



Name: Zhaokun Cui
Employer: Copenhagen Fur
Nationality: Chinese
Marital: Married with 1 kid

EXPERIENCES:

1999-2000 **Guang Shi Certified Public Auditing Firm** Auditing Department
2001-2004 **Part-time work at Copenhagen Fur** Customer Department
2004-now **Kopenhagen Fur China Office**

Working as general manager of Kopenhagen Fur China Office, the company's main regional office for company's biggest market by far. Managing the office daily operation and strategic planning as well as execution on both B2B and B2C level. Together with a team of specialists, the office aims at not only a fast growth of market share in China, but also an organic growth with sustainable development on a long-term basis. In the last 10 years, the company's B2B customer clientele has increased for around 10 times. During the same period, company's business partners on strategic level in China has reached to more than 30 on national and regional scope. The company's brand reputation on the B2B market has been further consolidated to be at the dominating position. Brand awareness on the consumer level has also been strengthened with a measureable pace in not only Northern part of China but also in the south and the west part of China. By far, Kopenhagen Fur's export to China is still ranking on the top for Danish agricultural export to China and 80% of high quality products from Danish fur farmers ended up in this most vital and massive fashion consumer market – China.

EDUCATION:

1997-1999 **Beijing Science and Technology University**
– Industrial Accounting
2000-2004 **Southern Denmark University**
– Master of Business Administration - International Management
2008-2014 **China University of Geosciences**
– PhD on Management Engineering (Human Resource Management)

OTHER PROFESSIONAL BACKGROUND:

- Board Member of Danish Chamber of Commerce
- Vice Chairman of China National Garment Association Leather Down Committee
- Professional Judge for 2019&2020 Content Marketing Award by V Marketing China
- Co-publisher of F/W International Fur Design Trend Research Report

- Winner of Ram Charan Management Practice Award 2017

MOTIVATION:

With 4-year's education and working experience in Denmark, followed by a 10-year's working experience for Danish company in China, I have some quite good understandings of challenges for Danish companies settling in China in business strategy and operational handling aspect. That should account for the understandings of the needs for quite some members to pursue on this nice business-networking platform. Especially as a fast growing team to keep up with enormous market opportunities for growth and expansions, there have been many leanings on the way from our own company also to share with the rest of the DCCC members. And I suppose this is part of the core value of the DCCC member network.

Meanwhile, given the special type of sales format for Copenhagen Fur, the company in China is taken a strategic Alliances approach to secure the sustainability of the current business model in the future, which has resulted in intensive high quality partnerships network that could potentially benefit other companies in the similar category to enter into China or expanding their operations accordingly.

Being in the agricultural sector, Copenhagen Fur is engaged fully in a value chain from farm to fashion, which produces a lot of different types of marketing campaigns and PR activities that may also be supplementary to current DCCC member activities or create further business collaboration opportunities among existing members.

As myself being an example of returnees from study abroad in Denmark, I believe that there is great potential for more work to be done to draw attention from the next layer of talent pool to be more active on the current DCCC platform.

I have been served in DCCC board since 2015. But, I believe that there are still many new aspects I can contribute, given the ever-evolving DCCC China strategy and my growing professional experience and social network related to Danish – China business development.