

## Candidate running to serve on DCCC North Board of Directors

**Name:** Chris Cui

**Company:** Kopenhagen Fur

**Title:** General Manager



### Summary:

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 Kopenhagen 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, Kopenhagen 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 served on the 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.