

SDC

The university partnership
Denmark – China



DANISH CHAMBER OF
COMMERCE IN CHINA
中国丹麦商会

**INNOVATION
CENTRE
DENMARK**

CORPORATE INNOVATION DAYS

**TAILORING YOUR GLOBAL INNOVATION STRATEGY
FOR DISRUPTION AND CHANGE**

PROGRAMME

December 11-12, 2023

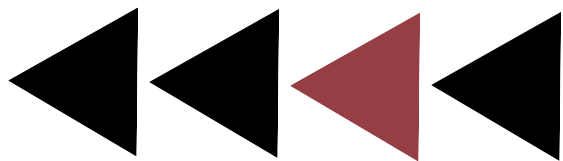
Scan the QR code for a digital version
and all the latest updates on the event

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





EVENT FLOW

DAY 01

DECEMBER 11
MONDAY

10:00

10:30

SDC Atrium

REGISTRATION



10:30

10:45

SDC
Auditorium

WELCOME FROM EVENT ORGANIZERS

Morten Laugesen

Executive Director, Sino-Danish Center (SDC)

Hu Zhengyi

Principal Director and Vice-Dean of SDC

Christian Hviid Jonstrup

Innovation Officer, Head of Research and
Sustainability, Innovation Center Denmark (ICDK)

Anna Lin Yip

Secretary General, Danish Chamber of
Commerce in China (DCCC)

10:45

11:00

SDC
Auditorium

OPENING SPEECH

Dorthe Lange

Deputy Head Of Mission, Ambassador

Embassy of the Kingdom of Denmark in Beijing

DAY 01

DECEMBER 11
MONDAY
Cont.d

11:00

/

11:30

SDC
Auditorium

CASE 1:

Bioeconomy: Perspectives From China And Denmark

Arpit Bhutani, Chief Operating Officer, Circular Innovation Lab (a Danish think-tank accelerating the global circular economy transition)

11:30

/

12:00

SDC
Auditorium

Q&A and Initial Discussion of CASE 1



Moderated by Christian Hviid Jonstrup
Innovation Officer, Head of Research and Sustainability, Innovation Center Denmark (ICDK)

12:00

/

12:15

SDC Atrium

GROUP PHOTO



12:15

/

13:30

ICC
Restaurant

LUNCH BREAK



13:30

/

14:00

SDC
Auditorium

CASE 2:

The Learning Revolution: AI Strategies for Sustainable Organizational and Human Development

Marijn van Cranenburgh, East Asia Vice-President, Area9 Lyceum (an award-winning Danish Ed-tech leader in creating transformative personalized high impact learning experiences)

14:00

/

14:30

SDC
Auditorium

Q&A and Initial Discussion of CASE 2



Moderated by Anna Lin Yip, Secretary General, Danish Chamber of Commerce in China (DCCC)

DAY 01

DECEMBER 11
MONDAY
Cont.d

14:30

TEA / COFFEE BREAK

/
15:00



SDC Atrium

15:00

PANEL DISCUSSION AND KEY TAKEAWAYS OF DAY 1

/
16:00

Hands-on discussion inspired by the two cases of the day

SDC
Auditorium

PANEL

Arpit Bhutani, Chief Operating Officer, Circular Innovation Lab

Marijn van Cranenburgh, East Asia Vice-President, Areag Lyceum

Gao Yang, General Manager, GSICE International Exhibition

Jun Wei, Deputy Secretary General, China Investment Association, Vice-Chairman of the Executive Committee, Columbia Startup Accelerator

Jørn Sønderholm, Professor, Aalborg University

FACILITATED BY

Xiumei Zhu, Associate Professor, Head of Educational Programme in Innovation Management at SDC, UCAS

Dmitrij Slepnirov, Associate Professor, Head of Educational Programme in Innovation Management at SDC, Aalborg University

