



中国丹麦商会
DANISH CHAMBER OF COMMERCE IN CHINA



2021 ANNUAL REPORT

NORTH | EAST | SOUTH
dccc.com.cn



北京和睦家医院
Beijing United Family Hospital

北京和睦家医疗网络
Beijing United Family Healthcare Network

北京和睦家医院
Beijing United Family Hospital

北京和睦家康复医院
Beijing United Family Rehabilitation Hospital

和睦家亮马诊所
United Family Liangma Clinic

和睦家五道口诊所
United Family Wudaokou Clinic

和睦家顺义诊所
United Family Shunyi Clinic

海南博鳌和睦家医疗中心
Bo'ao United Family Medical Center

和睦家京北医院（在建）
Beijing United Family Hospital North (coming soon)

和睦家启望肿瘤中心
United Family New Hope Oncology Center

和睦家朝外诊所
United Family CBD Clinic

和睦家广渠门诊所
United Family Guangqumen Clinic

和睦家建国门诊所
United Family Jianguomen Clinic

和睦家复兴门诊所
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急诊
ER



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Center for Family Medicine
and Integrative Health Care



女性健康医疗中心
The Women's Healthcare
Medical Center



儿科
Pediatrics



内科
Internal Medicine



骨科及运动医学中心
Sports Medicine and
Orthopedics



泌尿外科
Urology



重症监护室
Intensive Care Unit



神经外科
Neurosurgery



外科门诊及手术中心
Surgery



医疗美容科
Medical Cosmetic Center



心理健康中心
Psychological
Health Center



眼科
Eye Clinic



启望肿瘤中心
New Hope
Oncology Center



放射及影像科
Radiology and Imaging



皮肤科
Dermatology



药房科
Pharmacy



耳鼻喉科
ENT Clinic
(Ear, Nose, and Throat)



病理科、检验科及血库
Pathology Lab, Clinical Lab,
and Blood Bank



麻醉科
Anesthesiology



住院病房
Inpatient Suites



消化中心
Digestive Disease Center



心血管介入中心
Cardiovascular Center



卒中中心
Stroke Center



睡眠医学中心
Sleep Medicine Center



超声科
Ultrasound

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BJU English WeChat



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GAIDE
盖德口腔

Huang Huan, DDS

Founder, Gaide Dental

Founder, World Dental Training Center Beijing(WDTC)

President, Chinese Academy of Esthetic Dentistry

Chairman, gIDE International Implant Master Clinician Program China since 2009

Chairman, Seattle Study Club China

Editor-in-Chief, Dental Tribune International Newspaper China Edition 2005-2021

Advance Implant Program Certificate, Harvard University, Dental School

Advanced Esthetic-Program Certificate, UCLA Dental School

Graduation:

Beijing University Stomatology School

Postgraduate Royal Dental College, Aarhus University, Denmark.



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Beijing China



Wanliu Center:

[Appointment hotline: **82568788**]
Wanquanzhuang Road Xingbiao Homeland
Bishui Yuntian Cheek Garden Building 7
Commerce-subjacent No.206, Haidian
Beijing China

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CHAIRMEN'S REPORT

A YEAR OF UNIFICATION



SIMON LICHTENBERG

Chairman | All China & East

Danish Chamber of Commerce in China



JAN LÆGAARD BRONI

Chairman | South

Danish Chamber of Commerce in China



MATHIAS BOYER

Chairman | North

Danish Chamber of Commerce in China

Dear Members, Partners and Friends,

Welcome to the first Annual Report from the All-China Danish Chamber of Commerce in China.

The Danish Chamber of Commerce in China became the All-China DCCC on December 8, 2021, where the North, East & South Chambers were officially joined into one united Chamber, all under one license under the Ministry of Civil Affairs in Beijing (only 17 countries have this license). This is a big achievement for us, as we can join forces all across China and use our resources in more optimal ways, creating better value for our members.

The first Danish Chamber of Commerce in China was established in 1926, and there has since been many smaller and bigger Danish chambers around the country in different periods – but this new united All-China Chamber is the first time that we are all one, so it is quite a historic accomplishment.

We will still be keeping the regional boards and activities – but a united Chamber means that we stand much stronger and can use and share synergies across the country and across borders.

During the past year, it has not become easier to do business anywhere around the world, including in China. The environment, markets and supply chains are challenging, volatile or even disrupted by virus, war and political tension. International business in general has become more challenging than it has been for long while.

The mission and objective of being a strong Chamber of Commerce in China for Danish business, you could say is more needed and also more demanding than ever before. It is our job to facilitate meaningful connections, best practices and events that have a significant positive impact for our members in China.

In 2021, China celebrated the 100th birthday of the Communist Party of China. 2021 also marked the beginning of China's 14th Five-Year Plan and maybe most notably the launch of China's dual circulation strategy, which seeks to spur China's domestic demand while simultaneously developing conditions to facilitate foreign investment and boost production for export – a shift towards becoming a demand and innovation-driven economy. Although it may seem like it, this is not an inwards-looking strategy, but a shift where focus is on tapping into China's internal consumption patterns and domestic markets all the while aiming to buffer the impact of global economic headwinds and unpredictable external events on China's economic and financial stability.

From a business perspective, we have seen an initial strong recovery in China's economy and many Danish companies are reporting good growth and a positive near-term outlook as well as further investments in China in both manufacturing and sales channels. At the same time, most industries have been hit with one supply chain disruption after another – power shortages, congestions in US ports, all sorts of Covid-caused delays, shutdowns, restrictions, limitations and uncertainties. Lately, the political tension has increased between China and the West, and now complicated further by the war in Ukraine. Many of us can feel a growing disconnect between company headquarters in Denmark and the situation in China. The level of complexity for running a business is certainly not getting smaller.

The Chinese economy as such reported a growth of 8.1% in 2021, but the second half cooled and 2022 will probably see a slower growth rate at an expected 5%.

What did we do in the past year? In 2021, the Danish Chamber of Commerce in China welcomed 49 new members and associates. We held 141 events in total with 3200+ attendees online and offline. We received a record amount of nominations for the Business Person of the Year event and held a spectacular gala at the original historic Shanghai Chamber of Commerce building. Our combined WeChat accounts have a total of 4743 followers, with 1003 new followers gained alone in 2021. We held two training programs with 40+ participants on the topics of Team Management and the Positive Impact of Emotional Intelligence.

The Secretariats in Beijing and Shanghai have done a wonderful job in 2021 and have also grown a lot with the increased level of activities, and the adaption to becoming one united Chamber. I would like to express a great thank you to everyone who has worked hard to make this possible, including all our members and supporters. 2021 has been a big year for us.

What to expect in the coming year? First of all, Covid and supply chain disruptions are not going away any time soon. We will have to live with the difficulties, and opportunities, that this creates. Travel restrictions and lockdowns will impact most of us, and we may feel further apart from family and friends. Climate change will continue to impact our lives, and entirely new challenges may arrive in 2022. The business climate will continue to be tough and complex.

We can expect a continuous, or even escalating, difficult political environment between China and the West, and most probably what the experts call “Constructive Decoupling” within certain sectors. 2022 is also the year where, for China, the all important 20th CPC party congress will take place, and there will be adjustments in the provincial and national Chinese leadership. The preparations for this have already been under way for a long time.

