



Velkommen til Kina!

Videnskabsministeren

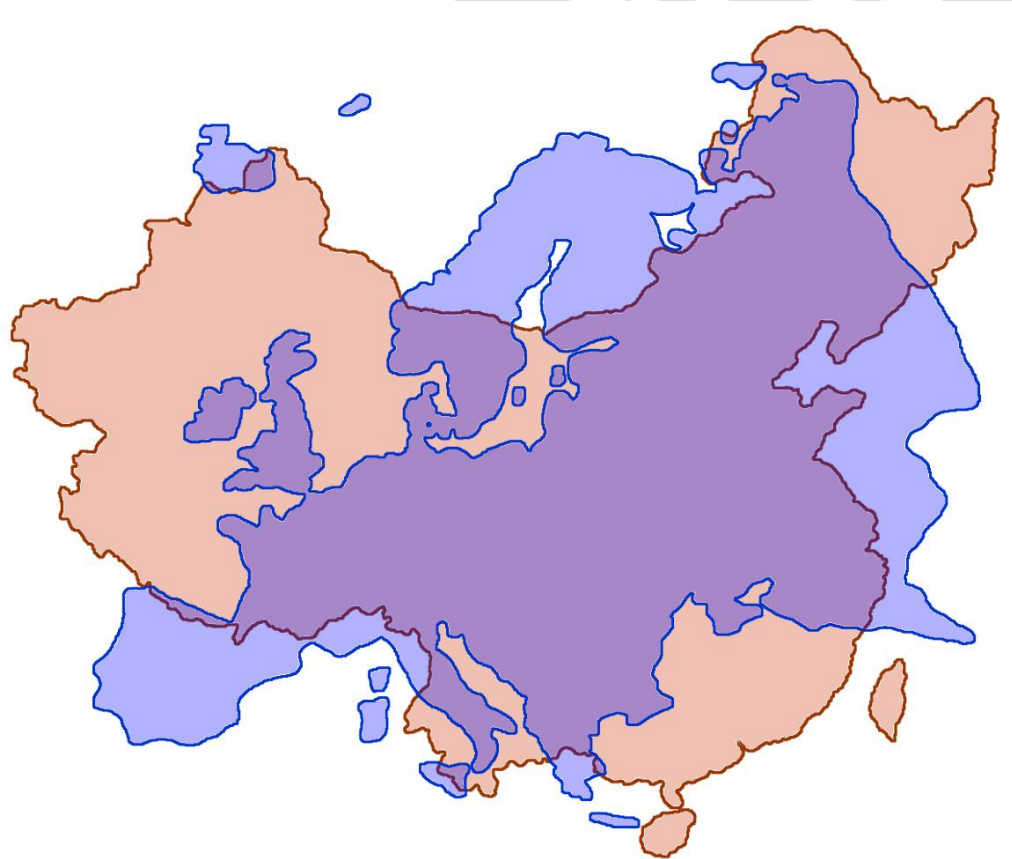
12. september 2010

“Kina Anno 2010”

