



# Blockchain Business Bridge

## INVITATION TO WEBINAR

### Blockchain – The China Way

The webinar provides insights on how Chinese industries are being reinvented by blockchain technology. Our goal is to inspire industry professionals. Knowing more about China's experiences offers exciting business prospects and useful tools to compete in markets where innovation, speed and agility are success factors.

The program is centered around two panel discussions:

#### PANEL 1

##### How blockchain solves food safety challenges

China's food industry continues to create controversy due to lax safety standards. From infant formula scandals to swine fever and association with Covid-19. Denmark is globally renowned for its focus on transparency in food supply chains but is not considered a first-mover in adapting new technology.

Can blockchain partnerships help the two countries solve their challenges? Could China's approach to integrating new applications at breakneck speed show the way forward for Danish food companies? Could Danish food safety practices constitute a starting point for new applications?

#### PANEL 2

##### How blockchain makes cities lean, clean and green

China recently announced the most ambitious climate targets in the country's history. The goal is to have CO2 emissions peak before 2030 and to achieve full carbon neutrality before 2060. Chinese cities are particularly prioritized in sustainability plans as urbanization is expected to reach 70% within the next decade.

Adaptation of blockchain and other new technologies are required to meet China's climate targets. The Chinese experiences will undoubtedly create best practices for the rest of the world. So how can Denmark and China work together when it comes to using blockchain for sustainable city development?



#### FORMAT

Online

#### TIME

April 8<sup>th</sup>, 2021  
9:00 – 11:00 CET

#### PRICE?

Participation is free of charge

#### REGISTRATION

Sign up here

#### SUPPORT

Lene Pryds Bach  
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#### WHO SHOULD PARTICIPATE?

Danish company representatives with basic knowledge about blockchain.

IT UNIVERSITY OF COPENHAGEN



Confederation of Danish Industry



MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK  
Innovation Centre Denmark Shanghai

INDUSTRIENS  
FOND FREMMER DANSK  
KONKURRENCEEVNE  
The Danish Industry Foundation

INNOVATION  
CENTRE  
DENMARK

DCBF  
丹中商会 DANISH-CHINESE BUSINESS FORUM

EUROPEAN  
BLOCKCHAIN  
CENTER

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## PROGRAM

- 09:00-09:05 **Welcome**  
Peter Bøgh Hansen, Dansk Industri
- 09:05-09:20 **Setting the scene: China's blockchain evolution**  
How did China transition from the 'Factory of the World' to a central breeding ground for new technologies, including blockchain?  
Ran Zhao, Innovation Center Denmark in Shanghai
- 09:20-10:00 **PANEL 1**  
**How blockchain solves food safety challenges**  
Moderator: Hans Henrik Pontoppidan, Danish Chinese Business Forum  
Panelists:
  - Snorri Sigurdsson, Arla Foods
  - Jay Zhang, VeChain
  - Søren Tinggaard, Danish Crown
- 10:00-10:10 **Coffee break**
- 10:10-10:50 **PANEL 2**  
**How blockchain makes cities lean, clean and green**  
Moderator: Roman Beck, IT University & European Blockchain Center  
Panelists:
  - Mads Møller, NORDIQ Group
  - Vincent Wang, Wanxiang Group
  - Andy Brahney, Rambøll
- 10:50-11:00 **Information about blockchain support programs**  
Ran Zhao, Innovation Center Denmark in Shanghai



**Blockchain  
Business  
Bridge**

Blockchain Business Bridge was established in 2019 as a joint initiative between Innovation Centre Denmark, European Blockchain Center, the Confederation of Danish Industry and Danish-Chinese Business Forum. Our goal is to promote blockchain exchange between Denmark and China.

Read more on [blockchainbusinessbridge.com](http://blockchainbusinessbridge.com)

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## SPEAKERS



### Senior Innovation Officer, Innovation Center Denmark

Ran Zhao is an experienced cross-cultural Tech & Innovation advisor. Ran is passionate about bridging international tech eco-systems, and she has been advising a number of Danish tech companies in regard to their China strategy and helped them connect with Chinese partners and investors.



### **Roman Beck** Professor IT University of Copenhagen

As a blockchain economist and Head of European blockchain center, Roman's research is centered around blockchain's role in the changing nature of work with focus on governance and value creation in decentralized systems.



### **Vincent Wang** Executive President Wanxiang Blockchain

Before joining Wanxiang, Vincent was General Manager of IBM's New Business Initiatives. Vincent has held a series of executive positions at leading MNCs, including Intent, Infineon and SMIC, and has co-founded Tangram Technologies Inc.



### **Jay Zhang** Partner Vechain

With 15 years' experience from PwC and Deloitte UK as Senior Manager in finance and risk management, Jay now handles Vechain's global corporate structure and leads the blockchain governance framework and digital assets management teams.



### **Peter Bøgh Hansen** Director Sense China

Peter Bøgh Hansen is in charge of Sense China, the Confederation of Danish Industry's project and policy unit in China. Peter has lived and worked in China for 16 years, and he has previously been in charge of e-commerce portal EasyBizChina and public affairs agency ChinaCabinet.



### **Andrew Brahney** Head of SMART (MEAP) Rambøll

Andy is responsible for leading the smart engineering consultancy services for Rambøll in the Middle East & Asia-Pacific region. As a co-founder of the SMART Engineering service, he has a passion for creating new and innovative solutions to enable clients to meet their business goals while providing a sustainable society.



### **Mads Møller** CEO Nordiq Group

Mads Møller is the CEO and founder of Nordiq Group A/S. The company specializes in urban development rooted in engineering, architecture, and design. Nordiq Group was established in April 2016 and is now active in Denmark, China, and Southeast Asia. Nordiq Group has a very strong client base within its four key segments: Municipalities, Utilities, Contractors and Investors.



### **Snorri Sigurdsson** International Dairy Expert Arla Foods

Snorri Sigurdsson has a long experience in the agricultural field. With his practical education as a farmer and a master's degree in agronomy, Sigurdsson has worked on dairy projects across the world, including four years as the leader of China-Denmark Milk Technology Cooperation Centre, a joint venture between the dairy companies Arla and Mengniu in China.



### **Hans Henrik Pontoppidan** Secretary General Danish Chinese Business Forum

Hans Henrik Pontoppidan was appointed Secretary General of DCBF in 2016. Prior to that, he has over 20 years of experience from corporate banking in multinational companies across the world. Hans Henrik also opened Privatbanken A/S (now part of Nordea) in Beijing and headed the China operation from 1989 to 1993. Hans Henrik is also a Board Member at DEIF A/S and Tradeshift China.



### **Søren Tinggaard** Vice President Danish Crown

Søren Tinggaard is vice president at Danish Food conglomerate Danish Crown. He is responsible for strategic development, optimizing export sales, innovation, and new project development in the Pork division. Søren has been positioned in China since early 2020.