



DANISH CHAMBER OF  
COMMERCE IN CHINA

中国丹麦商会

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

**Name:** Emily Luo

**Company:** VELUX China

**Title:** Senior Strategy Advisor



### Summary:

2022 is an extraordinary year for China and for the world. Pandemic and the economic downturns have negatively impacted many business sectors and our daily life. Despite continued challenges in 2023 and beyond, there are still opportunities in China for Danish companies especially in the areas of green transition.

I am delighted to offer my candidacy for the member of the board and look forward to continuing to contribute my experience, my time and energy with DCCC. I would continue to take initiatives in supporting the secretariat together with the board, enhancing the business interests of Danish business community and all member companies, engaging in active communication with authorities on all levels, organizations and all stakeholders in China.

Based on my 7-year dedicated service as the office manager for DCCC and a senior executive over the past three years at Velux, I am uniquely positioned to support our member companies for their business needs and tackle challenges. I have accumulated a wealth of knowledge and in-depth understanding about Chinese policies, business culture and general market, that will be extremely useful to our member companies.

To reach carbon peaking objectives before 2030, the Chinese government has attached great importance to the green transition, with a full array of relevant business projects being implemented in many cities across China. I am willing to construct a continued dialogue with the government authorities and business organizations, advocating the interests of members and Danish green solutions on behalf of our Green team.

The following are my specific goals for the coming 12 months:

- Provide my support to the secretariat on the daily works
- Communicate with member companies to further understand their business needs
- Establish and engage in dialogues with local government authorities such as development zones, promote Danish cutting-edge technology by integrating a full package of green solutions from member companies in pursuit of green, comfortable and livable life style for all.

If I am elected to the board member, I will serve the DCCC to deliver my promises to my best abilities.