v/ Head of Commission
Søren Jacobsen



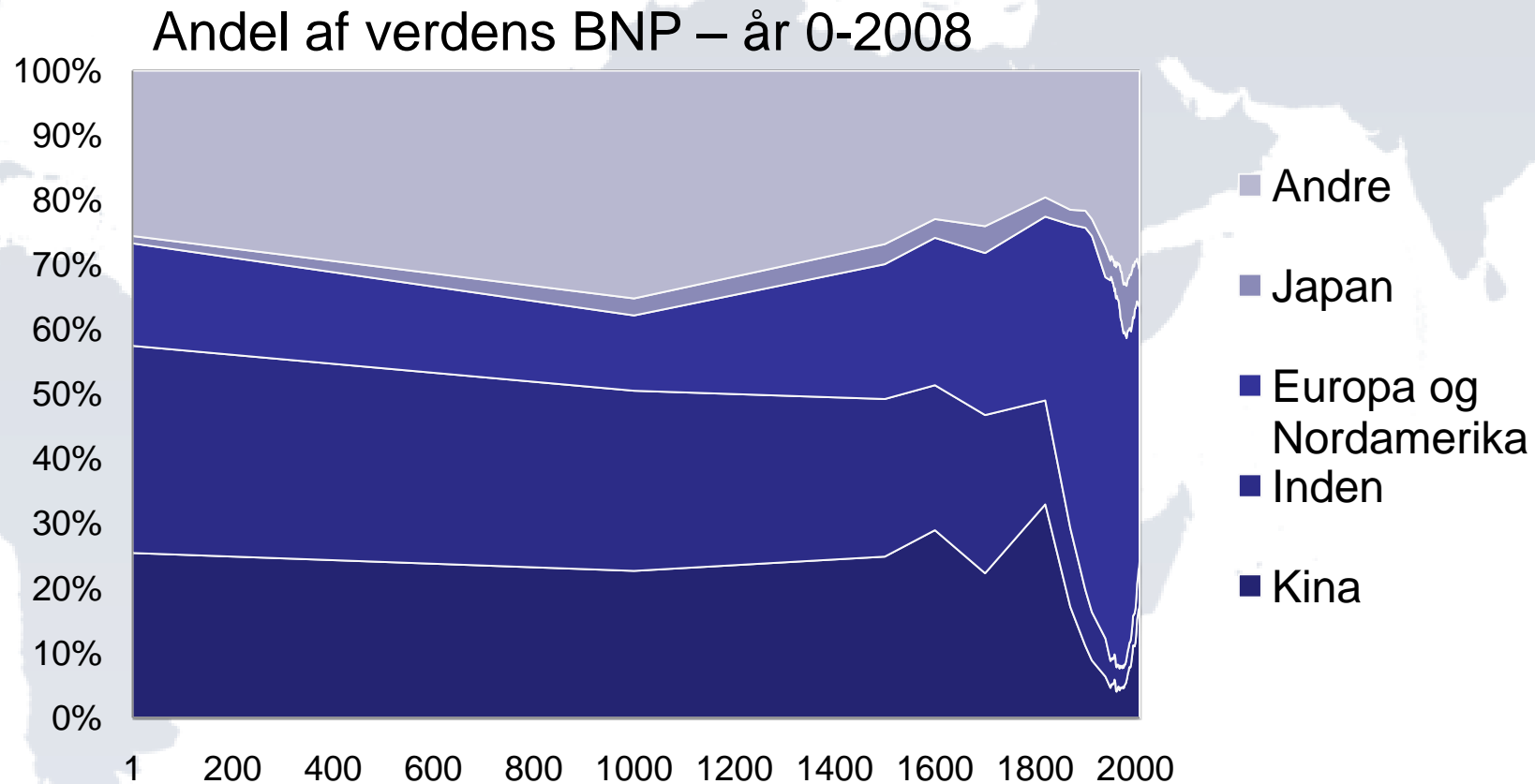
Kina er STORT



Kina er

- næsten ~ USA
- næsten ~ Europa
- ~ 2,2 x EU
- ~ 222 x DK

Kina har været den førende økonomiske magt i 1800 af de seneste 2000 år

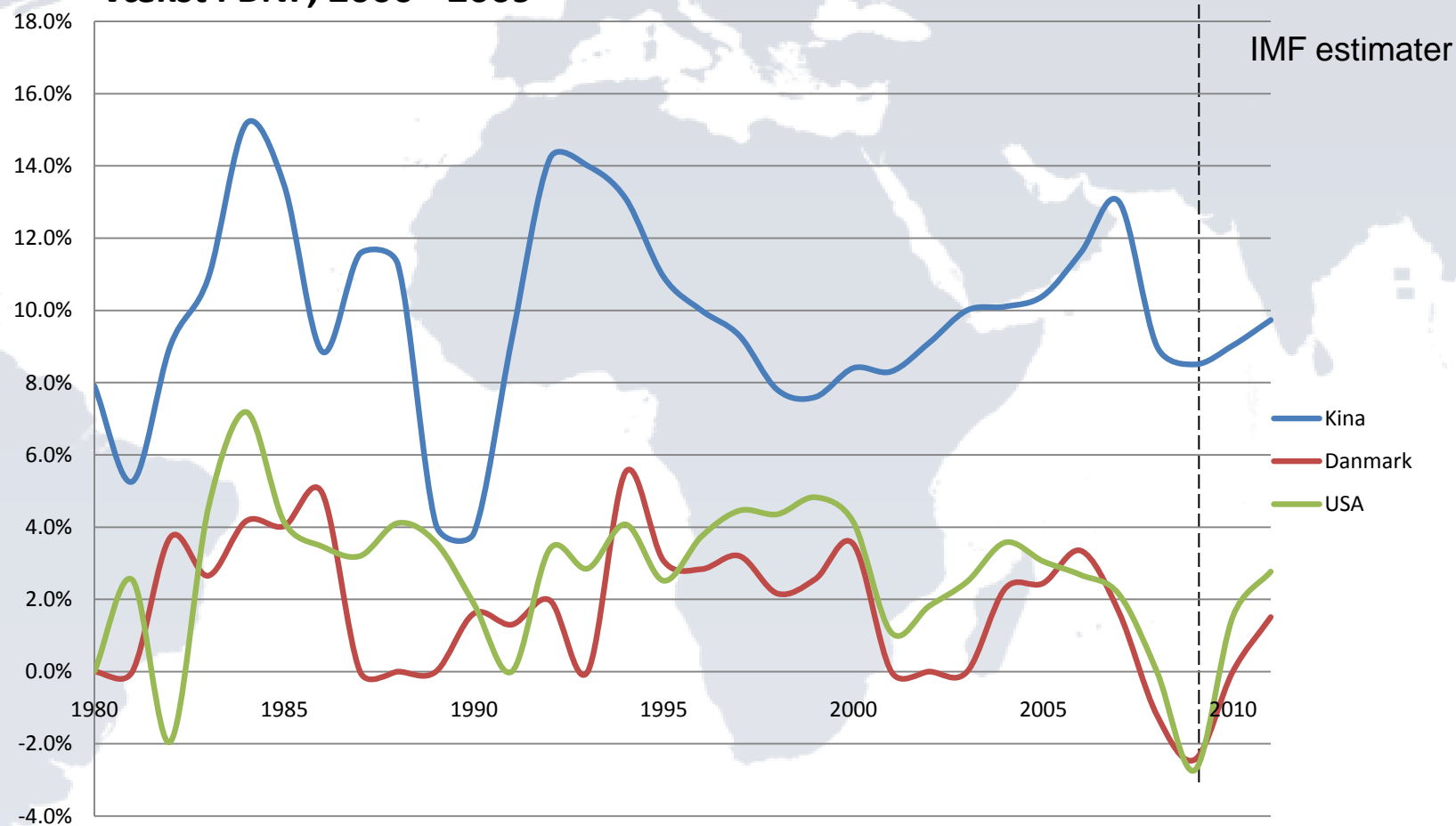


Hyppige besøg (II)



9.8% BNP-vækst igennem 30 år

Vækst i BNP, 2000 - 2009



Kilde: IMF

Kina på vej op ad værdikæden

Kina er fortsat verdens største fabrik, men højere omkostninger og mere fokus på miljø

Kina er godt på vej til at blive verdens største marked – for grøn teknologi, men også forbrugsvarer, inkl. luksus