As for DCCC, the three regional Chapter Boards, the Main Board and the Secretariats are pushing ahead with lots of new initiatives and excitement for the Chamber in 2022. We will complete a rebranding of the Chamber, we will improve, focus and optimize events to be more focused and relevant for all our members. And we will do more to work much closer with other chambers, DCBF, the Nordic chambers in China and EUCCC.

Despite being fewer Danes in China, we will continue to expand our memberships and focus on engaging more employees from our member companies, by having them join events and becoming active in the Chamber. We need to be sure that we are relevant in a broad way, to both bigger as well as smaller companies. We are also planning to increase our membership in the coming year – and increase relevant and quality events and initiatives for our members – even as the population of Danes in China is decreasing.

As for all Danish businesses across China, big or small, being agile, flexible, innovative and finding our way in the uncertain landscape is the way to go. Historically, Danish businesses have been strong adapters. Thriving in challenging environments, we are used to the fact that we are not necessarily calling the shots, but we always find our ways within the given situation. Working closely together with our stakeholders, customers, employees and each other, can both strengthen the business and our performance levels.

I would like to give you all a very heartfelt thank you for your participation, contribution, care and interest in the Danish Chamber - for a great year!

On behalf of the Boards, I would like to express, that it is a great honor to serve you, the Danish businesses and community in China – and we will do our very best to live up our vision: providing great value to the Danish business community in China.

GENERAL MANAGERS' ANNUAL REPORT

One Step Back, Two Steps Forward



NICOLAI LUNDSBERG

General Manager |

North & South

Danish Chamber of
Commerce in China



ELLEN-ANAN KIER

General Manager |

East

Danish Chamber of
Commerce in China

It is with great excitement that we welcome you to read this first Annual Report for the united Danish Chamber of Commerce in China. In this report, you will find updates on the DCCC in various aspects, including its membership, events, communication, advocacy efforts, publications, projects and much more.

The year of 2021 has in many respects been a both fantastic and historical year for the Danish Chamber - this being despite the numerous implications that the ongoing pandemic is continuously imposing upon our members, as well as our Secretariats. Most notably is the formal unification of the three DCCC Chapters into one united organization with the sole purpose of supporting the Danish businesses in China. This milestone took place on December 8, 2021. While this is undoubtedly a project that we have been deeply invested in throughout the recent years, we do owe a great thanks to those who have worked with the DCCC in the past, for setting the path, upon which we were now finally able to venture down.

A significant focus of the year of 2021 has thus been devoted to the unification procedures, and to learn to work together in all aspects. Organizational restructuring is never easy, and some of our new ways to collaborate are still finding their proper footing. However, we are undoubtedly proceeding in the right direction. We are striving to utilize our collective resources in a significantly more efficient way than ever before. This is crucial, not only for our own internal work procedures, but more importantly, because it will allow us to be more active and diligent. We will be able to utilize each other's strengths, and thus sharpen the final product - the value to you all, the members of the Danish Chamber.

We are tremendously grateful for your continuous support in our organization, as well as your trust in the importance of the Chamber as the official independent voice for Danish businesses in China.

The Chamber is a strong apparatus in your company tool box, and we urge you to use it to achieve your business goals in China. Thank you for a historic 2021 of unification. We are now looking forward to a year of growth in 2022.

ALL CHINA MEMBERS

PILLAR SUPPORTERS OF THE DANISH BUSINESS IN CHINA

We
Thank
You
For
Your
Support



DANISH CHAMBER OF COMMERCE IN CHINA

The Danish Chamber of Commerce in China (DCCC) is a non-profit organization established by a group of Danish businesspeople (Danish Business Association) in 1995 and with strong support of the Embassy of the Kingdom of Denmark in China.

The Ministry of Foreign Trade and Economic Cooperation of PRC (today known as MOFCOM) approved the formation of the Danish Chamber of Commerce in China on October 8, 2000, at the recommendation of the China Council for the Promotion of International Trade (CCPIT). The Chamber registered on December 21, 2000, with the Ministry of Civil Affairs (MCA).

Mission Statement

The objectives of the Danish Chamber of Commerce in China (DCCC) are to promote, study and protect trade, investment, commercial and other relations between Denmark and China and to serve as the natural and preeminent business and social networking platform for the Danish community in China. In all aspects, the DCCC shall work in observance of the laws of the People's Republic of China.



WHAT CAN THE DANISH CHAMBER OF COMMERCE IN CHINA DO FOR YOU?



NETWORKING

STRENGTHEN YOUR NETWORK WITH OVER 180 CHAMBER MEMBERS



SAVINGS

ENJOY B2B MEMBERS-ONLY OFFERS, AND PARTAKE IN EVENTS AT LOWER RATES.



LEARNING

GAIN A COMPETITIVE EDGE WITH ACCESS TO EDUCATIONAL AND INFORMATIVE KNOWLEDGE SHARING



GROWTH

BUILD YOUR BUSINESS AND NETWORK ALONGSIDE AN AMBITIOUS AND GROWING CHAMBER WITH THREE CHAPTERS IN CHINA.



CREDIBILITY

SHOW SUPPORT FOR LOCAL AND CIVIC ENGAGEMENT BY JOINING A STRONG & LONG-STANDING CHAMBER



VISIBILITY

STAND OUT AND BE NOTICED IN THE CHINESE BUSINESS COMMUNITY.



INFLUENCE

HAVE A VOICE BY SERVING ON A CHAMBER COMMITTEE AND JOINING OUR BOARD OF DIRECTORS.



LEADERSHIP

TRAIN YOUR LOCAL STAFF THROUGH SEMINARS, WORK GROUPS AND MEMBER EXCLUSIVE TRAINING PROGRAMS.



CONTACT US

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(North China)

assistant@dccc-shanghai.com
(East China)

mail@dccc.com.cn
(South China)

EXTRAORDINARY GENERAL MEETING



ONE UNITED DCCC

一个联合的中国丹麦商会



**2
0
2
1**



History was written for the Danish business community in China on December 8, 2021, at the Extraordinary General Meeting (EGM), when the membership unanimously voted in favor of the unification of DCCC.

This article is a transcription of the speech that DCCC North Chairman, Mathias Boyer, delivered on the evening on the historic significance.

"Dear Members,

Thank you for coming here today. Today is truly a historic day. With the approval of the membership of the three DCCC Chapters today, DCCC will join into one strong entity able to better support trade relations between the Kingdom of Denmark and China. In fact, we will become the largest Danish Chamber of Commerce outside Denmark in the world. This is befitting in a country which is the 5th largest export destination for Danish goods and soon to be the largest economy in the world.

The road to this point has not been easy. I would like to start by looking back at the history of how we came to be.

In 1926, the first Danish Chamber of Commerce was established in Hankou city of Hubei province by 5 Danish companies. Meanwhile, in Shanghai from 1924-1926, there were also exploratory talks of setting up a Danish Chamber of Commerce. Companies included: Chiel Mullen & Co., O. Moller., Olesen & Co., P.C. Pedersen, Strom & Co., Timm & Suenson, W. Fog & Co. Ltd. & Danish Machine Co. Rossia Insurance Ltd.

