



SWISS WATCH MANUFACTURE  
★  
ZITTH

ROSEHORN

REDBULL AIR RACE



# JESPER EIBY CHRISTOFFERSEN

Head of SMB Northern Europe, Google



Den **største** risiko  
er ikke at tage  
nogen risiko





Succes Online

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Den nye

**FORBRUGER**

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Google



# Succes online



1687 kursister



196 moduler



43 kommuner



# SINGLES DAY – Alibaba 2015



- 80% share of China's total online shopping that day
- 120.000 orders per minute
- 14 mins did it take for the first order to be delivered
- 73% of purchases in the first hour by phone
- 5.000 warehouse managers
- 400.000 trucks to ship goods
- 1.7M people work in Alibaba logistics
- \$14.3B of goods sold in one day (bigger than Facebook)



**JESPER EIBY**



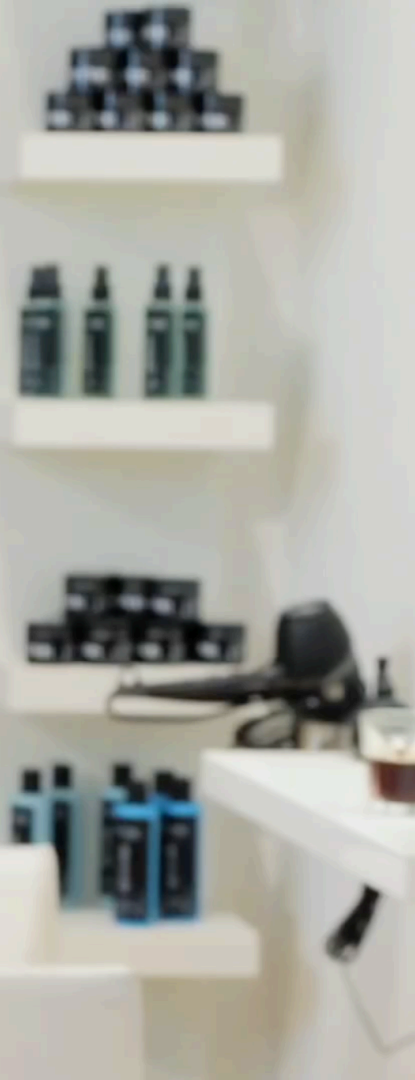
**SLIKHAAR**





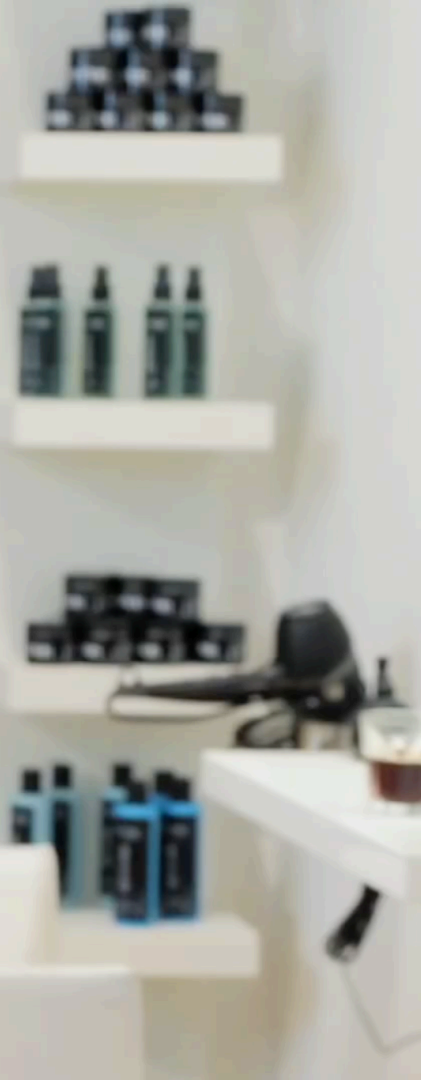


Slikhaar Studio





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# Succes online

## SUMMIT