

SENSE CHINA TOUR 2023

Experience. Understand. See for yourself.

JOIN US!

China is back in business after three years of Covid-19 lockdowns and tight controls. The country is bursting with suppressed energy. Established companies and young start-ups are eager to resume activities inside and outside the reopened borders.

The geopolitical landscape has, however, changed significantly since the initial Wuhan outbreak. China is now seen by many as a disruptor of the established world order. Some are worried that growing tensions with the U.S. will eventually decouple the world's two largest economies. Others are concerned that the war in Ukraine could spill over into a similar conflict in Taiwan.

On the **Sense China Tour**, we take a careful look at the present state of China, and we examine how Danish companies can navigate in the stormy waters between opportunity and risk. We invite you to come to China and find out for yourself by offering an exclusive experience filled with interesting people, cases, discussions, and culinary treats.

PROGRAM

● 30/10 INTRO DAY

- ✓ Briefings about Chinese business, economy, and politics

● 31/10 TECH DAY

- ✓ Visits to China's leading tech firms

● 1/11 HANGZHOU DAY

- ✓ Day trip to entrepreneurial hub Hangzhou

● 2/11 INDUSTRY DAY

- ✓ Visits to Danish manufacturers

● 3/11 OPPORTUNITY DAY

- ✓ Feedback sessions with advisors and experts



TAKE-AWAYS

The tour helps you to **find answers** to four critical questions:

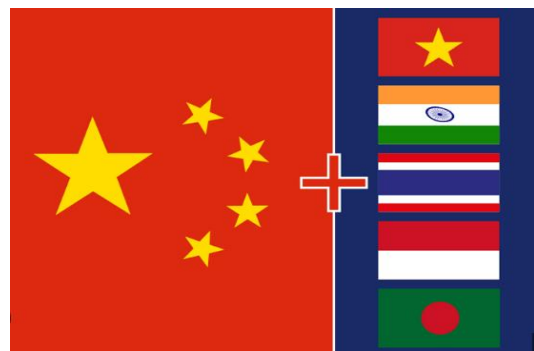
- ✓ How does your business model fit in a Chinese market under transformation?
- ✓ How do you find the balance between opportunity and risk in China?
- ✓ How do you manage operations in a politically sensitive environment?
- ✓ How do you leverage technology to increase the customer experience?

Please read more about the tour's features and highlights on the next slides.

SENSE CHINA TOUR 2023

CHINA+1

What's the on-the-ground situation?



Many foreign companies are moving functions from China to other markets. More will likely follow. The big challenge now is how to stay committed to the Chinese market, while reducing risks and over-dependency. We visit Danish manufacturers to get their take on the situation.

DIGITAL REVOLUTION 2.0?

China's tech giants are back in business



The world witnessed amazing technological progress by Chinese companies in the past decade. But in 2020, China's political leadership suddenly tightened the control with the private tech sector. Now the grip is loosening again to reignite a slumping economy. What can we expect this time around?

ENTREPRENEURSHIP

Meet the ones who made it



A large number of foreign companies are successful on the Chinese market. That group also includes Danish entrepreneurs, who came to China with nothing and built up big businesses from scratch. We talk to some of them about their experiences.

MODERN GASTRONOMY

China's next-level customer experiences



China is renowned for its exquisite and diversified cuisine. Modern technology and entrepreneurial spirit is adding another dimension to the customer experience by constantly introducing new formats. We visit the most interesting spots.

THE POWER GAME

Facts about the U.S.-China rivalry



De-coupling or de-risking? The media is full of stories about the deteriorating relationship between the world's two superpowers. But the truth is more nuanced. We get insightful perspectives from people on both sides, and we discuss how the relationship affects Denmark.

SENSE CHINA TOUR 2023

NIO

The crown jewel in China's EV empire

China's industry for electric vehicles continues to evolve. New EV brands are entering markets across the world. The most famous brand is NIO, often referred to as the *Tesla of the East*. Learn how NIO and other Chinese EV manufacturers are leveraging strong government support to take on established car brands.