16:00

PROFESSIONAL FUSION ZONE: MEET THE SDC STUDENTS AND RESEARCHERS

/
17:30

Mingle, network and talk internships, projects and collaborations

SDC Atrium

17:45

BUS TO THE EVENT DINNER



18:00

EVENT DINNER AT YANQI LAKE SUNRISE KEMPINSKI HOTEL

/
20:00

DAY 02

DECEMBER 12
TUESDAY

09:30

/
10:00

SDC Atrium

REGISTRATION



10:00

/
10:30

SDC
Auditorium

DAY 1 RECAP AND WELCOME TO DAY 2

Hong Zhao, Professor, Principal Coordinator
of Social Sciences Programmes at SDC, UCAS

Stine Haakonsson, Associate Professor,
Principal Coordinator of Social Sciences
Programmes at SDC, CBS

10:30

/
11:00

SDC
Auditorium

CASE 3: HOW INNOVATION WORKS - INSIGHTS FROM CHINA'S ROBOTICS INDUSTRY

Dr. Phil Jin, Co-Founder, Chairman And Ceo,
Anhui Grandis Intellitech

11:00

/
11:30

SDC
Auditorium

Q&A and Initial Discussion of CASE 3



Moderated by Xiumei Zhu, Associate Professor,
Head of Educational Programme in Innovation
Management at SDC, UCAS

11:30

/
13:00

ICC
Restaurant

LUNCH BREAK



13:00

/
13:30

SDC
Auditorium

CASE 4: Digitalization in the Automotive Industry: Challenges and Opportunities

Bruno Koennel, Senior R&D Manager, Fujian
Benz Automotive, Fuzhou

DAY 02

DECEMBER 12
TUESDAY
Cont.d

13:30

14:00

SDC
Auditorium

Q&A and Initial Discussion of CASE 4



Moderated by Dmitrij Slepnirov, Associate Professor, Head of Educational Programme in Innovation Management at SDC, Aalborg University

14:00

15:00

SDC
Auditorium

PANEL DISCUSSION AND KEY TAKEAWAYS OF DAY 2

Hands-on discussion inspired by the two cases of the day

PANEL

Dr. Phil Jin, Co-Founder, Chairman And Ceo, Anhui Grandis Intellitech

Bruno Koennel, Senior R&D Manager, Fujian Benz Automotive, Fuzhou

Frank Li, General Manager, Tata Group China

Peter Lee, Deputy General Manager, Head of International Business Department, Orient Sundar Group

Cai Kun, PhD in Power Electronics, Chief Product Architect, Danfoss Drives

FACILITATED BY

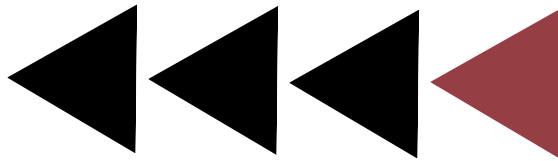
Xiumei Zhu, Associate Professor, Head of Educational Programme in Innovation Management at SDC, UCAS

Dmitrij Slepnirov, Associate Professor, Head of Educational Programme in Innovation Management at SDC, Aalborg University

15:00

15:30

SUMMING UP AND CLOSING REMARKS OF CID 2023



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' Yanqihu 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.

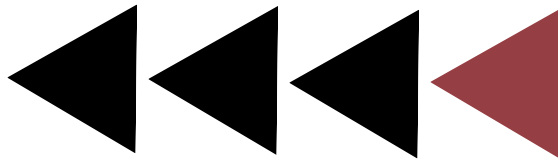


DANISH CHAMBER OF
COMMERCE IN CHINA
中国丹麦商会

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

Innovation Centre Denmark Shanghai (ICDK Shanghai) has over a decade of experience in fostering Denmark-China strategic collaborations. It provides services to companies and research institutions, facilitating partnerships with both established and new Danish and Chinese stakeholders. ICDK Shanghai aids Danish institutions in navigating Chinese development through delegation trips, online programs, and meetings with Chinese firms, hospitals, universities, and government bodies. Serving as a key partner for Danish companies entering the Chinese market, ICDK Shanghai leverages its expertise in Chinese business culture and an extensive network, ensuring effective engagement in initial meetings and contacts.