Kina er også ved at blive et avanceret videnssamfund

⇒ stærkere konkurrence, men også større muligheder



Økonomiens langsigtede potentiale

1.3 mia. hårdtarbejdende og ambitiøse kinesere
– stadig stor arbejdskraftreserve

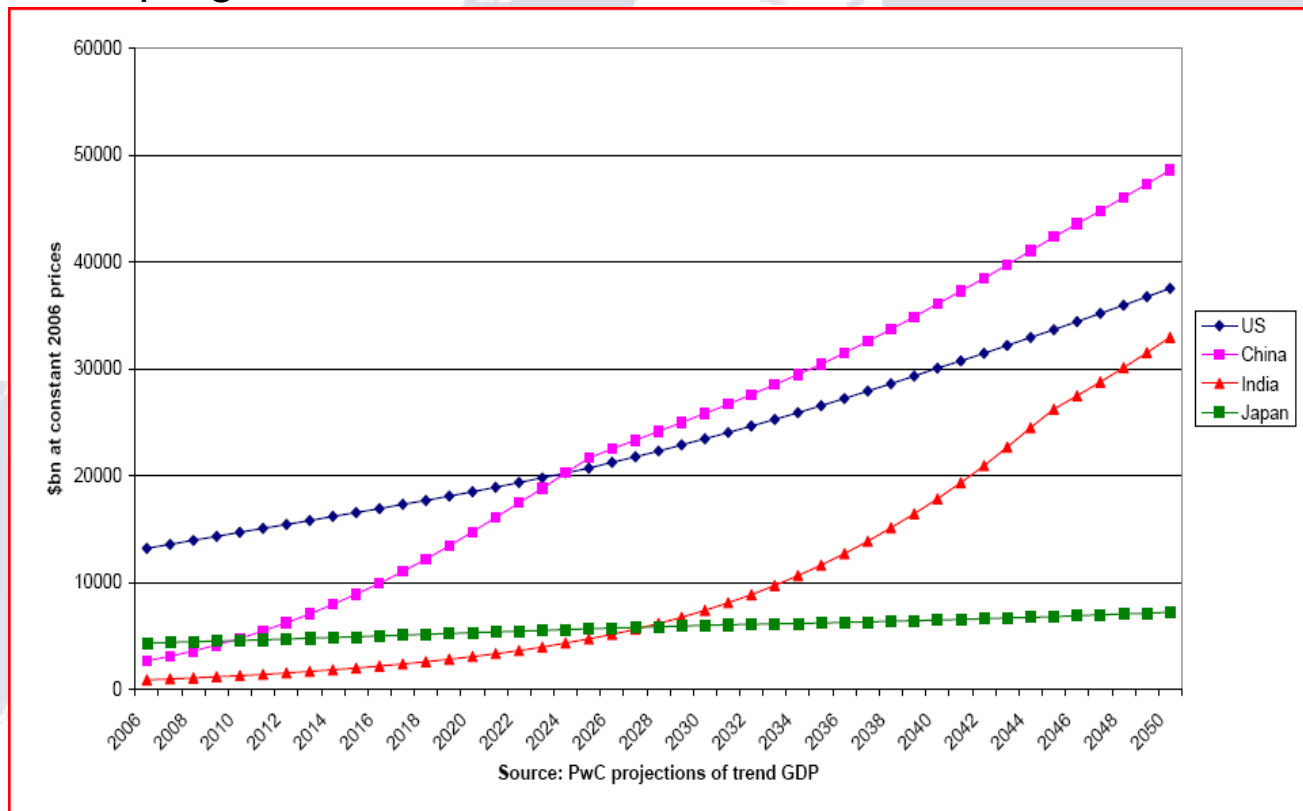
Stadig store muligheder for øget produktivitet

Stærk vilje til at udvikle et videnssamfund og
bevæge sig op ad værdikæden

=> Godt grundlag for fortsat høj vækst

Så Kina bliver snart verdens største økonomi

PwC prognose for største økonomier i verden indtil 2050



KKPs Politbureaus Stående Komité



Hu Jintao
Generalsekretær KKP
Præsident Folkerepublikken Kina
Formand for militærkommissionen



Wu Bangguo
Formand for NPC



Wen Jiabao
Premierminister



Jia Qinglin
Formand for CPPCC



Li Changchun
Propaganda



Xi Jinping
Vicepræsident



Li Keqiang
Vicepremierminister



He Guoqiang
Discipline Inspection



Zhou Yongkang
Public Security

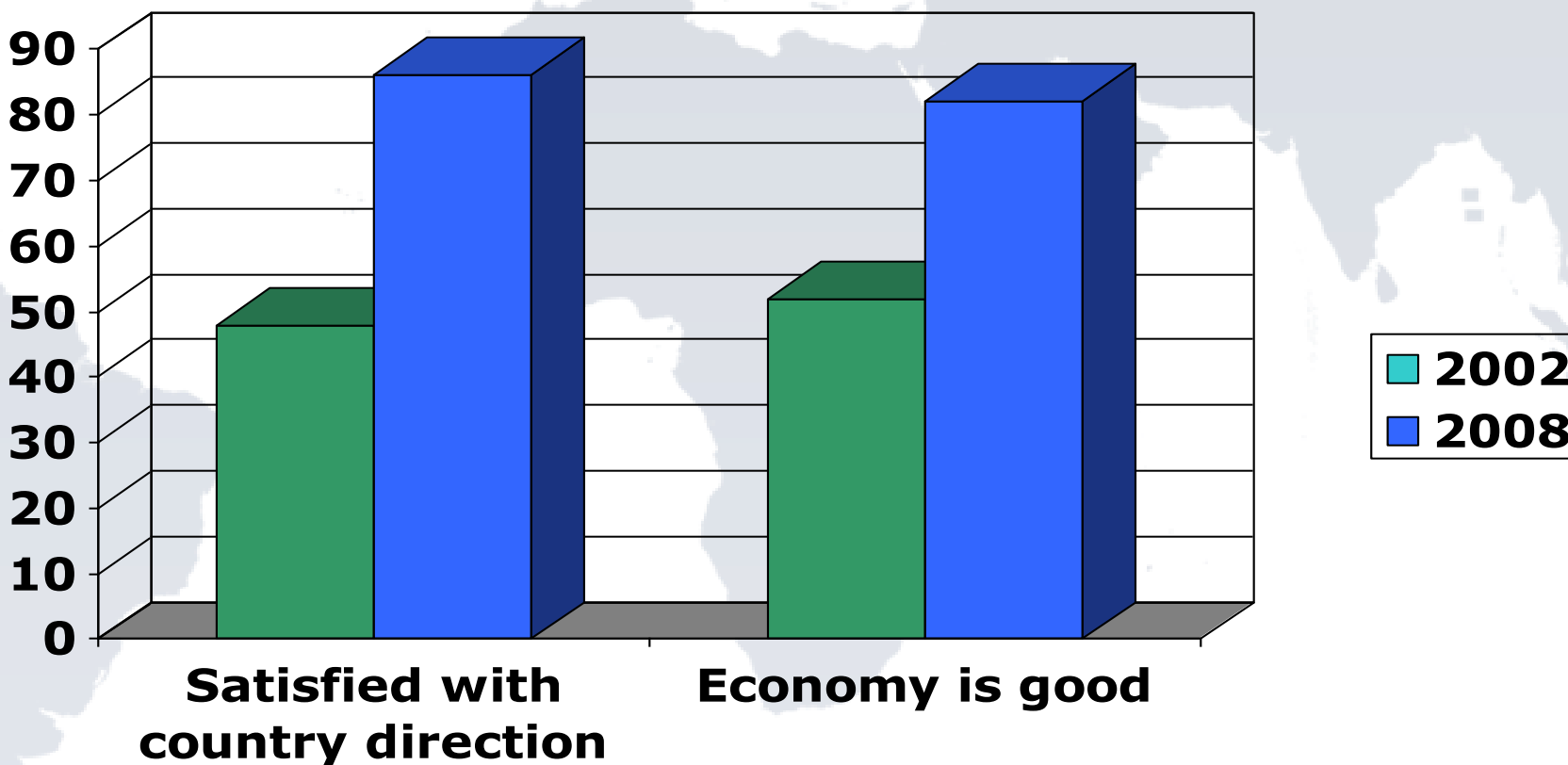
KKP

Stat

PLA

Generel tilfredshed blandt kineserne

(PEW Global Attitudes Project)



