Embassy of the People's Republic of China in Ireland and Consul General of the People's Republic of China in New York.



Since 2014, Mrs. Sophie Hæstorp Andersen is chairman of the regional council of the Capital Region of Denmark, representing the Social Democrats (S). She was a member (S) of the national parliament, Folketinget, for more than ten years, including the position of chairwoman of the Committee for Health. Also, at Folketinget, she held positions as spokeswoman (S) within several policy areas, not the least within health. Mrs. Hæstorp holds a master of political science, Copenhagen University.



Sun Zhaohua is the Deputy Administrator of State Administration of Foreign Experts Affairs, P. R. China (SAFEA). He has been in charge of the introduction of overseas talents and intellectual work for many years, and has a wealth experience of foreign cooperation and exchange.



Changjiang Gu, President of China Culture and Art Foundation, former deputy Secretary of Party in Beijing Dance Academy, former Deputy Director of Ministry of Culture, and former Director of China Museum of History.



Steen Frenz Laursen, Vice President for Group Communication within the GN Group, is overall responsible for the group's internal and external communication, group brand management and CSR. With a background in journalism, he has worked for the past 20 years with corporate and strategic communication in Denmark and abroad for several international companies and brands in diverse industry sectors.



Mette Vestergaard is Senior Vice President, Global People and Communications and member of the Global Leadership Team at LEO Pharma. She has a strong background within organisational development and leadership development and has previously headed up sales and marketing functions. In her former role as CEO for a global leadership development consultancy, she was awarded the Danish Foreign Ministry's Vitus Award 2013 for growth in Asia. In addition, Mette Vestergaard serves on selected boards including the Board of Copenhagen Business School. She holds a M.Sc. in Business Administration from Aarhus University.



Mette Skougaard is Director of the Museum of National History since 2004. Previously, she worked as Curator at the Museum of National History and Head of the Ethnological Surveys Department at the Department of Modern History at the National Museum. She holds a MA in History/Ethnology from University of Copenhagen.



Zhou Shengzong worked as engineer, project manager and department director in different Germany companies in 1995-1997. He was the senior software engineer in SER Bank Software Co.Ltd and Sungard System Co.Ltd in 1997-2011. He was the General Manager of European Office of Huali Co.Ltd from July 2011. He is the Chairman of Federation of Chinese Professional Associations in Europe (FCPAE) since 2001. 2000-2014, he was the president of Computer Society for Overseas scholars in Germany. He has been an expert member of the China Association for Science and Technology since 2003. He was invited to participate in the 7th and 8th National Congress of Communist Party of China. He has been engaged in software development methodology, information systems, 3D printing software, virtual manufacturing, virtual reality and other fields.

Moderator



Heidi Wang, CEO at Nordic-Chinese Chamber of Commerce (NCCC), member of the Copenhagen City Council since 2002, has worked for United Nations, SAS and Niels Brock.
M.Sc. in Educational Media & Technology, Texas A&M, USA
B.A in German, Taiwan

Key events

1. **Business matchmaking event:** The event is a perfect forum for businesses, organisations and interested individuals to pre-arrange meetings with potential business partners.

Through a simple online platform, you inform us what you are looking for and what you have to offer other participants (please specify this in the registration form). If there is a mutual interest, we schedule one or more short meetings for you to meet your potential business partners. To start with, we will schedule 20 minutes meeting between you and your potential business partners.

These 30 minutes meetings add concrete value to your participation, and we are therefore thrilled to invite you to this matchmaking event.

