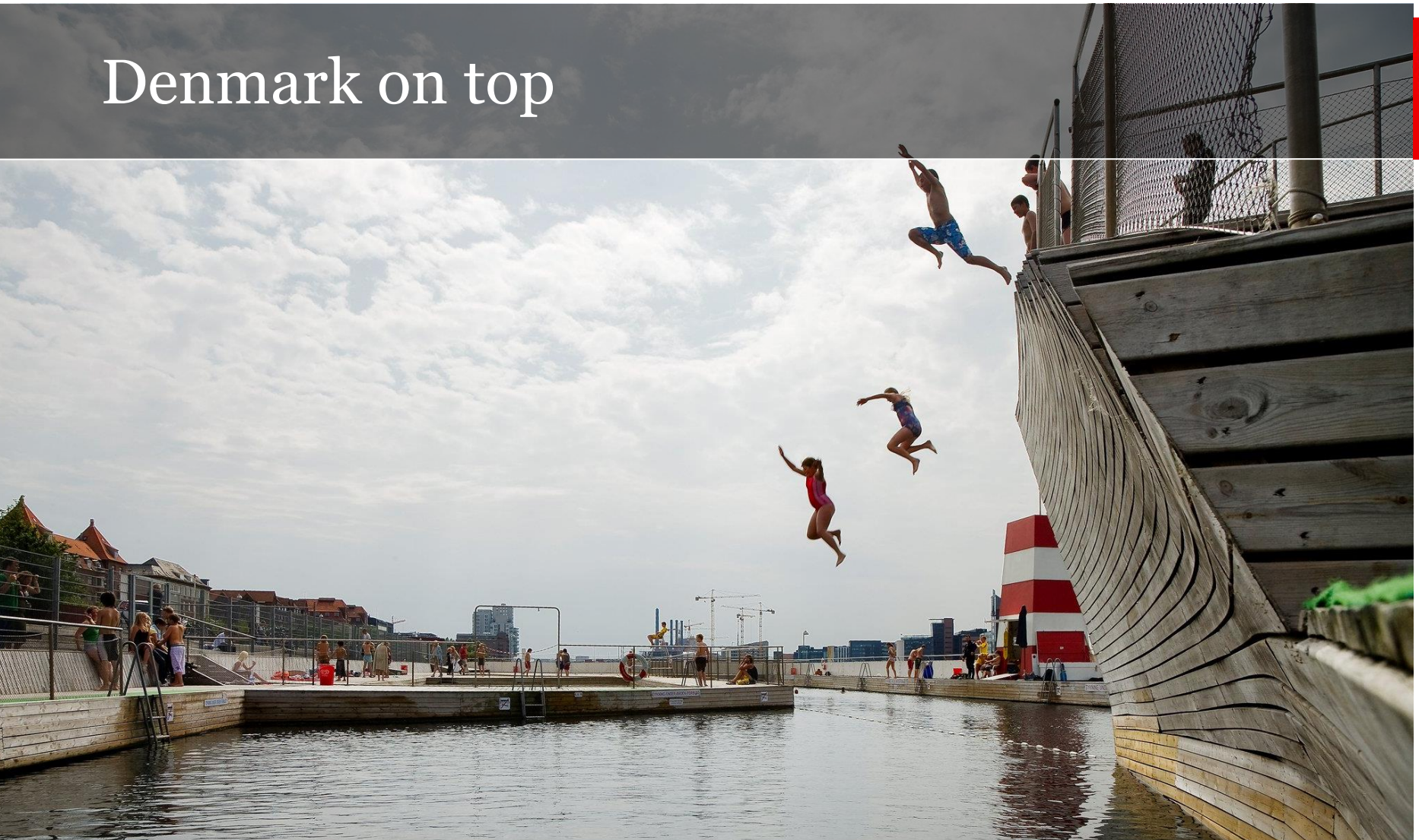


Denmark on top



Contents



1. Framework conditions

Denmark on the business charts

Shareholders' rights

Corporate social responsibility

Corruption, bureaucracy and press freedom

Quality of life

2. Business efficiency

Starting a business

Competitive legislation

Customs authority

Government efficiency

3. Flexicurity

The model of flexicurity

Labour regulations

Labour force

The best place to work

4. Infrastructure

Airports

Ports and shipping

1. Framework conditions

- Denmark on the business charts
- Shareholders' rights
- Corporate social responsibility
- Corruption, bureaucracy, and press freedom
- Quality of life