FACILITATORS AND MODERATORS



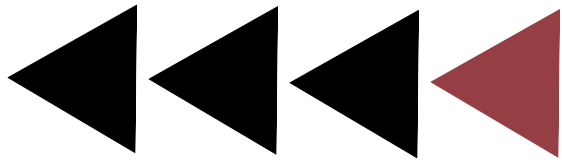
Zhu Xiumei is an Associate Professor at the School of Economics and Management at the University of Chinese Academy of Sciences and the Chinese-side Head of the Educational Programme in Innovation Management at the Sino-Danish Center (SDC). She holds a PhD in organizational behavior from the Fuqua School of Business at Duke University. Her research primarily focuses on studying individual and team performance in relation to culture, technology, networks, power, and knowledge. This includes examining the relationship between the TMT power structure and social relationships, corporate innovation and performance, and the organizational implications of cultural differences within countries. More recently, she explores how Internet food delivery platforms can better promote green behaviors and investigates the application of LLMs to organizational behavior research and how LLMs affect people's sense of meaning in work. Her research has been included in the Academy of Management Conference Best Paper Proceedings and has appeared in journals such as the Academy of Management Review, Social Networks, and the Journal of Engineering Education.



Dmitrij Slepniov is an Associate Professor at Aalborg University Business School, the Danish-side Head of the Educational Programme in Innovation Management at the Sino-Danish Center (SDC), and Head of the International Business Research Group at Aalborg University Business School. He holds an MSc from the London School of Economics and a PhD from Aalborg University. Prior to starting his academic career, he held a position at the Lithuanian Confederation of Industries, fulfilling an analytical role as an economist and later as the Deputy Director of the Economics and Finance department. His current teaching and research work focus on global operations and innovation, global value chains, upgrading of emerging market firms, servitization, and service design. His latest publications in these areas have appeared in a number of academic journals, including the Journal of Business Research, the International Journal of Operations and Production Management, and the Journal of Manufacturing Technology Management. His international experience includes teaching and research programs in close collaboration with industry in Denmark, Lithuania, Japan, South Korea, and China.



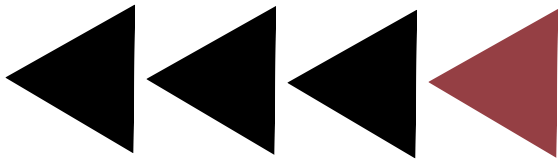
Anna Lin Yip, a dedicated advocate for Danish businesses in China, leads the Danish Chamber of Commerce with expertise in advocacy, knowledge building, and networking. Hailing from Copenhagen, Denmark, she brings 15 years of invaluable experience fostering strong connections between the two nations' business communities.



MODERATORS AND FACILITATORS



Christian Jonstrup, Head of Research and Sustainability, Innovation Centre Denmark Shanghai, brings over five years of experience in China to his role at the Innovation Centre Denmark Shanghai. He is dedicated to developing strategic partnerships focused on green transition and sustainability. His work involves bridging the gap between diverse sectors, including startups, SMEs, and research institutions, facilitating collaborations that advance environmental and innovative goals. At the heart of Christian's role is the creation of synergies between Danish and Chinese entities, focusing on sustainable projects and research initiatives. He plays a crucial part in fostering international cooperation, leveraging his expertise in cross-cultural communication to drive projects that contribute to sustainable advancements in both Denmark and China.



CASE KEYNOTE SPEAKERS



Arpit Bhutani is the Chief Operating Officer at the Circular Innovation Lab. He is a TEDx speaker on the circular economy, a published author on sustainability standards, and, prior to his current position, worked at the United Nations in Geneva in the field of trade and environment.

