



SENSE
CHINA

New Retail
2021

POWERED BY DANSK INDUSTRI

It's Time to Learn from China!

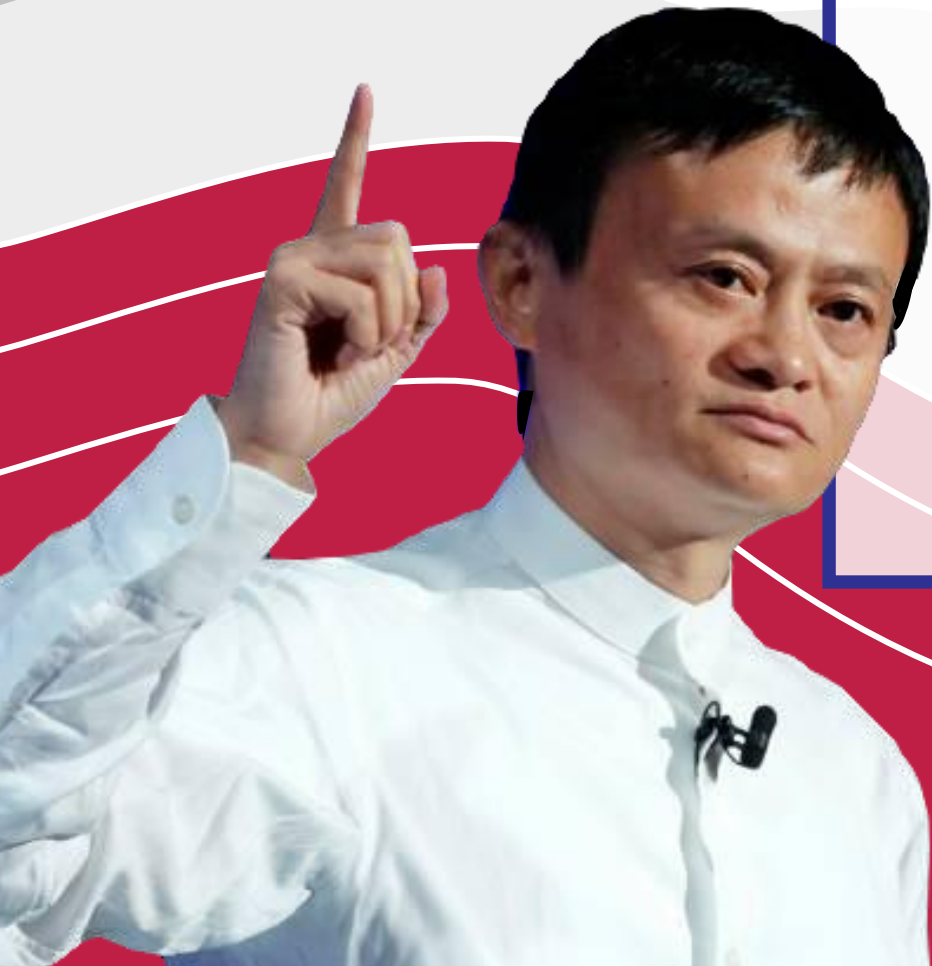
Sense China is a series of market programs about technology and digital business development in China.

Our **New Retail** program provides unique insights on how to offer a sophisticated, digital experience to consumers.

Adapting local solutions does not only promise exciting sales prospects in China. It also hands you useful tools to compete in other markets where innovation, speed and agility are success factors.

Today's solutions in China are the global solutions of tomorrow.

New Retail 2021



Going forward, the traditional understanding of e-commerce will be replaced by **New Retail**. The internet will never change the nature of retail. But any successful retail model needs to address two core criteria: cost efficiency and user experience.