Due to personal disagreements, however, the initiative never came to anything.

On October 4, 1927, Danish Consul General in Shanghai, Sven Langkjær, reported to the Danish Ministry of Foreign Affairs "it cannot be said that there is any real requirement for establishing a Danish Chamber of Commerce and that with the low number of independent Danish companies that there are found here it would be purely nominal." All in all he did not consider there was a need. He could not have been more wrong.

In the beginning of 1931, the question was raised again. This time in the Danish Society chaired by Vilhelm Meyer, the famous Danish entrepreneur whom the DCCC Business Person of the Year Award is named after. A small committee of four people was set up on February 26, 1931, and two months later the committees introduced a draft of the bylaws. The Chamber became a reality.



Fourteen companies were invited to a founding meeting, and after minor changes, the draft was accepted by all companies present. The Danish Chamber of Commerce in Shanghai was founded on April 22, 1931. The founding companies included the Great Northern Telegraph Co. – still a member of DCCC today, F.L. Smidth – still a member today. East Asiatic Company, Larsen & Trock, Shanghai Milk Supply Co., Anglo-Danish Shipping Co., Jensens's Chemical Laboratories., E. Crone, Constant A. Krogh., A. Corrit, A.H. Eskelund & Co. and C.J. Knipschildt.

The first Chairman was C.J. Knipschildt. Acting Consul General, Alexis Mørch, chaired the meeting, and in his report to the Ministry of Foreign Affairs he reported: "He is an intelligent capable and energetic man, and without doubt the one among the Danish businessmen in Shanghai, who is the best to head the Chamber of Commerce." The bylaws mentioned as its objective the safeguarding of Danish interests.

At the first AGM in January 1932, the Chairman reported: "Hardly any year since the revolution in 1911 has held greater catastrophes and confronted China with graver problems than 1931." The Chairman mentioned the severe flooding by the Yangtze River, the Manchurian crisis and the Sino-Japanese conflict in Shanghai. Of course, history took its course of action and with the revolution of 1949, the Chamber ceased operation in China.

Fast forward to 1996, and the Danish Business Association was established as an informal gathering of business people. In 1999, the process of becoming the **DCCC** was initiated and in October of 2000, DCCC was formally approved by the Chinese Ministry of Civil Affairs with the support of the Danish Ministry of Commerce and the Ministry of Foreign Affairs.

Today, the DCCC is one of only 17 legal and formally registered Sino-Foreign Chambers of Commerce.

It was always the intention to work closely together and already soon after establishment of DCCC in the early 2000's there was talk to join the informal business associations in other regions of China into one formal Chamber.

Unfortunately, much like the story from the 1920's, personal disagreements and egos prevented this from happening.

I am happy to say, that now, over 20 years later, we have finally settled our differences, and we are ready to ask for the approval of the membership to join into one DCCC.

“

Hardly any period since the 1930's has seen a more complex and difficult climate for Danish companies to operate under in China. The Unification of the Danish Chamber is happening at exactly the right time in history.

”

The significance of standing united in the face of adversity is a powerful signal that we, as Danish companies, and, as a community, would like to stand side by side and support each other.

Also much like Chairman Knipschildt said in his 1932 report – I would like to say, that hardly any period since the 1930's has seen a more complex and difficult climate for Danish companies to operate under in China. The Unification of the Danish Chamber is happening at exactly the right time in history.

TOGETHER WE STAND STRONGER.

Thank you."



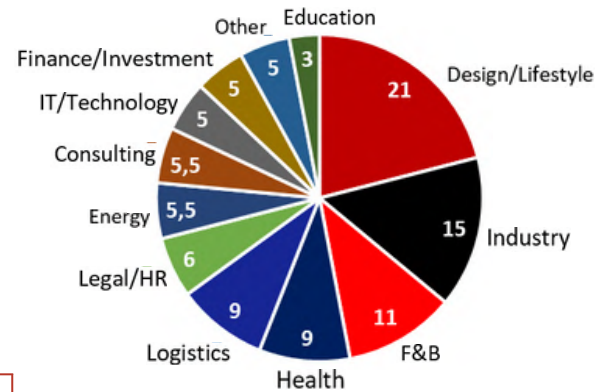
Mathias Boyer
Chairman DCCC, North China
December 8, 2021

MEMBERSHIP OVERVIEW

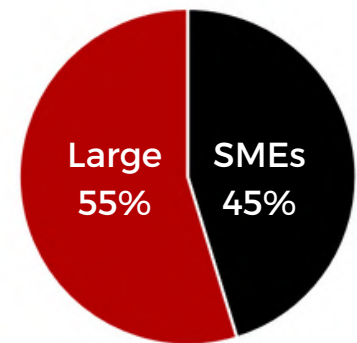
The Danish Chamber of Commerce in China is a non-profit, member-driven, fee-based organization recognized by the authorities as the official independent voice of Danish businesses in China. With a membership of nearly 200 entities, from leading multinationals to small and medium-sized enterprises (SMEs) and start-ups, the role of the Danish Chamber is to support Danish companies to succeed in China.

	2020	2021	Absolute Growth	Growth in %
North	68	72	4	6
East	61	84	23	38
South	27	30	3	11
Total	156	186	30	19

Member Sectors in %



Company Size



SME defined as having less than 250 employees globally

INTRODUCING ALL CHINA MEMBERS

In late Q4 of 2021, the formal unification also approved the initiation of the All China Member category. All China Members are key pillars of the Danish business community in China, who through their contributions help to lift Danish industry in China, and thus serve as key representation for Danish business in China. All China Members are key contributors in external advocacy activities for the Danish business community in China, and gain access to unique opportunities and VIP meetings.



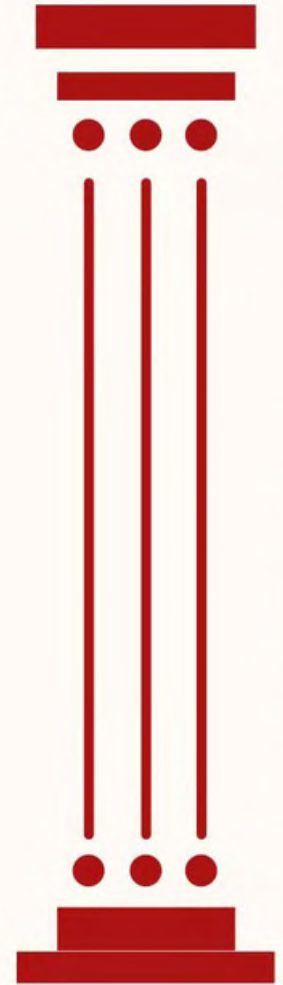
YOU SHOULD BE AN ALL CHINA MEMBER, HERE'S WHY:

BE A KEY PILLAR OF THE DANISH BUSINESS COMMUNITY IN CHINA

HELP LIFT DANISH INDUSTRY IN CHINA

KEY REPRESENTATION FOR DENMARK IN CHINA

BE A KEY CONTRIBUTOR IN EXTERNAL ADVOCACY ACTIVITIES FOR THE DANISH BUSINESS COMMUNITY IN CHINA



MEMBER DRIVEN BUSINESS FOCUSED

ADDITIONAL BENEFITS:

