



DANISH
CHAMBER OF
COMMERCE
ANNUAL REPORT

2022 - 2023

MISSION & VISION

The objectives of the Danish Chamber of Commerce in China are to promote, study and advance commercial and industrial relations, investments and trade between Denmark and China.

The Ministry of Commerce (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).

DCCC is one of 18 official chambers of commerce in China.

VISION

Facilitate meaningful connections, best practices and events that have a significant positive impact for our members in China.

MISSION

To be a highly member-centric and value-driven chamber of commerce - empowered by our community.

REFLECTIONS ON 2022 AND OUTLOOK FOR 2023

Dear Members, Partners and Friends,

This year - March 2022 to March 2023 - has been the first full year with a united chamber. Now what have we achieved with the chamber during the past year? What are the areas that we have not performed or would like to become better at? This is what we will try to outline in this report.

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, is more needed and more demanding than ever. It is our job to facilitate meaningful connections, best practices and events that have a significant positive impact for our members in China.

The past year has indeed been quite a unique year. Apart from the personal and mental challenges, supply chains were badly disrupted and business was suffering. From daily testing, unpredictable lockdowns, quarantines and travel restrictions to a sudden, unexpected but much anticipated opening, 2022 was a very unique, strange and hard year, which unfortunately saw many expats leaving China.

Now how did the Danish Chamber of Commerce fare through all of this? We grew our membership, from 143 members nation-wide to 164, hosted 67 events online with a total of 3000 participants, and 18 offline events with 500 participants.

Most of all these events have been events to serve the mission of the Chamber: To be a highly member-centric and value-driven chamber of commerce - empowered by our community. Making a difference by joining forces to learn from each other, to discuss important topics, to get educated, for all of us to become better at what we do as businesses in China. These events keep on being a key component of how we create value for the DCCC members.

With the joining of the chambers, we have also established the All China membership category for companies that wish to have more exposure to the Danish business community and more influence on the Chamber's advocacy efforts; with this membership comes a seat at the C-table for the member's CEO, a forum that is established to engage the members with nationwide business presence and the Danish business community at large.

Here we would like to thank the Embassy in Beijing, and the Consulate Generals in Shanghai and Guangzhou for all the support, help and hard work that has been put into joining hands with DCCC in its endeavor to further Danish business interests in China.

Another area where we have made some new inroads is in government relationships and advocacy towards the Chinese government.

Due to the very special circumstances around the lockdowns, the role of the Chamber has been greatly elevated to become a spokes channel towards the Chinese central government; simply the best way for the central government to get first-hand information from especially small and medium sized companies during the difficult times.

A very big and important achievement in 2022 has been the establishment of the All China secretariat and in particular the employment of Anna Lin Yip as the Secretary General for the chamber. Key achievements by the team during the past year that we would like to mention are:

- Increased contact with our members
- Established more connections with Chinese government
- Strengthened the involvement of the boards in North, East, and South
- Enhanced the support from the Danish Missions in China across all chapters
- Led the newly unified team in Beijing and Shanghai working together with a shared DCCC mission and vision
- Organizing all the events despite the unprecedented hardship caused by COVID-19 restrictions in China in 2022.

During the past year, we have also made a complete revamp of the DCCC look, logo, visuals for events, communication, e-mails, WeChat, website.

Together with Jacob Jensen Design, we have formulated a clearer mission and vision for the brand — and by establishing values — the identity now enables DCCC to move ahead on shared visions and to communicate stronger. We would like to thank Jacob Jensen Design for leading the process, and helping DCCC build a brand with an even stronger presence and higher relevance — for businesses, decision makers and entire industries.

