

Newsletter from Danish-Chinese Business Forum - Summer 2008



News from the Chairman - Nils Foss

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Danish - Chinese Business Forum Annual General Meeting 2008

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Denmark is Part of Expo 2010 Shanghai - By John Hansen, Project Director, The Danish Enterprise and Construction Authority

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Nordic-Baltic Expats Forum - on the Shanghai Express

The Nordic-Baltic Expats Forum is the community of life science and biomedicines researchers and professionals with their roots and hearts in the "Top of Europe" but who now live and work abroad. Countries defined as "Top of Europe" are: Denmark, Sweden, Norway, Iceland, Finland, Poland, Estonia, Latvia, Lithuania, North Germany, and North Western Russia.

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Through the generosity of the New Carlsberg Foundation, The A.P. Møller and Chastine Mc-Kinney Møller Foundation and the Oticon Foundation, a large gift of art was presented to the Chinese Academy of Fine Arts. The gift consisted of sixteen selected plaster casts of masterpieces from the Royal Cast Collection, Statens Museum for Kunst. The gift was received with great enthusiasm by the Chinese Academy of Fine Arts at a ceremony where the Prince Consort was one of the keynote speakers. Later Bjørn Nørgård was given a 3-year professorship at the academy and in addition a working contact was established between Carsten Ohrt, our new head of Statens Museum for Kunst, and his Chinese counterpart.

Both Chambers hosted well-attended dinners where we presented our case. In Beijing it took place at the premises of Novozymes where we started by visiting the new and impressive building of Novozymes, while in Shanghai we had dinner at the Hyatt Hotel with an impressive view of the towering Shanghai.

We hope to increase our cooperation with the two chambers and this includes adding more information to our knowledge base and more visits from Chinese business people.

I went to visit several ministries. They were all well informed about our Forum and interested in using our organisation and our facilities in connection with doing business in Denmark.

Like everybody else I was impressed by the growth in China, especially with their many new buildings. To illustrate the development, I cannot help telling you about our guide in Shanghai, who was 24 years old. Only eight years ago she lived in an apartment of 28m². There were three families living in this space sharing one bathroom and one toilet. Her family of six, including her grand parents had a room of 8m² and only one bed. When the city decided to build a new skyscraper they were offered either money or a new apartment in the outskirts of Shanghai. They took the apartment – with 3 rooms, bath and toilet. “It was like being reborn” she said to me.

This coming year will be a busy year for our staff with many activities. Among other things we shall be active in enlisting more members from Southern Sweden and ensure that they also get value for their money. In addition we will be working hard to make the Knowledge Base an even more valuable tool for our members.

Yours sincerely
Nils Foss
Chairman



Danish - Chinese Business Forum Annual General Meeting 2008

Danish-Chinese Business Forum's 2nd Annual General Meeting was held 24th April 2008. The meeting was hosted by Nordea A/S.

The opening speech was made by H.E. Per Stig Møller, Minister of Foreign Affairs. The Foreign Minister spoke on China's economic boom and on the challenges China encounters on this path. The Minister further spoke on current EU trade policies towards China and on the importance of a fruitful cooperation and dialog. The speech was followed by a Questions and Answers session.



H.E. Xie Hangsheng, Ambassador of the Peoples' Republic of China to Denmark hereafter gave a speech on the Chinese economic development in 2007 and on how the Government of the People's Republic of China aims to solve some of the challenges facing the economy. The Ambassador's presentation can be downloaded here: www.dcbf.dk

At the formal part of the Annual General Meeting, Nils Foss, Chairman, presented his oral report on the activities of Danish-Chinese Business Forum in the preceding year and on the Forum's future activities. The Chairman's report can be downloaded here: www.dcbf.dk

The Board proposed an amendment of the statutes to allow companies from Southern Sweden to become members of the Forum. This will be an asset and further strengthen the Forum's position as the Oresund region holds important clusters within research and education, IT, biotech, and pharma/medico which help attract Chinese companies to the region.

This proposal was passed at an Extraordinary General Meeting 28th May.



Denmark is Part of Expo 2010 Shanghai - By John Hansen, Project Director, the Danish Enterprise and Construction Authority

Expo 2010 Shanghai will be the largest in the history of World Exhibitions. Denmark participates, together with over 200 other countries, with an exhibition promoting Danish world-leading competences within the fields of environment and urban development.