Denmark on the business charts

No. 1 in Europe
for ease of doing business

World Bank 2012-2016

No. 5 in the world
on Global Entrepreneurship Index

GEDI, 2016

The least corrupt
country in the world

IMD & Transparency International, 2016

One of the most
flexible labour markets in the world

IMD, 2016



Denmark on the business charts



No. 6 in Europe
on Global Competitive Index

World Economic Forum, 2017

No. 8 in the world
for working woman

The Economist, 2016

No. 10 in the world
on Global Business Environment Rankings

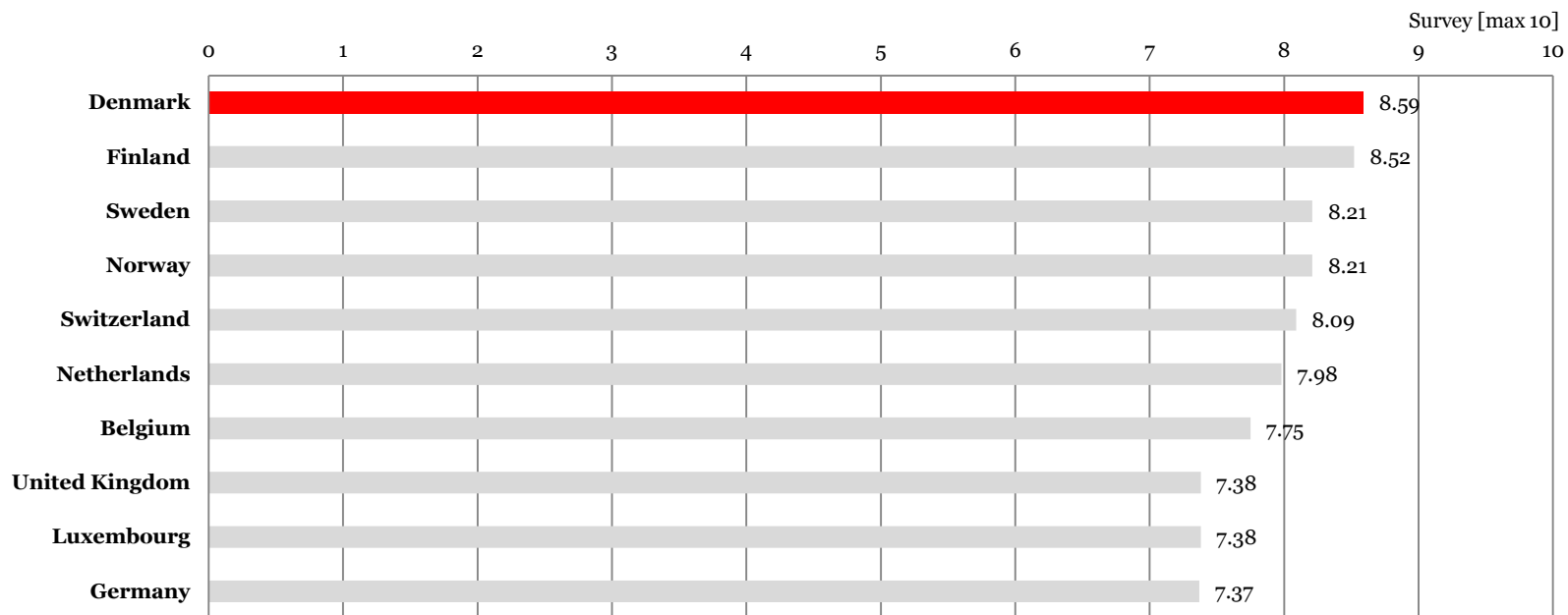
The Economist Intelligence Unit, 2016

No 4. in Europe
on Human Capital

