



INVITATION

STATE VISIT TO CHINA

24-28 April 2014 - BEIJING - NANJING - SUZHOU - SHANGHAI

Join the accompanying Danish Business Delegation to China on the occasion of the State Visit to China by Her Majesty The Queen and His Royal Highness The Prince Consort

Join the Danish business delegation headed by Her Majesty The Queen and His Royal Highness The Prince Consort on their State Visit to China from 24-28 April 2014.

The Royal Couple will participate in a wide range of commercial and cultural events with the purpose of promoting Denmark and Danish businesses in China. The Royal Couple will be accompanied by four Danish Ministers.

The business programme offers you a unique platform to strengthen your profile towards existing and new partners in China.

This is your opportunity to position your company and develop partnerships with decision-makers in China.

Specific focus activities will take place within the sectors: Energy & Environment, Food & Agriculture, Health & Life Science, Maritime. A cross-sector conference on Innovation and Investment will be arranged.

China

While most developed and emerging economies struggle with sluggish growth and high levels of unemployment in the aftermath of the global financial crisis, China's

economy is still expanding at a rapid pace.

With a GDP-growth rate around 10 pct. for the last three decades and growth reaching 7.6 pct. last year, the track record of China is clear and the future economic growth is expected to remain significantly higher than other big economies.

The rapidly expanding economy and the growing consumer segment make China one of the fastest growing export markets in the world - and Denmark is increasingly benefiting from this.

Exports to China – and the Potential

In 2013 Danish export to China reached DKK 56.5 billion with an average annual increase of 13-14 pct. – making China Denmark's 6th biggest export market in the world.

China is increasingly demanding Danish solutions in the process of modernizing its economy through innovation and securing a more sustainable development.

There are strong indications that China's demands will continue in the years to come and the prospects for Danish export to China looks as bright as ever.

The Danish Match

To maintain the growth and make its components increasingly sustainable, China is determined in its reform plans to modernize and consolidate its future economic development.

China's leadership acknowledge the challenges and promise to deliver on central reforms in order to secure the continued modernization and development of China. "The Danish Example" of sustainable welfare matches the Chinese reform policy - making China a huge potential for Danish business within sustainable industries.

The Business Delegation

The State Visit offers a networking, relation strengthening and marketing opportunity for Danish companies with respect to authorities, existing and new partners, suppliers and customers in China.

The distance from Denmark to China may seem long – but this is your key to strengthen your network in China.

Participation in the Danish business delegation presents a rare opportunity to access Chinese authorities and high-level decision-makers from the private and public sector and to position your company as a relevant and valuable business partner to Chinese counterparts.

Note: For some programme elements you may invite one or two Chinese business partners.

Sector Focus

Special attention is dedicated to companies within the following areas and industries:

- Energy & Environment
- Food & Agriculture
- Health & Life Science
- Maritime
- Innovation & Investment

Who can participate?

The business delegation is open to all Danish companies. However, it must be the Danish company in Denmark with a Danish CVR-number that signs up for the basic package as the event is co-financed by public export promotion funds. For all other activities you can sign up through your Chinese subsidiary.

The Concept

Flexible Options

To allow your company maximum flexibility, the program offers a basic package and a number of activities which can be added upon your choice. Add-ons can be chosen independently.

Basic Package - Beijing

The basic package includes:

- Welcome briefing
- Networking dinner
- Business conference
- Conference lunch
- Official reception

At the conference opening, business lunch and official reception your logo will be displayed on the conference backdrop.

The Royal Danish Embassy will invite Chinese leaders and officials to attend the business conference and the following lunch. For these programme elements 2 company participants + 2 Chinese business partners are permitted within the following categories:

- Your company's business contacts
- Relevant local agents, suppliers or customers
- Relevant authorities
- Institutions

For the official reception 1 company participant + 1 Chinese business partner is included. This offers you the opportunity to strengthen your existing Chinese contacts and/or invite potential future customers or business partners.

