

# WEBINARS

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*Collaboration between DCCC North, East & South China Chambers,  
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*Knowledge Exchange - The Strategic Online Initiative aiming at utilizing the  
accumulated knowledge of all Member Companies and Organizations.*

**Q3  
2021**

# WEBINARS

**Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)**

## August

**24 Aug., 2021**    **Omni-channel Marketing Automation, Empowers Enterprises to Increase Conversion in China**  
By Aaron Chang, Chief Experience Officer at JINGdigital

[Register here](#)

**31 Aug., 2021**    **Culture and IPR – How to Find the Right Chinese Name for Your Company and Products**  
By Jakob Krogh-Jensen, Founder of OUNNID

[Register here](#)

## September

**07 Sep, 2021**    **Supporting your China Business Initiatives in a Virtual Environment**  
By John Fu, Managing Partner of China Insight

[Register here](#)

**14 Sep, 2021**    **TBC**

**28 Sep, 2021**    **2021 Sourcing Survey by Asia Perspective – Findings and Insights**  
By Lukas Faxå – Consultant, and Johan Annell – Partner at Asia Perspective

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# August

## **Omni-Channel Marketing Automation, Empowers Enterprises to Increase Conversion in China**

**24 August, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)**

Under the background of decreasing dividend of Internet traffic, MarTech has gradually become the focus of many enterprises. MarTech aggregates and manages the data of different business systems in the process of business operation, so as to establish a set of effective data assets, which brings new opportunities for digital transformation and innovation.

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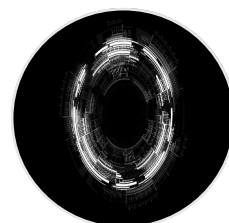


## **Culture and IPR – How to Find the Right Chinese Name for Your Company and Products**

**31 August, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)**

Does it matter how you name your company in Chinese characters? The answer: yes. Jakob Krogh-Jensen, Founder of OUNNID will present the advantages of protecting a Chinese translation of your brand in China. He will share specific methods on how to construct a memorable Chinese brand translation and explain ways to clear the brand for trademark protection. He will further provide tips for brand holders in Mainland China on how to increase brand value. After his presentation he will answer questions.

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# September

## Supporting your China Business Initiatives in a Virtual Environment

**07 September, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)**

Virtual collaboration is here to stay. In the new era of team collaboration, global business leaders are posed with new challenges working in a virtual environment on several levels. While some may embrace the efficiency, more global teams struggle with goal alignment, performance, team connection and communication when teams work together virtually. John Fu, Managing Partner of China Insight will present a set of challenges companies encounter in this context as well possible solutions. We will explore how you could effectively lead and support the business initiatives in China, including real company cases and practical including and not limited to the following: being aware of the China business context, building strategic alignment, strengthening team morale, empowering team members and leveraging technologies.



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## 2021 Sourcing Survey by Asia Perspective – Findings and Insights

**28 September, 2021 – Time: 9:00-10:00 (Denmark) / 15:00-16:00 (China)**

Are you working with sourcing and/or supply chain operations connected to the Asian markets? Then this is the Webinar for you. Asia Perspective has been conducting yearly surveys on sourcing in China and Southeast Asia for the last decade, measuring the perception of the region as a sourcing market and how it changes over time. Under the influence of the COVID pandemic, unprecedented events have revealed vulnerabilities in international supply chains, highly affecting many global companies and industries. This webinar will focus on the disruptions during the past 12 months, but more importantly, how to manage them going forward. Join this webinar where Lukas Faxå and Johan Anell, consultant and partner at Asia Perspective, will present this year's report and unique insights.

**[Register here](#)**

