



DCCC EAST ANNUAL GENERAL MEETING

Candidates for East Board 2025:

Ann Sophie de Meester, Acclime China

Anne-Sophie Zerlang Karlsen, Maersk

Bjørn Ingwar Karlsen, LEAF Digital

Chris Hardie, Schmidt Hammer Lassen

Christy Chen Møller, CBTravel & Event

Cindy Wang, ISS

Jacob Johansen, PwC China

Klaus Anker Petersen, Lane House

Lucia Lu, Danfoss China

Poul G. Kristensen, WE Dragons & XYPower & MT Nordic

Simon Lichtenberg, Trayton Group

Steen Teisen, NordicSound Hearing Aid (Shanghai) Co. Ltd.

Tony Wang, Nordic Match

Zion Cheng, Novonesis





ANN SOPHIE DE MEESTER

Finance Director, Acclime China

Ann Sophie is the Finance Director at Acclime China, the fastest-growing corporate and professional services company in the APAC region. Based in Shanghai since 2009, she brings over a decade of expertise in mergers and acquisitions (M&A), turnarounds, valuation, and transfer pricing. As a trusted advisor to foreign companies expanding into China, she provides strategic guidance on tax structuring, compliance, and cross-border operations.

Beyond her professional achievements, Ann Sophie has a strong background in music, having pursued violin studies at a high level. The discipline and precision she developed in music continue to shape her approach to leadership and problem-solving.

Since 2020, Ann Sophie de Meester has been an active member of the Board of Directors for the Danish Chamber of Commerce in China and currently serves as Chairman of the east board.



ANNE-SOPHIE ZERLANG KARLSEN

Head of operations, Maersk, Asia Pacific

Anne-Sophie Zerlang Karlsen, 42 years old and Danish, is the Head of Operations for Maersk in the Asia Pacific region, based in Shanghai, China. With 21 years of experience at Maersk, Anne-Sophie has held various leadership positions, including CEO of Twill, a corporate start-up aimed at creating Maersk's first digital value proposition for small businesses and democratizing trade through digital technology. Prior to this, she was responsible for Maersk's global refrigerated cargo operations and has also held roles in finance, operations, and product management across multiple regions. Anne-Sophie has spent a decade living in Asia, with experience in Singapore, Hong Kong, Bangkok, and now Shanghai. She is passionate about technology, global trade, and Maersk's role in digitizing and integrating logistics while promoting transparency in global supply chains. Anne-Sophie graduated from Copenhagen Business School in 2003 and holds an Executive MBA from IMD International Business School, earned in 2017.



BJØRN INGWAR KARLSEN

Partner / BD & Brand Management, LEAF Digital

Bjørn Ingwar Karlsen is an experienced professional with a strong background in both Danish and Chinese business cultures, making him an ideal candidate for a position on the DCCC board. Having spent a significant portion of his career in China, he has developed a deep understanding of the complexities and opportunities within the Chinese market. His fluency in Mandarin has been instrumental in building relationships with local partners and navigating the local business landscape. Bjørn is passionate about fostering collaboration, innovation, and relevancy for Danish companies operating in China, and he is eager to leverage his expertise to support the DCCC in expanding its impact. With a firm commitment to strengthening Denmark-China relations, Bjørn is excited about the opportunity to contribute to the organization's goals and make a meaningful impact on its continued success.



CHRIS HARDIE

Partner & Design Director / Schmidt Hammer Lassen

Chris Hardie is a Partner and Design Director at Danish studio Schmidt Hammer Lassen, and a principal and member of the global Board of Directors at design firm Perkins&Will. Chris founded the Shanghai studio in 2010, building it from 2 to over 100 architects and designers working on projects across all China and in sectors from Culture, Commercial, Education, Science & Technology and Healthcare.

A resident of Shanghai since 2010, Chris has been consistently named in Architectural Digest's AD100 Top 100 Most Influential Architects in China since 2017. In 2025, Harper's Bazaar China recognized him as one of the "New Shanghainese," a prestigious list of foreigners who have made significant contributions to the city.

As Design Director, Chris leads major architectural projects across China including leading the design for Shanghai Library East, Ningbo New Library, Beijing Performing Arts Center, and the soon to open, West Bund Grand Theatre – all projects that have showcased the power of Danish design in a Chinese context.

Chris is a strong advocate for sustainable design and has worked with companies like NIO to create their first Net Zero Energy NIO House at their manufacturing base in Hefei and led the design of the world's largest Waste to Energy Power Plant in Shenzhen, known as the 'Energy Ring' that utilizes both Danish design, and Danish technology to become one of the first LEED Gold industrial buildings in China.