Sector Parallel Sessions

As a part of the business conference in Beijing, parallel sessions will give all participating Danish companies in the same sector the opportunity to meet and promote themselves to relevant high level Chinese participants.



BUSINESS PROGRAM

Energy &
Environment

Food &
Agriculture

Health &
Life Science

Maritime

Innovation &
Investment

Topics of professional interest will be selected and high level Chinese and Danish speakers will give presentations, which in the best possible way may cover the interest of your company. See below for a description of each sector parallel session.

Add-on Activities

Apart from the basic package you can add the following activities upon your choice:

- Innovation & Investment conference
- Company visits
- Official activities with local Chinese authorities
- Official dinners and receptions
- Sector seminars and events

Local transportation between programme elements is provided upon your choice.

Energy & Environment

China is undergoing a dramatic economic and social development bringing challenges and opportunities, especially for resources. As the world's largest energy consumer, China possesses strong motivations in the quest for sustainable growth.

The environmental challenges are topping the list of public concerns and the new Chinese leadership has put it on the agenda.

Denmark has plenty to offer as a global front-runner within the climate, energy and green growth arena being the trailblazer in terms of research, development and green innovation.

The "Danish Green Development Model" could provide inspiration and facilitate China in energy saving, environmental protection and sustainable urbanization.

The Danish message during the parallel session will revolve around "The Danish Green Development Model" in decoupling growth and energy usage/carbon emissions, and ensuring growth while improving the environment and create new platforms for business.

Food & Agriculture

China continues to be Denmark's largest growth export market for agri-food products with main exports being mink fur, pork, dairy, fisheries and input for the agriculture production.

In 2013, Danish agri-food exports to China were 16.5 billion DKK up from 5.5 billion DKK in 2009.

Denmark is actively engaged in expanding its trade and relations with China within the agri-food sector.

Significant agreements between the Danish Ministry for Food, Agriculture & Fisheries and China's food and agriculture authorities have been signed, further opening the market for Danish agri-food products and strengthening the cooperation.

Looking ahead, the Danish government - along with the industry - will continue to build a strong relationship with China both in terms of trade to China and in terms of building up a sustainable and efficient production in China.

Food safety is a key concern for Chinese consumers. The Danish-Chinese cooperation within this area has expanded enormously, focusing on both regulatory and control measures as well as export licenses.



The Danish Minister for Food, Agriculture and Fisheries will be part of the official delegation, thus enhancing the opportunities for the participating Danish companies to build and develop their presence in China.

The message in the sector parallel session will illustrate "The Danish Example" within food safety, innovative and sustainable food production and how it links to the present Chinese priorities.

Health & Life Science

Fueled by an ambitious and accelerated healthcare reform, China will become the world's largest healthcare market by 2016.

Sky-rocketing urbanisation rates, a rapidly aging population and an increasingly affluent and demanding middle-class, have triggered the urgent need for the Chinese government to rethink the provision of health services with core focus on quality, access and affordability.

Denmark enjoys an excellent reputation and track-record in relation to building a world-class public healthcare system supported by innovative, globally oriented companies. Consequently, cutting-edge Danish solutions, technologies and competencies will continue to bring significant value to the improvement and organization of healthcare provision in China.

Extensive bilateral agreements and collaboration coupled with an impressive Danish healthcare industry footprint in China will enable increased Danish export to China.

The State Visit provides a series of unique opportunities for Danish companies to build and enhance their presence in China.

The Sustainable Life parallel session and China-Denmark Public Health Leadership Forum will profile the Danish value proposition spanning chronic disease management, eldercare, hospital infrastructure, health IT and medical devices towards leading decision-makers from Chinese government, industry and academia. These activities and additional tailored meeting arrangements will complement the targeted networking receptions and dinners where you will build the foundation for business development and partnership creation in China.