Focus:

- Short, sharp 30 minutes personal bilateral meetings to foster effective networking
- Get to know key R&D players offering services to companies
- Get answers on your questions - Matching organizations offering or seeking solution



Why to participate:

- Meet face-to-face with new partners and customers
 - Initiate cross-border contacts and co-operation
 - Find new commercial/technological/research partners
 - Present, discuss and develop new projects ideas
2. Company Exhibitions
 3. Roadshow for Danish companies, including high-tech companies in Denmark, and Danish companies which will explore the business opportunities in China
 4. Roadshow for “One Belt, One Road”
 5. “New dialog of Silk Road civilization”: Chinese and European art collection exhibition
 6. Signing ceremony: Danish Museum of National History and Chinese National History Museum
 7. “People-to-people bonds seminar”: review of Danes in China, and Chinese in Europe

Invited

1. Governmental officials
2. Business leaders
3. Officials and scholars
4. Representatives from innovation centers, incubators and high-tech zones
5. Chinese scholars and professionals in Europe
6. Chinese startup founders in Europe
7. Others who are interested in forum topics

Invited Companies

Novo Nordisk
The Maersk Group
Vestas Wind Systems
DONG Energy
Siemens AG
Danfoss
The Lego Group
Carlsberg Group
LEO Pharma
Arla Foods
Danish Crown Group
IBM
GlaxoSmithKline – GSK
Haldor Topsoe
GN Store Nord
Rambøll Management Consulting
COWI
Akzo Nobel
Lundbeck
Ferring
DSB



Nordea Bank
Bech-Bruun
Kromann Reumert Advokatfirma
Ernst & Young
Gartner
PricewaterhouseCoopers - PwC
Danske Bank
Nordic Investment Bank
Biogen Idec
Foss
Industrial Fund for Developing Countries - IFU
DFDS
SAS
Technical University of Denmark
VATTENFALL
Radiometer
Ingeniøren
NIRAS
Vestforbrændin
China General Nuclear Power Group
World Green Design Organization
HUAWEI
Asian Infrastructure Investment Bank
China Development Bank
Bank of China
Fosun Group
Co-win Capital
China Ocean Shipping (Group) Company - COSCO
Copenhagen Capacity
Copenhagen Business School
State Administration of Foreign Experts Affairs
Early Childhood Education International Alliance
Fudan - European Centre of Chinese Studies
ThinkChina, Copenhagen University
Aalborg University
Beijing Tayaseine Co.Ltd



Detailed description of the five afternoon sessions on 19th August

Session 1: Investment

The investment session will introduce you to the investment climate in Denmark and the advantages of handling Northern European activities out of Copenhagen. In 2015, the World Bank again ranked Denmark as No. 1 in Europe when it comes to the ease of doing business and Forbes Magazine even found that Denmark was the best place in the world for doing business. The session is led by Invest in Denmark/the Danish Ministry of Foreign Affairs, Copenhagen Capacity as well as leading law firms.

Schedule:

- 13.00 – 13.20 Investing in Denmark – an overview, by Rasmuss Bjørnø, China Director, Invest in Denmark
- 13.20 – 13.50 Sino-Europe investment opportunities under "One Belt, One Road" initiative, by Victor Yuan, Chairman, Horizon Research Consultancy Group
- 13.50 – 14.10 Chinese outbound investment in Denmark and support from One Belt One Road policy, by Søren Meisling, Partner, Bech-Bruun
- 14.10 – 14.20 Asiainfo – experiences in starting and running a company in Denmark, by Jie Zheng, Office Manager at Asiainfo Denmark
- 14.20 – 14.30 Panel Discussions facilitated by Thomas Højlund Christensen



Rasmus Bjørnø is China Director for Invest in Denmark, Danish Ministry of Foreign Affairs based at the Danish Consulate General in China. He has experience from Invest in Denmark in Copenhagen as well as Danske Bank where he was a senior consultant. Rasmus Bjørnø has also been advisor to Ritt Bjerregaard, Ambassador-at-Large for Trade and Investment with China. He holds a master degree in history and East Asian studies from Aarhus University.



Søren Meisling works with mergers and acquisitions at Bech-Bruun, one of Denmark's largest law firms. He has a wealth of experience in complex cross-border mandates and assists clients with corporate M&A transaction activities in a variety of sectors and industries. Since 2011 Søren has been, among other things, heading up Bech-Bruun's Chinese Desk which is a focused initiative to assist Chinese investments in Denmark. Søren has been ranked as one of the top Danish lawyers in M&A area by the top law industry ranking agencies for many years.



