

**FUTURE-
READY:
GAINING A
COMPETITIVE
EDGE IN A
CHANGING
WORLD**



SDC

The university partnership
Denmark - China



DANISH CHAMBER OF
COMMERCE IN CHINA

中国丹麦商会



DCBF

丹中商会

DANISH-CHINESE BUSINESS FORUM

**INNOVATION
CENTRE
DENMARK**

EVENT WEBSITE



**CORPORATE INNOVATION DAYS 2024,
NOVEMBER 28-29**



EVENT VENUE

SDC Building

Eastern Yanqihu campus

University of Chinese Academy of Sciences

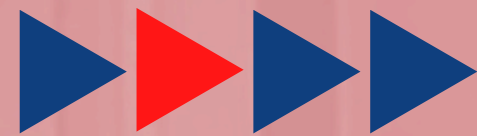
Yanqihu East Road 1, Huairou District, Beijing 101408

中国 北京市怀柔区雁栖湖东路1号 中国科学院大学 雁栖湖校区 中丹科教中心大楼

CORPORATE INNOVATION DAYS 2024, NOV 28-29

**FUTURE-READY: GAINING A
COMPETITIVE EDGE IN A
CHANGING WORLD**

EVENT FLOW



DAY 01

NOVEMBER 28
THURSDAY



10:00 / 10:30
SDC ATRIUM

REGISTRATION AND MORNING COFFEE



10:30 / 10:40
SDC AUDITORIUM

WELCOME AND PROGRAM INTRODUCTION

/ Dmitrij Slepnirov, Associate Professor,
Head of Innovation Programme, SDC-AAU
/ Xiumei Zhu, Associate Professor,
Head of Innovation Programme, SDC-UCAS

10:40 / 11:00
SDC AUDITORIUM

WELCOME AND OPENING REMARKS

/ Morten Laugesen, Executive Director, SDC
/ Haiyan Wang, Professor, Dean of SDC, UCAS
/ Anna Lin Yip, Secretary General, DCCC
/ Anders Sloth Nielsen, Executive Director, ICDK

11:00 / 11:15
SDC AUDITORIUM

OPENING SPEECH



/ Anders Bøtker Siegumfeldt, Deputy Head of Mission
Ambassador, Embassy of the Kingdom of Denmark in
Beijing

11:15 / 12:00
SDC AUDITORIUM

KEYNOTE 1

FACTS AND FICTION - CHALLENGES AND OPPORTUNITIES
FOR DANISH COMPANIES IN CHINA



/ Hans Henrik Pontoppidan, Secretary General at Danish-
Chinese Business Forum (DCBF)

Q&A and Facilitated Discussion

DAY 01

NOVEMBER 28
THURSDAY

Cont'd



12:00 / 12:10
SDC AUDITORIUM

GROUP PHOTO



12:10 / 13:30
ICC

LUNCH & NETWORKING

International Conference Center (ICC)
5-7 min walk from the SDC Building



13:30 / 14:15
SDC AUDITORIUM



KEYNOTE 2

DANFOSS JOURNEY IN CHINA - NAVIGATING CHANGE AND
ADAPTING FOR A COMPETITIVE FUTURE

/ Michael Madsen, Vice President Finance, Danfoss China

Q&A and Facilitated Discussion

14:15 / 14:45
SDC ATRIUM

COFFEE/TEA BREAK AND NETWORKING



14:45 / 16:00
SDC AUDITORIUM

PANEL DISCUSSION



/ Jelte Ansgar Wingender, Co-Founder and CEO at
Founders Lair

/ Yuanyuan Jia, Vice President of City Innovation at Plug
and Play China

/ Ted Hu, Secretary General of World Intelligence Expo

/ Anders Sloth Nielsen, Executive Director of Innovation
Center Denmark

16:00 / 18:00
SDC ATRIUM

PROFESSIONAL FUSION ZONE

Networking and Collaboration Space

INNOVATION
CENTRE
DENMARK



PLUGANDPLAY CHINA
璞跃中国

FOUNDERS LAIR



DANISH CHAMBER OF
COMMERCE IN CHINA
中国丹麦商会

18:30 / 20:00

EVENT DINNER AT YANQI LAKE SUNRISE
KEMPINSKI HOTEL



DAY 02

NOVEMBER 29
THURSDAY



09:00 / 09:30
SDC ATRIUM

REGISTRATION AND MORNING COFFEE



09:30 / 09:45
SDC AUDITORIUM

DAY 1 RECAP AND PROGRAM INTRODUCTION

/ Dmitrij Slepnirov, Associate Professor, Head of Innovation Programme, SDC-AAU
/ Xiumei Zhu, Associate Professor, Head of Innovation Programme, SDC-UCAS