To summarize the facts, here is brief list of our combined achievements for the year 2022/2023:

15 advocacy events, including

- Ministerial meetings with CCPIT and CPAFFC
- 70th Anniversary of CCPIT
- Roundtables with Shanghai Authorities

54 knowledge events, including

- Online / offline seminars on data security, personal information protection, environment and social management, digital marketing, procurement and supply chain trends
- Work Groups on the topics of finance, legal, HR, public affairs and green energy
- Training courses on sales, intercultural communications and public affairs
- Bi-annual and Quarterly Business Outlooks

28 Networking & Marketing events, including:

- Danish Summer Night in September
- Business Person of the Year Award Gala in October
- Danish Traditional Christmas Dinner in Shanghai in December.

What's next?

Going into a new year – there is a lot for us to do.

- We wish to become ever more effective in delivering high quality service for the chamber members as a whole.
- Our event calendar has to be filled, improved and we will do our best to engage the members of all the boards to get involved in a meaningful way.
- Expand on our membership outreach, ensuring that membership experience becomes relevant across the whole member organization
- We will also do more to work much closer with partners, stakeholders and chambers, DCBF, the Nordic chambers in China and EUCCC.
- Throughout the year, we will work on raising and solving focused advocacy issues, collected from our members, with the central government and also where relevant, local governments.

All of this being said, these are things we would like to achieve, but it will be up to the new boards and chairs of 2023/2024 to prioritize and execute on all these initiatives.

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, and always find our way within the given situation.

The Danish Chamber of Commerce in China is proud to be part of and support and strengthen the strong spirit of Danish Businesses in China.

Finally we would like to give a heartfelt thank you to all the board members across China and most of all a big thank you to you, our members, for your participation, contribution, care and interest in the Danish Chamber - for a great year!

On behalf of the boards, we 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.



Simon Lichtenberg
Danish Chamber of Commerce in China
East Chapter Chair and All China Chair



Mathias Severin Boyer
Danish Chamber of Commerce in China
North Chapter Chair and All China Secretary



Jan Laegaard Broni
Danish Chamber of Commerce in China
South Chapter Chair and All China Vice Chair



Anna Lin Yip
Danish Chamber of Commerce in China
Secretary General

2022 IN REVIEW

BUSINESS SENTIMENT
ADVOCACY
KNOWLEDGE
NETWORKING
EVENTS & BRANDING
BUSINESS PERSON OF
THE YEAR
GREENER TOGETHER



BUSINESS SENTIMENT

DCCC together with the Royal Embassy of the Kingdom of Denmark in Beijing hosted the official launch of the business survey in December 2021 and with an added-on survey in June, 2022. The Business Survey is made in collaboration with Danish Chinese Business Forum, Sino-Danish Center for Education and Research and, the Embassy of the Kingdom of Denmark in China and the Danish missions in China.

A total of 72 Danish companies participated in the survey in December 2021, followed by 65 participants in the add-on survey conducted in 2022, following the war in Ukraine and lockdown of Shanghai.

PROFILE OF DANISH COMPANIES IN CHINA

92 pct. of the respondents had a legal entity in China.

43 pct. of respondents represents large companies (250+ employees)

The most common activities for Danish companies in China are related to sales and customer services.

Danish companies in China predominately hire Chinese nationals, 60 pct. of the respondents express that they intend to further increase the number of Chinese employees in the next two years. Only 15 pct. intend to increase the number of employees of Danish or other nationality.

THE IMPORTANCE OF CHINA

China ranks as a top three market for almost half the Danish companies based on turnover in 2020.

The respondents expected the importance of China to grow so that in two years China will become the largest market for 21 pct. and in top three for 63 pct.

83 pct. of the respondents believed that their activities in China were crucial for their company's overall (global) performance.

CHALLENGES FACED BY THE DANISH BUSINESS COMMUNITY

Around 35 pct. of the respondents find that the regulatory climate in China had

improved, while 31 pct. find that it has deteriorated.

Most companies (62%) find that the competitive situation of Chinese companies has improved.

40 pct. of the respondents experience challenges within human resources.

Challenges with intellectual property rights are also causing problems for a substantial share of Danish companies in China.

59 pct. of the respondents find that their activities in China are impacted by the digital development in China.