Chris holds honorary academic roles as a Professor of Architecture at The Scott Sutherland School of Architecture in Aberdeen, UK, and a Distinguished Professor of Design at Zhengzhou Institute of Finance and Economics in China, exemplifying his understanding of the strong link between design and business. Chris continues to work across all regions of China, and globally, and is a strong advocate for promoting Denmark within China, not only as a country, but as a 'platform' and a 'mindset' for collaboration, sustainability and world class design.



CHRISTY CHEN MØLLER

Founder & MD of CBTravel & Event

Christy Chen Møller is a visionary entrepreneur with over 25 years of experience leading a respected travel and logistics company. She specializes in navigating global crises, driving sustainable tourism, and fostering cross-sector collaboration, bringing these skills to her role on the Danish Chamber of Commerce in China (DCCC) Board since 2016.

As Founder and MD of CBTravel & Event, she has steered the company through global challenges, launched sustainable travel initiatives, and enhanced customer engagement through digital innovation.

With a multicultural background and fluency in Danish, English, and Chinese, Christy is passionate about supporting Danish companies in China, amplifying their voices, and creating networking opportunities. She is eager to continue contributing to the DCCC's mission of innovation, sustainability, and international trade through re-election to the Board.



CINDY WANG

CEO, ISS Facility Service China

Cindy Wang is an experienced international business leader with a strong background in managing large organizations across various industries and markets. Currently serving as the CEO of ISS China, a leading Danish facility service management company, Cindy has over 20 years of experience, including a pivotal role as COO for Greater China at Damco and CEO of Damco in Singapore, Malaysia, and the Philippines. She has led large teams, driven transformation, and achieved significant growth in cross-cultural environments.

Cindy is well-versed in Danish business culture, having worked with Maersk Logistics, which has been instrumental in her current role. With a team of over 10,000 employees at ISS China, she manages operations across 100+ cities, bringing a wealth of knowledge in logistics, operations, and procurement.

Her dedication to sustainability and corporate social responsibility aligns well with the values of the Danish Chamber of Commerce, and she is eager to leverage her experience and extensive network to strengthen business cooperation between Denmark and China. With her leadership and commitment to promoting sustainable development, Cindy is confident that she can contribute to the Chamber's mission of fostering trade and investment. She is excited about the opportunity to join the DCCC Board and looks forward to helping strengthen the ties between the two countries.



JACOB JOHANSEN

Principal PwC China

I rejoined the board of DCCC in 2004 after a 10 year break. During the past 12 months I have driven flagship events like Nordic Marketing Day and The Future of Retail, organised Danish Fridays, and played an active role in shaping DCCC's new strategy. If reelected, I will focus on bringing this strategy to life, leading priority work streams, enhancing member communication, and continuing to organise more flagship business events.

With 20+ years in China, I am a strategy consultant at PwC with a background in international advertising. I am the author of From Customer to User and currently writing Do You Think Tomorrow Will Be Like Yesterday? I also produce and host China Bizz, a podcast on MNC opportunities and challenges in China, available on Spotify, Apple Podcast, and Ximalaya.

Outside of work, I volunteer at Shanghai Community International School, enjoy cycling, and live in Shanghai with my wife, Jin Zhang, and our two daughters, Carla and Meimei.





KLAUS ANKER PETERSEN

Chairman & Owner, Lane House

Klaus, 49 years old Danish, is a serial entrepreneur and business operator with extensive experience in consumer, retail, technology and finance sectors.

Chairman and owner of Lane House, a specialty store retailer in Shanghai operating + 50 Lego stores and Kop & Kande stores with team of +500 employees; CEO and co-founder of Green Planet Foods, a healthy plant-based protein food & beverage producer in Shanghai and Singapore.

Klaus has lived in China for 15+ years and speaks Chinese fluently.

Former executive at Morgan Stanley for ten years in London and Shanghai, McKinsey & Co for four years and Sunshine Insurance.

MBA from INSEAD (2003) and MSc from Denmark Technical University in Applied Mathematics and Electrical Engineering (1998).



LUCIA LU

Public Affairs Director, Danfoss China

Lucia is the Public Affairs Director at Danfoss China, bringing a wealth of experience in strategic communications and stakeholder engagement. She has a strong commitment to sustainability, having played a key role at Danfoss China in shaping its public image, cultivating relationships with key stakeholders, and advocating for policies aligned with sustainability goals. Lucia is particularly drawn to the Danish Chamber of Commerce China (DCCC) Board due to its commitment to clean energy and sustainability, values she shares with Danfoss China. With her leadership, negotiation, and policy advocacy expertise, she is eager to contribute to the DCCC Board's initiatives, collaborating with fellow members to find innovative solutions to pressing environmental challenges. Lucia also values diversity and inclusivity, bringing an international perspective and the belief in the power of diverse viewpoints for achieving successful outcomes.



