



New Opportunities for Chinese-European Cooperation

- Including “One Belt, One Road” Initiative

8th FCPAE Europe Forum

18th - 20th August 2016, Greater Copenhagen, Denmark



Welcome to the 8th FCPAE Europe Forum

In 2016, the Europe Forum of the Federation of Chinese Professional Associations in Europe (FCPAE) will take place in Hillerød, Greater Copenhagen, Denmark.

The purpose of this Forum is as follows:

- to explore new opportunities for Chinese-European cooperation under “One Belt, One Road” development strategy and framework and attract investment;
- to create a networking and knowledge exchanging platform for Danish and European company and organisation representatives and high-level Chinese professionals working in Europe;
- to create an opportunity for visiting Chinese company representatives and entrepreneurs to meet each other and exchange ideas with high level European and Chinese professionals working in Europe;
- to conduct business matchmaking for potential business partners
- to dialog with more than 300 high-level experienced professionals/talents
- to understand Chinese business manners and working culture in depth.

The participants shall have the opportunity to learn more about business opportunities in Europe particularly in Denmark as well as China through five discussion tracks: Investment; Talent Strategy; Smart City & Innovative Design; Modern Agriculture & Food Technologies; and Education, Culture & Tourism.

Speakers will be high-level representatives from the Danish Government and the Chinese Government, business leaders and scholars.

We expect more than 300 attendees to join us at the event. Apart from high-level Chinese professionals working in Europe, participants will include Danish, European and Chinese government officials, company representatives, business leaders, entrepreneurs and scholars.

The FCPAE Europe Forum 2016 is organised by the Federation of Chinese Professional Associations in Europe and the Association of Chinese Experts in Denmark (ACED). Co-organisers include: Invest in Denmark of Ministry of Foreign Affairs of Denmark, The Confederation of Danish Industry (Dansk Industri), Hillerød Municipality, Copenhagen Capacity and Copenhagen Business Confucius Institute of Copenhagen Business School (CBS).

On behalf of the Organising Committee, We, ACED kindly invite you to attend the 8th FCPAE Europe Forum.

On behalf of the Organising Committee

Zhiguang Deng

Chairman of the Federation of Chinese Professional Associations in Europe, FCPAE
President of the Association of Chinese Experts in Denmark, ACED

8th May 2016



About FCPAE

The Federation of Chinese Professional Associations in Europe, FCPAE, is an independent and non-profit association of fifty-two Chinese professional associations in more than a dozen European countries. FCPAE has a total number of more than 20,000 members, whose expertise covers a wide range of professional fields. Previously, FCPAE has held its Europe Forums in Paris, Copenhagen, Brussels, Vienna, The Hague and Frankfurt. In 2016, the Association of Chinese Experts in Denmark (ACED) is the Chair of FCPAE.

About ACED

Association of Chinese Experts in Denmark, ACED, was established in 2000. ACED is an independent and non-profit organization for Chinese professionals working and living in Denmark. ACED is a bridge between Chinese professionals working in Denmark and the Danish society. It is the aim of ACED to enhance the shared advantage of Chinese talents in Denmark and strengthen the Sino-Danish collaboration within technology and business.

Members of ACED bring to the association a variety of professional backgrounds. They work in Danish companies, international companies in Denmark, or research organizations. Our motto is "To communicate, engage and develop". We bring Chinese talents who have made significant contributions to the Danish society together with Danish and international experts to convene themed seminars. We also stay updated on the latest technological and business development in China. We promote Sino-Danish collaboration through dialogue with Danish companies and organisations. We are an integral part of mutual understanding between China and Denmark.

About "One Belt, One Road"

"One belt, one road" (OBOR) is a development strategy and framework proposed by the Chinese government in 2013 and focuses on the connectivity and cooperation among countries primarily at Eurasian continent. In its largest definition, OBOR involves 65 countries and covers 4.4 billion people, accounting for 63% of global population. The aggregate economic value of these countries amounts to US\$21 trillion, with share in the global trade 29%. China is backing the plan with considerable resources, setting up a New Silk Road Fund of US\$40 billion to promote private investment along OBOR. The New Silk Road Fund is sponsored by China's foreign exchange reserves, as well as government investment and lending arms. In addition, the China Development Bank said it would invest almost US\$900 billion into more than 900 projects involving 60 countries to bolster the initiative.

One Belt, One Road is an expression which indicates China's wish to further integrate itself into the world economy. OBOR specifically refers to the New Silk Road Economic Belt, which will link China with Europe through Central and Western Asia, and the 21st Century Maritime Silk Road, which will connect China with Southeast Asian countries, Africa and Europe. The two are also known as the New Silk Road Initiatives.