Circular Innovation Lab is a Danish think tank based in Copenhagen with a mission to accelerate the global transition to a circular economy. The lab collaborates with national governments, UN agencies, and international organisations to create circular economy solutions that propel the transition forward.



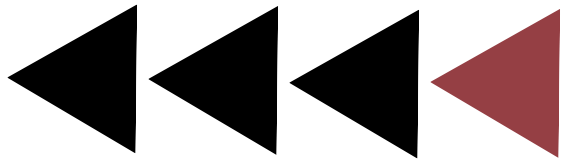
Marijn van Cranenburgh is the East Asia Vice-President at the award-winning Danish Ed-tech innovator, Areag Lyceum. Over the last 13 years, he has led people development programs around the world. With Areag Lyceum, he is helping organizations in China leverage the power of Artificial Intelligence and optimized content to bring individualized learning to hundreds of thousands of learners at once with their 4th generation Adaptive Learning tool called Rhapsode™.

Rhapsode™, with its unique adaptive learning technology, allows us to rethink how we educate people. For the first time, we can upskill an entire group of people and have everyone receive the personal attention they need to achieve mastery in their job. The technology behind Rhapsode™ does not discriminate based on background, learning (dis)abilities, or experience; all it cares about is finding the most effective path to mastery and knowledge retention for each individual learner. This means that, for the first time, we can make top-tier education available to communities with a persistent educational disadvantage over generations. On the other side, Rhapsode™ optimizes the learning experience for our top performers to excel in their field with even more personalized content, cutting away what is unnecessary and demotivating.



Phil Jin has over 25 years of professional experience, including more than 15 years at the executive level (Group CEO, President of Asia Pacific, and Board Director) with both MNCs and local Chinese companies. He has consistently enhanced various businesses through organic growth, mergers and acquisitions (M&A), and joint ventures (JV). His broad industry experience spans EMS, automotive, mechanical, electronics, energy, and large equipment manufacturing. Phil co-founded three companies, with his latest venture being Anhui Grandis Intellitech Co., Ltd, where he currently serves as Chairman and CEO.

Anhui Grandis Intellitech designs and manufactures Smart Mobile Robots based on the company's proprietary technology and know-how. The robots assist customers in the solar energy sector by increasing the efficiency of solar energy output.

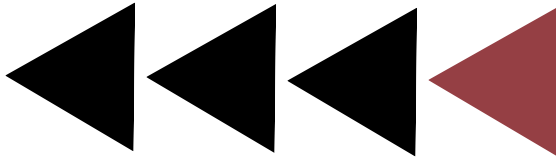


CASE KEYNOTE SPEAKERS



Bruno Koennel, with over a decade of experience in China, is the Senior Manager for Product Data Management & Change Management and leading the Digital Transformation Office at Fujian Benz Automotive Corporation. His expertise in production planning, quality management, and digitalization plays a key role in the company's R&D and production processes.

Fujian Benz, founded in 2007 as a joint venture between Mercedes-Benz and Chinese partners, specializes in light commercial vehicles. The company blends global expertise with local insights to deliver innovative, quality-focused automotive manufacturing, addressing the evolving needs of China's automotive industry.



PANELLISTS

15:00 /
16:00 **DAY 01**

DECEMBER 11
MONDAY



Grace Gao is the founder of GSICE International Convention & Exhibition (Beijing) Co., Ltd. GSICE specializes in organizing and hosting exhibitions, conferences and visiting international enterprises to promote exchanges and collaborations between Chinese and international enterprises from Asia, America, Africa, Europe, and the Middle East. She has organized more than 100 international projects and provided diversified services to thousands of enterprises, including state-owned enterprises and listed companies, primarily in the fields of electronics appliances, water and environmental protection, product design, and HVACR.