World Economic Forum, 2017



Shareholders' rights



Corporate social responsibility

No. 2 in the world
on corporate values

IMD, 2016

No. 1 in the world
on social responsibility of business leaders

IMD, 2016

No. 1 in the world
on credibility of managers

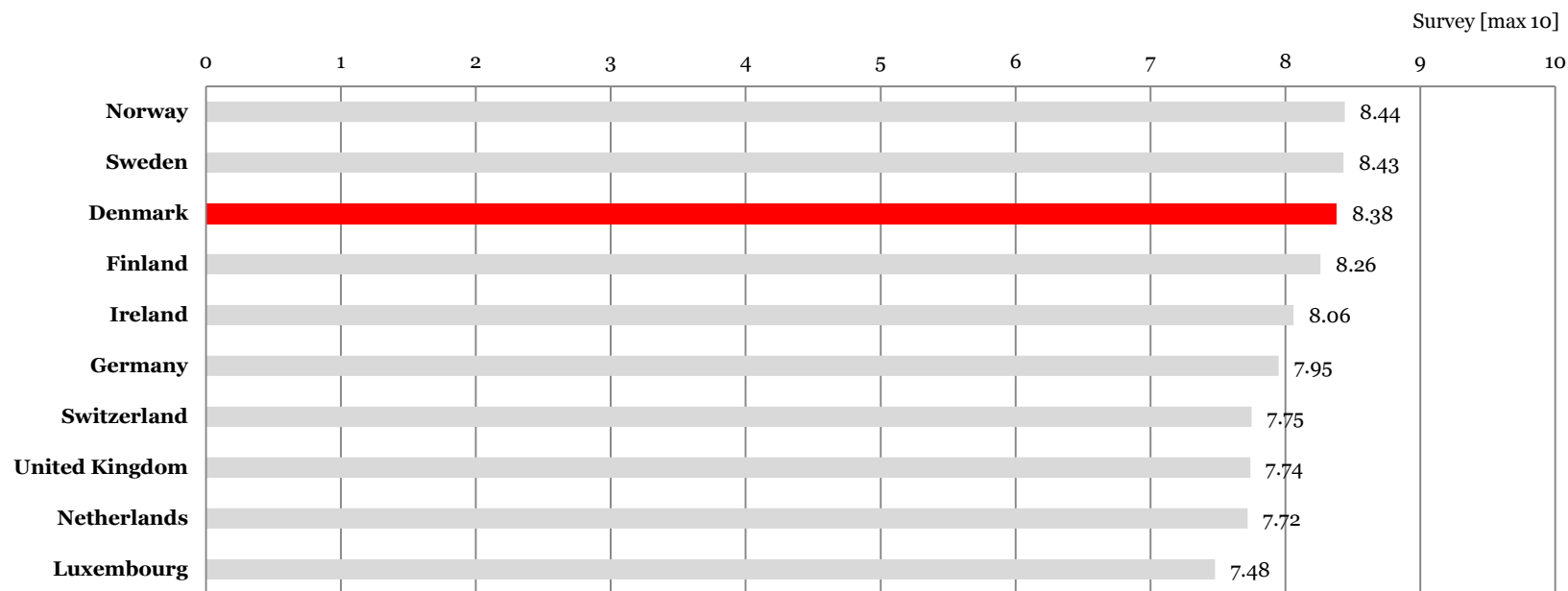
IMD, 2016

No. 2 in the world
on ethical practices implemented in
companies

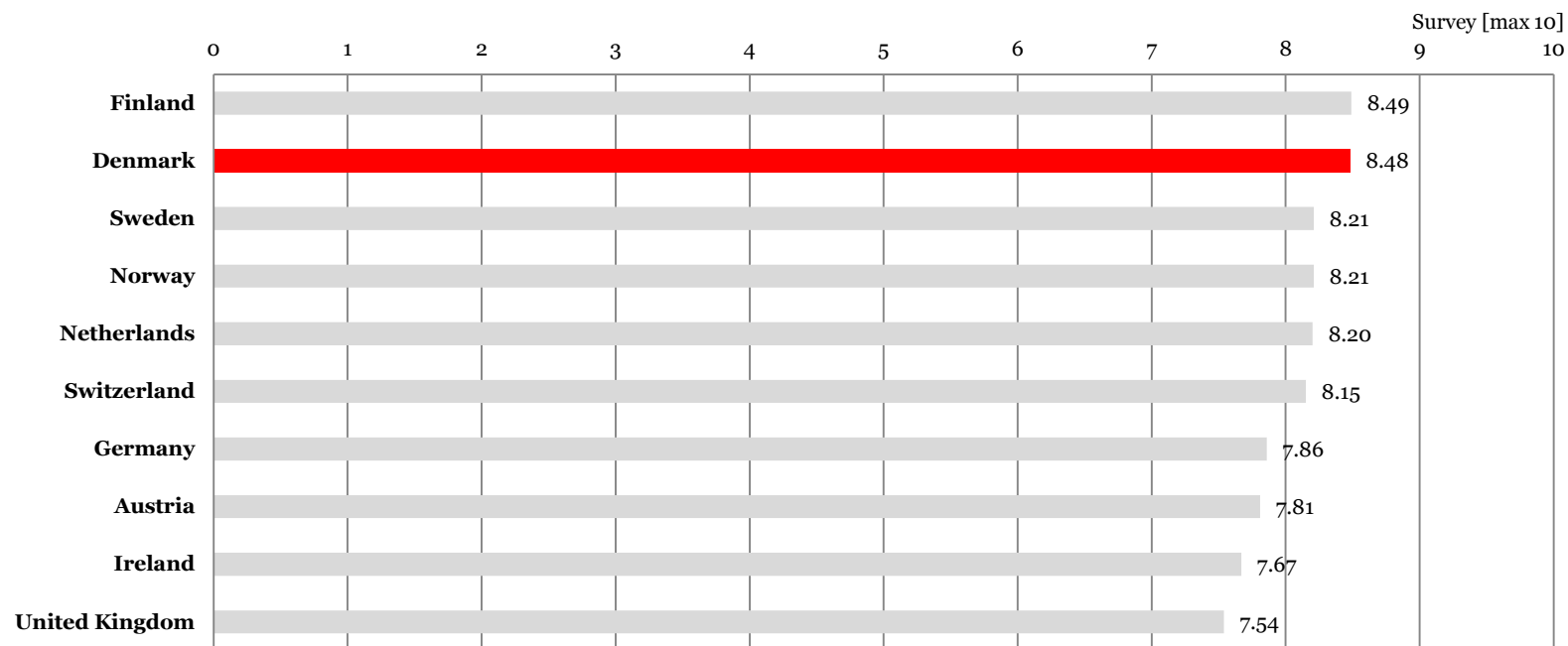
IMD, 2016



Health, safety and environmental concerns

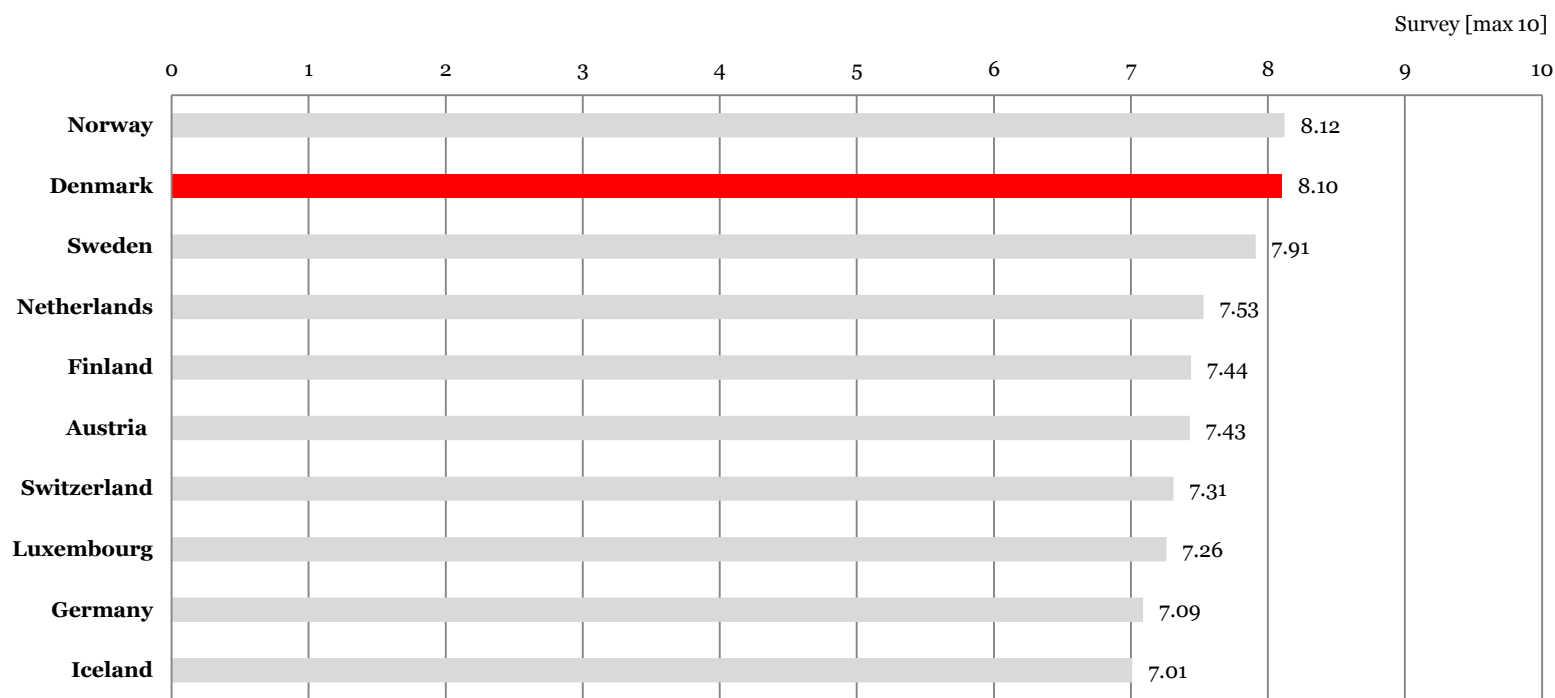


Ethical practices



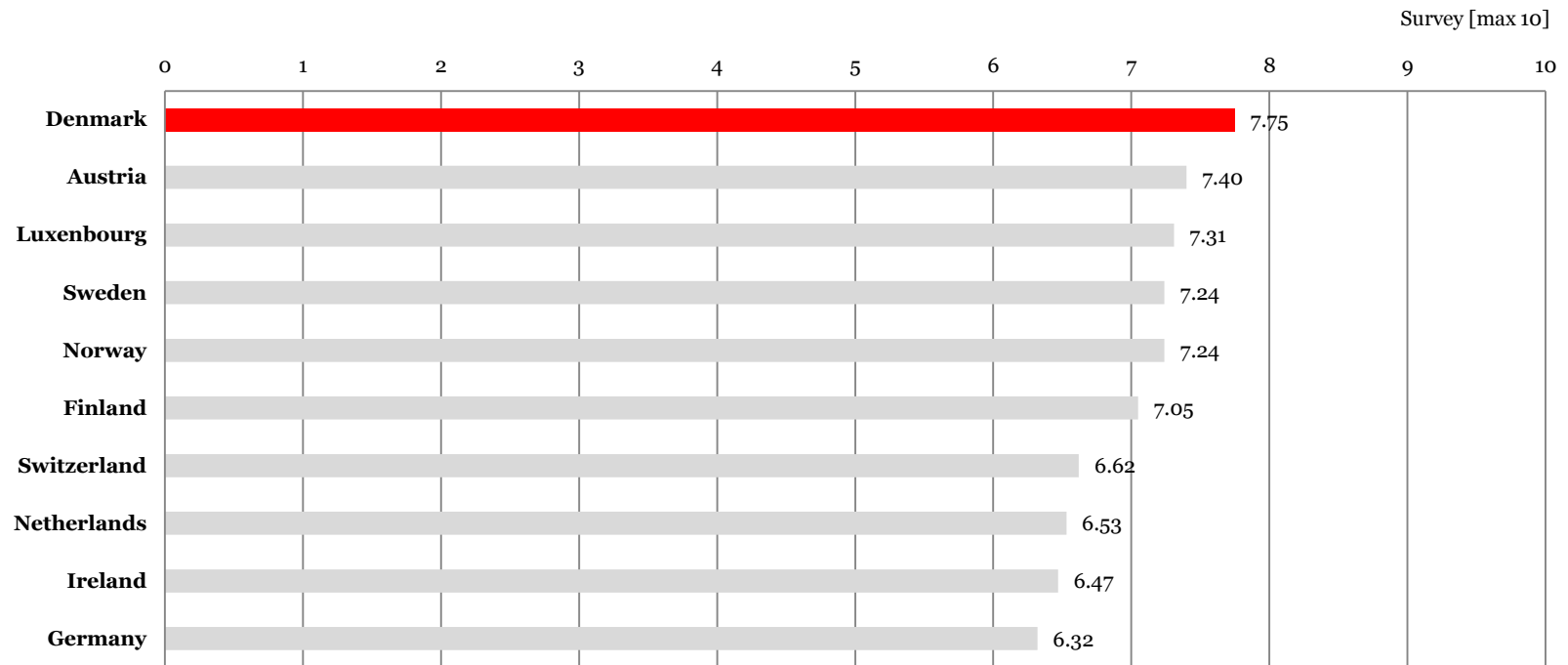
IMD: Institute for Management Development 2016
3.4.02, p. 406

