



Birger Husted

- 1987-1988 Up With People
- 1989-1992 Marketing Coordinator Interroll Scandinavia
- 1992 1993 Sales and Marketing Scandinavian House,
- 1993 1997 Administration and Marketing Manager CRI Computer Resources International
- Since 1997 Headhunting top managers in the Czech Republic, Poland, Slovak Republic and Hungary
- Since 2006 Husted | EMA Partners Czech & Slovak
- 1999 2018 Member of the Board–Nordic Chamber of Commerce Czech Republic
- 2003 2006 Member of Board Euro-Czech Forum representing 1.2 mill. working places in the Czech Republic.
- 2006 2012 Member of the Board of the Danish –Czech Business Forum
- 2016 2019 Member Advisory board Danish Business Club, Czech Republic
- Czech Wife, Singer in Rock Band, Rotary Club Prague International, Member of Advisory Board Anglo American University, Mentoring projects. Democracy Festival. Member of Board Up with People International Alumni Association.



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Husted s.r.o. is representing EMA Partners International for the Czech & Slovak Republics. We joined the EMA company in June 2016.

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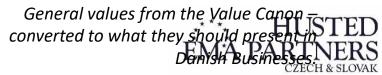


Main Challenges for Czech companies in Denmark.



- Mental Iron Curtain
- Danish SME's think they are more advanced than Czech
- Relations versus Task. No. of meetings to close business.
- Meetings Structure Minutes of meetings Conclusions.
- Be aware of Danes and their use of Eastern Europe or even Czechoslovakia.
- Still look at CEE markets as local CEE firms.
- Talking headlines rather than subheadings.
- Czech companies must be prepared Kill on the first meeting. Be professional and have good sales documentation.
- Czech companies not always sufficiently self-confident becomes subsuppliers when they can become business partners.
- Focus on Environment, working conditions, health & safety.





Which values are present in Danish businesses?

- 1. Welfare society We believe in a job market where you are trained and get special working conditions if needed. We believe in Life-Long learning. We believe in support and special job conditions to people in the need of it.
- 2. Freedom. We believe in a flexible working market, where you can manage your own time. You have freedom with responsibility. You can to a large extend decide and do what you find needed. You are not controlled, but you have responsibility for your work. You are responsible for delivering.
- **3. Trust**. We trust our employees, and we trust our employers. We trust our business partners and a handshake is more important than a piece of paper.
- 4. Equality for the law. All Employees are equal to the rules of the company.
- 5. Gender equality. We believe in equality and diversity. We do not discriminate because of age, gender, sexual orientation or political views.
- 6. Language We all work in an international environment and uses international languages.
- 7. Associations and voluntary work. We have Corporate Social Responsibility and care about the society surrounding us. We believe in benefitting stakeholders not only shareholders.
- 8. Liberality/tolerance. We are tolerant and liberal and respect individual views and activities.
- **9. Hygge.** We focus on a positive, open and friendly working environment. We believe that we get the best results by having happy and satisfied employees.
- **10. Ethics and Heritage**. We have a strong ethical behaviour. We are honest. Integrity is important. We do not corrupt. We perform fairly in business and prefer always win-win solutions.

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Contact





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