- ▶ CEO CLUB WITH EXCLUSIVE SPEAKERS
- ▶ POSSIBILITY TO BRING TWO INDUSTRY GUESTS TO ANNUAL EVENTS
- ▶ ALL CHINA MEMBER SIGNAGE IN EMAILS & PULL UP BANNERS
- ▶ LOGO ON DCCC WEBSITE AND OPTIONAL COMPANY PROFILE

GOOD TO KNOW:

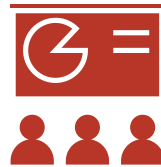
MULTIPLE PAYMENT OPTIONS CAN BE FACILITATED
SUBSIDIARIES OF A COMPANY CAN BE INCLUDED IN AN ALL CHINA MEMBERSHIP
VOTING RIGHTS FOR ALL TOPICS IN EACH CHAPTER EXCLUDING CHANGES TO THE AOAS AND BYLAWS

EVENT OVERVIEW

In 2021, the DCCC increased its level of activities and event participants compared to 2020. The pandemic outbreak and lockdown measures forced the DCCC to provide more online offerings. More than 140 events were organized, with an accumulated total of over 3.200 participants. Engagements include industry-focused seminars, forums on sectors, exclusive dialogues with government authorities, factory tours, training courses, social networking events and community sport screenings. All events focused on the needs of our members in each Chapter and were held with their support and engagement.



141
EVENTS



3200+
PARTICIPANTS

BUSINESS | SOCIAL | LEARNING

DCCC ALL CHINA EVENTS

Did you know that the three regional Chapters of the Danish Chamber of Commerce in China long have been collaborating on a special series of activities called "All China Events"? These events, even prior to the formal unification in 2021, had the purpose of acting as flagship activities for the DCCC members. DCCC has three All China Events:

Danish Summer Night

Previously known as the "Welcome Back Party", this event, typically held in the beautiful courtyard of the Embassy, brings together the Danish community for a memorable and "hygge" evening.

Business Person of the Year

The "BPOY" Gala Ball is the annual award ceremony held in Shanghai to honor the many outstanding achievements made by the Danish Chamber member companies.

Sankt Hans

A classic Danish tradition, Sankt Hans brings together the community in South China for a wonderful day of fun and activities for the whole family.

CHAPTER EVENT NOTES

NORTH

In North, primarily covering the regions of Beijing and Tianjin, the focus has been largely on continuing to better engage locally hired staff in the member companies through Work Group meetings. Topics covered include the announced termination of individual income tax policies and the implications for Danish companies in China, health in the workplace, and the new cyber security laws. Project work a growing priority for the North office, in order to innovate the ways in which to offer value to the members.

EAST

In 2021, the East Chapter hosted and co-hosted over 90 events, a 55% increase compared with 2020 with over 1,100 people participating in our events. There was a clear shift in focus towards more offline events, and new event series were introduced such as "Sharp Minds" and "MEGA City." Collaboration with the other chambers also important and the first Nordic Marketing day in Shanghai was launched. Along with that, DCCC was organised, participated in or was represented at a number of events with focus on the United Nations Sustainable Development Goals.

SOUTH

With a membership spread over a larger geographical area, South activities in 2021 have focused on a set of key meetings in person, in addition to a growing selection of online seminars and workshops. With implications caused as a result of the pandemic, the annual All China Event held in South, Sankt Hans, despite being planned to be executed multiple times, had to be cancelled. Successful member meetings in Xiamen and Shenzhen held to great success and brought back members of the past, as well as new members to join the activities.

DANISH SUMMER NIGHT

The Hygge of a Danish Summer Night in China

On September 24, the DCCC held the grand Danish Summer Night dinner party in Beijing. It sold out faster than ever, with over 250 guests partaking in the night. We welcomed members and friends, new and old, to meet with friends and colleagues in a relaxed and cozy setting, with Danish-inspired food, free flow of drinks, live music and a lucky draw.

The event was not only supported in great numbers by the community, but also by a range of treasured sponsor companies. The DCCC would like to thank our main supporting sponsor Novo Nordisk, as well as Danish Crown, Arla, Royal Greenland, TMF, Carlsberg, Novozymes, Moka Bros, JZ Home, Gaide, Bizarre Beijing and Gengxiang Tea.

THE HISTORY BEHIND THE EVENT

The number of Danes in Beijing until the early 1990's was very limited. So limited, that most people knew each other by their first name. The Danish Embassy became a natural gathering place for the Danish community and by 1995, the community had grown large and at the same time, the Danish Embassy in Beijing expanded at great speed (it is today the largest Diplomatic Representation in the World). Business flourished and the subsequent years from 1995-2010 would see a rapid inflow of Danish investment and company establishment - bringing with it Danish employees.

The precursor to DCCC, the Danish Business Association, was established in 1996 and to meet the high demand, a Trade Section at the Embassy was established in 1997. The first Danish Summer Party was held in the spectacular premises of the Embassy of the Kingdom of Denmark's Courtyard in 1998. Musicians from Beijing's vibrant music scene were invited and Carlsberg on tap was served to thirsty community members. The event has since become a yearly highlight on the social and business calendar, welcoming new arrivals to the Danish business community and welcoming back Danish company employees to a new busy season. True demonstration of the ongoing crucial partnership between the Embassy, the Danish Chamber of Commerce and its Membership. With the official establishment of the DCCC in 2000, this has become a cherished annual tradition.



BUSINESS PERSON OF THE YEAR AWARD GALA

The New Roaring 20s

On Saturday the 13th of November, the DCCC hosted the annual Business Person of the Year Award Gala. This year was an especially important year as we announced that the current three Chambers in China will be joined into one. Creating a closer and more united Chamber and maximising our shared resources to provide better service and events to our members.

The "Business Person of the Year" award is a proud tradition in the Danish Chamber of Commerce in China, which has been celebrated every year since 2007 and this year, there were many strong candidates for the three award categories.

This year's winner of the Business Person of the Year Award is Christine Zhou, SVP and President of Region China, Novo Nordisk, for her outstanding contribution to the Danish business community in China. She is a strong leader and serves as a fantastic role model for our community.

The winner of the Entrepreneur of the Year Award goes to Jamal Hajjaj, CEO at Grand Sourcing (Xiamen) Co., Ltd., for the incredible journey he has been on including the risks that he has taken over the last years while building up his business.

Last, but not least, the winner for the Young Professional of the Year has been awarded to strong business talent, Alexander Schandorff, General Manager of AYTМ and Gran Living China, for the remarkable growth shown and for being a prominent part of the Danish community in China. A warm congratulations to all of the winners of this year.

This event would not have been possible without the support of our sponsors: BoConcept, Danfoss, Grundfos, B&O, Henkes, ISS, Maersk, NISS, Vikinor, Banyan Tree, BrandHouse, Danisa, Danish Crown, Den Gamle Fabrik, Flyt, Georg Jensen, Hummel, LAIBA, Lane House, Orkla, Rains and Scandic Foods.