Corporate values

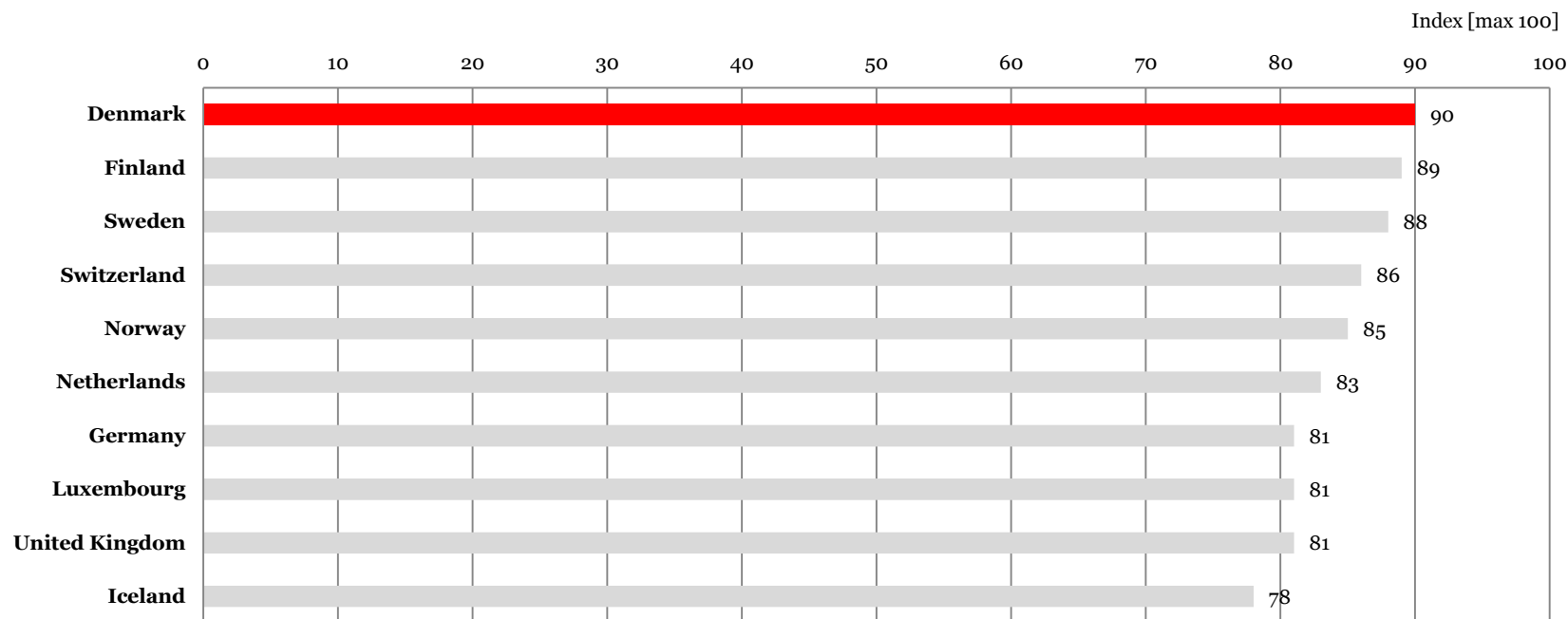


IMD: Institute for Management Development 2016
3.05.07, p. 413

Social responsibility of managers

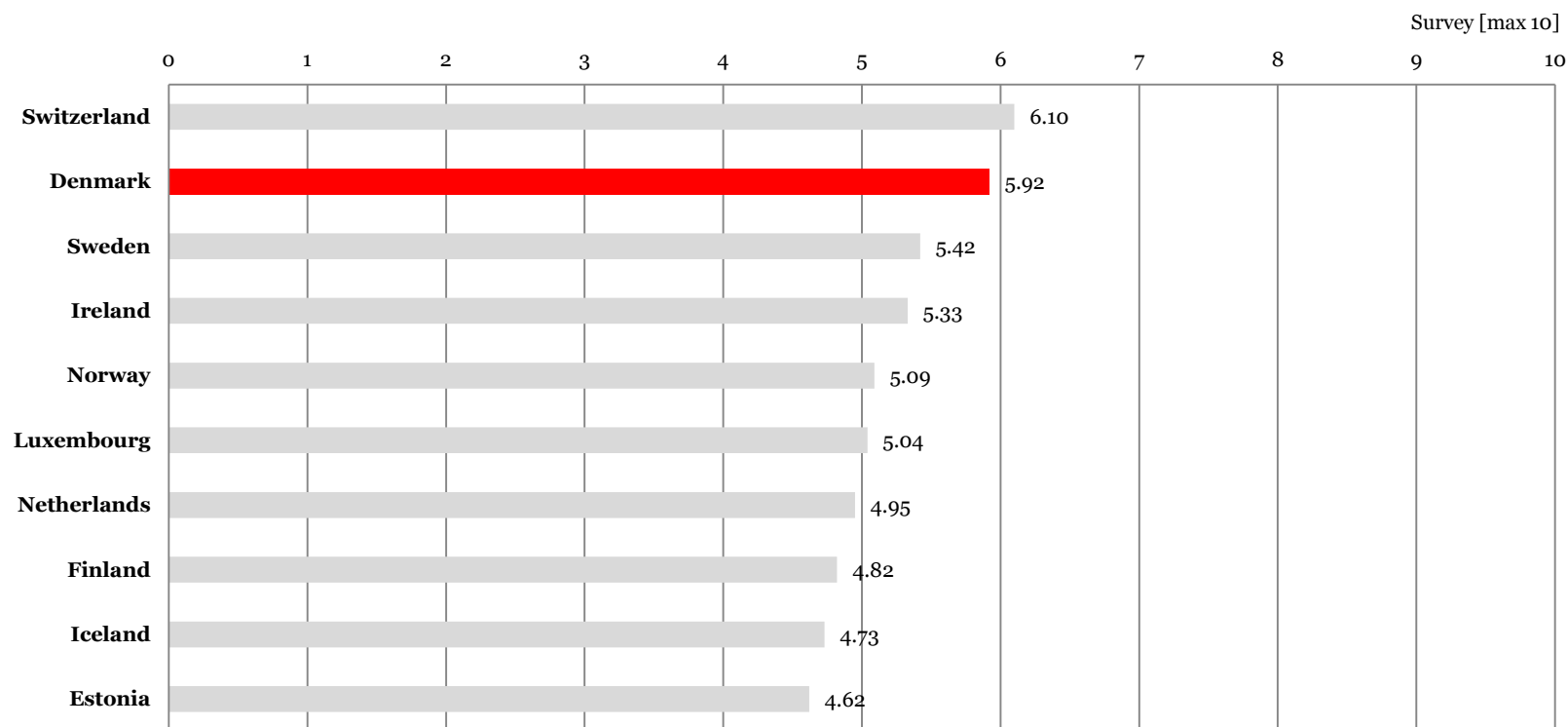


Corruption perceptions



The 2016 Transparency International Corruption Perceptions Index

Bureaucracy levels



IMD: Institute for Management Development 2016
2.3.13, p. 353

Press Freedom



World Press Freedom Index 2016

expresses the level of freedom available to journalists.

1. Finland
2. Netherlands
3. Norway
4. **Denmark**
5. New Zealand
6. Costa Rica
7. Switzerland
8. Sweden
9. Ireland
10. Jamaica

Reporters Without Borders, 2016

Quality of life



Life satisfaction

measures how people evaluate their life as a whole rather than their current feelings.

1. Norway
2. Switzerland
- 3. Denmark**
4. Iceland
5. Finland
6. New Zealand
7. Canada
8. Netherlands
9. Australia
10. Sweden