2010: aktuelle prioriteter

- Konsolidere opsvinget
- Videreudvikle og fremtidssikre vækstmodellen
- Videnssamfund og innovationskapacitet
- Bekæmpe ulighed
- Miljø og energi (vedvarende energi og effektivitet)
- Reformere partiet og bekæmpe korrupsion



Velkommen til Shanghai!

En Infrastruktur der Baner Vejen Frem

- **Lufthavne:** Massiv udvidelse af lufthavnskapaciteten (udvidelse af Hongqiao og konstruktion af Pudong Lufthavn)
- **Højhastighedstog:** Shanghai indgår som central destination i Kinas netværk af højhastighedstog der i 2020 vil tælle godt 25.000 km
- **EXPO:** \$40 milliarder stor investering i forbindelse med EXPO (inkl. ringveje og metro)
- **Metro:** Udvidelsen af Shanghai metro fra 5 til 12 linjer med 268 stationer og 420 km skinner

Pudong Int. Airport



Højhastighedsnetværk 2020



Metrosystem før EXPO



Metrosystem under EXPO



Shanghai – kort fortalt

Indbyggertal: 19, 2 millioner indbyggere, heraf er 13,8 millioner fastboende (23 millioner i 2015?)

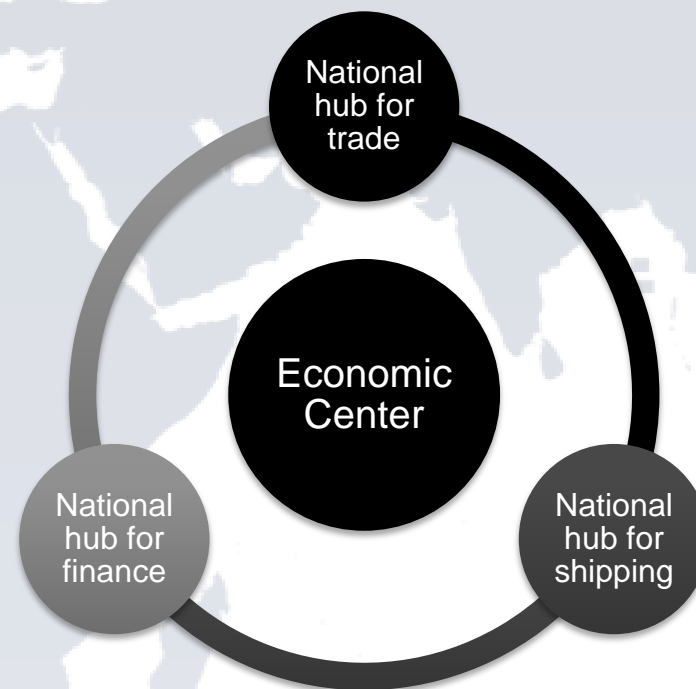
- **Areal:** med sine 6,218 km² er Shanghai på størrelse med Sjælland.
 - **BNP:** Med sine \$11,361 per indbygger er Shanghai den rigeste provins I Kina
-



Shanghais International Profil

- I 1990erne blev en ny udviklingsprofil formuleret for Shanghai
- Strategien blev formuleret som 3+1 strategien og målet er at Shanghai skal være det nationale midpunkt for handel, finans og shipping.
- Strategien har udmyntet sig i konkrete projekter som f.eks. Yangshan containerhavnen og etableringen af Pudong Financial District

