

Start with Denmark



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Agenda

About Invest in Denmark – our mission and organisational set-up

What makes the Danish business environment attractive

Key sectors in Denmark that we focus on

How can we help your business?

About Invest in Denmark



- Denmark's national investment promotion agency
- Integrated part of the Trade Council under the Ministry of Foreign Affairs
- Based on a strong global and regional Danish set-up – 60 employees (half in Denmark and half abroad)
- Investment Managers abroad – Project Managers at home
- Approximately 60-70 successful investment projects per year – 1600+ jobs



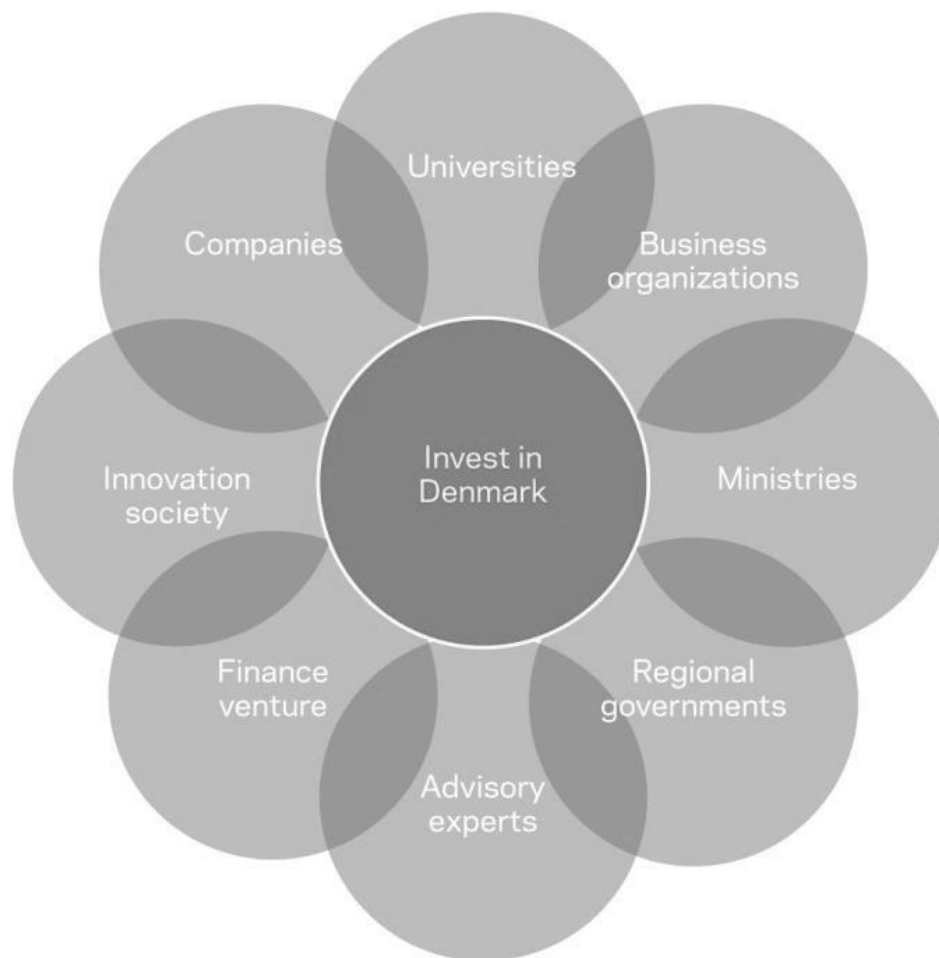
Global outreach