OECD Better Life Index, 2016

Work-life balance

measures time devoted to work versus to leisure and personal care

1. Netherlands
- 2. Denmark**
3. France
4. Spain
5. Belgium
6. Norway
7. Sweden
8. Germany
9. Russia
10. Ireland

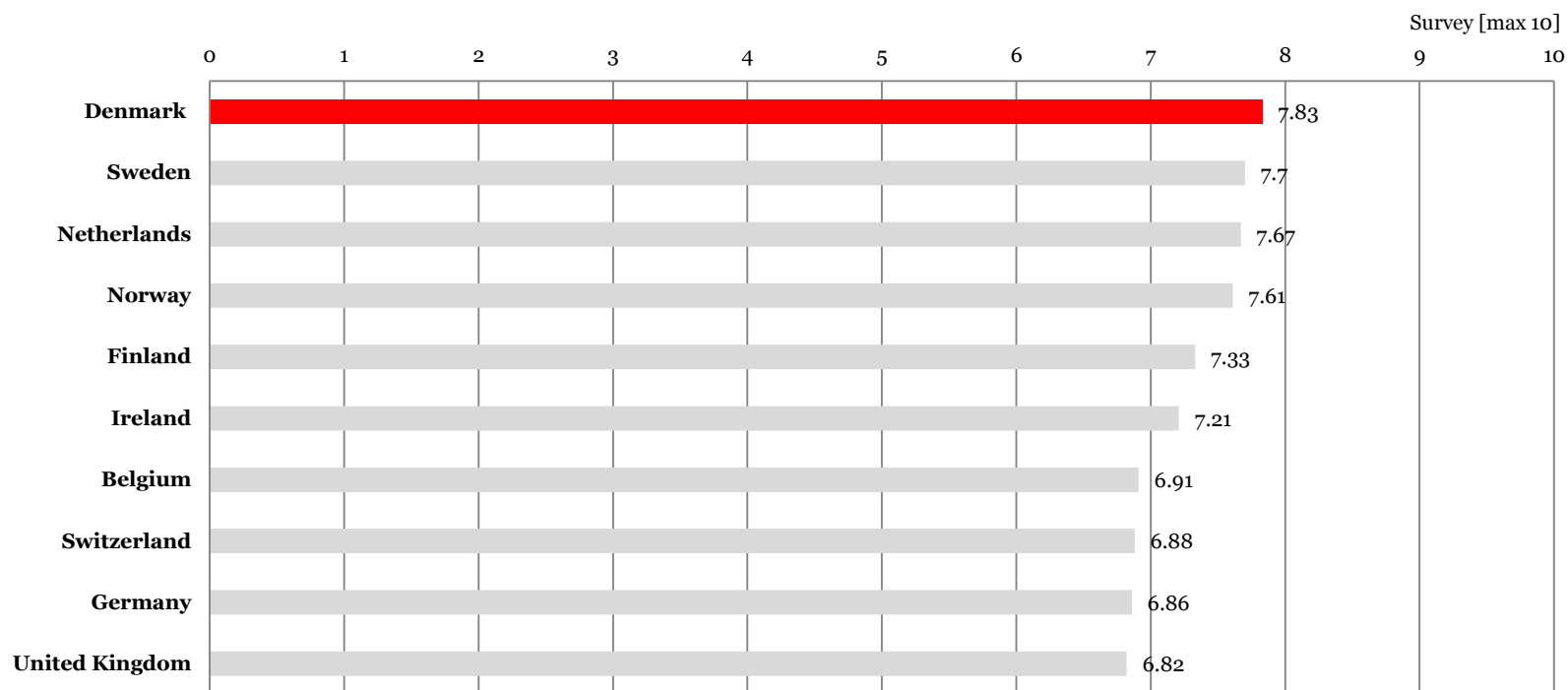
OECD Better Life Index, 2016

2. Business efficiency

- Starting a business
- Competition legislation
- Customs authority
- Government efficiency



