

INNOVATION IN CHINA?



INVITATION

China has long been known as *the* place for low-cost production, but China is becoming so much more. By staying informed and inspired, you can leverage this potential in your business.

That's why you should join "*Innovation in China?*" on 15 September.

We have invited four prominent speakers whom have been highly successful with their innovative efforts in China, to share their experiences and insights with you: Combined, these speakers will share stories and insights from a range of industries, guaranteed to enlighten and inspire you.

Alibaba Group, Mr. Savio Kwan, former President, COO, Chief People Officer and board member: Mr. Kwan, who joined Alibaba in 2001 when it was a promising start-up, will tell us the Alibaba story; the start-up, crisis, turnaround, growth and lessons learnt. Alibaba is a world class example of how to embrace and take advantage of an underlying development; in this case the growth of the internet population in China.

Bang & Olufsen, Mr. Tue Mantoni, CEO: During the past few years, Bang & Olufsen has formulated and implemented a new China strategy with positive results. CEO Mr. Mantoni will let us in on the strategy from product innovation to distribution and new flagship stores in China.

Arla Foods, Mr. Paul Cornillon, Senior Vice President, Arla Strategic Innovation Centre: Arla has been second to none in their long-term approach to partnerships in China with Mengniu and COFCO which involve focused efforts in R&D. Mr. Cornillon will give us insights into the strategic decisions of both commercial and research partnerships in China.

China expert, Mr. Jacob Johansen, Executive Director, International Projects, Mensch: Mr. Johansen has spent a decade in different executive management positions among some of the world's largest advertisement business' in Shanghai. He possesses unique insights about Chinese consumer behaviour and Mr. Johansen will deliver a clear presentation on Chinese consumption and innovation in 2014.

A networking event with a light lunch will be hosted right after the speeches.

We look forward to seeing you.

Yours Sincerely

Barbara Scheel Agersnap
Executive Director - Innovation Centre Denmark, Shanghai

Date:
15 September 2014

Time:

Registration
8:45-9:25

Conference
9:30-11:30

Venue:
Eigtveds Pakhus
Asiatisk Plads 2 G,
1448 København K

Language:
English

Price and payment:
DKK 595

Including coffee, refreshments and networking lunch.

Payment invoice will be E-mailed separately.

Registration:
shainnevents@um.dk
Please state your full name + company

Registration is binding and a no-show fee of DKK 595 will be charged

First come, first served principle; we have limited number of seats. You may forward this invitation.

Deadline for registration:
8 September 2014

Contact and questions:
shainnevents@um.dk
+(86-21) 6085 2006