Most companies (72%) have R&D activities within new product development.

The main reason for the companies to prioritize R&D activities in China is a need for product adaption to the local market.

QUARTERLY SURVEY

The DBOC Index tracks changes on the short-term outlook of Danish companies doing business in China. The DBOC Index was established in January 2021 and has been developed in cooperation with Sino-Danish Center For Education And Research, Denmark in China and Danish-Chinese Business Forum.

Q1: 47.5

In Q1, 2022, the overall short-term outlook of Danish companies reached its lowest level compared to previous quarters. However, participating companies indicated that they still expected to invest in China in 2022.

Q2: 39.4

In Q2, 2022, the overall short-term outlook of Danish companies reached an even lower level compared to previous quarters. Supply chains disruption, COVID-19 lockdown and the Russian invasion in Ukraine continues to influence the short-term outlook of China by the Danish business community across the board.

Q3: 41.8

In Q3, 2022, the overall short-term outlook of Danish companies has slightly improved compared to the previous quarter, but a majority of the respondents still indicate a deterioration in the short-term outlook of the Danish business community regarding China.

Q4: 39.9

In Q4, 2022, the overall short-term outlook of Danish companies is once again negative. However, a majority of the respondents indicate a relative optimism as they expect COVID policy changes of 2023 to have no severe negative impact on their planned operations in the year ahead.

Throughout 2022, all categories have continued to show a negative short-term outlook of the Danish business community.