POUL G. KRISTENSEN

Owner, WE Dragons / Head of Europe, XYPower / Partner, Nordic, MultiTurst Capital

Poul has been in China since 2009 and 11 years on the board of DCCC Shanghai, having different roles, including 3 years as Chairman. He is a Senior Executive who has been CEO, Managing Director, Sales Director, Businessman, Consultant, Entrepreneur and more. He owns WE Dragons, the sole dealer of Migatronik A/S (Danish welding equipment) in China, and is a sourcing boutique shop for European companies in the green energy sector. He is also a Partner in Multitrust Capital, a cross-border investment firm with offices in CH, DE and USA. He is also the global sales director of XY Power, which provides EV-charging solutions worldwide. He is an industrial engineer from DTU and has been involved in renewable energy his whole life, participating in many renewable energy exhibitions and conferences worldwide as a speaker and representing key Danish companies in the energy business. Since 2002, he has been doing business worldwide, from South America to North America and Europe to Asia. Furthermore, he has many years of Business Development / Sales / Market Analysis experience by leading and developing sales teams in Denmark, China, India and Korea. His expertise spans renewable energy, IT consultancy and implementation, production and logistics, and business development.



SIMON LICHTENBERG

Founder & CEO, Trayton Group

Simon Lichtenberg is a Danish entrepreneur and business leader with extensive experience in business development, manufacturing, design, trade, and international relations. Having studied Chinese language at Shanghai Fudan University in 1987, Simon has spent over 33 years in China, speaking, reading, and writing Mandarin fluently. He has been recognized by the Chinese Government for his significant contributions to China's economic development and international relations.

Simon is also the founder and owner of Trayton Group, a leading global furniture company with operations in China, the US, Mexico, and Vietnam. Trayton specializes in R&D, design, manufacturing, and distribution of upholstered furniture, ranking 8th globally in leather upholstery production.

Simon played a pivotal role in establishing the Danish Chamber of Commerce for all of China, serving as its first all-China Chairman, and has been on the board in East China for over 10 years. He has led DCCC's national advocacy efforts for the past three years, liaising with various levels of the Chinese government, including the State Council. Simon also serves in several leadership roles, including as an advisor to the Fudan Alumni Association, YPO & CEO Champion, and on the board of the European Chamber of Commerce in China. He holds an EMBA from Harvard Business School, CEIBS, and Tsinghua University Joint Course (2006) and a Diploma in Chinese Language from Fudan University (1987).



STEEN TEISEN

Co Owner, NordicSound Hearing Aid (Shanghai) Co. Ltd.

Steen Teisen, born in 1962 and Danish, has over 30 years of experience working in China, primarily in the hearing aid industry. He started his career in 1991 with GN Danavox (now GN Resound) and later moved to the company's subsidiary in Xiamen, China, where he focused on expanding both low-cost Chinese-manufactured and high-end Danish products in the Asian markets. In 1998, he co-founded and became General Manager of Widex Hearing Aid (Shanghai) Co. Ltd., where he successfully established the company's presence in China, introducing digital technology and building strong relationships with local partners. Steen is fluent in Mandarin and has been invited to speak at numerous ENT conferences in China. In 2015, he transitioned to NordicSound Hearing Aids (Shanghai) Co. Ltd., where he continues as a co-owner and senior advisor, managing 20 points of sale across North China. Steen's background in Economics and East Asia studies, coupled with his deep understanding of cross-cultural business, makes him an invaluable asset for companies seeking to succeed in China. Additionally, Steen has been involved in several entrepreneurial ventures and has built a strong network across various industries. He is also passionate about the underground music community in Shanghai and has a rich background in indie music production.



TONY WANG

Partner, Nordic Match

Tony, 36 years old Swedish, is Partner at Nordic Match, a leading boutique M&A advisory firm focusing on transactions between Nordics and China. The firm works closely with the leading C25 companies and mid-sized privately owned business in value-creating strategic initiatives in China. Tony has been living in China for 12 years and speaks Swedish and Chinese fluently.

Formerly VP at SEB in Shanghai and Stockholm. Tony graduated from Stockholm University with MSc in Finance and Graduate studies at Harvard University and at Guanghua School of Management, Peking University



ZION CHENG

Head of APAC, Novonosis HHB Consumer Health

Zion Cheng has over 20 years of management experience in the Healthcare and FMCG industries, working with global leading companies. He joined Novozymes OneHealth China in March 2022 as General Manager and became Head of Novonosis APAC Consumer Health following Novozymes' merger with Chr. Hansen in 2024. Zion graduated from Fudan University with a major in World Economics and holds a Global EMBA from CEIBS. In addition to his leadership roles, he is the author of the book *Win-Win Strategic Thinking Method* (2022). Zion serves as an Expert Advisor for the Bo Ao Global Mom & Baby Industry Forum (2022), Committee Member of the China CIFST Probiotic Association (2023-2027), and Committee Member of the China NHNE Expert Advisory Board (2024). In 2024, he was recognized by FHE as an industry leader and by the GUT Industry China Forum as “People of the Year”.