



# Lundgreen's Capital

professional financial advisory



## Peter Lundgreen

Peter Lundgreen is the CEO of Lundgreen's Capital, an investment advisory firm regulated by the Danish FSA, that focuses on large and professional clients.

Although based in Denmark, Peter's expertise transcends the European financial zone and market as he was able to establish a high level of knowledge and competency in the Chinese economy and global finance market as well during his career.

Honed by his solid 30-year experience in the financial and banking industry, and having reached significant heights in his career as former Head in the Markets Division at Danske Bank and Head of Multinational Sales at Dresdner Kleinwort Wasserstein, Peter is able to effectively handle large and difficult executive level financial market and financial risk cases with ease and absolute expertise. He has also acquired the ability to breakdown complex financial issues and ideas into easy-to-digest information that the general public could clearly comprehend.

"Thirty years in the industry has allowed me to feel and recognize firsthand exactly what people and corporations currently care about when it comes to financial risks or investment opportunities – this is where the vast difference is seen as compared to many other bank executives who comment based on their economic research function perspective," says Peter. "Advisory is our core specialization and we take this seriously in terms of putting our client's interest first among many other things".

"My aim is always to give a straight answer based on my insight and explain matters and issues pertaining to the market in a manner that people in general understand what I am talking about."

Armed with this skill, it comes as no surprise that Peter has taken an active role in sharing his knowledge and opinion through the media, and has effectively delivered his message in three languages; English, Danish, and German.

Peter has been serving as a regular columnist for one of Denmark's largest-selling daily broadsheet newspapers, Jyllands-Posten since 2010, and as a columnist for one of China's most well-known business and finance online publications, Caixin (Online) since 2013.

In 2013, he also authored the article entitled "Wirtschaftsfaktor Umweltschutz: Chinas Wirtschaft erstickt im Smog", which has been prominently featured in Spiegel Online, one of Europe's largest publication, and has garnered over 100,000 readership views.

Aside from authoring regular columns in print media, Peter has also rendered numerous appearances in nationwide television and radio broadcasting networks including TV DR1, TV DR2, TV2, TV2 News, Russia Today, Børsen TV, Radio24Syv, Radio DR2, Radio DR3, Børsen, and Asia Finance Hong Kong. Each year, he is able to garner over 100 media appearances in several languages from print, online, TV, and various other media outfits.

Backed by the experience and good feedback he has received from his appearances, Peter can easily conduct live, taped, or phone interviews for both TV and radio which can run anywhere from two minutes to an hour. He delivers studio and live street interviews with ease and always within the given timeslot.

"Appearing in the media is challenging, since there are so many factors to consider when doing an interview, but the most important thing is getting the value of the message across and not overthinking anything else," explains Peter. "We should never be greedy in keeping valuable information to ourselves, because there are so many benefits of educating and sharing your knowledge with other people."

Finance has always been Peter's passion, and this has been showcased on his ability to deliver very interesting articles, speeches and presentations to a wide variety of audiences around the world, Miami, London, Hamburg, Copenhagen,