3+1 Strategien

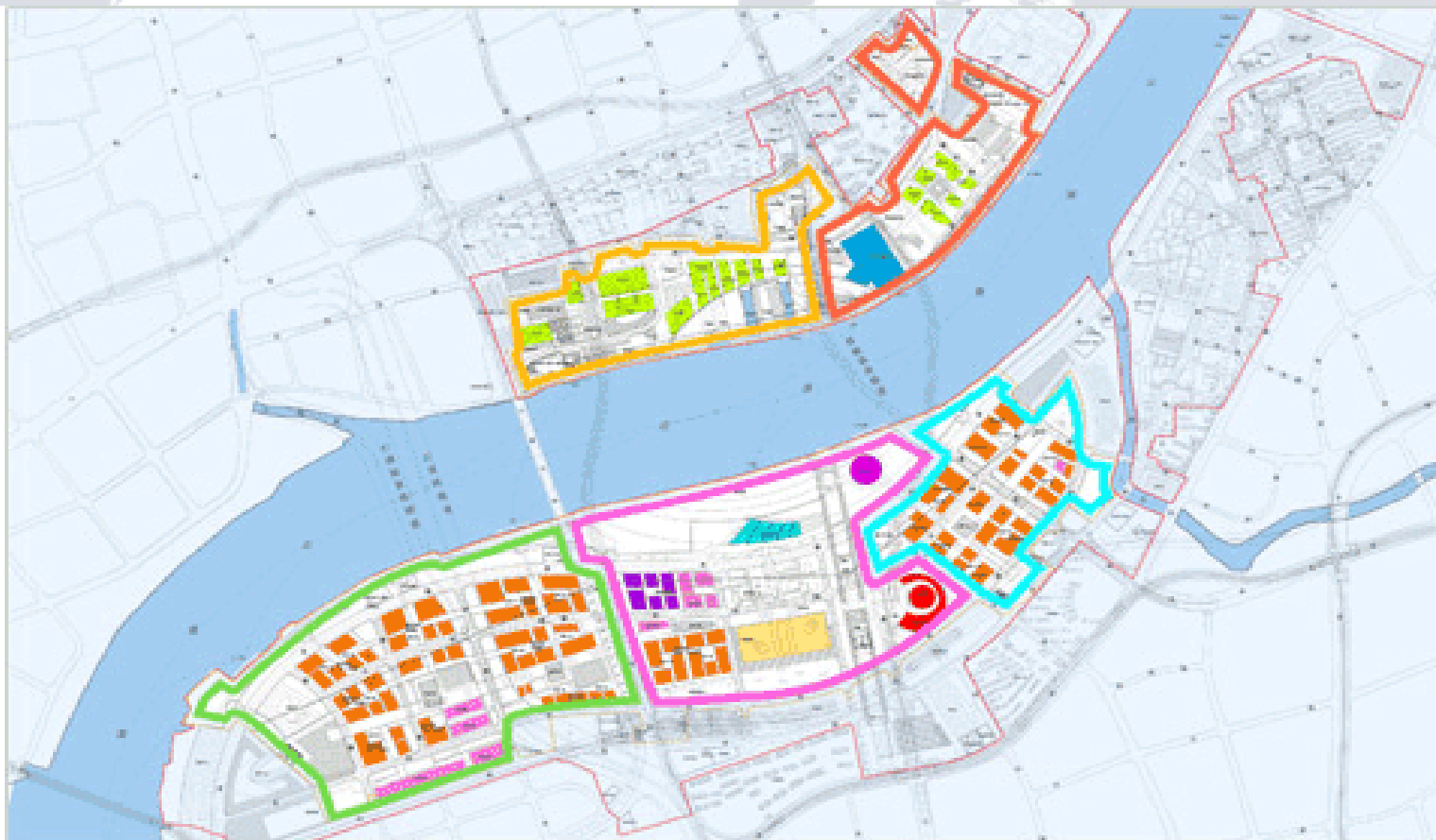


Danske repræsentationer i Kina



Largest DK companies in China (employees)

Bestseller	35.000
ISS	30.000
Mærsk (incl. Damco etc.)	10.000
Novo Nordisk	10.000
Carlsberg	10.000
Danisco	6.800
Danfoss	3.500
Vestas	3.000
Ecco	3.000
Arla (Mengniu JV)	2.250
Chr. Hansen	2.150
Grundfos	1.500
Novozymes	1.000
Coloplast	600
Top 10	113.550



Pavilions

- Theme Pavilion
- China Pavilion
- Stand-alone Pavilions
- Joint Pavilions
- Pavilions of International Organizations
- Corporate Pavilions
- World Expo Museum

Public Centers

- Public Activity Center
- Public Performance Center

Sections

- Section A
- Section B
- Section C
- Section D
- Section E











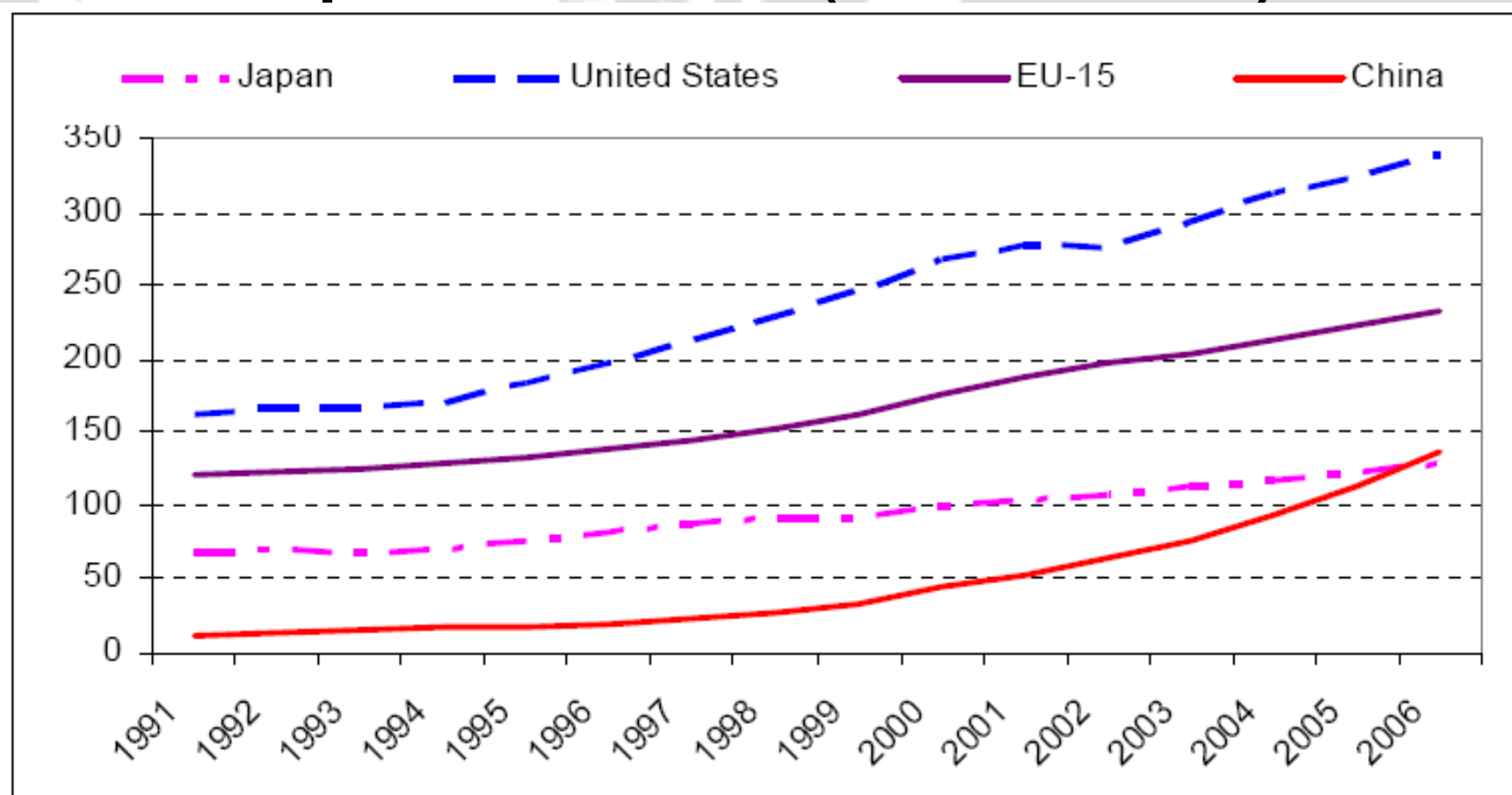
China 3.0

In transition to become the World's Largest Innovation Nation?