09:45 / 10:00
SDC AUDITORIUM

WELCOME AND OPENING REMARKS FOR DAY 2

/ Prof. Hong Zhao, PC for Social Sciences at SDC, UCAS
/ Prof. Stine Haakonsson, PC for Social Sciences at SDC, CBS

10:00 / 10:45
SDC AUDITORIUM

KEYNOTE 3

ARLA'S JOURNEY IN CHINA - NAVIGATING CHANGE AND ADAPTING FOR A COMPETITIVE FUTURE



/ Carrie Yang, Marketing and Innovation Director, Arla

Q&A and Facilitated Discussion

14:45 / 16:00

SDC AUDITORIUM

10:45 / 11:00
SDC ATRIUM

COFFEE/TEA BREAK AND NETWORKING



11:00 / 12:00
SDC AUDITORIUM

KEYNOTE 4

LOOKING FOR SOLUTIONS WITH INNOVATIVE BUSINESS MODELLING AND STRATEGIC FORESIGHT IN THE BIO AND CIRCULAR ECONOMY



/ Maj Munch Andersen, Associate Professor, University of Copenhagen

Q&A and Facilitated Discussion

12:00 / 12:10
SDC AUDITORIUM

GROUP PHOTO



DAY 02

NOVEMBER 29
THURSDAY

Cont'd



12:10 / 13:30
ICC

LUNCH & NETWORKING

International Conference Center (ICC)
5-7 min walk from the SDC Building



13:30 / 15:30
SDC AUDITORIUM

INTERACTIVE WORKSHOP WITH FOCUS ON GREEN TRANSITION



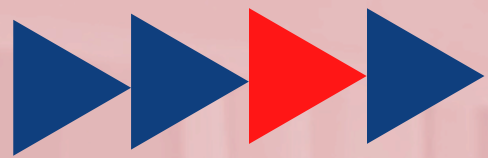
The Green Transformation presents both challenges and opportunities to business. The workshop focuses on how the transformation to a circular economy is changing the competitive landscape. We will work in transdisciplinary groups with business model canvas exercises generating new competitive ideas and solutions. All CID participants are welcome to join the workshop

MAIN FACILITATOR: / Maj Munch Andersen, Associate Professor, University of Copenhagen

15:30 / 16:00
SDC AUDITORIUM

SUMMING UP AND CLOSING REMARKS OF CID 2024





CID 2024 CO-ORGANIZERS

SDC

The university partnership
Denmark – China

The Sino-Danish Center (SDC) was formally established in 2010 as a partnership between all eight Danish universities, the Chinese Academy of Sciences (CAS), and the University of Chinese Academy of Sciences (UCAS). In the more than ten years since its inception, SDC has worked hard to be well-positioned to meet the challenges of tomorrow by:

- Running seven Master double-degree programs
- Co-funding double-degree PhD positions
- Emphasizing the practical relevance of its education and ensuring that its graduates are in demand and find employment
- Establishing partnerships between leading Danish and Chinese research environments
- Collaborating with private companies and government institutions.

SDC is located at UCAS' Yangqihu Campus next to Huairou Science City, north of Beijing. Huairou Science City is one of the most ambitious projects in the long history of our partner, the Chinese Academy of Sciences, and is expected to become home to one of the most advanced science and innovation bases in the world.



DANISH CHAMBER OF
COMMERCE IN CHINA
中国丹麦商会

The Danish Chamber of Commerce in China (DCCC) traces its roots back to 1995 when it was informally established as a community for Danish businesses in China. Since then, its core mission has been to represent Danish business interests, fostering strong ties between Denmark and China through a vibrant community, knowledge sharing, and collaboration with key stakeholders. Approved by the Ministry of Commerce (MOFCOM) on October 8, 2000, based on a recommendation from the China Council for the Promotion of International Trade (CCPIT), DCCC is recognized as one of the 17 official chambers in China. The chamber is dedicated to promoting, studying, and advancing commercial and industrial relations, investments, and trade between Denmark and China, utilizing advocacy, knowledge exchange, networking, and events.

