

SENSE CHINA TOUR 2026

Experience. Understand. See for yourself.

9-13 MARCH 2026

JOIN US!

China's influence continues to grow. At the same time, the established world order is undergoing dramatic changes. More than 120 countries now count China as their main economic partner. Chinese companies are gaining market shares across the Global South, while maintaining a pivotal role for European and Asian economies. In other words, the importance of knowing how to deal with Chinese competitors, suppliers, and customers is intensifying.

On the **Sense China Tour 2026**, we take a careful look at the present state of China, and we examine how foreign 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

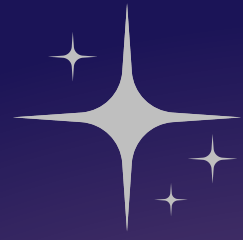
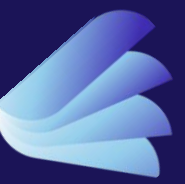
Visits to China's top tech firms

Briefings about business, economy, and politics

Visits to international companies

Engagement with political leaders

Feedback sessions with advisors and experts



TAKE-AWAYS

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

- ✓ How does your business model fit in a world 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?

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THE POWER GAME

Partners, competitors, rivals



De-coupling or de-risking? The deteriorating relationship between China and the U.S. could have enormous consequences. We get insightful perspectives from key stakeholders, and we discuss how the political issues affect businesses across the world.

DIGITAL REVOLUTION 2.0?

Tech giants are back in business



The world has witnessed amazing technological progress by Chinese companies in the past decade. But in 2020, China's political leaders suddenly tightened the control with the private tech sector. Now the grip is loosening again to reignite a slumping economy. What to 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 entrepreneurs, who came to China with nothing and built up big businesses from scratch. We talk to some of them about their experiences.

NEW GASTRONOMY

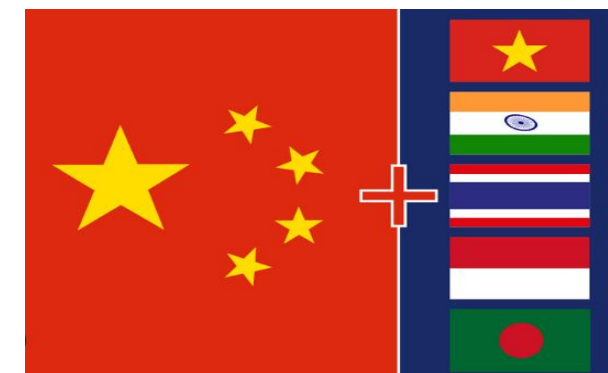
Next-level customer experiences



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.

CHINA+1

Is the grass greener elsewhere?



Some 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 talk to global manufacturers about their take on the situation.



Location and timing



Shanghai, Beijing



9-13 March 2026

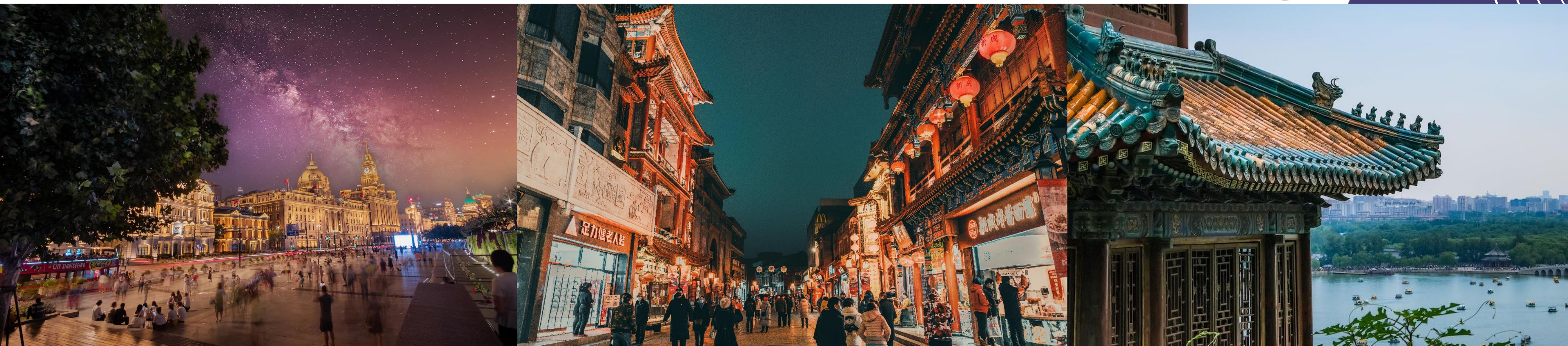
Price

Member price EUR 3,200

Non-member price EUR 3,900

Not included Flight ticket to China

Including full program, five nights at 5-star hotel, local transportation, all meals.



ORGANIZER

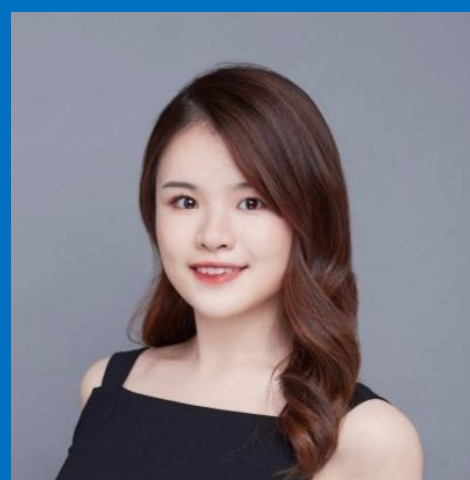


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Sense China is the Confederation of Danish Industry's unit for public affairs, business development, and entrepreneurship in China. Based in Shanghai.

SIGN-UP

Register via the link to get updates about the program. Signing up is a non-binding commitment.

Link:

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