Local expertise



Our Danish network



Reasons to locate your business in Denmark

No. 1 in Europe
for ease of doing business

World Bank 2012-2016

Credit rating
AAA

S&P, Moody's and Fitch 2017

The least corrupt
country in the world

IMD & Transparency International, 2016

One of the most
flexible labour markets in the world

IMD, 2016



Reasons to locate your business in Denmark



No. 1. in the world
on Digital Economy and Society Index

European Commission, 2017

No. 1 in the world
for worker motivation

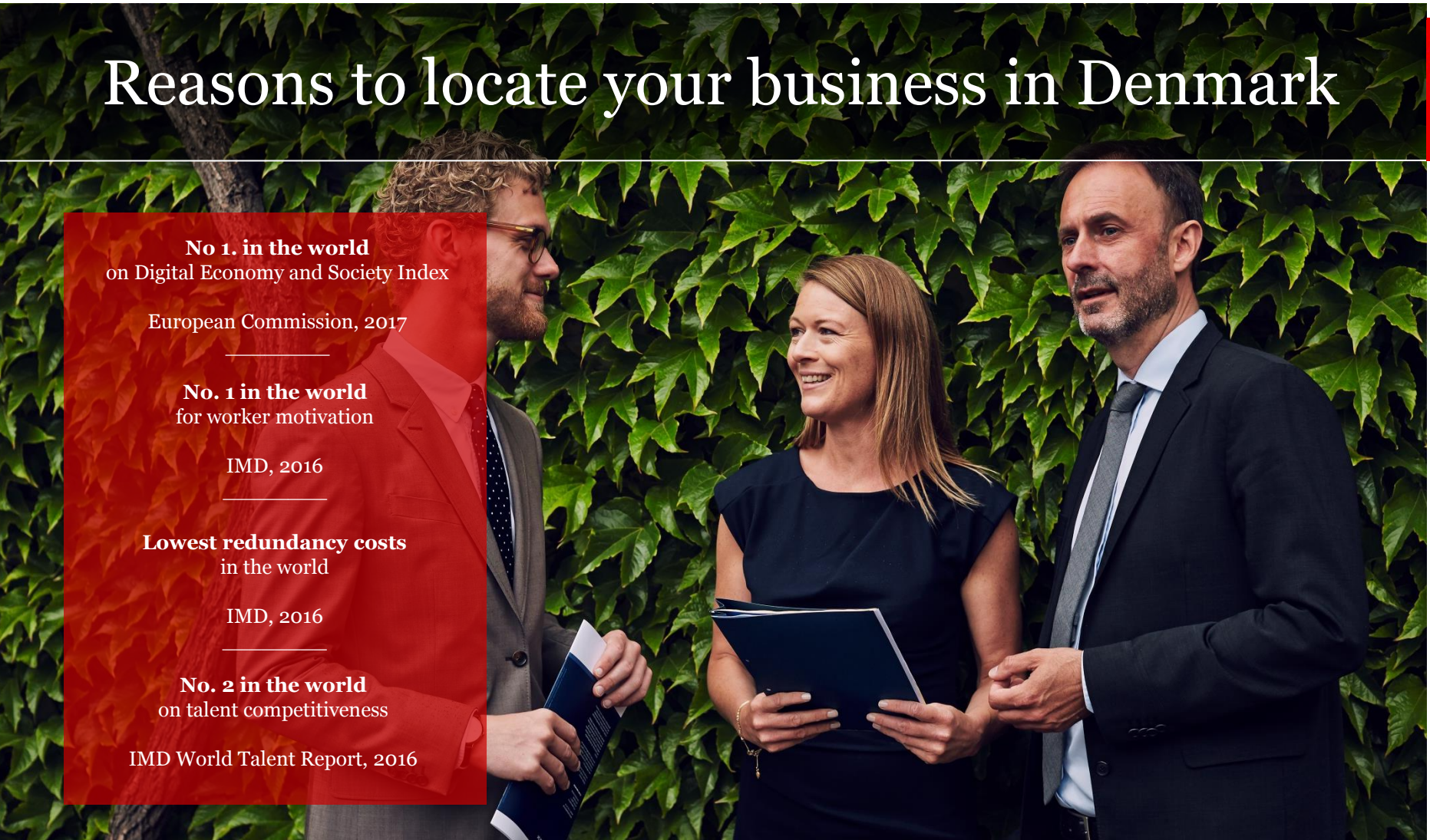
IMD, 2016

Lowest redundancy costs
in the world

IMD, 2016

No. 2 in the world
on talent competitiveness

IMD World Talent Report, 2016



Why do business in Denmark?