Jun Wei is the Deputy Secretary General of the Investment Consulting Specialized Committee at the China Investment Association and serves as the Vice Chairman of the Executive Committee at Columbia Startup Accelerator China. He assists entrepreneurs, innovative institutions, and investors in making effective connections with their target populations through comprehensive networking and a database. In particular, he has facilitated partnerships among educational institutions, government bodies, and enterprises to develop an ecosystem of innovation at the local, national, and international levels based on the Triple Helix Model.



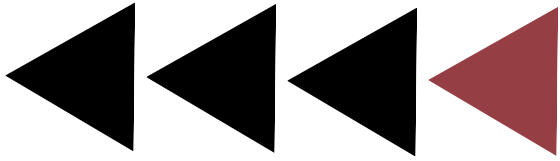
Jørn Sønderholm is a Professor at Aalborg University (Denmark) and has a PhD from University of St Andrews (UK). He has completed the management development program at Harvard University and has previously worked for the World Bank. Currently, Jørn Sønderholm is the director of the Centre for Philosophy and Public Policy (C3P), which is a research centre that focuses on normative aspects of issues of public policy from the perspective of political, economic, and legal philosophy.



Marijn van Cranenburgh is the East Asia Vice-President at the award-winning Danish Ed-tech innovator, Areag Lyceum. Over the last 13 years, he has led people development programs around the world. With Areag Lyceum, he is helping organizations in China leverage the power of Artificial Intelligence and optimized content to bring individualized learning to hundreds of thousands of learners at once with their 4th generation Adaptive Learning tool called Rhapsode™.



Arpit Bhutani is the Chief Operating Officer at the Circular Innovation Lab. He is a TEDx speaker on the circular economy, a published author on sustainability standards, and, prior to his current position, worked at the United Nations in Geneva in the field of trade and environment.



PANELLISTS

14:00
/
15:00

DAY 02

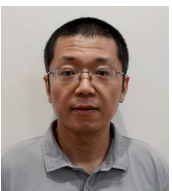
DECEMBER 12
TUESDAY



Frank Li works in Tata Group China as General Manager more than 17 years. In the past decade, Frank helped Tata companies doing business in China in sectors like IT outsourcing, Telecom operation, Beverages, Basic Chemicals, E-commerce, Power Battery, Key Cathode Materials, etc. Before that he worked in SK group and SinoPEC respectively. He obtained his BS degree in Chemical Engineering from Dalian University of Technology, MBA degree from Peking University, and MS degree in Global Finance from Fordham University respectively.



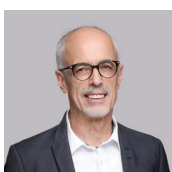
Peter Lee is a Director of Hebei Orient Sundar Group, Deputy General Manager of Gaobeidian Shunda Moser Doors and Windows Co., Ltd. and Head of the International Business Unit. Having worked at Orient Sundar Group for 13 years, he has been responsible for building the brand and developing international markets for MOSER doors and windows. Over his 13 years at Hebei Orient Sundar Group, he has undertaken more than 100 trips to Europe, visiting 23 countries in the European Union. His agenda has been to build strong partnerships with globally renowned enterprises, universities, and research institutions in promoting energy conservation, technological innovation, product research and development, industrial design, and other aspects, contributing to the global carbon neutrality through Orient Sundar's efforts.



Cai Kun is a Chief Product Architect at Danfoss Drives. He holds his PhD in power electronics. During his 18-years career in Danfoss Drives he has been a power engineer, power engineering director in R&D and now chief product architect.



Phil Jin has over 25 years of professional experience, including more than 15 years at the executive level (Group CEO, President of Asia Pacific, and Board Director) with both MNCs and local Chinese companies. He has consistently enhanced various businesses through organic growth, mergers and acquisitions (M&A), and joint ventures (JV). His broad industry experience spans EMS, automotive, mechanical, electronics, energy, and large equipment manufacturing. Phil co-founded three companies, with his latest venture being Anhui Grandis Intellitech Co., Ltd, where he currently serves as Chairman and CEO.



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