Victor Yuan is the Chairman of Horizon Research Consultancy Group, Founder of Pegasus (Angel Investment and Service), President of Horizon Center of Youth Entrepreneurship for Society, and Independent media professional. He has Ph.D. in Sociology from Peking University, MPA from John F. Kennedy School of Government, Harvard University and Master of Law from Southwest University of Political science and Law. Victor Yuan is the Dean of Shanghai Great Business School, a Part-time professor in Tsinghua University, Zhejiang University, Southwest Jiaotong University, Communication



University of China, Central Academy of Arts, etc. Part-time mentor of EMBA/MBA/MPA. He has published more than 40 books in respects of Management, Economics, Sociology, Politic science and Culture. He's also a member of China Angel Investor Club and Vice President of China Marketing Research Association.

Moderator



Thomas Højlund Christensen is Commercial Director at Invest in Denmark. He has been posted to the Danish missions in Tokyo, Beijing and Guangzhou. He holds an MBA from Jiaotong University in Shanghai.

Session 2: Smart City & Innovative Design

Smart City and Innovative Design is based upon the essential **Natural Value** - a holistic principle of subsidiarity.

By Natural Value we mean that the world's problems cannot be solved by thinking in isolated elements. A good life is not created through a one-sided focus on sustainability, aesthetics, problem solving, city or nature alone.

If we want change and innovation, we need to see the world as relational and we must understand the big picture. Natural Value is based upon on a realization that we have to start with the local environment in order for a real change to be rooted and maintained.

A relevant example is the New North Zealand Hospital. It is the driver of urban development with the construction of a brand new Hospital on a green field in Hillerød. This development attracts labor and sustainable solutions across companies and industries in the area.

New North Zealand Hospital aims at setting new standards for the future – architectural, organizational, and patient flows. The hospital is considered an inspiration before, during and after the construction. Therefore, we wish to cooperate with the best in the world.

By attending this session, you will:

- Get first hand smart city and innovative design technical know-how and knowledge from leading European experts from Danish Design Centre, The THIRD NATURE and key stakeholders in the ecosystem which develops new solutions that can contribute to a future city;
- Get knowledge about concrete strategies for the future hybrid city;
- Learn more about the power and the potential of the nature and how to work with strategy, what sets a good strategy, and what challenges should you expect;
- Get to know a city that develops in spite of trends. A city where you can also experience the unilateral, the invasive and artificial hidden potential and make the effect of our cultivated landscapes apparent.



Schedule:

- 13.00 – 13.25 Henrik Schødts, Deputy Chief Executive at North Zealand Hospital
13.25 – 13.50 Flemming Rafn Thomsen, Founding Partner and Architect at THIRD NATURE
13.50 – 14.15 Christian Bason, CEO of the Danish Design Centre
14.15 – 14.30 Panel Discussions facilitated by Henrik Schødts.



Christian Bason is the CEO of the Danish Design Centre (DDC) and the Foundation Design Society, which is a common platform for organizations DDC, INDEX: Design to Improve Life and Danish Fashion Institute. Christian works to increase business use of design at the strategic level and makes it as a driver of innovation, growth and welfare. Christian graduated M.A. in political science from Aarhus University and writes a Ph.D. on design leadership at Copenhagen Business School.



Flemming Rafn Thomsen is co-founder and Partner at the office called THIRD NATURE (Tredje Natur in Danish) and responsible for the artistic development of the practice's agenda: City & Nature, Unite! Flemming is fascinated by the power and potential generated by the anthropogenic nature and wants to short-circuit the entrenched divisions between city and nature in architecture. Nature and city must learn from each other, where people, architecture and nature form a symbiosis, centered on a healthy and eventful life in the city. Flemming is preoccupied with the city's transparency as an evident manifestation on how the urban metabolism works in order for people to make more informed and thus sustainable choices in their everyday lives.

Moderator



Henrik Schødts joined the Executive of the North Zealand Hospital February 1, 2014 after two years as Project Director for the hospital, which is North Zealand's new, large acute hospital, when it is built in 2020. Henrik Schødts is a master graduate in political science from the University of Copenhagen in 2003 and also graduated with a degree in organization and management from CBS in 2006. He worked as a department manager respectively in Frederiksberg Municipality and the Danish Radio.