Easy interaction with public authorities

In 2016, Denmark once again achieved a top ranking in Transparency International's study of perceived corruption in public sectors worldwide.

The Danish public sector is known for its low level of bureaucracy and red tape and for its commitment to limiting the administrative burdens on business.

Competitive business costs

Danish social security rates and employer costs are the lowest in Europe. **Copenhagen is 15/20% cheaper than Stockholm in terms of salary**, social security costs and office rent when comparing the total costs of a business operation such as Nordic headquarters or a shared services centre.

Favourable tax climate – perfect for Nordic expansion

Denmark is considered to have a favourable tax climate: a corporate tax rate of 22%, an extensive network of tax treaties, and attractive tax rules for expatriates. Furthermore, other attractive tax incentives include full deduction of patents and know-how in the year of acquisition and deduction of R&D expenses when such expenses are incurred.



Why do business in Denmark?

Knowledge-intensive

With world-class researchers, science parks and innovation incubators together with top universities and other colleges of higher education, Denmark offers Scandinavia's most knowledge-intensive research and business environment.

Best for test and demonstration

Denmark is known world-wide for its high quality and ground-breaking research and development (R&D) and is valued as a leading test market for ICT, cleantech, smart grid and smart city solutions.

The Danes are early adopters eager to test new technologies, and finding partners and facilities to test and demonstrate new products, technologies and concepts is easy.

Strong infrastructure

Denmark has a unique infrastructure being a central access point to the rest of Europe. An impressive road and rail network, including the Øresund Bridge connecting Denmark and Sweden, and 6 international airports of which Copenhagen Airport is the Nordic hub with 29 million passengers .



Get easy access to 500 million consumers



ICT



- **Smart City:** The municipalities' needs and desire for smarter solutions combined with top-class test and demonstration facilities makes Denmark an ideal place to develop and implement smart city solutions.
- **Sound:** Denmark is a strong brand and a global first-mover within sound technology with internationally renowned R&D competencies and companies in a cluster among the best and strongest in the world.
- **Wireless/Mobile Technologies:** Denmark is one of the world's leading centres for wireless R&D – both in the application area and in the design of new handsets and infrastructure components.
- **Software Development:** Besides having one of the world's best and most innovative talent pools, Denmark offers world-class R&D within software architecture, functionality and front-end design.
- **Robotics:** Strategic focus on robotics at national and municipal levels. High level of interdisciplinary among Danish engineers – essential within robotics research. Strong test facilities within drone technology.
- **Nordic IT delivery centres:** Denmark offers an attractive hub for international IT vendors that can deliver scalability, agility, flexibility and innovation in the development and operation of Nordic clients' IT systems.

🍏 Food



Aquaculture

60 % of modern aquaculture systems supplied by four Danish companies. Good possibilities for accessing competencies within both aquaculture and feed.



Food technology

World-leading companies such as Alfa Laval and GEA have established R&D activities in Denmark and the industry is experiencing high growth.



Food ingredients

Danish companies have a world-market share of 14% and world-leading competencies are found in both companies and universities.