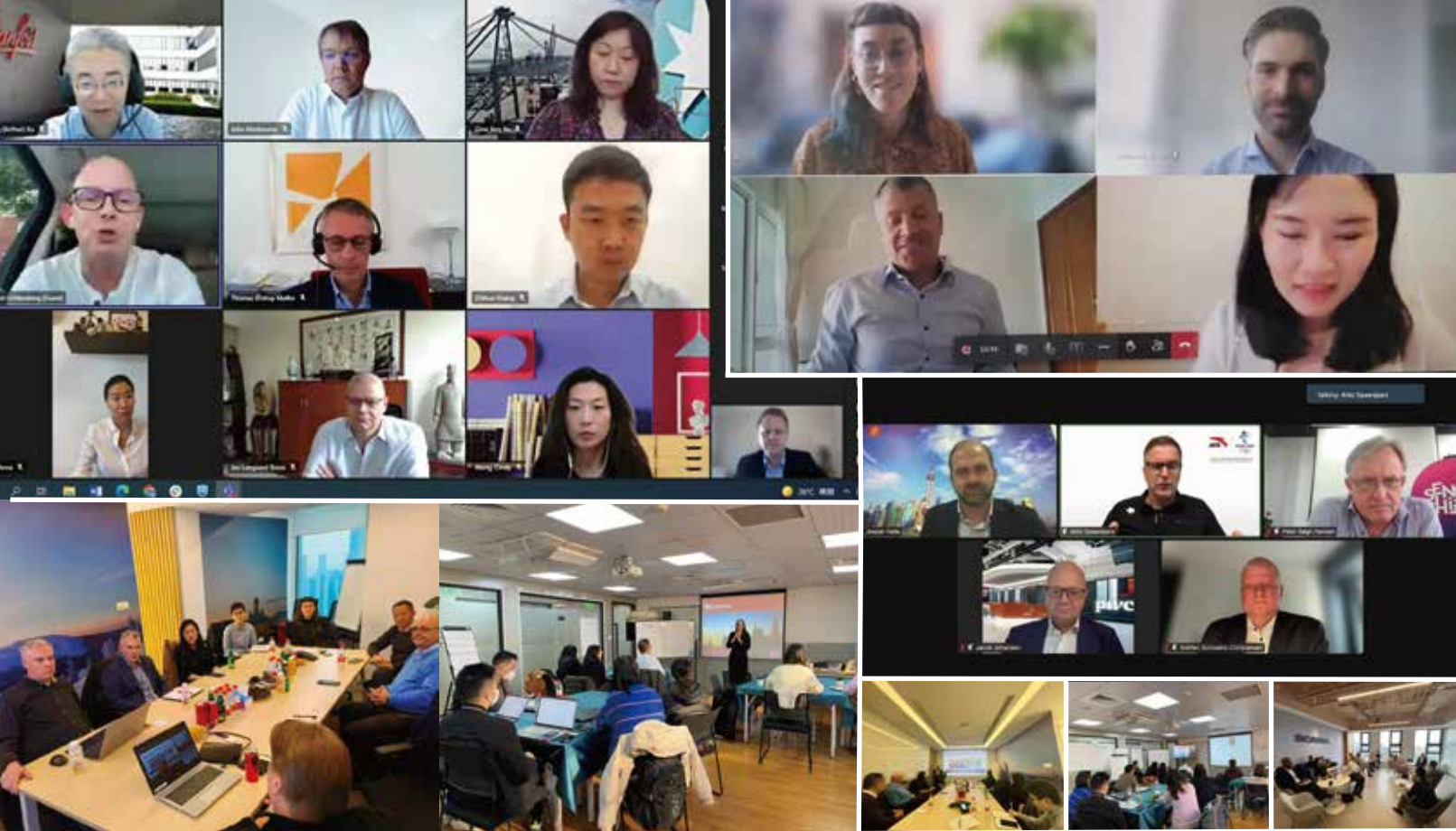
ADVOCACY

DCCC gathers wishes, requirements and relevant information from members to the Chinese and Danish governments and other authorities on legislative and other measures affecting trade between Denmark and China and makes recommendations on method or policy where deemed appropriate or required. In 2022, DCCC participated and organized 15 advocacy meetings, acting in the role of bridging the business between Denmark and China and to enlarge the voice of our members.

Highlights:

CCPIT 70th Symposium with Premier Li Keqiang
 Meetings with China Council for the Promotion of International Trade (CCPIT), Ministry of Civil Affairs, China-Foreign Friendship Association, the International Department of the Central Committee of the Communist Party of China.

Roundtables with Shanghai authorities, Shanghai Municipal Commission of Commerce (SCOFCOM), Beijing Municipality, Chaoyang's People's Government.



KNOWLEDGE

Knowledge sharing is a very important part of the work that DCCC does, and even more so under the unique circumstances of strict COVID-19 restrictions and lockdowns across the country.

In total, DCCC organized 54 knowledge building events in 2022, online and offline, covering seminars, training courses, roundtables and work groups supported by industry leaders. The topics covered the areas in which members have expressed being the most challenging, including IPR, distance management, HR and regulatory and legal updates.

Seminars (webinars / hybrid) were the most practiced and practical events we organized. Topics covered a wide range of fields: Green economy, COVID-19-related updates, sustainability, ESG report, intercultural communication, mental health, finance, legal, human resource.

Training

With the support of our consulting associates, we also have training program organized for members, in areas such as : sales, government affairs, intercultural communication, self-management.



SOCIAL EVENTS & NETWORKING

The DCCC is one of the largest organizations for Danish companies outside of Denmark. Despite numerous lockdowns throughout the year, and many events cancelled or postponed, we managed to host 18 offline events, where 500 guests were able to join us.

Highlights include the Danish Summer Night at the Royal Embassy of the Kingdom of Denmark, Business Person of the Year Award Gala, and Christmas Dinner in Shanghai.



BUSINESS PERSON OF THE YEAR 2022

DCCC promotes, studies and enhances an exchange of information regarding commercial relations, investments and trade between Denmark and China. Every year since 2007 DCCC in Shanghai has hosted the “Business Person of the Year” award gala event to celebrate outstanding performances in the development of Danish business in China.

