



## H.C. ANDERSEN DAY

In 2015 the Danish General Consulate in Chongqing hosted a H.C. Andersen day in relation to 65 years of Sino-Danish relations. The day was a great success. As a result, the General Consulate will repeat the success in 2016.

H. C. Andersen is known and loved for his fairy tales throughout modern China. The Chinese have grown up with the Danish poet and his fairy tales are even part of curriculum in Chinese schools. Chinese children are thus well-acquainted with fairy tales such as 'The Little Match Girl', 'The Ugly Duckling' and 'The Little Mermaid', and much attention is devoted to events featuring H. C. Andersen.

The H. C. Andersen Day will be a unique day focusing on cultural exchange and business opportunities for Danish companies. It will be a day with much entertainment for children and their parents alike. The day will include fairy tale-related activities for the children and their families, while an exhibition area for Danish products will enable participating companies to showcase their products.

### The day will feature:

- Fairy tale reading activities
- Press events
- Product promotion and showcasing
- Cultural promotion

**Goal:** The primary objective of this event is to promote Danish products in China on a joyful occasion and to support Sino-Danish cultural exchange. The H. C. Andersen Day will in turn be a unique opportunity for companies targeting children or their parents to engage first-hand with new and existing Chinese consumers.

**How:** By creating an event which gives Danish food companies, a unique opportunity for interacting directly with the costumers. It will be possible to showcase and promote your company and products directly to the targeting group. Furthermore, it is expected that much media will cover the event, increasing media exposure.

**Value:** This event presents a unique opportunity for promoting and showcasing your company's products in relation to an author who is more or less synonymous with the fairy tale of Denmark. In addition, the event will also include a unique opportunity for cultural exchange, by introducing a new and existing group of Chinese consumers to Danish culture and Danish products.



For more information please contact the Trade Council of Denmark in China:

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