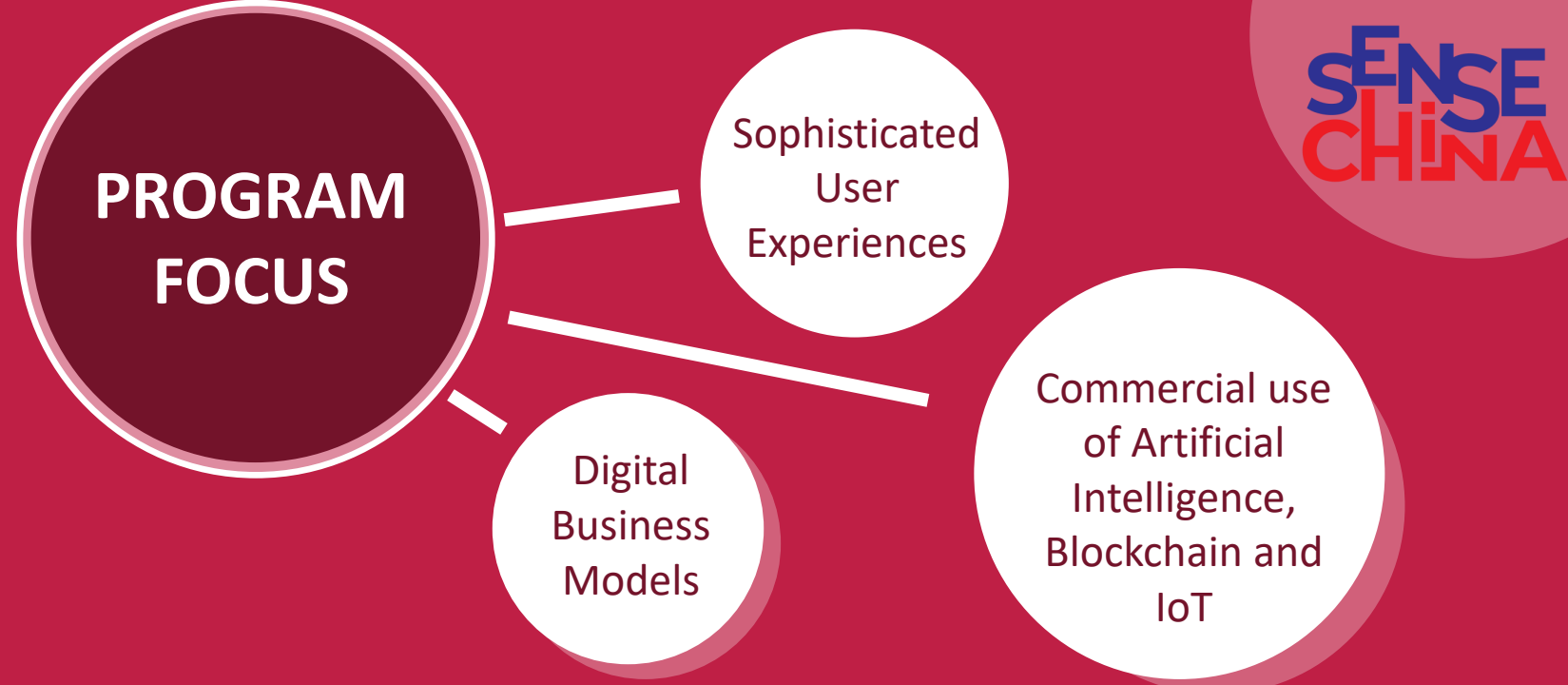
- Jack Ma, Founder of Alibaba

WHAT TO EXPECT?

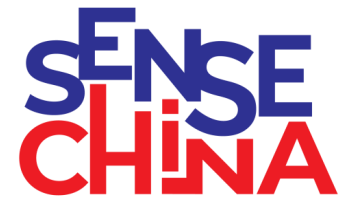
Sense China: New Retail 2021 introduces you to pioneering ways of reaching consumers.

You will learn from the most interesting and relevant retail cases China has to offer.

You get access to new business networks and you receive feedback on your value proposition from professional mentors.



NEW RETAIL 2021 PROGRAM HIGHLIGHTS



Market Insight SEMINARS

Insights, tools and best practices about New Retail in China. Introduction to program.

Price: free of charge

Business TUTORIALS

One-hour tutorials about hot China topics. Learn new things and engage with industry insiders.

Price: free of charge

Network MIXERS

Meet other company representatives with business in China. Discuss current issues.

Price: free of charge

China Inspiration TOUR

Intensive training course with company visits, user experiences, roundtables, pitching sessions, more.

Price: DKK 10,000

INDIVIDUAL MENTORING FOR YOUR BUSINESS

Putting theory into practice

You can choose to receive 1-1 advice from a top mentor throughout the program. Mentoring sessions will allow you to reflect on specific cases and find out how they relate to your own situation.

Your mentor will help you find answers to questions that are key to running a successful business in China: How does your business model fit into local markets? How can you leverage technology to improve the customer experience? What is missing in your value proposition that should be addressed? Who can help you move ahead?



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MENTOR TEAM



Jacob Johansen
Business Facilitator
Radical User Centricity

Jacob is a specialist on communications and branding in China. He has recently launched the book *From Customer to User* about the dynamics of New Retail. He has lived in Shanghai since 2003 and now divides his time between Denmark and China. Jacob will advise participants on **strategies for engaging consumers** in China with a user-centric approach.



Barry Colman
Managing Director Asia Pacific
Doremus

Barry is an award-winning advertising executive. He has worked in China since 1987, and has collaborated with many of China's biggest brands and celebrities. Barry is an expert on strategic communication targeted at Chinese consumers. He will advise participants on **sales and marketing channels**, and on how to avoid common pitfalls.



Celine Ong
General Manager
Exuniq

Celine has more than 20 years experience working in the consumer-centric industry across Asia. She is a professional in social marketing for B2B and an expert in omni-channel marketing across Chinese digital platforms. She will advise participants on **digital marketing trends** and how to leverage digital channels to drive **brand exposure** in the Chinese market.

New Retail 2021 ORGANIZERS



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Want to know more?
Please email or call us.