Denmark signed up to participate in Expo 2010 Shanghai on June 1st, 2007 and has reserved an exhibition area of 3,000 square meters. The Danish pavilion will be situated next to the other Scandinavian countries.

As written in “Global Marketing of Denmark”, World Exhibitions provide an important platform from which Denmark and Danish abilities can be marketed to an international audience and international media. With point of departure in the overall Expo 2010 theme – “Better City, Better Life” - Danish architects, urban planners and leading companies will have the opportunity to demonstrate superior solutions to the different challenges of urban development.

Expo 2010 Shanghai takes place from May 1st to October 31st and the total exhibition site covers an area of 5.2 square kilometres in downtown Shanghai. It is the first World Exhibition ever to focus on urban development with the overall theme “Better City, Better Life”. In 2010, more than fifty percent of the world’s population will be living in urban zones, so there is a global interest in city development in both highly and less developed countries.

Besides the theme “Better City, Better Life”, a number of sub themes have been selected:

- Blending of diverse cultures in the city
- Economic prosperity in the city
- Innovation of science and technology in the city
- Remodelling of communities in the city
- Rural-urban interaction

All themes give wide opportunities for a Danish interpretation profiling Danish strong positions in China.

Presenting Danish knowledge and experiences coping with 21st century challenges, great importance has been attached to an active cooperation between Danish authorities and private enterprises.

Expo 2010 is an opportunity for Denmark to maintain and strengthen the political ties with China. Furthermore, it creates an excellent platform for Danish businesses when promoting their companies on the Chinese market.

In the Danish pavilion, the companies can use the VIP facilities for seminars, press events, or business meetings with their Chinese partners. Additional information about these possibilities will be available late 2008.

The practical and administrative implementation of the Danish Expo 2010 campaign is carried out by the Danish Enterprise and Construction Authority under the Danish Ministry of Economic and Business Affairs.



Nordic-Baltic Expats Forum - on the Shanghai Express

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The scientists, doctors, students and business people who register in the forum stem from a region that includes several world-class bioscience clusters like Medicon Valley and the Helsinki area, or fast growing biotech locations such as Poland or Estonia – all parts of ScanBalt BioRegion. These professionals have travelled and settled across the globe, focusing on southern Europe, the USA, Japan, and most recently on India and China. Together, they spread knowledge and know-how, foster wealth and employment, and constantly gather expertise and contacts from abroad for use ‘back home’.

And their numbers are substantial. David Featherston, Science Liaison Officer at BioLogue, points out, “10% of over 9200 PhDs graduated from Danish universities since 1995 have moved abroad; in the life sciences, over 17% have gone. Taking the entire Top of Europe region together, this becomes thousands of life science experts, an invaluable resource to strengthen regional biomedical & biotech R&D, to catalyse global business opportunities which are just waiting to be explored.”

The Nordic-Baltic Expats Forum (NBEF) is being established this spring and summer by ScanBalt and the Danish Pharma Consortium / BioLogue. Via the NBEF, life science experts and professionals will access a framework that fosters connectivity, networking and relationships among themselves and organisations both back home in the Top of Europe and abroad. By informing this community about home country, regional, and European research policies, career opportunities, and other avenues for collaboration, NBEF will ensure that these expatriates are recognised and engaged as an important resource, whether they remain abroad or choose to return. The global outreach will initially target expats in USA, China, Japan, India, Israel, Australia, Taiwan and Canada.

One of the first organisations to support the NBEF initiative is the Trade Council of Denmark’s new Innovation Center Denmark in Shanghai. Claus Lønberg, Director of Innovation Center Denmark in Shanghai, says, “China wants to develop its competences within knowledge and innovation, to learn from Denmark through collaboration and Shanghai is one of their commercial super-centres. The Nordic-Baltic Expats Forum can act as an informal bridge between the two regions, not only attracting and engaging the brains that have travelled from the Top of Europe to China, but also to train the brains we meet abroad, borrowing them for internships, traineeships, PhDs, and postdocs. With Chinese life scientists learning the research and business culture in northern Europe, as well as Danes learning the Chinese system, strong partnerships, innovation, and global collaboration must be the only possible outcome.”

If you are interested please contact the NBEF project managers.

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