Session 3: Talent Strategy

This session includes two parts:

- Denmark offers very attractive career opportunities for highly skilled young professionals. Employees are productive and often get a high level of influence at work, which also comes with more responsibilities. Furthermore, Denmark is among the top five countries in the world for ease of doing business, global knowledge, social mobility and talent attraction.
- A closer look at why Denmark is interesting for international talents. The session will feature:
 - Why is Greater Copenhagen attractive for international talents?
By Nikoal Lubanski, Director of Talent at Copenhagen Capacity



- Huawei's Talent Strategy in Denmark
By Binbing Xiao, CEO at Huawei Denmark
- Joint Chinese Danish research: A great opportunity for talents, startups and companies in Denmark
By Professor Liwen He, Vice President Jiangsu Industrial Technology Research Institute (JITRI)



Nikolaj Lubanski - Director of talent, Copenhagen Capacity. Mr. Lubanski has a research degree in Sociology from the University of Copenhagen and was previously a director of both public and private companies. He has published several books on labor relations and welfare innovation and is a popular lecturer within employer place branding, talent attraction and innovation.



Binbing Xiao - CEO, Huawei Denmark (Technologies) ApS. Mr. Binbing Xiao has been working in Scandinavia for eight years, spending the last four years in Denmark in his current position as CEO and before that, four years in Norway working as Key Account Manager and Account Director for Huawei. Before joining Huawei, Mr. Binbing Xiao had the position as District Manager in Shenzhen GreenTech Co. in Shenzhen, China.



Professor Liwen He, Vice President, Jiangsu Industrial Technology Research Institute (JITRI). Professor Liwen He is former Vice President of the Big Data Institute of Jiangsu Mass Entrepreneurship and Innovation Team. He is professor at the Nanjing University of Posts and Telecommunications and has previously held several high level positions within Telesom and cyber security.

Moderator



Rune Rasmussen, Development Director at Copenhagen Capacity
Copenhagen Capacity works to brand and market Greater Copenhagen towards international investors, companies and talents. Mr. Rasmussen is former Head of Secretariat at the Copenhagen Cleantech Cluster promoting the development and growth of Danish cleantech companies. He has also worked in the City of Copenhagen's international office and as a lobbyist in Brussels.

Session 4: Modern Agriculture & Food Technologies

Danish food products – *Made in Denmark* – are known internationally to be number one in quality, food safety and hygiene. Why is that? In Denmark the production of high quality and safe food products is achieved through co-operation between farmers, the food industry and authorities, backed by an extensive programme of research and development. The four key words are: sound and advanced production know-how, skilled processing technology, strict government food controls and intensive research and innovation.



The session will include presentations on:

- **Towards new, safer and better food products**

Food science and food technology are currently undergoing a revolution where technologies such as food safety, biotechnology, microbiology, biochemical enzyme technology, functional foods, nutrigenomics, on-line measurements for production control and production technology, and management disciplines all come together and are incorporated in traditional food production.



Annelise Fenger, Deputy-Director, Danish Veterinary and Food Administration, Ministry of Environment and Food of Denmark.

- **IFU – The Danish' agro industry's footprint in China**

The Industrial Fund for Developing Countries (IFU), established in 1967, has over 29 years of experience investing in China and over 50 years of experience investing in the agribusiness sector across regions. Based on IFU's unique expertise and more than 250 investments (DKK 4,2bn) in the agribusiness sector, the Danish Agribusiness Fund (DAF) was established in 2016 as a public private partnership to continue to develop projects with Danish technology and know-how in growth markets such as China. – The presentation will introduce investment cases from IFU's/DAF's experience working with Danish-Chinese agribusiness investments.



Catherine Isabelle Cax, Vice President, North Asia, Investment Fund for Developing Countries (IFU).

Moderator: Wei Feng Svendsen, Head of Secretariat, Copenhagen Business Confucius Institute, CBS



Previously, Svendsen was a lecturer at Sun Yat-sen University in Guangzhou, visiting scholar at the Cardiff University, United Kingdom and Commercial Officer at the Royal Danish Consulate-General in Guangzhou.