WINNERS



CHRISTINE ZHOU
BUSINESS PERSON
OF THE YEAR
Novo Nordisk



JAMAL HAJJAJ
ENTREPRENEUR
OF THE YEAR
Grand Sourcing



ALEXANDER SCHANDORFF
YOUNG PROFESSIONAL
OF THE YEAR
AYTM and Gran Living

HONORING GREAT ACHIEVEMENTS

HISTORY OF THE EVENT

Many people show outstanding performances in the development of Danish business in China. These achievements often go relatively unnoticed over several years by the general community and are typically performed by very dedicated, but also very modest individuals.

In 2007 the Danish Chamber of Commerce in China therefore instituted the "Business Person of the Year" award to celebrate these individuals with deserved attention. It was followed by a second award "Entrepreneur of the Year" in 2009.

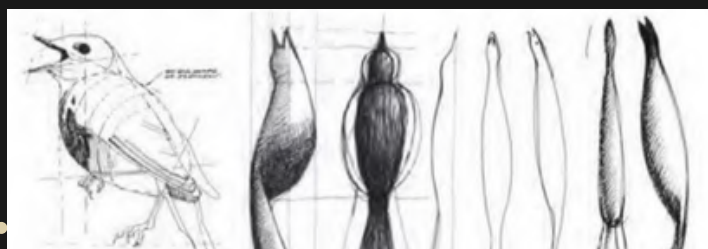
Every year, a nomination process will lead to a selection of the three candidates for the two awards. The winners and the other finalists will be announced and celebrated at the award ceremony.

At the award ceremony, the winners receive the "Vilhelm Award Statuette". The statuette is named "Vilhelm" after the famous and industrious Danish entrepreneur, Vilhelm Meyer, who lived and worked in Shanghai from 1900 to 1935.

Much work has been put into the making of the award statuette. The white, Blanche de Chine, porcelain statuette is designed by the famous Danish designer Carsten Jørgensen who also designed the Bodum Coffee Maker. Jørgensen's idea behind the statuette is related to Hans Christian Andersen's fairytale "The Nightingale".

In the fairytale, the emperor falls in love with the nightingale whose delightful song gives him so much pleasure. The tale and the statuette reflects the Sino-Danish relations in a beautiful and elegant symbiosis.

The statuette of the Vilhelm has only been made in 25 copies and after the making of the Vilhelms, the mold has been destroyed thus ensuring that no one will be able to replicate the statuette.



WINNERS OF THE AWARDS

BUSINESS PERSON OF THE YEAR

- 2021: Christine Zhou – Novo Nordisk
- 2020: Morten Høstrup – ISS
- 2019: Kjeld Stærk – Danfoss
- 2018: Humphrey Lau – Grundfos
- 2017: John Markmann – Grundfos
- 2016: Allan Sand – Sand Future Shanghai
- 2015: George Kahwati – Ecco Business Management
- 2014: Jens Eskelund – Maersk China Ltd.
- 2013: Peter N. Rasmussen – Asia Base
- 2012: Steffen Schiøttz-Christensen – NTS APM Group
- 2011: John F. Christensen – Prime Cargo, Wagas
- 2010: Hans Michael Jebsen – Jebsen & Co
- 2009: Morten Bay Jensen – Ecco
- 2008: Zhen Jian Guo – Form. CN Ambassador to DK
- 2007: Allan Warburg – Bestseller China

ENTREPRENEUR OF THE YEAR

- 2021: Jamal Hajjaj – Grand Sourcing (Xiamen) Co., Ltd.
- 2020: Alexander Petersen – Laiba Beverages
- 2019: Yingli Kier – Wrist China
- 2018: Lotte Norgreen – Vikinor
- 2017: Mikkel Hippe Brun – Tradeshift
- 2016: Steen Teisen – NordicSound Hearing Aid
- 2015: Nikolaj Schnoor – Lindberg
- 2014: Kasper Leschly – D:Fuse
- 2013: Jens Purup – Access-People
- 2012: Casper Tollerud – Genuine China Tours
- 2011: Simon Lichtenberg – Trayton Group
- 2010: Niels Krogsgaard Eskildsen – China Soft
- 2009: Anne Charlotte Lembye – Lukuo Sourcing

YOUNG PROFESSIONAL OF THE YEAR

- 2021: Alexander Schandorff – AYTM and Gran Living
- 2019: Johan Hillers – Individuals
- 2018: Trine Roland Westgaard – Wall Vision
- 2017: Kasper Elmholdt Pedersen – Pelikan
- 2016: Sarah Chu – Ecco
- Jonas Frank – Martin Bencher
- Kasper Gelardi – BSA Standing

LIFETIME ACHIEVEMENT

- 2019: Jørgen Mads Clausen
- 2015: Carsten Boyer Thøgersen



CHRISTMAS DINNER

Traditional Gathering for the Community

Christmas came early for the Danish Chamber of Commerce in China in 2021, as the first traditional Danish Christmas dinner took place in South China in late November. In Shenzhen, the Winter-celebration took place among high-sun and palm trees on November 27, and featured a special warm celebratory greeting to the DCCC South China community from H.E. Ambassador of Denmark to China, Thomas Østrup Møller. Important updates to the members were also given by Jan Lægaard Broni, Chairman of the South Chapter Board, on the bright future of the organization to come with the unification to take place shortly after.



The Danish Chamber of Commerce in China would like to thank all sponsors for the great support of our Christmas event in Shenzhen: Safe and Care Co. International Ltd., Linak, Alu Rehab, Actona Group A/S, CMM Chinasupply A/S, Cp Sourcing ApS., Danish Crown, Grand Sourcing (Xiamen) Co., Ltd., Bleu Marine, Alutech Ltd., Wineandbarrels A/S, Gn Resound, Jabra, Nomenta Industries (HK) Ltd., Ecco (Xiamen) Co. Ltd., F&H Group A/S, Baia Burger Concept, Nine Rivers Distillery, Greg's French Eatery, Coloplast & CO-RO.

A special thanks to DCCC South Board Members Jesper Andersen and Karsten Vinther for their coordination of both delicious Danish Christmas food as well as traditional Christmas goodie bags for all guests on the day. Christmas Dinners were similarly held in Shanghai and Beijing.



MEMORABLE HIGHLIGHTS

A Couple of Our Other Favorite Activities of 2021



Easter Market

In April, DCCC organized for a number of its member companies to display their products at the grand Easter Market at Hotel Kempinski in Beijing. DCCC staff helped to sell products with a 100% of sales going directly to its member companies.

Nordic Career Fair

In October, DCCC co-organized together with the Nordic Chambers and SSIEC a career fair with a focus on helping our members to recruit talent, as well as to encourage the Nordic Alumni in China to start their careers in Nordic companies.



Networking Activities

The Chamber is a prime platform for networking and facilitates a number of sessions for networking throughout the year. In addition to a series of interchambers with other organizations, DCCC holds a number of dinners and activities for our own community. 2021 saw several of these, including the Summer BBQ in Shanghai, as well as Danish Christmas dinners across China.

Community Sport Screenings

During the Euro Cup for Men's football, the DCCC held several screenings across China to bring together the community and support the Danish team.