BUSINESS PERSON OF THE YEAR: ARTHUR XU, DANFOSS

This year’s Business Person of the Year was selected due to his role in leading a great Danish company in China. The selection committee paid great attention to the longevity of Arthur Xu’s tenure with Danfoss, showing loyalty and dedication for the mission of bringing Danish corporate values and practices to a Chinese audience. Furthermore, the selection committee recognized that Arthur Xu is highly respected in the Danish and Chinese business communities and is of a humble nature. We could not think of a more deserving person for the prize of DCCC Business Person of the Year 2022

ENTREPRENEURS OF THE YEAR: ANDERS PEDERSEN & SHERRI RAO, FINE YOGA

This year’s winners of the Entrepreneur of the Year exemplify what it takes to achieve success in China. Through great personal challenges and in the face of adversity, Anders Pedersen and Sherri Rao have overcome obstacles to co-found and build a truly impressive company in China. Emanating from Denmark, the journey that these entrepreneurs have been on, is worthy of a Danish fairytale. In selecting this year’s winners the selection committee believe that we have lived up to the mission of the award, in recognizing those whose efforts sometimes fly under the radar. The Selection Committee could not think of a better Entrepreneurial story and found the winners more than deserving of the DCCC Entrepreneur of the Year Award 2022.



FINNCHAM
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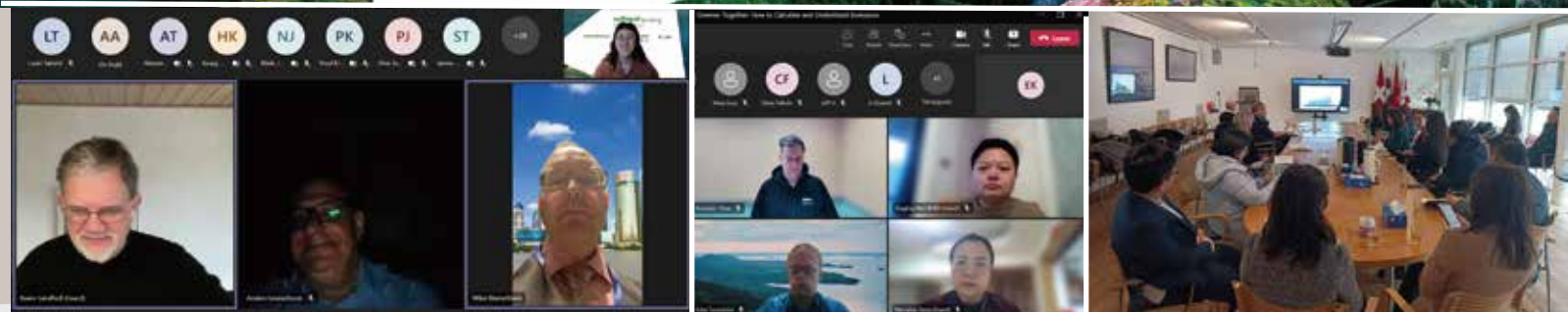


Q4 2022 - Q3 2023

greener**together**

china-nordic dialogue on carbon neutrality
by nordic chambers of commerce in china

Supported by
Danish Chinese Business Forum



2022-2023 CAMPAIGN: GREENER TOGETHER

A China-Nordics dialogue on low carbon, sharing the ongoing initiatives and policy changes in China that address reducing carbon emissions, creating circular economies and the production of green energy, and take inspiration from industry leaders that enables you to bridge HQ ambitions and its green goals for its China operations.

The campaign is organised between the Danish, Norwegian and Finnish Chambers of Commerce, and is a series of webinars covering China Low Carbon Goals and likely implications for businesses; ESG reporting; calculating and understanding emissions; green energy; supply chain; reducing emissions from factories circularity and waste reductions in China; the importance of a green profile for HR, and how to use your green profile for marketing.

ALL CHINA MEMBERS AND GOLD ASSOCIATES



BESTSELLER®



Nordea



TRAYTON GROUP
特雷通集团

vikinor

Anjie Broad
安杰世泽律师事务所



DCCC FINANCE

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.

