



DANISH CHAMBER OF  
COMMERCE IN CHINA  
中国丹麦商会

## Candidate running to serve on DCCC North Board of Directors

**Name:** Zhaokun (Chris) Cui

**Company:** Kopenhagen Fur (Beijing) Co. Ltd

**Title:** President



### **Summary:**

With 4-year's education and working experience in Denmark, followed by a almost 20-year's working experience for Danish company in China, I have some quite good understandings of challenges for small to medium sized Danish companies settling in China in business strategy development and operational handling aspect. Especially to capture attempting market opportunities effectively with limited resources, there have been many leanings on the way to share and still a lot to explore together with the board and the members.

I have been contributing with Advocacy Task Force for two years and it has been an interesting field of work related also to my own job.

Even though I am not new for the board, but I believe that there are still many new aspects I can contribute, given the ever-evolving DCCC China strategy and my growing professional experience & professional network related to Danish – China business development.