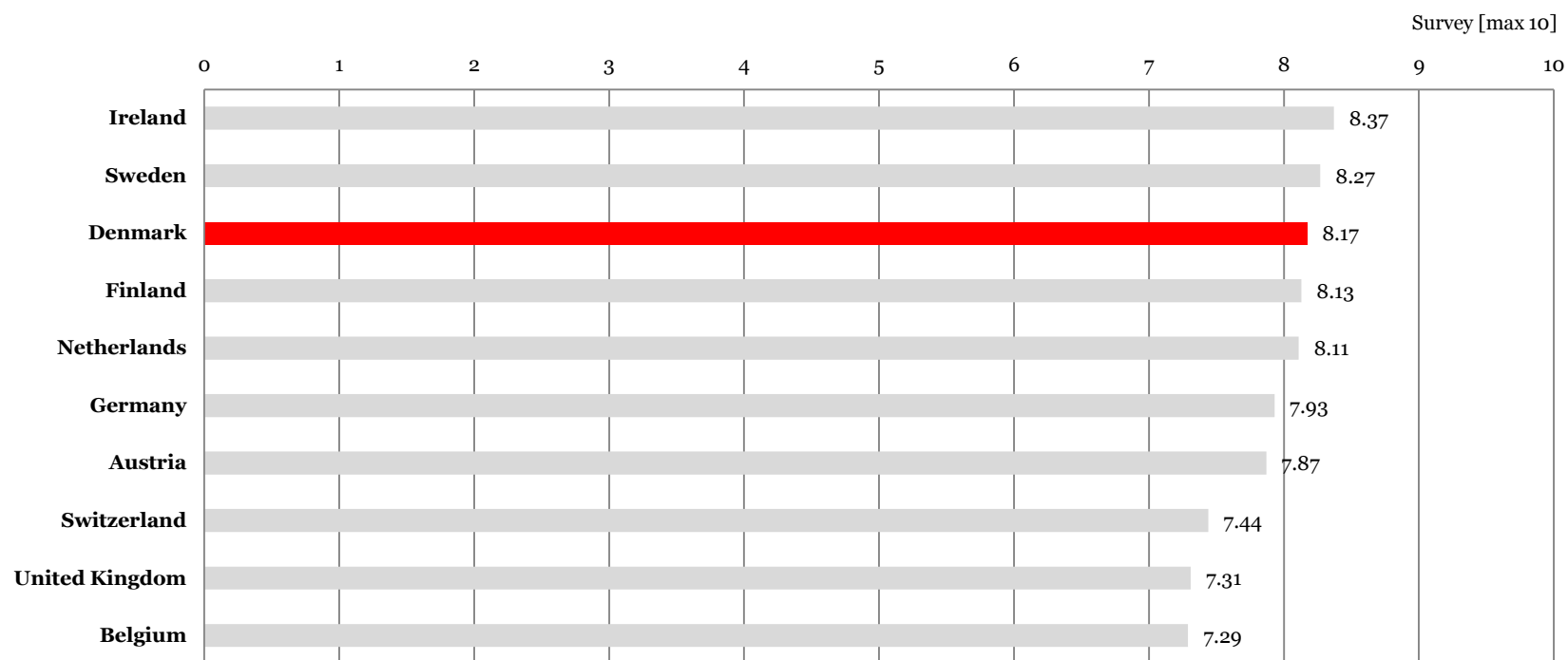
Competition legislation



IMD: Institute for Management Development 2016

2.4.11, p. 360

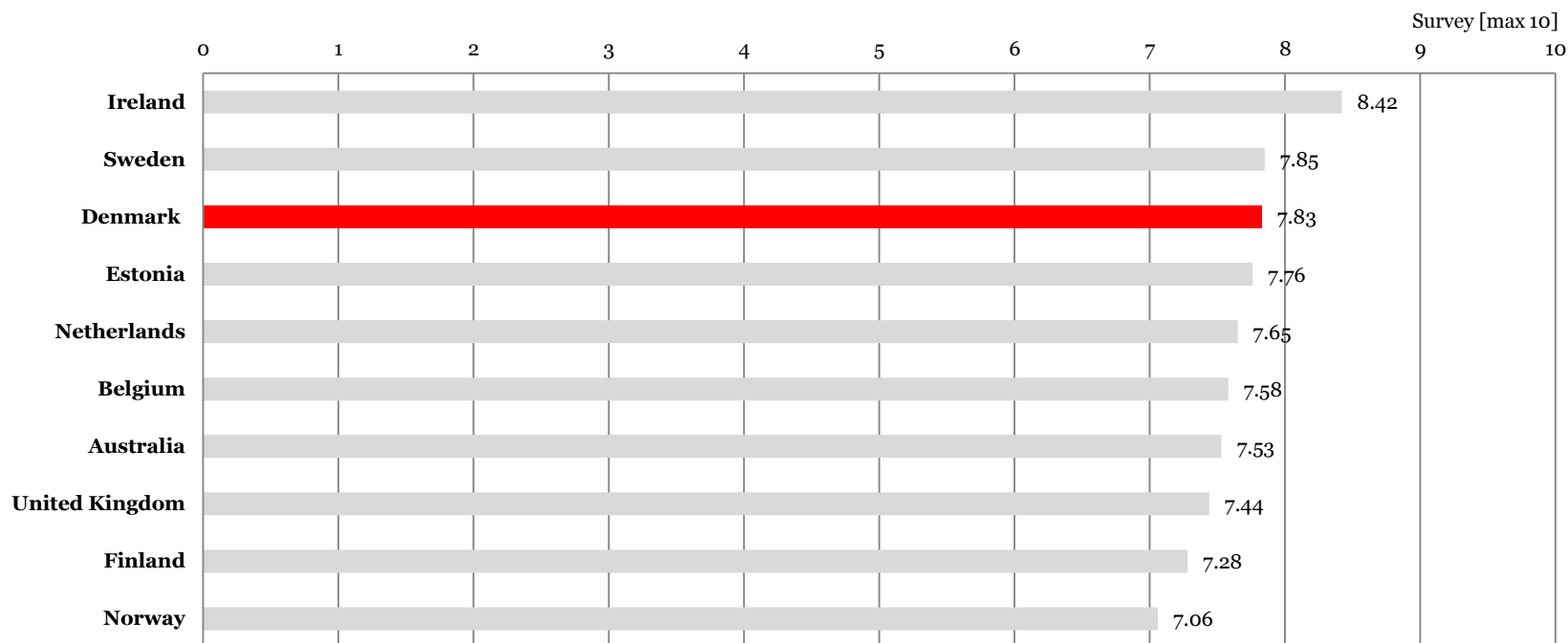
Customs authorities



IMD: Institute for Management Development 2016

2.4.02, p. 355

Protectionism



IMD: Institute for Management Development 2016

2.4.03, p. 356

3. Flexicurity

- The model of flexicurity
- Labour-employer relations
- Labour regulations
- The best place to work



Most flexible and inclusive labour market

No. 1 in the world
on low redundancy costs

World Economic Forum, 2017

No. 1 in Europe
on hiring and firing practices

World Economic Forum, 2017

No. 3 in the world
on cooperation in labour-employer
relations

World Economic Forum, 2017

0,93 woman
in the labour force per man

World Economic Forum, 2017



Cooperation in labour-employer relations

Global Competitiveness report 2017

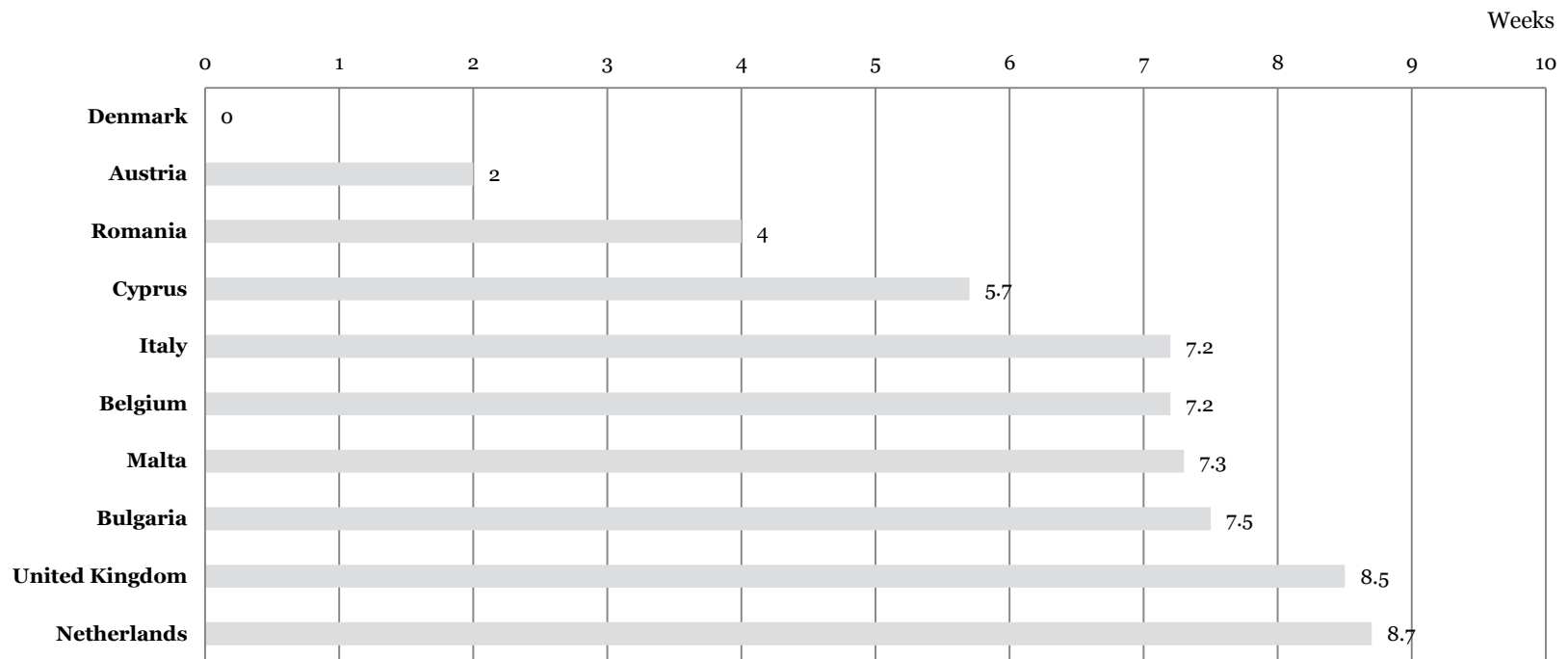
assesses the competitiveness landscape by providing insight into the drivers of productivity and prosperity

1. Switzerland
2. Singapore
- 3. Denmark**
4. Norway
5. Qatar
6. Japan
7. Netherlands
8. New Zealand
9. Hong Kong
10. United Arab Emirates