Why 8th FCPAE Europe Forum:

<https://youtu.be/1op1RFkmkDA>

Why Greater Copenhagen:

http://www.greatercph.com/why?_cldee=ZWhwQGM0LmRr&urlid=0



Agenda:

1st Day: 18 August, 2016

17:00 - 24:00 Reception, Slotssø Mansion

2nd Day: 19 August, 2016

08:30 - 17:30 Frederiksborg Center

Please see page 4 and page 5 for detailed programme

3rd Day: 20 August, 2016

09:00 - 14:00 Frederiksborg Castle tour & Reception at the Embassy of P. R. of China in Denmark

Registration

Please register the event online:

<http://conferencemanager.events/FCPAE2016>



Event Contact:

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Organizers:

Organizer:

Federation of Chinese Professional Associations in Europe (FCPAE)

Local Organizer:

Association of Chinese Experts in Denmark (ACED)

Co-organizers:

Invest in Denmark of Ministry of Foreign Affairs of Denmark

The Confederation of Danish Industry Hillerød Municipality

Copenhagen Capacity

Copenhagen Business Confucius Institute of CBS

Partners:

Center for China and Globalization

Danish-Chinese Business Forum

German Culture & Economic Promotion Association

China-Europe Productivity Center

Advisory Committee:

Embassy of The P. R. of China in The Kingdom of Denmark

China Association for Science and Technology



Morning Sessions (08:30 - 12:00)

08:30 - 09:00 Registration

09:00 - 09:10 Welcome Zhiguang Deng, Chairman of FCPAE and President of ACED

09:10 - 09:20 Welcome Dorte Meldgaard, Mayor, Hillerød Municipality

09:20 - 09:35 Opening Speech Danish Government High-Level Representative

09:35 - 09:50 Opening Speech H.E. Mr. Liu Biwei, Ambassador of Embassy of The People's Republic of China in The Kingdom of Denmark

09:50 - 10:00 Opening Speech Sophie Hæstorp Andersen, Chairman of the Capital Region

10:00 - 10:10 Opening Speech Zhaohua Sun, Vice President, State Administration of Foreign Experts Affairs in China

10:10 - 10:30 Coffee Break

10:30 - 11:00 Keynote Speech World-Renowned Chinese Entrepreneur

11:00 - 11:30 Keynote Speech World-Renowned Danish Entrepreneur

11:30 - 12:00 Panel Discussion

Lunch (12:00 - 13:00)



Afternoon Sessions (13:00 - 17:30)

13:00 - 14:30 Session 1: Investment

13:00 - 14:30 Session 2: Smart City & Innovative Design

13:00 - 14:30 Session 3: Talent Strategy

14:30 – 15:00 Coffee Break

15:00 – 16:30 Session 4: Modern Agriculture & Food Technologies

15:00 – 16:30 Session 5: Education, Culture & Tourism

15:30 – 17:00 Business Matchmaking Event

16:30 – 17:00 Coffee Break

17:00 - 17:20 Award Ceremony of 10 Leading Chinese Scientists in Europe

17:20 - 17:30 Closing Remarks Dr. Zhou Shengzong, Executive Chairman of FCPAE

Gala Dinner (18:00 - 22:00)

FCPAE Annual Meeting (22:00 - 24:00)

Key events

1. **Business matchmaking event:** The event is a perfect forum for businesses, organisations and interested individuals to pre-arrange meetings with potential business partners.

Through a simple online platform, you inform us what you are looking for and what you have to offer other participants (please specify this in the registration form). If there is a mutual interest, we schedule one or more short meetings for you to meet your potential business partners. To start with, we will schedule 20 minutes meeting between you and your potential business partners.

These 20 minutes meetings add concrete value to your participation, and we are therefore thrilled to invite you to this matchmaking event.

