



## **CBD A/S: Danish design tradition in China**

On the 26th to the 28th of September, the internationally acclaimed design company **CBD**, represented by International Managing Director Henrik Jeppesen and Managing Director Nils Toft, will be in Shanghai to take part in The Ministry of Foreign Affairs's opening of a new Innovation Center. The opening will be hosted by the Minister for Science, Technology and Innovation, Helge Sander.

**CBD** has been in the design industry for more than 30 years and is the preferred innovation, engineering and design partner for a long list of prominent international clients. In 2001, CBD brought Danish design tradition to China by opening offices in Beijing. Today, CBD CHINA Ltd is busy, growing and serving major clients like Haier, Amoi Electronics and Sany Group.

"Chinese businesses are becoming increasingly aware of the benefits of differentiation and innovation through design", says Henrik Jeppesen, "and their interest in drawing on our knowledge of local European markets is growing."

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