BYTEDANCE

From phenomenon to global risk

ByteDance has become China's most famous company due to the incredible success of its short-video service, TikTok. But with fame comes scrutiny and suspicion. TikTok is being banned by enterprises and public institutions in many Western countries, including in Denmark. Is this due diligence or a political over reaction?



HIKVISION

Visionary or cyber threat?

Hikvision is one of the world's leading providers of digital security solutions. The company is famous, and notorious, for supplying surveillance systems used for both civilian and military purposes. Hikvision has set a new standard for applying IoT technologies effectively. But at what cost to personal security?



ROBOT.HE

Alibaba's take on smart dining

Learn how automated guided vehicles contributes to a quick and efficient dining experience for customers.



FUXING SPEED RAIL

The world's fastest train

Hop on the world's fastest bullet train "Fuxing" and travel at lightning speed to Hangzhou city.

LOCATION, TIMING, AND PRICE



Shanghai, Hangzhou



30 October - 3 November 2023

Price for Sense China members

EUR 2,600

Full program, six nights at 5-star hotel, local transportation, breakfast and lunch all days, dinner three nights.

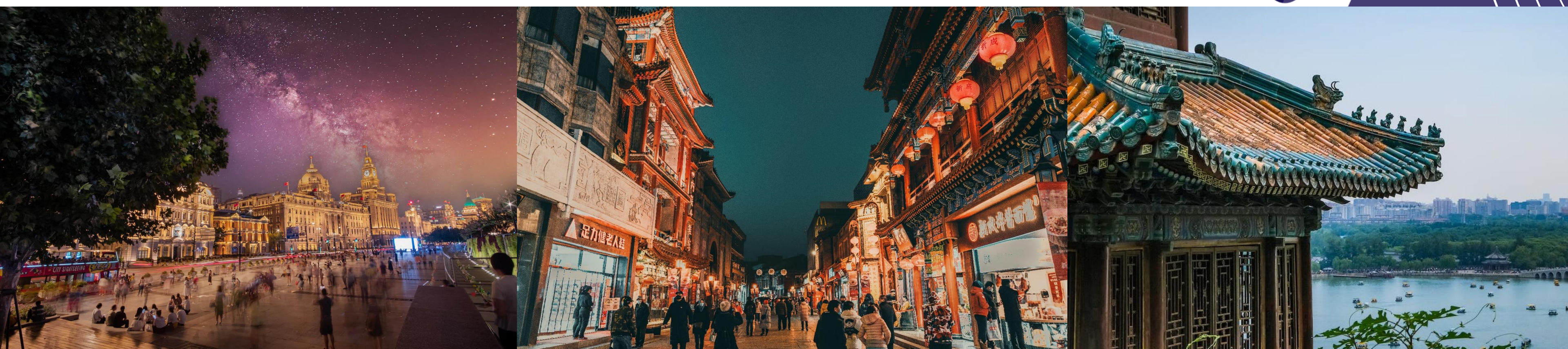
Price for others

EUR 2,900

Not included

Flight ticket and visa

**Deadline for registration:
September 10**

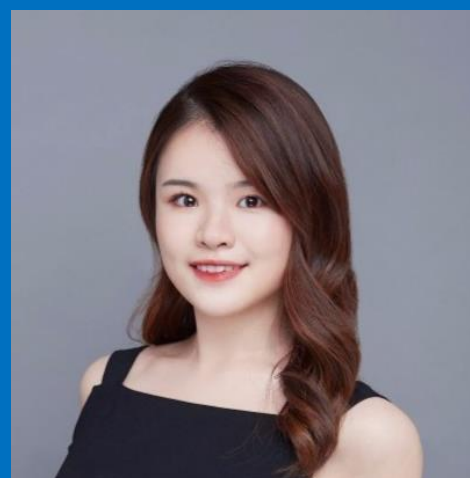


CONTACT and REGISTRATION



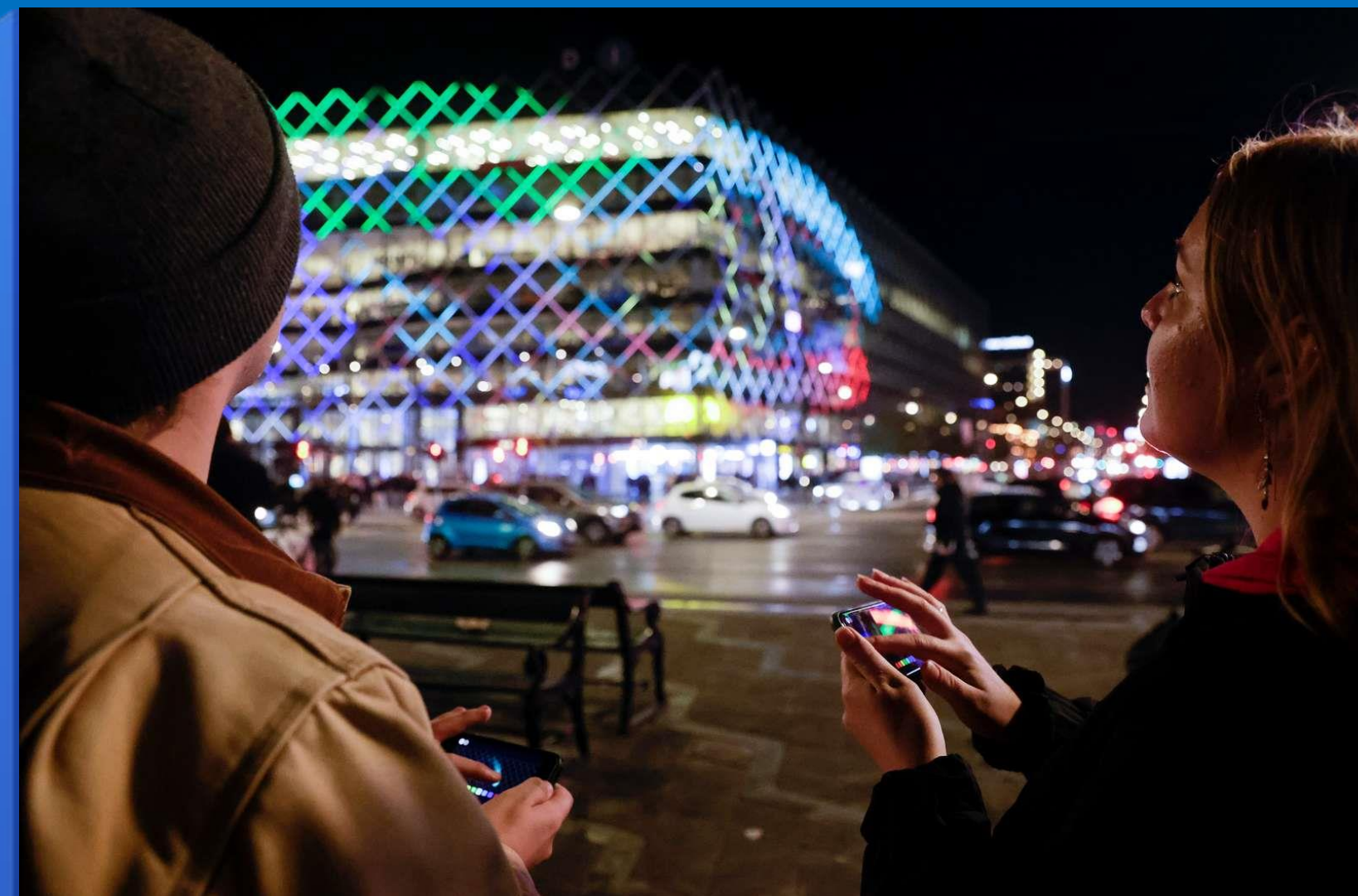
Peter B. Hansen
Director

Mobile: +86 17316551959
E-mail: pmh@di.dk



Aqua Gao
Public Affairs Consultant

Mobile: +86 15906678367
E-mail: aqga@di.dk



ORGANIZER

Sense China is the Confederation of Danish Industry's unit for public affairs, business development, and entrepreneurship in China.

FOLLOW US >>>



Confederation of Danish Industry