September 2010

Claus Lønberg / claus@innovationcenterdenmark.cn







Gross domestic R&D expenditure (bill. US\$)



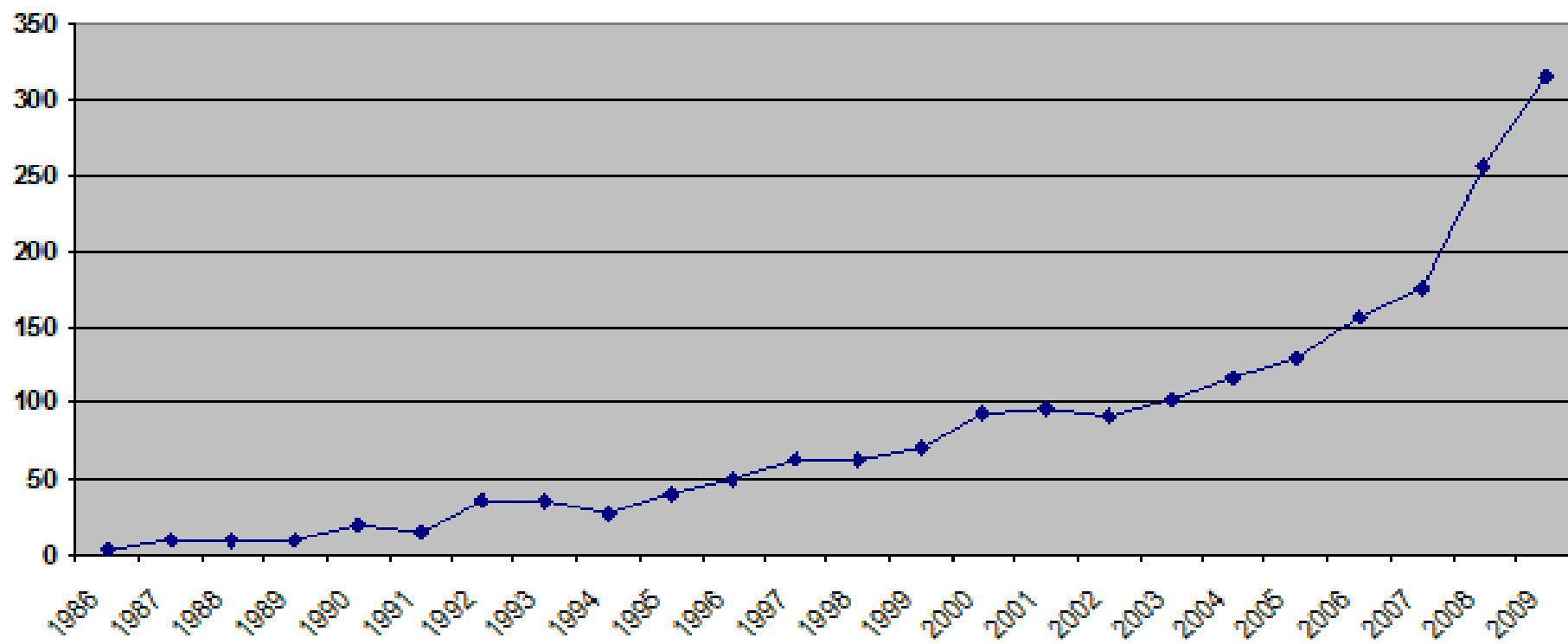
China's Innovation System

Central indicators for China's innovation system				
	1997	2001	2005	2008
Total R&D investments(billion US\$)	6,1	12,5	30,1	66,5
R&D investments in % of gross domestic product	0,64%	0,95%	1,34%	1,54%
Private share of total R&D investments	55%	56%	66%	72%
Number of students enrolled in Universities (m)	3,2	7,2	15,6	20,2
Researchers (1000 man-years)	559	743	1,119	1,592
Patent Applications in China	114,208	203,573	476.264	828.328
Scientific publications (SCI)	35,311	64,526	153,374	196,629
Export of high technology in % of total export	8,9%	17,5%	28,6%	29,10%
Source: China Statistical Yearbook 2009, OECD 2009				

Chinas present academic level on a global scale

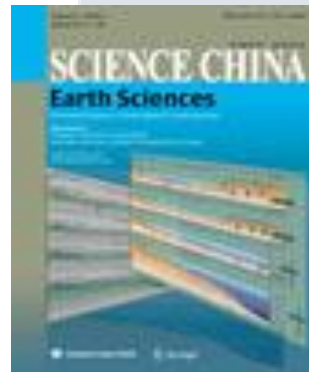
	World	Regional	National
Harvard University 	1	1	1
Yale	2	2	2
Cambridge 	3	1	1
Tokyo	19	1	1
University of Hong Kong 	26		1
Hong Kong UST	39		2
Chinese university of Hong Kong	42		3
Copenhagen University 	48		1
Peking university 	50		2
Tsinghua university	56		4
Aarhus university 	81		3
Jiaotong university	143		5
Nanjing university	144		6

Antal fælles publikationer mellem Danmark og Kina i anerkendte internationale videnskabelige tidsskrifter 1986-2009. kilde: Web of Science



5 reasons to do more academic collaboration with China

- Volume – number of students and academic institutions
- Quality – number of patents, research article, academic rewards, seminars etc.
- Investments (funding) in research, development and infrastructure
- Talent
- Dynamics