Nordic Marketing Day

In November, DCCC, together with Finnish Business Council, Norwegian Business Association, Swedish Chamber of Commerce and Nordic Friend, hosted the first Nordic Marketing Day in Shanghai. 16 speakers covered various topics including challenges, trends, increase of conversion, B2B branding, digital transformation and more.



Forums & Summits

In 2021, DCCC arranged and co-arranged a variety of Forums. Topics include the Success and Leadership for Women Summit, the Nordic Day Special Screenings, the Sino-Nordic Sustainable Development & Innovation Forum, the International Health and Environment Development Forum, investments forums and more.



Factory Visits

Throughout the year, DCCC organized a series of factory visits to a range of our member companies, including MBL, Danish Crown, Velux, Polestar and more.

EFFORTS OF ADVOCACY

Strength in Numbers

Purpose statement of Advocacy Task Force

“To allow DCCC members to leverage the Chamber to position and create visibility for Danish companies in China in industries that are strategically important for China’s and Denmark’s future economic development. We do this by engaging in meaningful relationships with key stakeholders.”

The unification of DCCC has launched a greater focus on advocacy efforts and capabilities of the Chamber. Through advocacy efforts, the goal is to leverage the DCCC platform to share messages with relevant stakeholders that members would not be able to do on their own.

SCOPE OF WORK



DELIVERABLES



Established Bilateral Relations with CPAFFC

2021.12.20

Trade Fair and Meetings | CIIE

2021.11.05

Formal Letter | Support Funding of Danish Lectors in CN

2021.10.28

Trade Fair and Meetings | CIFTIS

2021.09.03

Meeting | Ministry of Commerce

2021.07.14

Meeting | Advocacy Task Force

2021.06.23

Meeting | Nanjing Deputy Mayor

2021.06.21

Meeting | Changchun Mayor

2021.06.17

Formal Letter | IIT impact for Danish companies

2021.06.15

Formal Letter | Ministry of Commerce: Visa Implications

2021.05.26

Meeting | Zhejiang, Haiyan

2021.05.20

Meeting | Tianjin, Wuqing

2021.05.17

Meeting | Xi'an Deputy Mayor

2021.05.10

Meeting & MoU | CCPIT Xi'an

2021.05.10

Meeting | Beijing Deputy Mayor

2021.03.31

LIST OF ADVOCACY MEETINGS, LETTERS, AND EFFORTS in 2021

COMMUNICATION

Overview

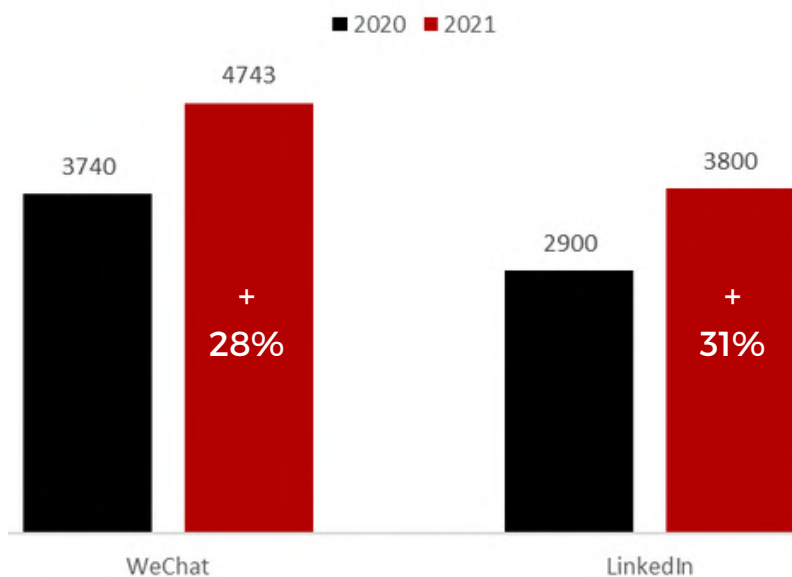
If you are reading this, chances are that you have already visited one of the different social media platforms, on which DCCC is operating. Our main platforms for communication in 2021 were LinkedIn and WeChat,

For LinkedIn, DCCC reached the milestone of 3000 followers in late Q1 of 2021, before exiting the year with 3800 followers. Having been on the platform since the year of 2010, this growth is the largest year-on-year growth for the organization. With an increase of 900 followers in 2021, the growth in percentage becomes 31%.

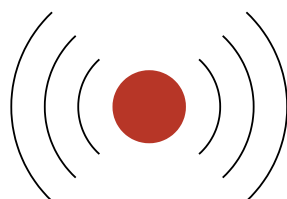
On WeChat, the accumulated number of followers reached 4372. The increase of 1001 followers equals a year-on-year growth of 27%,

DCCC is currently operating two WeChat platforms, which in 2022 will merge into one.

Social Media Follower Growth



Content



150+
Unique Postings

BRAND REVITALIZATION

Rethinking and Modernizing the Chamber



In Q1 of 2021, a new Task Force was set up with the single purpose of reinventing the brand of the Danish Chamber of Commerce in China. With the gracious support and guidance of Jacob Jensen Design, the three Chapters of DCCC initiated the long process of revitalizing the whole brand.

The process opened the door for fruitful discussions on the mission and vision for the united Chamber, as well as the brand values, brand identity and more.

Much progress has been made, and the design process is nearing its conclusion. The new DCCC brand, with a new, modern and updated visual identity, will be unveiled in 2022.



2021 FINANCES

WHERE DOES THE DCCC GET ITS FUNDING?

The Danish Chamber of Commerce in China is a non-profit, membership fee-based organization. Revenue streams of the DCCC come in the shape of three different categories: memberships, activities and sponsorships.

All revenue that the DCCC receives is utilized with the purpose to provide the best quality services for its members, by sustaining the Secretariat team, utilizing service provider platforms to support the operations and activities, as well as to maintain the quality of our events and initiatives. The DCCC is not a government-funded organization.

Three locally elected Chapter Treasurers in North, East and South China, as well as the All China Treasurer, work in close collaboration together with the Secretariat to keep the Chamber finances healthy and sustainable.

MEMBERSHIPS



DCCC is a membership-driven organization with multiple membership categories.

ACTIVITIES



Training programs, workshops, seminars, networking sessions and large-scale projects.

SPONSORSHIPS



Integrating companies in the planning and marketing of events and activities.

DCCC'S FINANCES ARE REVIEWED BY ITS MEMBERSHIP AT THE ANNUAL GENERAL MEETING

DCCC WORK GROUPS

Focused Workshops for Members

The Work Groups of the DCCC exist with the purpose of providing members with a closed-door setting to discuss developments and regulative changes in various areas and sectors. The DCCC Work Groups are exclusively open to members.

With the goal to provide service for a larger segment of the staffers in the member companies, the DCCC Work Groups are both topic and theme based. In 2021, the Work Groups covered Finance, Human Relations, Legal, Public Affairs, Food & Beverage and Green.

Contact your local Secretariat to learn more about how your company can benefit from the various Work Groups.

Topic Based

Finance

The Finance Work Group focuses on recent regulative or other developments that may have an impact for your company. This Work Group is ideal for staffers working in finance departments.