Cleantech



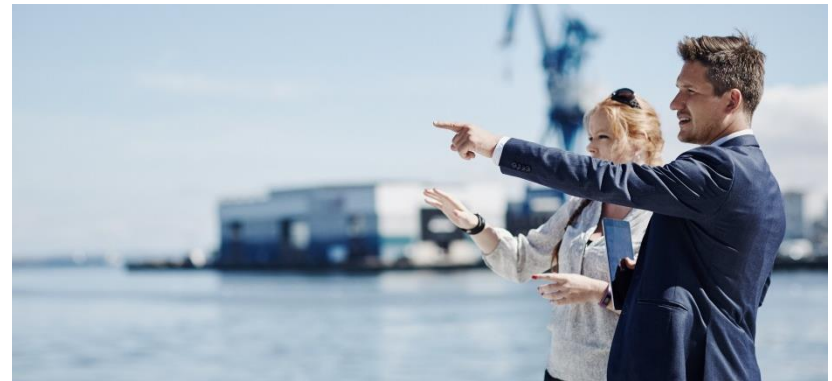
- **Biogas:** Conducive government policies: 50% of the manure from pig and cattle farms should be utilized for biogas. 2015-2020: Approx. 40 large biogas plants are being constructed or are planned/suggested.
- **Datacentres:** Apple and Facebook are placing some of the world's largest data centres in Denmark due to power grid uptime, excellent sites, low latency and electricity prices and 100% electricity available from green sources. In particular top energy efficiency by the use of waste heat for district heating.
- **Hydrogen:** Denmark has one of the most advanced hydrogen and fuel cell clusters in the world. Large business potential for hydrogen, especially in relation to biogas upgrading and FCEV.
- **Wind:** Denmark is the global centre for wind turbine business and technology development – onshore and offshore due to its world-class wind exploitation. Access to entire wind energy supply chain.

⚓ Maritime



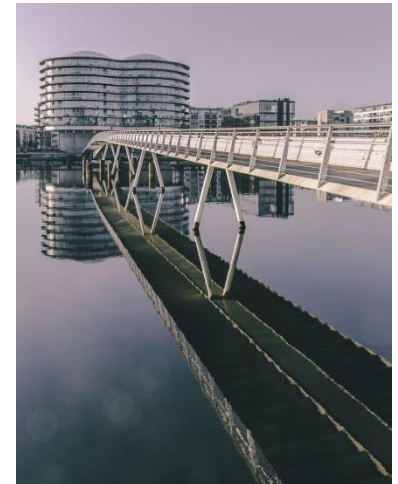
Ship management

Danish shipping companies transport 10 per cent of the entire world's trade. A large unfulfilled market for ship management companies.



Technology and equipment

Denmark is a global centre for marine technology and supply business development – onshore and offshore.



Life Sciences



- **Biotechnology and pharma:** Denmark is a major world player, especially in areas such as enzymes, CNS research, diabetes care and cancer research. It is the the only cluster in the world that combines strong academic research with major commercial pharmaceutical presence. Denmark furthermore excels when it comes to testing new medicines in clinical trials.
- **eHealth:** Strong competence clusters within ICT and life sciences together with a tradition for public-private collaboration have given Denmark a leading position within eHealth and welfare technologies. More than 300 pilot projects have already been conducted with telemedicine and the first national eHealth project is under implementation.
- **Medical technology:** The Danish medical technology industry is one of the largest in the world measured in exports per capita. Sustained by innovation and product R&D, it is well-reputed abroad due to a number of leading companies in consumables, hearing aids, diabetes devices. In particular, Denmark offers excellent possibilities of creating some of the world's best diagnostic products.

Design



Beyond aesthetics

Denmark is a design society with design penetrating most spheres of life, from world-class uniquely designed products and buildings, over sustainable city planning to integrated innovative clusters.



Ambitious Danish design policy

Denmark was one of the first countries to adopt a design policy focusing on Denmark as a creative hub.

We speak business



Before

Information gathering and analysis

Market overview

Benchmarking services

Mapping potential partners, costumers and service providers

Identifying business and funding opportunities

Industry insights

During

Business establishment

Practical assistance

General advice on legal, financial and corporate structure matters

Fact-finding

Land and property search

Introductory meetings with business clusters and public authorities

After

Expansion and retention

Expansion support

Identify new business opportunities

Aftercare

Get in touch for more information



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