INNOVATION CENTRE DENMARK

DANISH IDEAS. GLOBAL SOLUTIONS.

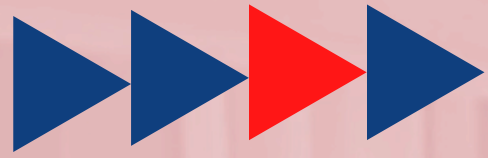
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DCBF

丹中商会 DANISH-CHINESE BUSINESS FORUM

The Danish-Chinese Business Forum (DCBF), established in 2005, is a non-profit, politically neutral organization dedicated to fostering trade and business relations between Denmark and China. Acting as a dynamic platform for Danish and Chinese companies, DCBF supports knowledge exchange, networking, and collaboration across industries. By connecting members with valuable insights and opportunities, the forum strengthens bilateral ties and promotes sustainable growth, innovation, and cultural understanding between the two nations.



HOSTS AND FACILITATORS



SDC

The university partnership
Denmark – China

MORTEN LAUGESEN
Executive Director, SDC



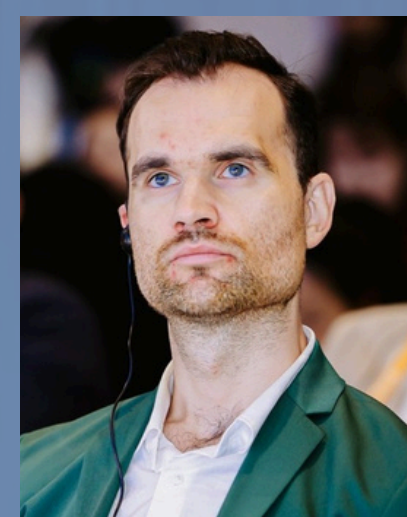
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HAIYAN WANG
Professor, Dean of SDC, UCAS



ANNA LIN YIP
Secretary General, DCCC



INNOVATION CENTRE DENMARK

ANDERS SLOTH NIELSEN
Executive Director, ICDC



HONG ZHAO
Professor, PC for Social
Sciences at SDC, UCAS



STINE HAAKONSSON
Associate Professor, PC for
Social Sciences at SDC, CBS



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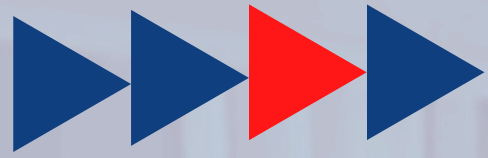
DMITRIJ SLEPNIOV
Associate Professor, Head of
Innovation Programme, SDC-AAU



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Denmark – China

ZHU XIUMEI
Associate Professor, Head of
Innovation Programme, SDC-UCAS



KEYNOTE SPEAKERS



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
Denmark in China

ANDERS BØTKER SIEGUMFELDT
Deputy Head of Mission
Ambassador, Embassy of the
Kingdom of Denmark in Beijing



HANS HENRIK PONTOPPIDAN
Secretary General at Danish-
Chinese Business Forum (DCBF)



MICHAEL MADSEN
Vice President Finance,
Danfoss China

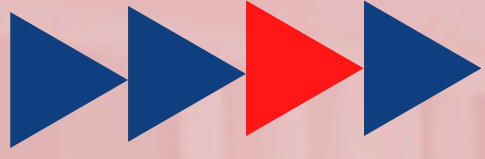


CARRIE YANG
Marketing and Innovation
Director, Arla



UNIVERSITY OF
COPENHAGEN

MAJ MUNCH ANDERSEN
Associate Professor, University of
Copenhagen



PANELLISTS



FOUNDERS LAIR

JELTE ANSGAR WINGENDER
Co-Founder and CEO at
Founders Lair



PLUGANDPLAY CHINA 璞跃中国

YUANYUAN JIA
Vice President of City Innovation
at Plug and Play China

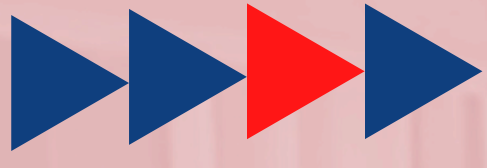


TED HU
Secretary General of World
Intelligence Expo



INNOVATION CENTRE DENMARK DANISH IDEAS. GLOBAL SOLUTIONS.