Maritime

China invests massively in transports and relies heavily on the maritime industries and shipping.

China is a major driver for seaborne trade and a key market for the Danish maritime cluster, which accounts for 24 pct. of Danish exports. Danish shipping alone has a turnover in excess of 40 billion DKK serving the Chinese market. The maritime

relations between the two countries are codified in the 40 year old Chinese - Danish maritime agreement.

Today 7 of the 10 largest container ports are found in China and they accommodate some of the largest vessels from all segments, including the Danish Triple-E class containerships. China is also the world's largest importer of a range of commodities such as coal, iron ore, copper and oil, which are all transported by sea to the Chinese mainland. A large portion of this trade is being carried out by Danish operated vessels.

China is one of the largest shipbuilding nations. With increased emphasis on new, cost-efficient vessels, which also cut CO2-emissions by a large percentage, the Chinese shipbuilders will continue to benefit greatly from the increased global seaborne trade. The renewal of the Chinese merchant fleet was started by Danish companies, and has now spread throughout the shipping industry as competitors realize the potential in reducing transport cost and putting less strain on the environment.

There is significant trade between Danish producers of maritime equipment and Chinese shipbuilders, as Danish producers are market leaders in green solutions for the maritime sector. As China advances in shipbuild-



ing, so will the trade between Chinese shipbuilders and Danish maritime equipment producers.

Innovation & Investment

In order to keep growing, China and its companies have a focused eye on innovation. They need to gain increased value on their products and business in general, and reach a higher level of sustainability.

In order to do so the Chinese companies and authorities are very keen on talking to Danish providers of knowledge and technology – to create partnerships, to invest and to build alliances. This is a unique opportunity for Danish companies to position themselves.

At the conference in Shanghai on 28 April you will learn from and meet with high level decision makers and influencers from China and Denmark. You will receive inspiration from the best case stories - Chinese as well as Danish; on innovative business models, on R&D cooperation and on strategic partnerships.

Among confirmed speakers from Danish companies are The LEGO Group, Bang & Olufsen and Chr. Hansen. From the Chinese side,

the following companies will speak: Huawei, Beijing Genomics Institute and CSIC Windpower.

Registration

Please register [here](#) and complete the online registration form no later than 7 April 2014.

Upon registration you will receive a confirmation of your participation. It is important to tick of your choices in the online registration form and bring your confirmed registration to all programme elements.

Without your individual confirmation form, access will be denied for security reasons. This is crucial for your entrance to the chosen program elements. In Beijing most programme elements are held at the State Guest House and during the State Visit security has the highest priority from both Chinese and Danish side.

Flight, Visa & Accommodation

Flight from Denmark to China, visa to China & accommodation is not included in the programme.

The travel agency BCD Travel can assist with visa, flight tickets

to China and booking of hotel at your request. After sign-up, you will receive an order form from BCD Travel, which you can fill out depending on your needs for assistance. Payment must follow to BCD Travel directly on an individual basis.

Rooms have been pre-booked at the following hotels and local transfers mentioned in the programme will depart from these hotels only. BCD Travel can book these hotels for you:

Beijing:

State Guest House
www.chinadyt.com

Diaoyutai Hotel
en.dythotel.com

Nanjing:

Jinling Hotel
www.jinlinghotel.com

Shanghai:

Peninsula Hotel
shanghai.peninsula.com

BCD Travel

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- Annette Paludan
- Susanna Vazquez



BASIC PACKAGE

Beijing - Thursday, 24 April

- Welcome briefing
- Networking dinner, including closing remarks and interactive session with Danish Ministers (2 company participants)

Beijing - Friday, 25 April

- Sustainable Economic Development: Chinese-Danish Partnership for the Future (2 company participants + 2 Chinese business partners)

Choose one of the following sector parallel sessions:

