

CV

Ms. Hu, Zhan



Professional working experiences

- 2014.6 – Director of Government & Public Affairs, LEGO Toy (Shanghai) Co., Ltd. Beijing Branch
- 2011-2014 Director of Public Affairs, Coloplast (China) Medical Devices Co., Ltd.
- 2009-2011 COO, NCO (Beijing) Consulting Ltd.
- 2006-2009 Senior Manager of OCB (non-container business), Maersk (China) Ltd.
- 2001-2006 Investment Officer, IFU
- 2000-2001 DDF Scholarship Program under Ministry of Foreign Affairs in Denmark
- 1997-2000 Project Manager, China Nam Kwong Imp. & Exp. Corp under Ministry of Commerce

Social working experience

- 2015.1 – Board member of Impartiality Committee, CQC (China Quality Certification Center)
- 2019- – Council member of CPQS (China Association for Consumer Products Quality and Safety Promotion) under SAMR (State Administration of Market Regulation)

Education background

- 2001-2004 M. Eco., Business & Development Studies, CBS (Copenhagen Business School)
- 1993-1997 B. Eco., International Business, University of International Business & Economics

Connection with Denmark

- Lived in Copenhagen for study and work between 2000-2004
- Having been worked with Danish companies since 2001
- Danish speaking and reading at intermediate level

MOTIVATION for applying for the board member of DCCC, BEIJING

Through positions across industries I have been supporting various Danish companies to develop their business and organization in China market mainly in the area of market access and company reputation building by engaging with relevant government stakeholders. Being Danish company bringing Danish products to China, we enjoy the advantage of carrying a premium brand called 'Denmark' while working hard to preserve it by being a good citizen in local society.

Since I moved back to Beijing in 2005 I have been part of the Danish community in China. Now I am ready to offer my candidacy to the board of DCCC and eager to share my experience with other DCCC members.

If I elected to be the board member of DCCC, I would like to make my best efforts together with others in the board to make DCCC activities attractive for everyone in the Danish community in Beijing.

HU, Zhan

Government & Public Affairs Director, LEGO Toy (Shanghai) Co., Ltd. Beijing Branch