



Even amid a global pandemic, China has stepped up its efforts to push innovation forward as a national priority. Government spending on research and development exceeds all other countries. Private seed funding and venture capital directed at technology companies is skyrocketing.

Danish companies are also eyeing the opportunities in China's innovation ecosystem. Large-scale enterprises have already moved parts of their R&D system to a Chinese location. Partly to cater to local market demands, partly to absorb new trends from local innovators. Most recently, promising scale-ups are starting to test China as an alternative to the allure of Silicon Valley.

In this webinar, you will learn more about Danish R&D experiences and opportunities. The nature of China's innovation system can be complicated to understand and difficult to tap into, especially for foreign businesses. Our speakers will outline potential pathways as well as offer advice on how to benefit from local support measures.

WEBINAR AGENDA

- 10:00 **Welcome**
Peter Bøgh Hansen, Director of Sense China
- 10:05 **Lessons learned from R&D in China**
Søren Dahl, Haldor Topsoe
- 10:25 **How can foreign companies get support for R&D in China?**
Cheng Xu, JITRI
- 10:45 **New e-platform for Danish-Chinese innovation projects**
Peter Bøgh Hansen, Director of Sense China
- 11:00 **End of webinar**



DATE
September 22nd, 2021
10:00-11:00 CET

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SPEAKER BIOPGRAHY



Peter B. Hansen
Director
Sense China - DI

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



Cheng Xu
Chief Representative
JITRI – Nordic Region

Cheng Xu has a technical background in biotechnology from Technical University of Denmark. Based in Copenhagen, Mr. Xu has been working on innovation collaboration between Denmark and China for several years. Danish research team and companies' innovation projects were successfully supported in his effort.



Søren Dahl
R&D Director
Haldor Topsoe

Søren Dahl has 20 years of professional working experience at Haldor Topsøe. He is the R&D Director of Advanced Materials. Søren holds a PHD degree in Physics from Technical University of Denmark. He also worked as a professor and Director of Catalysis for Sustainable Energy (CASE) research initiative at DTU.



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