ANDERS SLOTH NIELSEN
Executive Director, IC DK



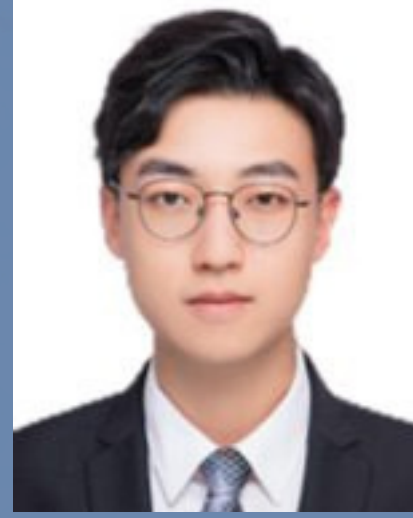
EVENT SUPPORT TEAM



SDC

The university partnership
Denmark – China

XIANGZHE WANG
MSc Innovation Management
Head of event support team



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Denmark – China

SHIRONG GU
MSc Innovation Management



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HAN ZHENG
MSc Innovation Management



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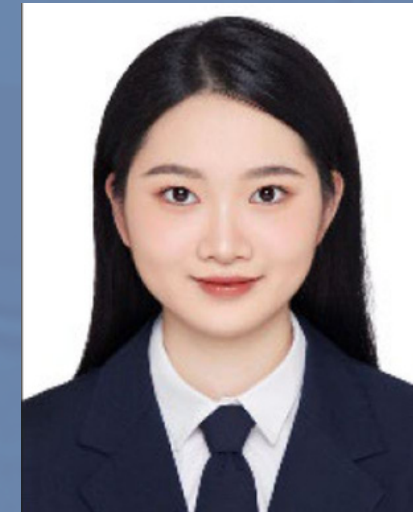
SBENCE TORMÀSI
MSc Innovation Management



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YUE WANG
MSc Innovation Management



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YUXIU SI
MSc Innovation Management



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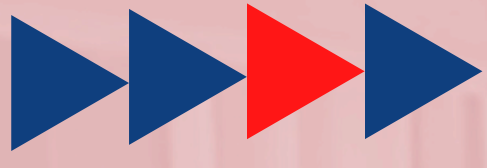
KANGZHENG GE
MSc Innovation Management



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CHUNYAN DU
MSc Innovation Management

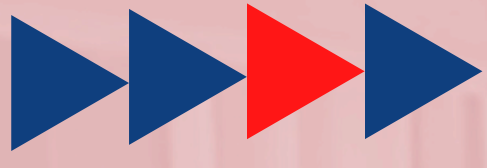


PRACTICALITIES

THE VENUE

Refer to this campus map, with the route to the event venue marked in yellow, to help you navigate easily.





PRACTICALITIES

Cont'd

EVENT KICK-OFF

We will start on November 28 at 10:00 with registrations. Please arrive in good time to get yourself settled.

CAMPUS ENTRY

Remember to bring your passport/ID for checking in at the campus gate (if requested). Please also download and/or print the campus entrance pass, as you may be asked to present it at the gate.

If you are coming by car, please also contact yhqin@ucas.ac.cn to arrange a parking spot on campus.

中丹学院系列研讨会 SDC Workshop

中国科学院大学中丹中心大楼
The SDC building, UCAS

CID 2024 WECHAT GROUP QR CODE



QR CODE TO PHOTOSTREAM





CORPORATE INNOVATION DAYS 2024



EVENT VENUE
SDC Building
Eastern Yanqihu campus
University of Chinese Academy of Sciences
Yanqihu East Road 1, Huairou District, Beijing 101408
中国 北京市怀柔区雁栖湖东路1号 中国科学院大学 雁栖湖校区 中丹科教中心大楼