IMD, 2016



Redundancy costs: Number of weeks salary



IMD: Institute for Management Development 2016

2.4.20, p. 364

Hiring and firing practices

No 1. in Europe

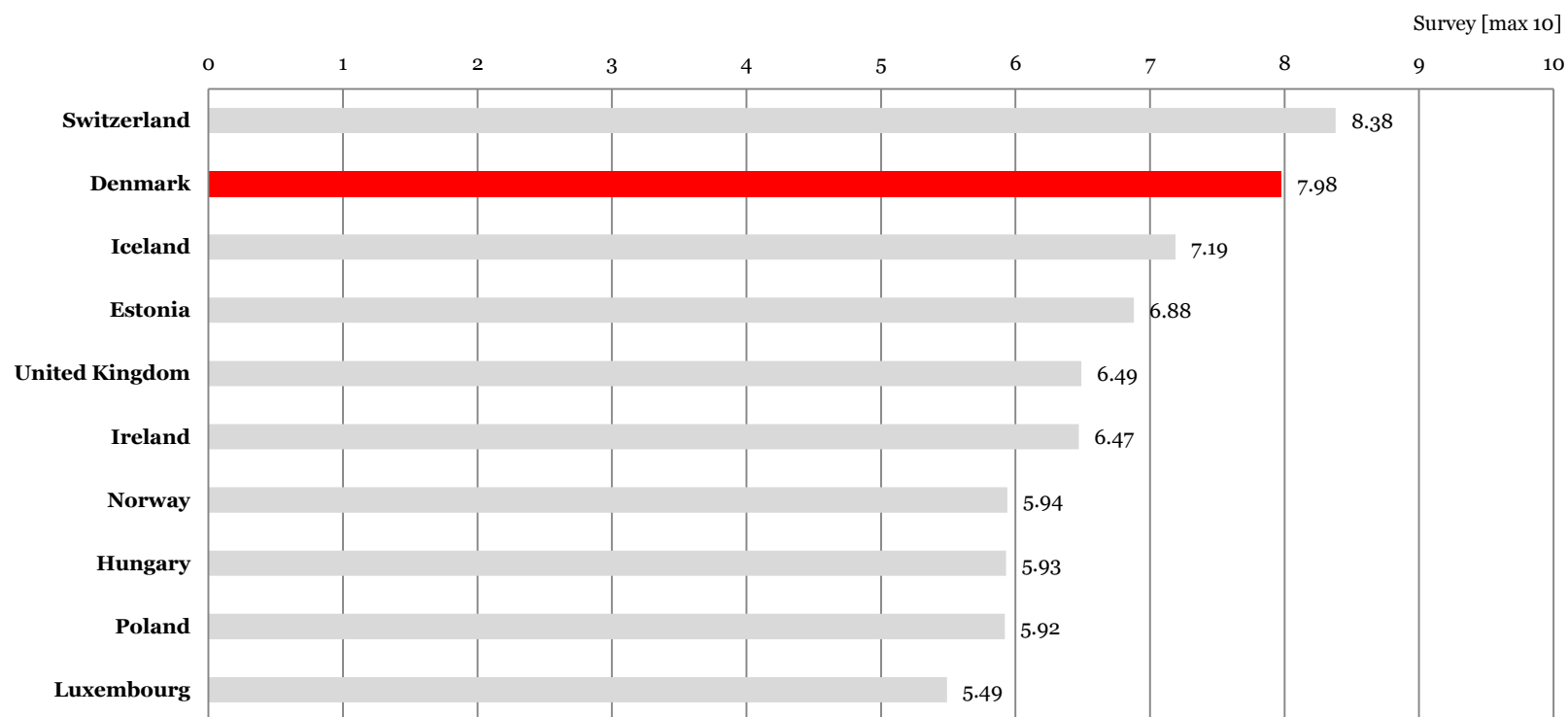
to what extent regulations allow for flexible hiring and firing of workers

1. Hong Kong
2. Switzerland
3. Singapore
4. Iceland
5. Qatar
- 6. Denmark**
7. Nigeria
8. United Arab Emirates
9. Malaysia
10. Uganda