HR

The HR Work Group focuses on recent regulative or other developments that may have an impact for your company. This Work Group is ideal for staffers working in HR departments.

Legal

The Legal Work Group focuses on recent regulative or other developments that may have an impact for your company. This Work Group is ideal for staffers working in legal departments.

Public Affairs

The PA Work Group focuses on recent regulative or other developments that may have an impact for your company. This Work Group is ideal for staffers working in PA or government affairs departments.

Theme Based

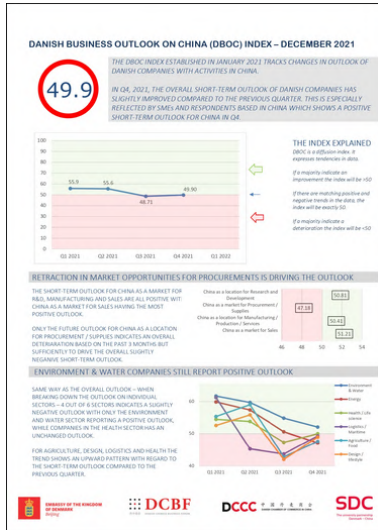
Food & Beverage

The F&B Work Group focuses on recent regulative or other developments that may have an impact for your company. This Work Group is ideal for companies working in the F&B industry.

Green

The Green Work Group focuses on recent regulative or other developments that may have an impact for your company. This Work Group is ideal for companies working with green and sustainable design or solutions.

PUBLICATIONS



Danish Business Outlook on China

The DBOC Index is a joint initiative of the Embassy of the Kingdom of Denmark in Beijing, DCCC, DCCB and SDC. DBOC is a quarterly index tracking changes in short-term outlook of the Danish business community regarding China using the following recurrent question: Looking at the past three months, has your short-term outlook for China: significantly improved / improved / unchanged / deteriorated / significantly deteriorated / not applicable. Respondents provide replies separately regarding China as a market and as a location for various business related activities. All participating companies have a Danish CVR number. Q1, Q2, Q3 and Q4 updates released in 2021.



Supply Chain in China

This report gives an overview of the Chinese supply chain environment relevant for European industrial SMEs. Specifically, it details recent regulatory changes and shows the regional differences among key geographical manufacturing clusters in China. In order to increase the understanding and capability to tackle the challenges originating from logistics and component shortage, the report also provides examples of basic frameworks that companies can use in making strategic choices, and practical advice on common pitfalls to avoid for successful production or sourcing in China.



Exporting Pork Products to China

China is the world's largest pork market, and the EU is the biggest supplier of China's pork imports. Pork products from a number of EU countries have a well-recognised brand among Chinese consumers, in particular products from Spain, Denmark and the Netherlands. The purpose of this guide is to provide an up-to-date overview of China's regulations for pork imports. It does so from the perspective of laws, regulations and standards. It provides step-by-step guidance for EU SMEs to understand their eligibility to export pork products to China, to complete the necessary registration procedures with GACC, and to prepare compliant labels and the documentation required for customs clearance.

PROJECTS & COLLABORATIONS



DENMARK-ASIA BUSINESS ALLIANCE

DABA launched in late 2020 as a network alliance between the Danish Chambers of Commerce and Business Councils in Asia with the aim of building a bridge across countries and chambers in the region for knowledge sharing and strengthening the position of Danish companies in Asia.



EU SME Centre

The EU SME Centre is an EU-funded project from 2010 that aims to help SMEs in EU to enter and operate in the Chinese market. The EU SME Centre entered its third phase on October 1, 2020, which will continue for 18 months until March 2022. The Danish Chamber of Commerce is one of five implementing partners, together with the China-Italy Chamber of Commerce, the China-Britain Business Council, the European Union Chamber of Commerce in China and Eurochambres in Brussels. Collaborating with external experts worldwide, the Centre converts valuable knowledge and experience into practical business tools and services easily accessible online free of charge.



Knowledge Exchange Webinar Series

The Knowledge Exchange Webinar Series is a strategic collaboration between the DCCC, DCBF and DCCHK. This online initiative aims at utilizing the accumulated knowledge of all member companies and organizations. The offerings cover online discussions and regulatory updates.



Survey of Danish Companies in China

The most comprehensive survey of Danish Companies in China. A biannual publication made in collaboration between the Embassy of the Kingdom of Denmark in China, the Danish Chamber of Commerce in China, Danish-Chinese Business Forum and Sino-Danish Center for Education and Research.

TRADE FAIRS



Aquatech China

Date: Jun 08-10, 2021.

The DCCC, together with CICC, EU SME Centre, China IP SME Helpdesk and China-Europe Water Platform, organized a booth and two seminars with the purpose of supporting the business of Danish and European SMEs in China's water sector. Aquatech is the largest international water trade show in China for the fields of process, drinking, and wastewater.



China International Fair for Trade in Services

Date: Sep 02-07, 2021.

During the 9th CIFTIS, DCCC, together with the EU SME Centre, organized a booth to promote Danish and European SMEs in the fields of travel and education. DCCC co-organized and joined the panel discussion during the 2021 International Health and Environment Development Forum, in addition to organizing the 2021 EU-China Tourism & Education Industries Connect.



China International Import Expo

Date: Nov 05-10, 2021.

Over 40 Danish companies participated at the 4th CIIE in Shanghai - more than half of them at the impressive Danish Pavilion organized by The Trade Council together with Food Nation Denmark and DI. Representatives from DCCC were pleased to meet with several of our member companies during the fair and to support various product launches and signing ceremonies.



MEMORANDUM OF UNDERSTANDINGS



CCPIT Xi'an Sub-Council

Date: May 10, 2021.

During the 7th International Chamber of Commerce Trade & Investment Conference, organized by the China Council for the Promotion of International Trade Xi'an Sub-Council, Xi'an Municipal Bureau of Investment Cooperation and the China Chamber of International Commerce Xi'an Chamber of Commerce, a strategic MoU was signed, to strengthen future collaboration.



中国国际贸易促进委员会陕西省分会
CHINA COUNCIL FOR THE PROMOTION OF INTERNATIONAL TRADE SHAANXI SUB-COUNCIL

MEDIA



Alexanders virksomhed sælger luksuriøse cocktails. En forretning, der er 100 millioner kroner værd

Den 30-årige Alexander Olsted Noes Petersen stiftede sammen med tre andre cocktailvirksomheden Laiba Beverages i 2017. Tre år senere var virksomheden værdsat til 100 millioner kroner.

Siden etableringen i 2017 er virksomheden vokset i rekordfart, alt imens han sideløbende har taget en MBA på det prestigefyldte Shanghai University. Her gennemførte han uddannelsen på flydende mandarin som den eneste fra Vesten.



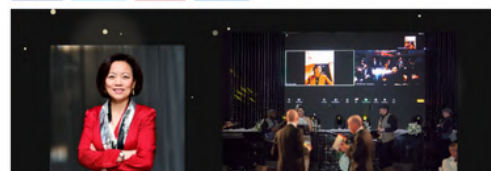
FAKTA
Om Talent 100
Berlingske sætter med Talent 100-krængen fokus.



