

## Linking Nordic Companies with China's Online Consumers

Danish-Chinese Business Forum and Ehubnordic are pleased to invite you to an e-commerce seminar where we will look closer into how to approach China's online consumer market. Get the newest figures and consumer trends from Alibaba Group. The establishment of partnerships can be an important way of entering a new market. Get insights into the advantages that can be obtained. The seminar will provide you with knowledge and tools to start online sales in China. The speakers will share their experiences of how they are challenged by the online sales channels and how they accommodate these challenges.

### Agenda

- 16:00 Registration and Networking**
- 16:15 Welcome**  
By Hans Henrik Pontoppidan, Secretary General, Danish-Chinese Business Forum & Morten Poulsen, CEO, Ehubnordic
- 16.20 How Alibaba Innovates?**  
By Leah Zhang, Business Development Manager, Alibaba Group, London
- 16:50 The Ministry of Foreign Affairs and Online Export**  
By Casper Freddie, Commercial Consul and Head of the Danish Ministry of Foreign Affairs, Design and Retail Sector
- 17:00 The Challenges with Online Export?**  
By Adrian Pritchard, Global E-commerce Manager, ECCO
- 17:30 Break**
- 17.45 How to – Branding in China**  
By Lac Tran, EVP Global E-commerce, Web2asia, Shanghai
- 18.25 How to Bridge the Gap between Nordic Companies and Chinese Consumers?**  
By Morten Poulsen, CEO, Ehubnordic
- 18.35 Panel discussions**  
By Hans Henrik Pontoppidan, Secretary General, Danish-Chinese Business Forum & Morten Poulsen, CEO, Ehubnordic
- 18.50 Networking and refreshments**
- 19:00 Thank you for joining us!**

### Practical information:

Date: 11 October 2016

Time: 16:00-19:00

Host: Deloitte,  
Weidekampsgade 6,  
2300 Copenhagen S

**REGISTER BEFORE  
FRIDAY 7 OCTOBER**

[\*\*Register Now\*\*](#)