



2020

ANNUAL REPORT

PREPARED BY

**DANISH CHAMBER OF
COMMERCE IN CHINA**

DCCC
中国丹麦商会
DANISH CHAMBER OF COMMERCE IN CHINA
www.dccc.com.cn



A DIFFERENT YEAR

2020 has been a year of uncertainty, hardship and resilience. COVID-19 has not only changed how we do business, but is determining what businesses survive and ultimately grow beyond the pandemic and recession.

The Danish Chamber of Commerce in China is here to help Danish companies doing business in China to endure and come out the other side stronger.

DCCC's vision is to catalyze an environment where businesses, their employees and our community thrive. We do this by collaborating to solve problems and create new opportunities for our business community and advocating for business at the local and state level

Nicolai Lundsberg
General Manager, DCCC



20 YEARS OF DCCC

2000 was the year in which DCCC formally registered as a legally registered entity in China.

Despite the circumstances, this anniversary was celebrated throughout several occasions - mainly at the Ambassador's Welcome Reception event in Beijing on October 22, as well as in Shanghai during the Business Person of the Year event in November.

DCCC is constantly seeking to innovate its ways of creating value for Danish companies. Besides networking and social events online and offline, DCCC is working on reports and surveys with the purpose of strengthening Danish companies' position in China.

2020 was the year of the first Danish Companies Business Survey, created in close collaboration with the Royal Danish Embassy in Beijing as well as SDC.

MEMBERSHIP INCREASE



Despite an uncertain situation for a vast majority of 2020 for Danish companies, the Danish Chamber of Commerce in China exited the year with an overall membership increase compared to the year of 2019.

By the end of 2020, the DCCC (North Chapter) had 78 member and partners.

A designated Membership task force comprising of Board Members - as well as enlarged Secretariat is likely to explain the increase, which we perceive to see further increase in the coming year.

A WORD ON FINANCE

MAIN REASONS

- Change of General Manager
- Low offline activity
- Sold out events
- Membership increase

The DCCC is looking to expand its Secretariat with an extra full time employee or more paid interns to plan, organize and execute more value creating activities and initiatives.

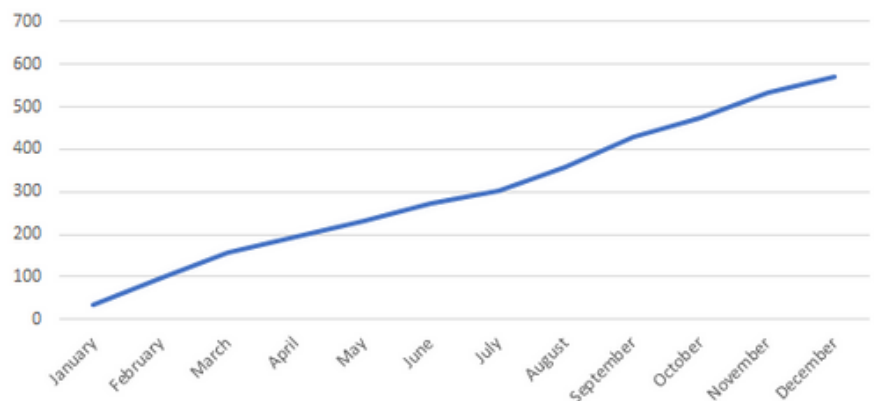


SOCIAL MEDIA PROGRESSION

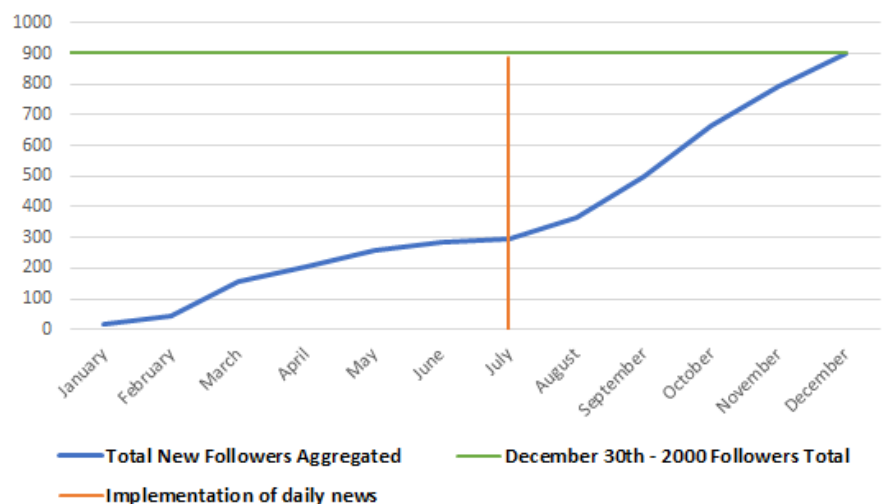
Key take-aways:

- 3000+ Followers on LinkedIn reached
- United LinkedIn platform for Pan-China
- Close to daily postings on WeChat and LinkedIn according to new posting strategy

WeChat - Total New Followers Aggregated 2020



LinkedIn - Total New Followers Aggregated 2020



A blurred background image showing a business meeting. Several people in white shirts are seated around a table, looking at documents and tablets. The scene is brightly lit, suggesting an office environment.

NOTES ON EVENTS

Webinar Series Launched

- Weekly webinars on various topics and industries - suggested by members

New Work Groups Created

- In addition to our four current Work Groups (PA, HR, Finance & Legal) DCCC has started a Green Work Group and F&B

Company Index Published

- Danish Business Outlook on China (DBOC) Index created to support companies doing business in China