4 Compelling Reasons for Investing in R&D in China

Access to talent

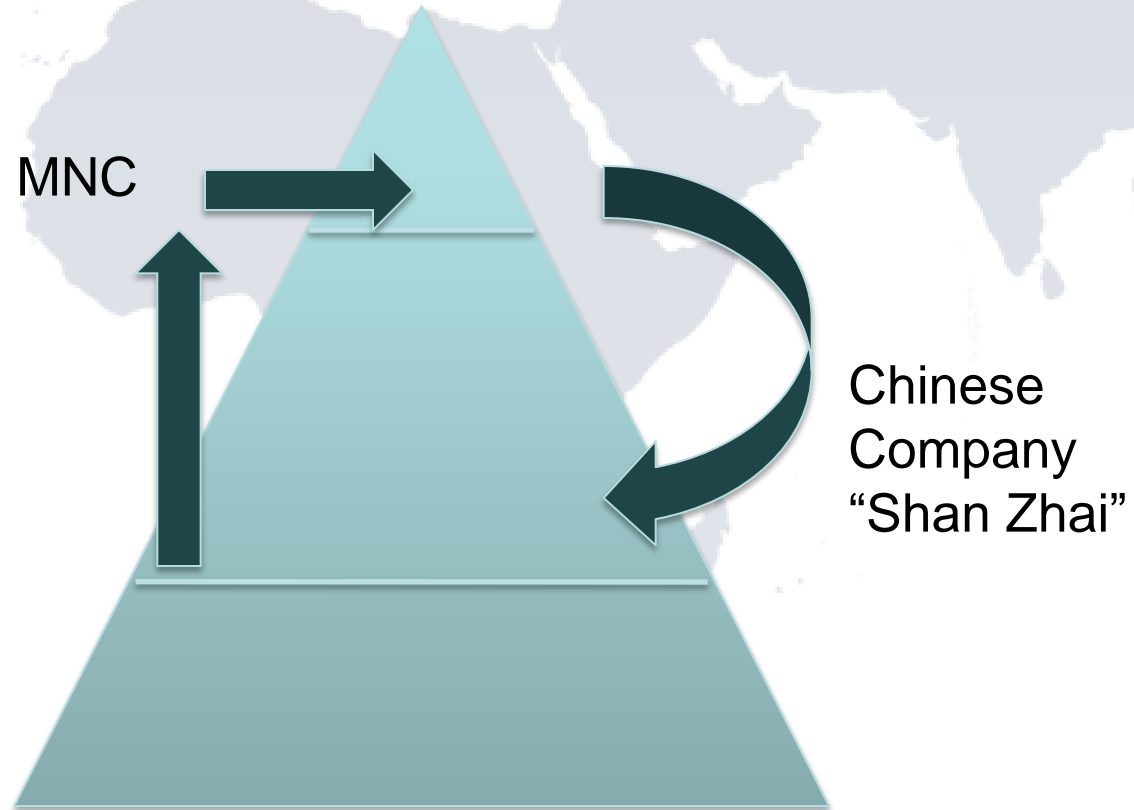
Access to R&D results

Drivers to do R&D in China

Access to markets

Low cost of labour

Imitation + Innovation = Imivation ??



Some of the *Shan Zhai* products



Chinese companies adopting the *Shan Zhai* way for product development



Break through in *Shan Zhai* Way

- Target value-conscious yet trend-followers
- 100+ new models/year with large varieties
- Quickly became #1 Chinese handset maker

Upgrade Core Capabilities

- Invested in product design and R&D
- Initiated brand building/increased marketing money

Invest for Future

- Invested in 3G products

- F3 emulating Toyota Corolla but at half price
- Streamlined / localized production lines
- Built from scratch to 200+K units in 2008

- Invested heavily in R&D with 5000+ staff in research team
- Buffet's \$ making BYD more as a "real" major league player

- Significant breakthrough in car battery design; incorporated into China's first electric hybrid car
- Developing all-electric vehicle, claiming to travel 300 KM per single charge

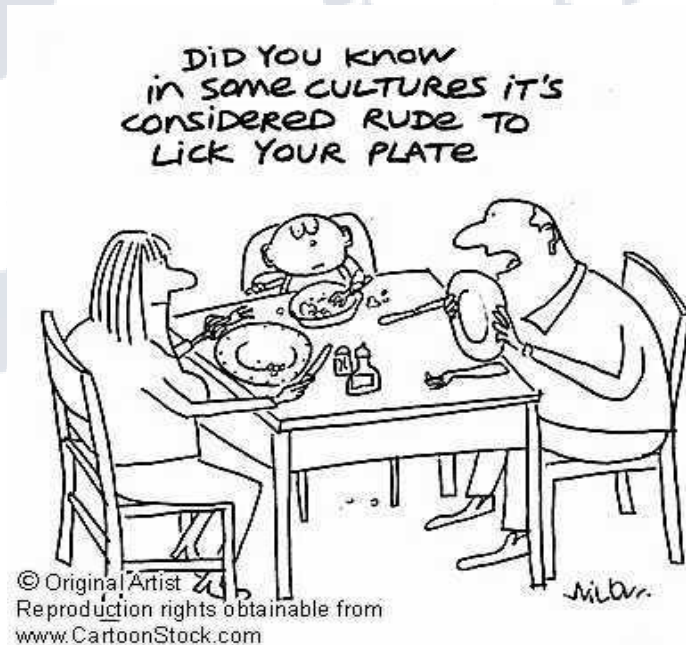
- Copied Coca-Cola's packaging design
- Target rural market
- Vast distribution network
- Quickly became the 3rd largest player in China CSD market