The DCCC gets its funding mainly through three channels:



MEMBERSHIP

DCCC is a membership-driven organization with multiple membership categories, while Integrating companies in the planning and marketing of events and activities.



EVENTS

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



SPONSORSHIPS

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

COLLABORATIONS



In 2022, the DCCC has also had a close collaboration with Danish Chinese Business Forum (DCBF) and DCC HK, with whom we hosted dozens of quality webinars on HR, legal, marketing topics.



Together with the EUSME Center, we organized useful training programs and hosted webinars aimed at helping SMEs with practical support in areas covering sales, employee support, and policy analysis.



The launch of the EU SME Centre's Self-Diagnosis Tool. The Self-Diagnosis Tool aims to assist European SMEs to make a prior assessment of their readiness to develop their presence on the Chinese market, and whether they are heading in the right direction.



FINNCHAM

We also had a wide collaboration with SwedCham, Norwegian Business Association (NBA), and FinnCham with whom we co-organized a dozen of quality activities such webinars and training programs.



DCCC is also looking forward to working closer together with Denmark Asia Business Alliance (DABA) where our members will have access to a significant exchange of knowledge between the other Danish chambers of commerce in Asia, as well as a wide range of interregional local and online events, company visits, business matchmaking, market insights and key-connections.

2022/2023 DCCC BOARD OF DIRECTORS

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Georg Jensen,
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Ambassador of the Kingdom of
Denmark to China, Honorary Member

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Chloe Song
Membership &
Government Affairs



Weiyu Chen
Finance, Adminis-
tration & Communi-
cations



DANISH CHAMBER OF
COMMERCE IN CHINA
中国丹麦商会

**DO YOU MAKE
FULL USE OF
YOUR
DCCC
MEMBERSHIP?**

WHY DCCC?



NETWORKING

Strengthen your network with over 180 members companies and associates



LEARNING

Gain a competitive edge with access to educational and Informative knowledge sharing



CREDIBILITY

Show support for local and civic engagement by joining a strong & longstanding chamber



INFLUENCE

Have a voice by serving on a chamber committee and joining our board of directors.



SAVING

Enjoy members-only offers, and partake in events at lower rates.



GROWTH

Build your business and network alongside an ambitious and growing chamber across all China.



VISIBILITY

Stand out and be noticed in the Danish business community.



LEADERSHIP

Train your local staff through seminars, work groups and member exclusive training programs.



A MEMBER-CENTRIC CHAMBER

As a chamber that prioritizes member satisfaction, the DCCC places significant emphasis on gathering and incorporating member feedback. In May 2022, we shared a survey to our members, receiving a total of 79 responses. This feedback allowed us to gain valuable insights into areas where we can optimize our services for increased efficiency and effectiveness.

We are pleased to have received recognition for our efforts in the following areas: facilitating connections between Danish companies, providing regular updates on the status of COVID-19, offering informative and relevant seminars, and fostering a strong sense of community.

At the DCCC, we encourage our members to engage in a variety of ways, including participating in group discussions, showcasing their expertise by speaking at events and seminars, attending C-suite gatherings, and representing the DCCC at governmental meetings. By promoting engagement in these and other activities, we provide our members with valuable opportunities to connect with their peers, share insights, and contribute to the success of the community.

As we continue to develop our service, we would love to hear from you. Email us with your feedback, ideas for events, or perhaps a referral. Get in touch with Secretary General Anna Lin Yip, always available for a chat: anna@dccc.com.cn.

FOR YOU AND YOUR TEAM

The DCCC is an inclusive organization for you and your team. Stay connected by following our WeChat and subscribing to our email updates. This will ensure that everyone on your team has access to the valuable resources and networking opportunities provided by the DCCC. Email us on mail@dccc.com.cn to be added to our mailing list.

WEBSITE

www.dccc.com.cn

WECHAT



LINKEDIN

www.linkedin.com/company/danish-chamber-of-commerce-china

NEWSLETTER

www.glueup.cn/org/dccc/subscriptions/