**Focus:**

- Short, sharp 20 minutes personal bilateral meetings to foster effective networking
- Get to know key R&D players offering services to companies
- Get answers on your questions - Matching organizations offering or seeking solution

Why to participate:

- Meet face-to-face new partners and customers
 - Initiate cross-border contacts and co-operation
 - Find new commercial/technological/research partners
 - Present, discuss and develop new projects ideas
2. Company Exhibitions
 3. Roadshow for Danish companies, including high-tech companies in Denmark, and Danish companies which will explore the business opportunities in China
 4. Roadshow for “One Belt, One Road”
 5. “New dialog of Silk Road civilization”: Chinese and European art collection exhibition
 6. Signing ceremony: Danish Museum of National History and XXX Museum of China
 7. “People-to-people bonds seminar”: review of Danes in China, and Chinese in Europe

Invited

1. Governmental officials
2. Business leaders
3. Officials and scholars
4. Representatives from innovation centers, incubators and high-tech zones
5. Chinese scholars and professionals in Europe
6. Chinese startup founders in Europe
7. Others who are interested in forum topics



Detailed description of the five afternoon sessions on 19th August

Session 1: Investment

The investment session has two elements:

- Introduction to the investment climate in Denmark and the advantages of handling Northern European activities out of Copenhagen.

In 2015, the World Bank again ranked Denmark as no. 1 in Europe when it comes to the ease of doing business and Forbes Magazine even found that Denmark was the best place in the world for doing business.

The session is led by Invest in Denmark/the Danish Ministry of Foreign Affairs, Copenhagen Capacity as well as leading law firms.

Duration: Approx.30 minutes.

- Sessions on Denmark's most important industries. Choose between these industries/topics in the registration form. (click the link of the industry/topic, then you will find detailed description of this industry/topic):

1. [Bio-energy](#)
2. [Datacentres](#)
3. [Wind](#)
4. [Intelligent traffic systems](#)
5. [Acoustics](#)
6. [Information and Communication Technology](#)
7. [Clinical trials](#)
8. [eHealth](#)
9. [Ship management](#)
10. [Maritime equipment and technology](#)
11. [Food ingredients](#)
12. [Aquaculture](#)
13. [Nordic HQ](#)
14. [Robotics](#)
15. [Design](#)

The sessions will be tailor-made according to the interests of the participating Chinese companies and will involve meetings with key industry experts, people from core companies within the various industries and consultants. The industry sessions are expected to last an hour. A relevant field trip could also be arranged on the next day, according to the choices of Chinese companies.



Session 2: Smart City & Innovative Design

Smart City and Innovative Design are based upon the essential **Natural Value** - a holistic principle of subsidiarity.

By Natural Value we mean that the world's problems cannot be solved by thinking in isolated elements. A good life is not created through a one-sided focus on sustainability, aesthetics, problem solving, city or nature alone.

If we want change and innovation, we need to see the world as relational and we must understand the big picture. Natural Value is based upon on a realization that we have to start with the local environment in order for a real change to be rooted and maintained.

A relevant example is the New North Zealand Hospital. It is the driver of urban development with the construction of a brand new Hospital on a green field in Hillerød. This development attracts labor and sustainable solutions across companies and industries in the area.

New North Zealand Hospital aims at setting new standards for the future – architectural, organizational, and patient flows. The hospital is considered as an inspiration before, during and after the construction. Therefore, we wish to cooperate with the best in the world.

By attending this session, you will:

- Get first hand smart city and innovative design technical know-how and knowledge from leading European experts from Danish Design Centre, The 3rd Nature and key stakeholders in the ecosystem which develops new solutions that can contribute to a future city;
- Get knowledge about concrete strategies for the future hybrid city;
- Learn more about the power and the potential of the nature and how to work with strategy, what sets a good strategy, and what challenges should you expect;
- Get to know a city that develops in spite of trends. A city where you can also experience the unilateral, the invasive and artificial hidden potential and make the effect of our cultivated landscapes apparent.

Schedule:

13.00 – 13.25 Henrik Schødts, Deputy Chief Executive at North Zealand Hospital

13.25 – 13.50 Flemming Rafn Thomsen, CEO and Owner of the The 3rd Nature

13.50 – 14.15 Christian Bason, CEO of the Danish Design Centre

14.15 – 14.30 Panel Discussions facilitated by Henrik Schiøtz



Christian Bason is the CEO of the Danish Design Centre (DDC) and the Foundation Design Society, which is a common platform for organizations DDC, INDEX: Design to Improve Life and Danish Fashion Institute. Christian works to increase business use of design at the strategic level and makes it as a driver of innovation, growth and welfare. Christian graduated M.A. in political science from Aarhus University and writes a Ph.D. on design leadership at Copenhagen Business School.



Henrik Schødts joined the Executive of the North Zealand Hospital February 1, 2014 after two years as Project Director for the hospital, which is North Zealand's new, large acute hospital, when it is built in 2020. Henrik Schødts is a master graduate in political science from the University of Copenhagen in 2003 and also graduated with a degree in organization and management from CBS in 2006. He worked as a department manager respectively in Frederiksberg Municipality and the Danish Radio.