- Sustainable Energy & Environment
- Sustainable Maritime
- Sustainable Food & Agriculture
- Sustainable Life
(2 company participants + 2 Chinese business partners)
- Conference lunch joined by HRH The Prince Consort
(2 company participants + 2 Chinese business partners)

Choose one of the following 3 afternoon sector tracks:

- Sustainable Power Production and Distributed Energy Seminar
 - China-Denmark Public Health Leadership Forum
 - Seminar with China Food and Drug Administration
(2 company participants + 2 Chinese business partners)
 - Official reception at the State Guest House
(1 company participant + 1 Chinese business partner)
 - Networking event co-sponsored by Carlsberg
- Price with subsidy: Price DKK 10.700.-
Price without subsidy: Price DKK 21.400.-

ADD-ON ACTIVITIES

Beijing – Saturday, 26 April

Choose one of the following 2 tracks:

Track 1:

- Visit to Novo Nordisk research and development facilities (relevant sector companies only, due to limited capacity) Price DKK 150.- p.p.

Track 2:

- Visit to Novozymes research and development facilities
- Visit to Arla Milk Quality Centre (relevant sector companies only, due to limited capacity) Price DKK 150.- p.p.

Beijing/Nanjing - Saturday, 26 April

- Transfer to Nanjing with high speed train Price DKK 500.- p.p.
- Dinner hosted by Party Secretary of Jiangsu Province (limited capacity and preference given to participants in the Sustainable Urbanization Conference) Price DKK 1.250.- p.p.

Nanjing/Shanghai - Sunday, 27 April

Choose one of the following 2 tracks:

Track 1:

- Denmark-Jiangsu Sustainable Urbanisation Conference + site visits
(Full day programme based on 15 companies) Price DKK 8.850.-
(2 company participants + 2 Chinese business partners)
- Transfer to Shanghai with high speed train Price DKK 250.- p.p.

Track 2:

- Transfer to Suzhou with high speed train Price DKK 250.- p.p.
- Lunch hosted by Mayor of Suzhou and networking event
with local Danish and Chinese companies represented in Suzhou Price DKK 1.850.- p.p.
- Transfer to Shanghai by bus Price DKK 200.- p.p.

Shanghai - Sunday, 27 April

- Danish Business delegation reception in Shanghai with HM The Queen
and HRH The Prince Consort and Chinese business partners
(1 company participant + 1 Chinese business partner) Price DKK 2.500.-

Shanghai - Monday, 28 April

Choose one or several of the 4 tracks.

Please be aware of the timing of each track (see programme for details)

Track 1:

- Danish-Chinese Innovation & Investment Conference
(250 seats only, first come - first serve principle) Free of charge

Track 2:

- Visit Danish Design Days exhibition
(limited capacity) Price DKK 2.050.- p.p.

Track 3 (preference given to sector relevant companies):

- The Green Shipbuilding Seminar (limited capacity) Price DKK 6.150.-
(1 company participant + 1 Chinese business partner)
- Expo and maritime event at the pier (unlimited participation) Price DKK 6.350.-
(Price depending on final negotiations, subject to change)
- Celebration of the 40 year anniversary of the Danish-Chinese
shipping agreement on the Huang Pu River (limited capacity) Price DKK 4.750.-
(1 company participant + 1 Chinese business partner)

Track 4:

- Agriculture & Food B2B Event with participation by the Danish
Minister for Food, Agriculture and Fisheries Price DKK 1.950.- p.p.

* The above prices include local transfer by bus to and from the nominated hotels only.
 * The above prices are contingent on a minimum of 100 participants. The basic package is for companies who sign up with a Danish CVR-number. For the basic package, subsidiaries must sign-up through their Danish headquarter.
 * Sign-up is binding. No cancellation is possible.
 * All prices are subject to the terms mentioned in the Trade Council's General Business Conditions.

MINISTRY OF FOREIGN AFFAIRS OF DENMARK

THE TRADE COUNCIL

Organising business organisations/partners



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Confederation of Danish Industry

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