- Upgraded products/brand image
- Started to enter Tier 1 and 2 markets

- Entered Vitamin-C drink, Sports drink markets

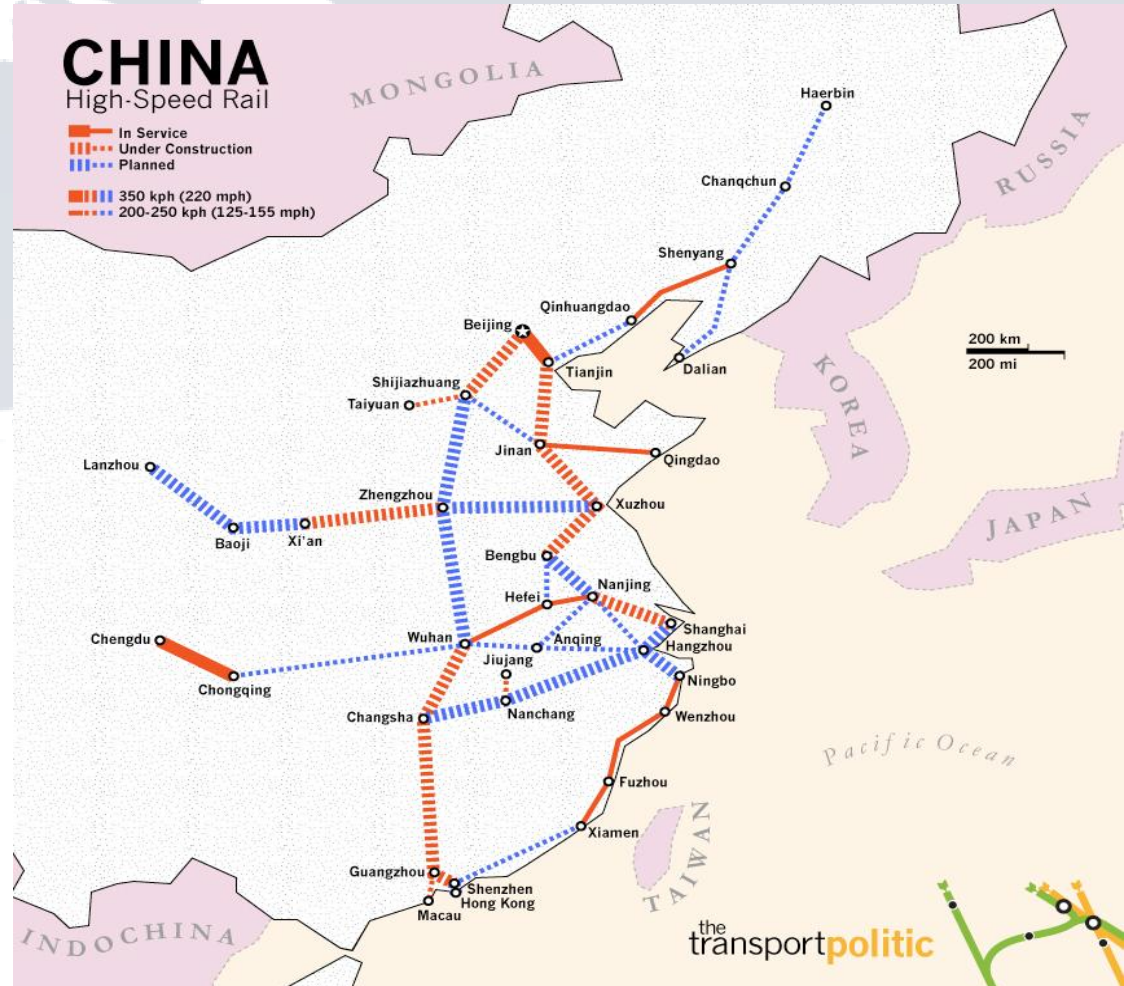
So the Challenges are Also Present...

- Cultural differences / Language Barriers
- Market- & environment understanding
- Brutal Competition (hyper-growth, price, target marketing and speed to market)
- Intellectual Property Rights – Imitators.
- Technology Transfer / Joint Ventures
- Knowledge about Chinese Innovation Clusters
- Recruiting and Retaining Qualified Staff
- How and where to get Started?

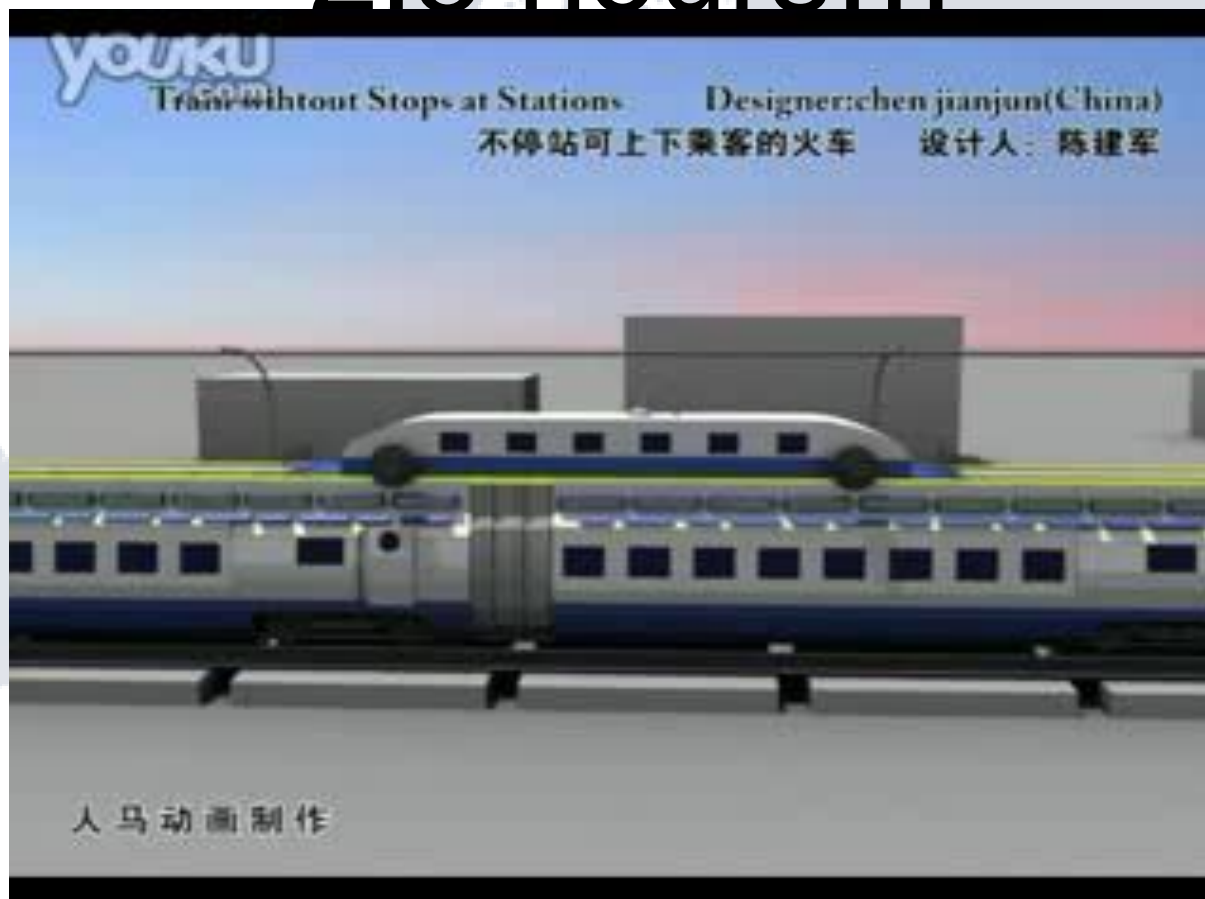


High Speed Train

- From Guangzhou in South to Beijing in North of China (approx 2.000 km.)
- Top speed = 350 Km/hour (test run up to 394 km/hour).
- Trains leave every 8 minutes!!
- 30 stations require 2,5 hours extra travel time.....



How to Reduce Travel Time with 2.5 hours...



THANK YOU

? / !