World Economic Forum, 2017



Labour regulations



IMD: Institute for Management Development 2016

2.4.17, p. 363

Denmark – the best place to work

No. 1 in the world
on worker motivation

IMD, 2016

No. 3 in the world
on employee training

IMD, 2016

No. 2 in the world
on addressing health, safety and
environmental concerns

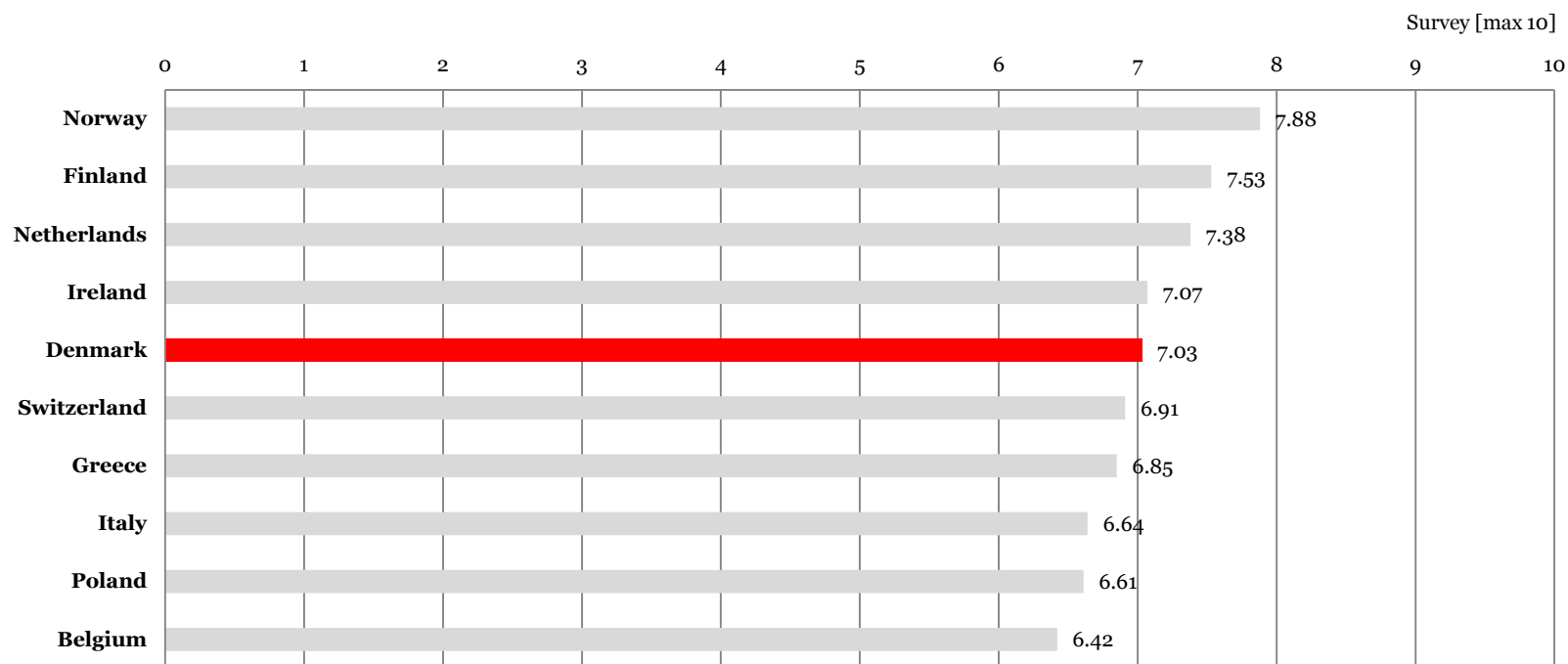
IMD, 2016

No. 4 in the world
on workforce happiness

Global Workforce Happiness Index, 2016



Skilled labour



IMD: Institute for Management Development 2016

3.2.18, p. 392

Employee training is a high priority



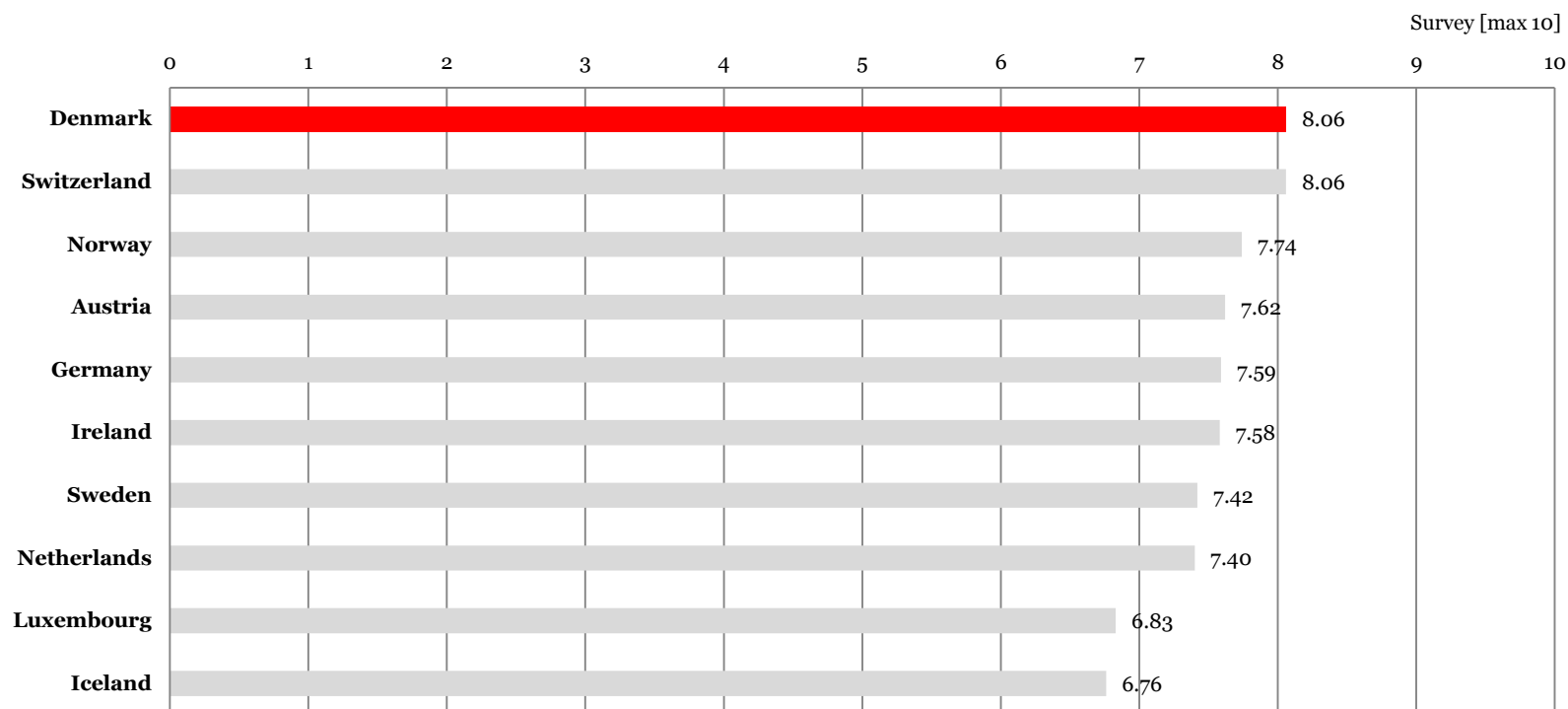
No 2. in Europe

where employee training is a high priority

1. Switzerland
2. Germany
3. **Denmark**
4. Austria
5. Japan
6. Luxembourg
7. Malaysia
8. Sweden
9. Norway
10. Netherlands

IMD, 2016

Worker motivation



IMD: Institute for Management Development 2016

3.2.08, p. 387

4. Infrastructure

- Infrastructure at a glance
- Airports
- Ports and shipping
- Information technology



Infrastructure and distribution efficiency



Consistently massive investments in infrastructure (roads, railway, IT, public utilities etc.).

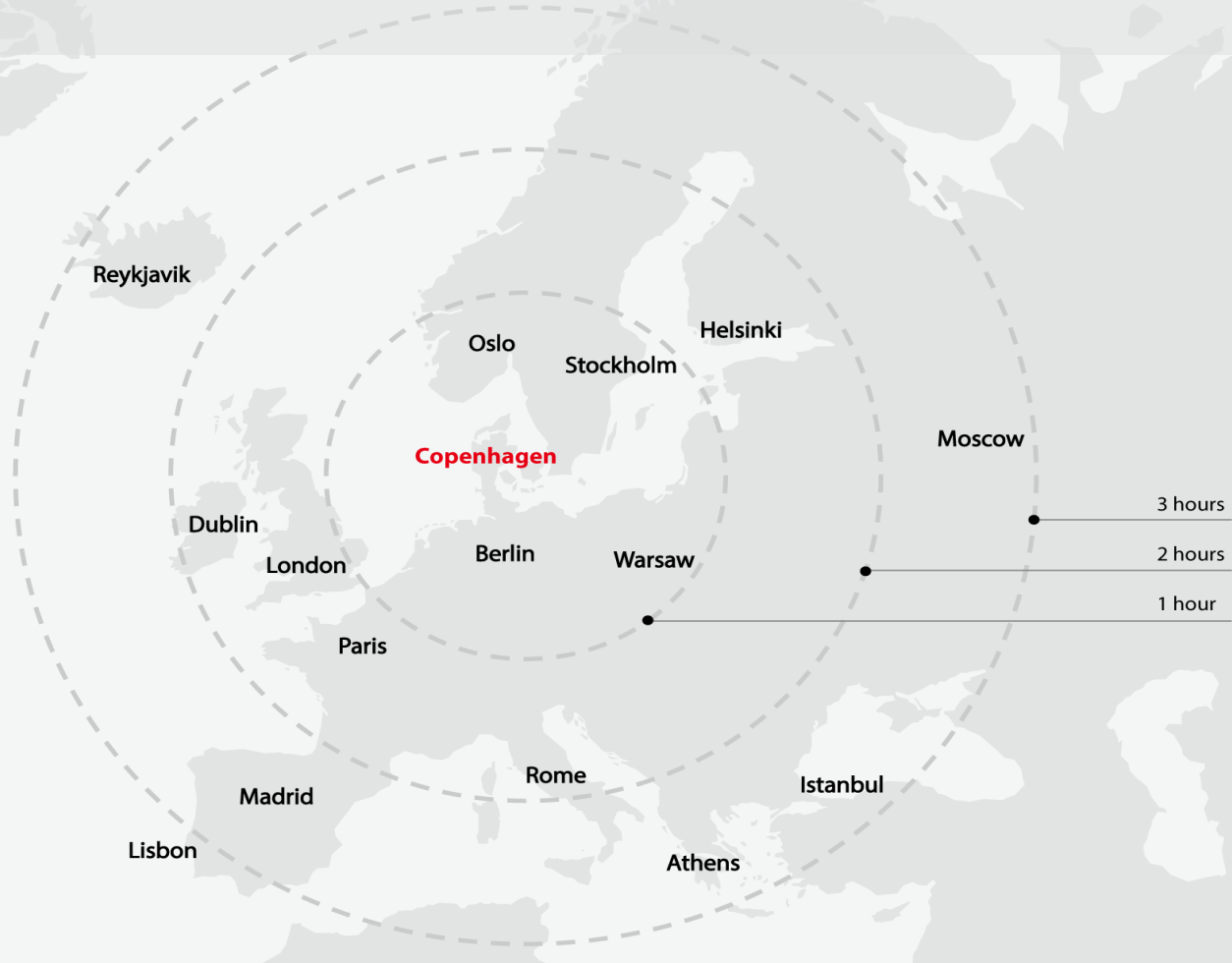
Impressive road and rail network including the bridge connecting Denmark and Sweden.



Ten seaports with free port and trade zone facilities.

Six international airports – Copenhagen Airport is the Nordic Hub.

Get easy access to 500 million consumers



International airports



No 2. in Europe

in terms of quality of air transportation

1. Switzerland
2. Germany
- 3. Denmark**
4. Austria
5. Japan
6. Luxembourg
7. Malaysia
8. Sweden
9. Norway
10. Netherlands

IMD, 2016



Ports and shipping



75% of Danish exports are shipped by sea.

Major Danish Ports: Copenhagen Malmö Ports, Associated Danish Ports (Frederica), Aarhus Port, Esbjerg Port, Port of Køge.

An increasing number of trucks are shipping across the Baltic Sea from Denmark.



Daily overseas connections and frequent connections to the major ports in Europe.

Only 160 km from the border of Denmark to the Port of Hamburg, the second largest port in Europe.



Get in touch for more information



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