DCCC announced Business Person of the Year

November 20, 2021 - by Gregers Møller - Leave a Comment

SHARE TWEET PIN IT IN SHARE



BEIJING TV - DONGCHENG

2021.02.08

A segment in Beijing TV (BTV) on Sino-international activity in central Beijing's Dongcheng district featuring the DCCC and a number of Danish companies.

BERLINGSKE - ENTREPRENEUR

2021.04.216

Article in Danish on the founder of rising company Laiba Beverages, Alexander Petersen, the winner of DCCC's 2020 Entrepreneur of the Year Award.

CCTV - SUSTAINABLE COLLABORATION

2021.06.23

Interview with CCTV in Changchun on China's green development and how Danish companies can contribute in reaching carbon neutrality.

XINHUA - CIFTIS

2021.09.03

Interview with Xinhua on the involvement from Danish companies at the 2021 CIFTIS Trade Fair in Beijing.

BTC - CHINA'S TRAVEL INDUSTRY

2021.09.04

Interview with BetterChinaTrip on the focus of China's travel industry and the potential for increased collaboration with Danish companies.

XINHUA - TRADE IN SERVICES

2021.09.09

Interview with Xinhua on the motivation for Danish and international companies to engage with local partners and trade fairs.

SCANDASIA - BUSINESS PERSON

2021.11.20

Article on DCCC's 2021 Business Person of the Year Gala Ball in Shanghai and the announced winners.

DCCC TASK FORCES

Board Member Committees

The Task Forces of the DCCC exist with the purpose of activating the Board Members and utilizing their respective skill sets in ways to improve the organization's operations. Various iterations have existed throughout the existence of the Chamber, but with the formal unification of the Chamber in 2021, so came a streamlined Task Force structure.

All Task Forces include representatives from DCCC's three Chapters Boards, in addition to the Secretariat. Task Forces typically meet quarterly to strategically ensure that the organization is always improving in all aspects. Scopes of work as well as deliverables vary between the Task Forces, but they all share the common purpose of supporting the drive of the Chamber. All Task Forces consist of DCCC Board Members, one of which will be elected Chair of said Task Force.

For an overview of the DCCC Task Forces and their purposes, please refer to below.

Advocacy

Allow members to leverage the Chamber to position and create visibility for companies in industries that are strategically important for China's and Denmark's future economic development, by engaging in meaningful relationships with key stakeholders.

Branding

With the unification of the three Chapters into one organization, so comes the desire to create a stronger visual identity. With the help of Jacob Jensen Design, this Task Force is working to unveil DCCC's new brand.

Compliance

The DCCC is a fully compliant organization, and intends to keep it that way. To ensure that we continue to operate as such, as well as to improve upon our ongoing procedures, this Task Force provides guidance and advice.

HR

Part of the scope of activities that the DCCC organizes, is Trainings. But which topics are relevant to our members and the times, and how do we best plan them? This, as well as best practices for DCCC staff, is covered.

Key Events

The Chamber organizes hundreds of events annually. Three out of those are categorized as "All China Events". These include the Danish Summer Night, Business Person of the Year and Sankt Hans. This Task Force works together with the Secretariat to plan and execute the best All China Events possible.

Membership

Our community is strong because of our knowledge to and support of each other. To help our numbers grow in size, without losing the sight of our existing members, the Membership Task Force supports.

Value Proposition

Which services are we providing our corporate members, and do they have a value? To ensure that our services are both impactful and relevant, this Task Force focuses on DCCC's Value Proposition and its quality.

DCCC BOARDS 2021

MAIN BOARD







CHAIR	VICE-CHAIR	TREASURER	SECRETARY	BOARD MEMBERS					HONORARY
 SIMON LICHTENBERG Trayton Group	 JAN BRONI Meyra Netti	 ANDERS KRISTENSEN Albatros Travel	 MATHIAS BOYER TuSimple	 ANDREAS LUNDQVIST Danfoss	 ANN SOPHIE DE MEESTER Acclime/R&P Lawyers	 HU ZHAN Lego	 MICHAEL JENSEN Nomenta	 MORTEN HØSTRUP ISS	 H.E. THOMAS ØSTRUP MØLLER Embassy

NORTH BOARD

CHAIR	VICE-CHAIR	TREASURER	SECRETARY	BOARD MEMBERS					
 MATHIAS BOYER TuSimple	 HU ZHAN Lego	 ANDERS KRISTENSEN Albatros Travel	 STEFANO CENSI Georg Jensen	 ANDREAS MARCHER Vestas	 CHRIS CUI Kopenhagen Fur	 JOHN MARKMANN Grundfos	 KLAUS PETERSEN BrandHouse	 LENA PETERSEN BoldSteps	 PETER CLINVAD SKOV Agro

EX-OFFICIO

HONORARY






 RICHARD KANG Clavis Consult	 THOMAS ANDERSEN C.C.Jensen	 ANNA YIP Moka Bros	 EMILY LUO Velux	 MA JINGJING Nordiq	 MORTEN KRUSE Embassy
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EAST BOARD









CHAIR	VICE-CHAIR	TREASURER	SECRETARY	BOARD MEMBERS					
 SIMON LICHTENBERG Trayton Group	 ANN SOPHIE DE MEESTER Acclime/R&P Lawyers	 LARS NØRREGAARD Maersk	 MANUEL ALDEIRA Jacob Jensen Design	 ANDREAS LUNDQVIST Danfoss	 CHRISTY CHEN CBTravel & Event	 JONAS JØRGENSEN Martin Bencher	 KLAUS BJØRKGREN Nordic Match	 LARS MYRUP Stokke	 LOTTE NØRGREEN Viktor

EX-OFFICIO

HONORARY

 POUL KRISTENSEN WE Dragons	 YINGLI KIER Wrist	 LARS ALGAYER DI-Asia Base	 JEPPE SOLMER Invest in Denmark	 JAKOB LINULF Consulate
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SOUTH BOARD

CHAIR	VICE-CHAIR	TREASURER	BOARD MEMBERS				EX-OFFICIO	HONORARY	
 JAN BRONI Meyra Netti	 MICHAEL JENSEN Nomenta	 CLAUS FALTUM Coloplast	 CARSTEN LINDKVIST Coloplast	 JESPER ANDERSEN Safe and Care Co.	 KARSTEN VINTHER Linak	 NIELS JENSEN Wineandbarrels	 SIMON GROLIN Westpack	 MORTEN HØSTRUP ISS	 ANJA VILLEFRANCE Consulate

SECRETARIAT 2021

NORTH SECRETARIAT

SECRETARIAT



NICOLAI LUNDSBERG
General Manager



CHLOE SONG
Office Manager



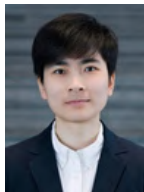
LOUISE LUND
EU SME Centre

EAST SECRETARIAT

SECRETARIAT



ELLEN-ANAN KIER
General Manager



WEIYU CHEN
Office Assistant

SOUTH SECRETARIAT

SECRETARIAT



NICOLAI LUNDSBERG
General Manager



IRENE ZENG
Finance Assistant



DCCC 中国丹麦商会
DANISH CHAMBER OF COMMERCE IN CHINA

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