Flemming Rafn Thomsen is the co-owner and partner of The 3rd Nature. Flemming is fascinated by the power and the potential of the anthropogenic nature generates and working on short-circuit the entrenched divisions between city and countryside of Danish architecture. Nature and the city must learn from each other, where human, architecture and nature form a symbiosis, which centered on a sensual, meaningful and sustainable daily life in the city.

Session 3: Talent Strategy

This session includes two parts:

- A short introduction to career options globally with a focus in Denmark by representatives from Novo Nordisk, Huawei, Maersk and Microsoft.

Abstract: Denmark offers very attractive career opportunities for highly skilled young professionals. Employees are productive and often get a high level of influence at work, which also comes with more responsibilities. Furthermore, Denmark is among the top five countries in the world for ease of doing business, global knowledge, social mobility and talent attraction.



- A closer look at why Denmark is interesting for international talents. The session will feature :

Companies who are looking for international talents:

- What are we looking for?
- What is it like to work for us?
- What do we do to ensure a successful career path for our talents?

Chinese talents already in Denmark:

- What are the do's and don't's of successfully pursuing a career in Denmark?

Session 4: Modern Agriculture & Food Technologies

Danish food products – *Made in Denmark* – are known internationally to be number one in quality, food safety and hygiene. Why is that? In Denmark the production of high quality and safe food products is achieved through co-operation between farmers, the food industry and authorities, backed by an extensive programme of research and development. The four key words are: sound and advanced production know-how, skilled processing technology, strict government food controls and intensive research and innovation.

The session will include presentations on:

- **Danish Pig Meat Industry**
Denmark is among the world's largest pig meat exporters. For more than 100 years, the production of pigs and pig meat has been a major source of income for Denmark. 90 percent of the production is exported. The Danish pig industry is among the world leaders in areas such as breeding, quality, food safety, animal welfare and traceability. This is the reason why Denmark is among the world's largest pig meat exporters.
- **Dairy Products**
Europe's largest dairy group, Arla Foods, is headquartered in Denmark. Advanced dairy production, processing technology and product development have earned Arla Foods this position.
- **The new market for organic products**
Denmark has the highest market share of the organic products in the world. Proportionally, the organic market in Denmark is the biggest in the world, with organic food making up 8 percent of the total food market. Danish consumers prefer organic dairy products, eggs, oatmeal, wheat flour and carrots.

Consumer demand for a broad range of organic products has resulted in Danish imports of organic products exceeding exports. Organic exports consist of dairy products, pig meat, grain and animal feed. Danish imports consist of organic fruit and vegetables, grain and animal feed. 7 percent of the Danish land area is used for organic farming and the Government's aim is to reach 15 percent organically farmed land area by 2020.



- **Towards new, safer and better food products**
Food science and food technology are currently undergoing a revolution where technologies such as food safety, biotechnology, microbiology, biochemical enzyme technology, functional foods, nutrigenomics, on-line measurements for production control and production technology, and management disciplines all come together and are incorporated in traditional food production.
- **Opportunities and Challenges of China's Modern Agriculture**, by Dr. GAO Jiming, Director of Modern Agriculture Research Institute in Dapu, China

Schedule:

15:00 – 16:00 Five Presentations
16:00 – 16:30 Panel Discussions

Session 5: Education, Culture & Tourism

Mapping out the multifaceted co-operation between Denmark and China within education, culture and tourism and the commercial implications of this co-operation

The session will include presentations on:

- **Higher Education in Denmark in an International Perspective**
By representative from Ministry of Higher Education and Science of Denmark
- **Danish-Chinese co-operation within higher education.**
By representative of the Sino-Danish University Centre (SDC - Sino-Danish Centre for Education and Research). SDC is located in Beijing and is a joint research and education project between eight Danish universities, the Danish Ministry of Higher Education and Science, the Chinese University of the Chinese Academy of Sciences (UCAS) and the Chinese research institute Chinese Academy of Sciences (CAS).
- **Sino-Western Culture Integration in Internationalisation of Chinese Enterprises**, by Mr. YU Jianwen, Distinguished Professor of Tianjin Academy of Fine Arts, President of International Mental Imagery Art Research Institute
- **Danish-Chinese Cultural Co-operation**
By a representative from the Danish Cultural Centre in Beijing
- **Tourism in Denmark**
By a representative from Wonderful Copenhagen

Schedule:

15:00 – 16:00 Five Presentations
16:00 – 16:30 Panel Discussions