Schedule:

15:00 – 15:40 Two Presentations

15:40 – 16:30 Panel Discussions

Session 5: Education, Culture & Tourism

Mapping out the multifaceted co-operation between Denmark and China within education, culture and tourism and the commercial implications of this co-operation

The session will include presentations on:

- **China's development into an innovation society – the opportunities for Sino-Danish knowledge collaboration**

In 2015 Denmark and China celebrated the 65th anniversary for diplomatic relations. One of the key elements in the strong diplomatic ties between the two countries is the long and good collaboration within higher education, science and innovation. The combination of these diplomatic ties and the Chinese government's ambition of transforming China into "an innovative society" by 2020 and a world leader in science and technology by 2050, opens new opportunities for Sino-Danish collaboration within higher education, science and innovation.



Nina Espegård Hassel, Innovation Attaché, Innovation Centre Denmark in Shanghai.

- **Danish-Chinese co-operation within higher education**

The Sino-Danish University Centre (SDC - Sino-Danish Centre for Education and Research) is located in Beijing and is a joint research and education project between eight Danish universities, the Danish Ministry of Higher Education and Science, the Chinese University of the Chinese Academy of Sciences (UCAS) and the Chinese research institute Chinese Academy of Sciences (CAS).



Birte Holst Jørgensen, Deputy Head of Department, DTU Management Engineering, Technical University of Denmark.



- **Danish cultural exchange and co-operation with China**

The Danish Cultural Centre is Denmark's official platform for the exchange of culture and art in China. Our activities aim at bringing culture and human values at the heart of creativity, learning and innovation with an approach funded on encounter and respect by promoting cultural exchange and intercultural understanding between Danish and Chinese parties. Typical themes include the physical and social aspects of urban transformation, design as a daily commodity, revitalisation of the cultural heritage whether tangible or intangible, sustainable development, and issues of public health. The number of visitors in the first half-year of 2016 was more than 100.000.



Bo Østergaard, Deputy Director of Danish Cultural Centre in Beijing.

- **Greater Copenhagen as a tourism destination to the Chinese travel market**

China is the world's largest tourism source market and destinations worldwide are competing to attract the attention of Chinese tourists. In 2012, Copenhagen launched the cooperation program Chinavia to further advance Chinese market development in the Nordic region. Today, Chinavia continues to promote Greater Copenhagen and other Nordic destinations to the Chinese market, while also focusing on improving service offers to Chinese visitors.



Signe Jungersted, Director of Development, Wonderful Copenhagen.

Moderator: Carsten Boyer Thøgersen, Director, Copenhagen Business Confucius Institute, CBS



Carsten Boyer Thøgersen is Director of Copenhagen Business Confucius Institute at Copenhagen Business School and a former diplomat with Ministry of Foreign Affairs of Denmark and the European Commission. Thøgersen's career has focused on Chinese affairs and China where he was posted for more than 20 years at the Embassy of Denmark in Beijing, the Delegation of the European Union in Beijing and as Consul-General in Guangzhou and Shanghai. From 2009 to 2011 Thøgersen was Head of Department with the China Task Force at Ministry of Foreign Affairs in Copenhagen.



Schedule:

15:00 – 16:00 Four Presentations

16:00 – 16:30 Panel Discussions



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UNDER THE PATRONAGE OF HIS ROYAL HIGHNESS THE PRINCE CONSORT OF DENMARK
Danish-Chinese Business Forum



Association of Chinese Students and Scholars in Denmark

Association of Chinese Students and Scholars in Denmark



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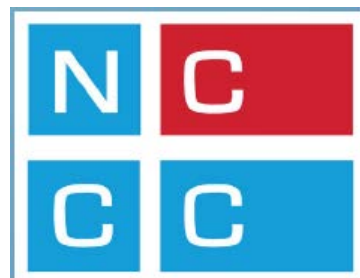
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Dan Tour Service



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Enterprise Europe Network



Nordic China Chamber of Commerce