



SOUND INNOVATION CAMP SHANGHAI

INNOVATION CENTRE DENMARK IN SHANGHAI AND INVEST IN DENMARK SHANGHAI

are arranging a one-week camp to bring Danish SMEs and experts from the Danish sound ecosystem to Shenzhen, the manufacture/high-tech center of China, for knowledge exchange, networking with potential Chinese partners, and pitching to Chinese investors through various activities.

DATE: Q4 2019

WHY CHINA?

Since China launched its '10 year plan' in 2015 the political aim has been on transforming themselves into a land of innovation by investing in foreign products and thinking. This policy creates prosperity in different sectors, but especially in the historical acoustic industry.

The Chinese government is supporting domestic companies in collaborating with western companies, and with Denmark as the front-runner country in acoustic technology and products it is raising continuous interest in Danish sound ecosystem from the Chinese sound industry.

WHAT IS IN IT FOR ME?

- You will gain valuable insights of the development in China through networking events and know-how sharing activities.
- You get the exclusive opportunity of presenting your brand and testing out the market by getting feedback from Chinese acoustic industry leaders and potential partners.
- You have the chance to exhibit and roadshow on China's largest acoustic industry summit i.e. Acoustic Conference.
- You can engage in investor matchmaking opportunities (e.g. one to one meeting).



BE AMONG the selected sound engineering companies to join this event. Companies with fewer than 250 employees and an annual turnover of less than 375 mil. DKK qualify as an SME.

This project is partly funded by Ministry of Foreign Affairs and the reduced **PARTICIPATION FEE** will be 14,925 DKK per company (max. 2 pers.)

DEADLINE: TBD

CHINA has experienced a tremendous industrial revolution after the 1980s. Its well-known manufacturing industry is the world's largest supplier of materials, machine parts, and chips for various high-tech products.

In recent years, the fast-paced development of new technologies leads to the prosperity of different sectors, especially in the historical acoustic industry.

Looking at Denmark as the front-runner country in acoustic technology and products, it raises continuous interest in Danish sound ecosystem from the Chinese sound industry.

→ Which is why Innovation Centre Denmark Shanghai together with Invest in Denmark Shanghai are arranging the Sound Innovation Camp – to improve the sector understanding between China and Denmark, and to aid SMEs and startups in navigating the Chinese market and embracing investment opportunities.

PROGRAM (TENTATIVE)

DAY 1: SHENZHEN

- ⇒ Delegation members arrive in Shenzhen
- ⇒ Welcome reception with the Chinese sound networks

DAY 2: SHENZHEN

- ⇒ Acoustic Conference
- ⇒ Keynote speeches
- ⇒ Investment pitch training seminar
- ⇒ Investor match making events
- ⇒ One-to-one meetings

DAY 3: SHENZHEN

- ⇒ Acoustic Exhibition
- ⇒ One-to-one meetings
- ⇒ VIP Networking Dinner

DAY 4: SHENZHEN, DONGUAN AND HUIZHOU

- ⇒ Site visits to OneMore, Tymphony, TCL and seminars

DAY 5: SHENZHEN, HONG KONG

- ⇒ Departure