

Dear Danish Business Leaders,

The year 2019 was a year in which the US-China trade war reached new heights impacting value chains and decision making in board rooms of companies all over the world. In the Danish Chamber we have spent the year setting up new initiatives to adjust to the realities Danish Businesses face in China.

We gather, not face-to-face, but behind our computers through video link – a testament to the times that we are now living under. China has faced a medical emergency of epic proportions and now the rest of the world is facing the outbreak of the COVID-19 virus which everyone of us feel and which impact our daily life. We want to express gratitude for all the insights and experiences that members have shared with fellow members – this is what makes our network strong and together we will get through these difficult times. On behalf of the chamber, I would also like to thank all of our members who have donated to the fight against the COVID-19 epidemic. You have helped to raise the flag of Danish companies all over China and for that, we are very thankful.

In the summer of 2019, we took steps to initiate the Ambassador's China Business Advisory Group (ACBAG) under the DCCC Pan-China framework together with the Danish Ministry of Foreign Affairs. In addition, with the help again of Danish MFA and the Sino Danish University Centre (SDC), the chamber has carried out a membership survey, categorizing challenges faced by Danish companies in China, the results of which, will be shared with relevant stakeholders in China and Europe. With a participation rate of 85% of Danish Companies, there is no doubt that this is the most comprehensive survey ever conducted on the state of Danish Companies in China. We look forward to sharing the results of this survey later in the year. This effort has further strengthened our great relationship with the Danish embassy and the consulates, and we thank them as well as SDC for a great year of cooperation.

The DCCC Workgroup report, another cooperative effort of the entire Danish Chamber was produced and garnered media attention across several of the biggest Danish financial newspapers and radio-stations. These efforts are continuing in 2020 and has become a regular part of the Danish Chamber yearly activities.

2019 was also a year where the Danish Chamber invited great Danish acts and notabilities to China. We invited Mads & Monopolet to the Great Wall of China, Danced the night away with Tim Christensen at our Charity Spring Gala and invited the Danish Community to a session with celebrity psychologist and debateur Svend Brinkmann. We are delighted that we have been able to provide high quality events and we hope to see you all for many more great occasions in 2020.

Through 2019 we have also started a deeper cooperation with the EU SME Centre to further benefit the SME segment of the chamber members as well as supporting workgroups efforts under the EU commission and the EUCCC to ensure that the voice of the Danish chamber and all our members is heard where it counts.

I would like to take this chance on behalf of the DCCC Board of Directors and our Secretariat to thank you for our support in 2019 and we look forward to continuing to work hard to represent our Member Companies in the coming year. Finally, I would especially like to thank our Golden partners, Georg Jensen, Amazing Jewellery, Danske Bank, Anjie Law Firm and Ecovis.

On behalf of the board and myself

Thank you for a great 2019 and we look forward to 2020